

ARTIFICIAL INTELLIGENCE AND CULTURE: RESPONSIBILITY ON THE THRESHOLD OF A NEW ERA

Madartov Salim Kuchimovich

Lecturer, Department of Cultural and Arts Management
Uzbekistan State Institute of Arts and Culture

Annotation

This article provides a comprehensive analysis of the role of artificial intelligence (AI) in the development of contemporary culture and social consciousness. AI is examined not merely as a technological tool, but as an intellectual partner that actively shapes cultural processes. The study explores the potential of AI in preserving and digitizing cultural heritage, expanding creative practices, and strengthening the moral resilience of society. Special attention is given to issues of authorship, ethical responsibility, and the attribution of AI-generated cultural products within the framework of soft power. The article also analyzes the role of language, controlling entities, and algorithmic governance in shaping cultural influence, emphasizing the strategic necessity of developing AI ecosystems grounded in national cultural values.

Keywords

artificial intelligence, culture, digital transformation, cultural heritage, soft power, national identity, algorithmic influence, intellectual property, cultural diplomacy

Аннотация

В статье проводится комплексный анализ роли искусственного интеллекта (ИИ) в развитии современной культуры и общественного сознания. Искусственный интеллект рассматривается не только как технологический инструмент, но и как интеллектуальный партнер, активно влияющий на культурные процессы. Исследуются возможности ИИ в сохранении и цифровизации культурного наследия, расширении творческих практик и укреплении духовного иммунитета общества. Особое внимание уделяется проблемам авторского права, этической ответственности и принадлежности культурных продуктов, создаваемых с использованием ИИ, в контексте «мягкой силы» (soft power). Анализируется значение языка, субъекта-разработчика и алгоритмического управления в формировании культурного влияния, а также обосновывается необходимость создания национально ориентированных экосистем искусственного интеллекта.

Ключевые слова

искусственный интеллект, культура, цифровая трансформация, культурное наследие, мягкая сила, национальная идентичность, алгоритмическое влияние, авторское право, культурная дипломатия.

The Twenty-First Century and the Civilizational Shift

The twenty-first century has ushered humanity into an entirely new civilizational stage. The unprecedented acceleration in the development of artificial intelligence (AI) is transforming not only the economy and technology, but also one of the most fundamental pillars of human existence—culture. We have transitioned from an era in which technologies functioned merely as auxiliary tools to one in which they have become collaborators and, in certain domains, even competitors.

In his work *The Fourth World War*, Andrey Kurpatov advances the provocative claim that “2040–2045 will be our last five-year period. After that, neither we nor our world will remain the same. According to Kurzweil, we will enter the domain known as the ‘technological singularity.’” Such reflections indicate that the boundary between human cognition and technology is becoming increasingly blurred.



Eliezer Yudkowsky similarly posits that “Artificial intelligence does not love you, nor does it hate you. But you are made of atoms it can use for something else.”

Certainly, such radical predictions should not be accepted as absolute truths. Yet one fact remains indisputable: artificial intelligence has become one of the most sophisticated intellectual instruments ever created by humanity.

Artificial Intelligence: Not a Competitor, but a New Intellectual Partner

Today, AI algorithms are capable of analyzing information millions of times faster than humans. Consequently, they are already directly involved in strategic decision-making across numerous sectors. In some countries, artificial intelligence has even begun to assume responsibilities at the level of governance. For example, the delegation of ministerial-level responsibilities to AI in Albania demonstrates the increasing significance of digital intelligence in public life.

The principal challenge facing society today is to establish a balanced and harmonious relationship between human cognition and artificial intelligence.

Integrating Culture into Artificial Intelligence

Culture embodies humanity’s collective memory, intellectual heritage, values, symbols, and creative potential. Its integration into artificial intelligence is unfolding along two primary trajectories:

1. Digitization and Preservation of Cultural Heritage

AI technologies can restore historical manuscripts, digitize archives, translate ancient texts, assist in the restoration of works of art, and create three-dimensional models of cultural objects with remarkable speed and precision. This process serves as a powerful mechanism for:

- safeguarding endangered cultural heritage,
- disseminating it to a global audience, and
- creating a digital cultural memory for future generations.

2. A New Stage of Cultural Creativity

Artificial intelligence is capable of composing music, generating visual art, producing texts, and even analyzing theatrical scripts. However:

- AI can generate creative outputs, but it cannot determine their aesthetic value.
- The artistic evaluation of cultural products ultimately remains a function of human consciousness.

Therefore, AI should not be perceived as a substitute for creativity, but rather as a partner that expands its possibilities.

The Role and Significance of Artificial Intelligence in Fulfilling Cultural Functions

The primary function of culture is to cultivate humanism, spirituality, and social harmony within society. It transmits national values across generations, broadens individual worldviews, and strengthens society’s moral resilience. Through culture, a people becomes conscious of its identity, preserves its historical memory, and articulates collective aspirations for future development.

In this context, to what extent can artificial intelligence contribute to fulfilling these functions?

Under conditions of globalization and digital transformation, culture must not only perform its traditional roles but also adapt to an evolving technological environment. At this juncture, AI emerges as a strategic instrument capable of reinforcing culture’s societal role.

First, AI plays a crucial role in preserving and transmitting cultural heritage. Through digitization, archiving, and analytical technologies, historical manuscripts, artworks, and oral



folklore can be protected from extinction. This elevates the intergenerational continuity of culture to a new level.

Second, AI enhances the expansion of individual worldviews. AI-based educational platforms, virtual museums, and interactive cultural content enable individuals to engage with cultural knowledge actively and personally rather than passively. This transformation shifts culture from being the domain of a narrow elite to becoming a widely accessible social value.

Third, AI can contribute to strengthening society's moral resilience. Properly guided algorithms may help filter harmful information flows and promote cultural and educational content. The central issue here is not the technology itself, but the ethical and cultural responsibility guiding its application.

AI also influences processes of national self-awareness and the consolidation of historical memory. Through the analysis, promotion, and global dissemination of national language, literature, cinema, and artistic production, AI creates new opportunities. This development contributes to cultural diplomacy and the advancement of "soft power" mechanisms.

However, the role of artificial intelligence in culture should not be viewed as unconditionally positive. It requires regulation and balance. If governed solely by criteria of technical efficiency, AI may undermine the humanistic and ethical essence of culture. Therefore, the relationship between culture and artificial intelligence must always be structured around human interests, national values, and moral norms.

In conclusion, artificial intelligence does not replace the fundamental functions of culture; rather, it strengthens and modernizes them. Its true significance lies not in its technological power, but in its conscious and responsible application for cultural development.

Copyright: The Most Pressing Issue of the New Era

Technological advancement has fundamentally transformed the system of intellectual property protection. A central question arises:

Who is the author of a work—the originator of the idea, or the artificial intelligence that helped produce it?

A balanced perspective suggests that:

- artificial intelligence cannot be an independent author;
- every AI-generated product ultimately reflects human choice, expertise, and creativity;
- consequently, states must develop new legal frameworks to regulate these issues.

The Necessity of Regulation

Humanity has yet to fully resolve challenges associated with social media—such as misinformation, manipulation, algorithmic influence, and data control—yet artificial intelligence has introduced an even more complex informational environment.

Accordingly, the key tasks of the new era include:

- clear labeling of AI-generated content,
- the development of global ethical standards for artificial intelligence, and
- strengthened international cooperation in technological security.

Artificial intelligence is not an adversary of culture, but a new key to progress. It opens new creative possibilities, simplifies the preservation of cultural heritage, and expands societal consciousness—provided that human oversight and ethical responsibility are not relinquished.

In a period of rapid technological transformation, humanity's greatest responsibility is to think faster than technology, to make conscious decisions, and to construct responsible systems of governance.

Artificial Intelligence–Generated Culture and the Question of Soft Power



An additional critical issue concerns the ownership of soft power in relation to AI-generated cultural products. This question is not merely technological, but cultural, political, and philosophical in nature, representing a new stage in global cultural competition.

Traditionally, soft power has been closely linked to the historical experience, values, and symbols of a particular nation or civilization. In the age of artificial intelligence, however, this linkage has become more complex. AI-generated texts, images, music, and ideas increasingly exhibit transnational, multilingual, and hybrid characteristics.

Two principal factors are decisive in this process: language and the affiliation of the creating or controlling subject.

First, language. The language through which AI operates and conveys meaning determines the cultural space in which its influence is exerted. Language is not merely a medium of communication, but a mode of interpreting reality, a system of values, and a cognitive framework. Consequently, AI products developed and disseminated in English often reinforce the Anglo-Saxon cultural paradigm as an instrument of soft power. Similarly, AI models operating in other languages expand the cultural influence of their respective societies.

Second, the affiliation of the creator and controlling entity. Artificial intelligence is not an autonomous cultural subject; it is created, trained, and governed by specific states, corporations, or scientific communities. Therefore, the culture it generates inevitably reflects—directly or indirectly—the values, interests, and worldviews of these actors. In this regard, soft power is shaped not only by content, but by authorship, purpose, and intended audience.

At the same time, AI-generated culture cannot be fully attributed to a single society. It frequently manifests as hybrid soft power: the technology may originate in one country, the language in another cultural sphere, and the content may target a global audience. This reality necessitates a reconsideration of the very concept of soft power.

Brian Dumaine, in *Bezonomics*, raises a related concern: if a machine makes an erroneous decision, who bears responsibility? Developers themselves often cannot fully explain how or why an AI system reaches a particular decision—the so-called “black box” phenomenon. If AI systems make consequential decisions—such as medical diagnoses, mortgage approvals, or university admissions—the implications may be profound. Companies deploying AI must therefore establish new standards of transparency, or risk financial liability and public backlash.

Applied to culture, this raises an equally pressing question: if artificial intelligence disseminates cultural products alien to a society’s values, who is accountable? Does this not represent another critical challenge?

In conclusion, within AI-generated culture, language functions as a decisive symbolic force, while the creating subject serves as its strategic owner. Future soft power competition will unfold not only through films, art, or literature, but through algorithms, data infrastructures, and language models. For this reason, the formation of national AI ecosystems grounded in indigenous languages and cultural codes is becoming a strategic necessity for every society.

Artificial intelligence is a tool—its direction ultimately depends on us.

REFERENCES

1. Курпатов А. В. *Четвёртая мировая война. Будущее уже рядом.* — Москва: Издательство «Э», 2019.
2. Yudkowsky E. Artificial Intelligence as a Positive and Negative Factor in Global Risk // *Global Catastrophic Risks.* — Oxford: Oxford University Press, 2008.
3. Muftizade, G. A. Characteristics of Symbols and Artistic Images. *European Journal of Humanities and Educational Advancements*, 3(4), 175-177.
4. Muftizade, G. (2025). NATIONAL SYMBOLS ARE THE MAIN SOURCE OF POWER



THAT PRESERVES NATIONAL AND AGE-OLD VALUES. *International Journal of Artificial Intelligence*, 1(3), 319-322.

5. Nazarova, G. (2023). NEW EXPERIENCES IN CREATING ARTISTIC-PUBLICIST FILMS. *Social science and innovation*, 1(4), 66-71.

6. Dumaine B. *Bezonomics: How Amazon Is Changing Our Lives, and What the World's Best Companies Are Learning from It*. — New York: Simon & Schuster, 2020.

