

Research on the Impact of AIGC on Film and Television Narrative Ethics and Artistic Aesthetics from the Perspective of Human-Machine Symbiosis

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Keywords: Human-machine symbiosis; AIGC; Film and television narrative; Ethics; Artistic aesthetics

Abstract: In today's context of human-machine symbiosis, Artificial Intelligence Generated Content (AIGC) has exerted a profound impact on the ethics and artistic aesthetics of film and television narratives. AIGC technology provides brand-new perspectives and tools for film and television creation. It makes narrative forms and content more diverse and innovative, and promotes the depth and breadth of audience experience. However, the application of this technology also raises many ethical issues. These include the identity of the creative subject, copyright ownership, and the authenticity of content. In-depth exploration of the practical ethics and aesthetic value of AIGC in film and television narratives is both a reflection on technological development and an exploration of the future direction of film and television creation. By analyzing the similarities and differences between AIGC works and traditional film and television works, this paper aims to reveal the challenges and opportunities that emerging technologies bring to film and television art. It also seeks to promote the innovation and development of film and television narrative models under human-machine collaboration.

1. Introduction

In the period of rapid progress of digital technology, artificial intelligence generated content (AIGC) is gradually penetrated into all levels of film and television creation, bringing unprecedented opportunities and difficulties. The human-computer collaborative creative mode is no longer dominated by traditional artists. Artificial intelligence-assisted creation can provide novel observation angles and narrative techniques to enhance the presentation form of film and television works. The universal application of AIGC has also triggered several ethical levels of thinking, such as the definition of the identity of the creative subject, the possibility of fictional narrative, and the potential role of the audience's aesthetic feelings. Film and television works are the expression of art, which is more loaded with cultural connotation and social mission. When discussing the role of AIGC in film and television narrative, it is necessary to pay attention to deep ethical considerations and aesthetic significance. Through a comprehensive analysis of the evolution of film and television narratives driven by AIGC, integrating ethical discussion and aesthetic exploration, exploring how to seek coordination between maintaining creative autonomy and safeguarding the interests of the audience, and providing new theoretical insights and action guidelines for future film and television creation.

2. Related Concepts and Theoretical Foundations

2.1 Definition of Core Concepts

2.1.1 AIGC (Artificial Intelligence Generated Content)

AIGC, or Artificial Intelligence Generated Content, refers to the use of artificial intelligence technology to independently create and generate various content forms ^[1]. These include text, audio, images, and videos. The technology is supported by advanced technologies such as deep learning, natural language processing, and computer vision. Through algorithm optimization and data learning, it simulates human creative processes to achieve intelligence and automation. In the film and

television industry, the application of AIGC is reflected in many aspects such as script writing, character creation, scene construction, and post-editing. Its significant advantage is the ability to efficiently produce a large amount of innovative content, reduce creation costs, and improve production efficiency. However, the rise of AIGC also brings a series of challenges, especially in terms of creative originality, ethical norms, and copyright ownership. With the gradual popularization of AIGC in the film and television industry, how to scientifically evaluate the quality of generated content, ensure compliance with artistic aesthetic requirements, and protect the legitimate rights and interests of creators has become a key issue to be solved urgently. Through continuous technological exploration and improvement, AIGC is expected to promote film and television creation towards a higher level of innovation and diversified development.

2.1.2 Human-Machine Symbiosis

The concept of human-machine symbiosis describes the interaction and collaboration mode between human beings and intelligent devices, highlights the deep integration of technology and human capital, and achieves mutual functional complementarity^[2]. In the scope of film and television artistic creation, the application mode of human-computer symbiosis improves the flexibility and output efficiency of the creative process, and promotes the innovation of narrative strategies and artistic expression techniques. With the integration of artificial intelligence technology, creators can use the calculation and analysis functions of machines to efficiently generate and improve creative materials, and try richer and more diverse narrative frameworks. The emergence of human-machine symbiosis has promoted a new examination of the creative process. Creators no longer plays the sole leading role, but forms a partnership with intelligent systems to participate in the creative process. This new positioning makes creative activities show stronger diversity and openness, and also triggers ethical discussions on creative leadership and intellectual property rights. In this transformation process, how to ensure the unique innovative thinking and aesthetic perception ability of human beings, and to coordinate the balance of technological involvement in creative activities and humanistic values constitutes the core issues that need to be solved urgently from the perspective of human-machine symbiosis.

2.1.3 Narrative Ethics

Narrative ethics refers to the moral standards and value considerations touched in the construction and narration stage of film and television works, as well as the role of ethical obligations and expression techniques generated in narrative behavior on the audience cognition^[3]. In the environment of coordinated development of man and machines, artificial intelligence generated content (AIGC) subverts the traditional creative paradigm, triggering a new round of ethical problems. When AIGC is applied to script writing, character portrayal and plot arrangement, the role positioning of the creator and the attribution of responsibilities in the creative link becomes more complicated. The key topics focused on by narrative ethics include the authenticity of the content of the work, the transmission of cultural concept, the guidance of the psychology of the audience, and the definition of the responsibility of the creative subject. In this process, it is particularly important to ensure that the content is true, reliable and ethical. Especially when dealing with sensitive issues or social hotspots, it is necessary to prevent the solidified cognitive or discriminatory risks that may be caused by automated narratives, advocate in-depth reflection on AIGC creative ethics, highlight the integration of science and technology and art, explore the new positioning and implementation path of human moral norms in the digital era, and help film and television creation to seek innovation and development in adhering to ethical boundaries.

2.2 Theoretical Foundations

2.2.1 Narratology Theory

Narratology theory is a key discipline that mainly explores narrative structure, narrative techniques, and their profound impact on audiences^[4]. Its core research lies in analyzing the way stories are constructed and presented, as well as the internal logic and external expression in the narrative process.

In the context of coordinated development between humans and machines, Artificial Intelligence Generated Content (AIGC) brings new challenges and possibilities to the application of narratology theory. Relying on massive data, AIGC generates complex narrative frameworks, which to a certain extent innovates the linear mode of traditional narratives and makes narrative methods more diverse and flexible. Core concepts in narratology, such as role positioning, perspective selection, and narrative time, provide effective tools for analyzing how AIGC-generated videos or scripts achieve content optimization and innovation through algorithms. AIGC integrates more cultural elements in the narrative process, thereby creating a rich narrative experience. However, machine-generated content is still lacking in emotional transmission and human expression. Therefore, the quality and attractiveness of AIGC-generated narratives have become an urgent issue to be discussed, which further promotes in-depth academic research on emerging creative models and their impacts.

2.2.2 Accepting Aesthetics

Accepting aesthetics is regarded as a key theory to explore how the audience recognizes, feels and evaluates works of art, highlighting the activeness and interactivity of the audience in the process of artistic creation. The theory points out that the meaning of works of art is not entirely set by the creator, but continues to be generated and transformed through the audience's perception and interpretation activities ^[5]. In the context of the coordinated development of human and machines, artificial intelligence generated content (AIGC) provides new observation points and tests for accepting aesthetic research. The works produced by AIGC are due to the automation of the generation method and the complexity of algorithms. It shows significantly different characteristics from conventional works in terms of narrative style, emotional communication and cultural background. When the audience comes into contact with AIGC-generated content, they need to interpret it based on personal experience and background, and take into account the potential impact of technical intervention on the traditional aesthetic system. In the process, the emotional feedback, cognitive mechanism and aesthetic choices of the audience should be paid attention to, and the performance of AI-generated content should be evaluated in meeting the expectations of the audience, stimulating emotional identity and maintaining cultural value. The study of relevant theories helps to grasp the new opportunities and challenges brought by AIGC for film and television narratives.

2.2.3 Philosophy of Technology and Media Ecology

Philosophy of Technology and Media Ecology are the key theoretical frameworks to explore the role of technology and media in society and culture ^[6]. Technical philosophy focuses on examining the fundamental attributes of technology and the far-reaching role of evolution on the state of human existence, as well as the functional positioning of technology in the entire chain of information generation, transmission and reception.

Under the background of the coordinated development of people and machines, the booming development of artificial intelligence generated content (AIGC) is reshaping the boundaries of film and television creation. Technology acts as a tool and has evolved into an active intervener in the creative process. Media environmental science explores the shaping role of media forms on human cognitive patterns, behaviors and social interactions, and highlights the basic position of technical media in information circulation. As an emerging media form, AIGC, the output content and presentation mode may form potential interventions for the audience's aesthetic perception and narrative interpretation. The combination of technical philosophy and media environment is conducive to analyze the narrative paradigm transformation caused by AIGC and the multiple correlation between the ethical dimension and the aesthetic level. In the new media ecology, how to coordinate the adherence of technological innovation and humanistic values, the maintenance of creative vitality and the control of automation risks have become important issues. With this analytical perspective, can more systematically grasp the impact of AIGC on film and television narratives and the accompanying ethical dilemmas and aesthetic problems.

2.2.4 Artistic Aesthetics

Artistic aesthetics can be understood as the emotional feelings and aesthetic judgments produced

by individuals when encountering works of art^[7]. It includes the perception, evaluation, and response to beauty. From the perspective of human-machine symbiosis, Artificial Intelligence Generated Content (AIGC) has spawned new artistic aesthetic phenomena in the field of film and television creation. When AIGC intervenes in script writing, character setting, or visual design, the produced works of art will show the operating rules of algorithms and reflect specific cultural and social backgrounds. The participation of AIGC has promoted the richness and novelty of work forms to a certain extent. However, at the same time, the narrative methods and expression techniques of films have also undergone unprecedented changes. Whether this transformation meets the audience's expectations for artistic beauty is still an unclear question. The automated nature of AIGC makes it lack the emotional depth and delicacy of humans in the creative process, which may lead to deficiencies in emotional resonance and connotation expression of generated works. When evaluating the artistic aesthetics of AIGC works, should pay attention to the presented innovative value and technical limitations, and more comprehensively grasp the aesthetic evolution in the era of human-machine symbiosis.

3. Challenges and Risks of AIGC to Film and Television Narrative Ethics from the Perspective of Human-Machine Symbiosis

3.1 The Dissolution of Algorithm-Generated "Authors" and the Dilemma of Copyright Ownership

The problem of "author" identity elimination and copyright attribution generated by algorithms constitutes a core ethical issue of AIGC in the field of film and television narrative. With the continuous development of artificial intelligence technology, the ability of machine-generated content has been significantly improved, and the definition of author identity in the traditional creation process tends to be blurred. AIGC can independently produce innovative content through in-depth study of the style and structural characteristics of a large number of works. This process directly poses a challenge to the authoritative position of traditional creative subjects. Under this situation, the division of creative rights and attribution of works has become extremely complex. The current legal framework and ethical standards have not fully responded to such emerging phenomena. The boundary of power and responsibility between creators and algorithms is increasingly blurred, and it is difficult to clearly define issues involving copyright ownership, revenue distribution and responsibility of works.

The works produced by AIGC may touch the copyright scope of existing works, thus causing potential legal disputes. Against this background, how to build corresponding legal norms and ethical guidelines to achieve a balance between creative freedom and intellectual property protection has become an urgent key problem to be solved. Only by establishing the legal attributes of algorithm-generated content can we provide a clear basis for rights protection and responsibility division for both creators and audiences.

3.2 "Value Bias" from Data Feeding and the Hidden Danger of Cultural Homogenization

In the creative practice of AIGC, the risk of "value tendency" and cultural convergence caused by data input has constituted a core issue that needs urgent attention. The content produced by AIGC is highly dependent on training samples, and the samples often reflect the values and prejudices embedded in specific cultural, social and historical veins^[8]. If the training material contains discriminatory or one-sided expressions, AIGC may generate content with biased narrative, further strengthen the stereotyped understanding of a specific group or culture, and interfere with the audience's judgment. Such situations may affect the individual's sense of cultural belonging and induce social division and opposition. The universality characteristics of the AIGC algorithm are easy to trigger the standardization and convergence of cultural products. In the field of film and television, it is manifested as a lack of creativity and novelty, which weakens the visibility of local culture and marginal narratives. In the context of globalization, the tendency of cultural convergence may dissipate the unique cultural identity, weaken the aesthetic sense of the audience, ensure the diversity

and fairness of data sources, and reflect respect for cultural diversity in the AIGC generation link, which constitutes a key strategy for maintaining rich cultural ecology.

3.3 The Blurring of "Truth" by Deepfake and the Breach of Ethical Boundaries

The evolution of deepfake technology is making the boundary of "truth" in film and television works blurred, and ethical norms are also facing challenges^[9]. AIGC technology can generate audio-visual content, imitate the voices and images of real people with the help of deep learning, and present a highly simulated virtual environment for the audience. Although the development of technology enriches creative means, it also triggers a fundamental crisis about authenticity. When the audience is exposed to content produced by deep forgery technology, it is often difficult to distinguish the authenticity, and then doubts about the reliability of the information. This dilution of "truth" weakens the audience's trust, and may also be used to spread false information and undermine social credibility. The ethical controversy caused by deep forgery should not be underestimated. For example, personal privacy leakage, damage to personality rights and other problems may cause legal disputes. In the current environment, formulating clear ethical guidelines and legal frameworks to regulate the use of in-depth counterfeit technology is a key measure to protect the rights and interests of the audience and maintain the authenticity of film and television content. Through continuous efforts, can seek harmony and unity between technological innovation and ethical responsibility, and thus consolidate the social moral system and cultural security.

4. Paradigm Shift of Traditional Film and Television Art Aesthetics under the Impact of AIGC

4.1 The Popularization of Creative Subjects and the Disappearance of "Aura"

With the continuous progress of AIGC technology, the trend of the popularization of creative subjects has become increasingly prominent. This transformation has exerted a profound impact on the aesthetic value of traditional film and television art. In the past, the creation of film and television works was highly dependent on the unique perspective and emotional expression of individual artists. The personal characteristics and cultural heritage of creators were often integrated into the works, bringing audiences a strong sense of emotional connection. However, the integration of algorithms and big data has made the creative process gradually move towards automation and diversification. The definition and division of responsibilities of creators have become blurred. AIGC can efficiently produce works that meet specific aesthetic norms, but it is difficult to convey the "aura" inherent in traditional art—a special temperament derived from the creator's personal emotions, cultural accumulation, and social experiences. When audiences appreciate content generated by AIGC, they often perceive a lack of emotion and cultural singularity, resulting in a significant weakening of the work's appeal and ideological depth. The loss of "aura" implies that artistic individuality and humanistic care have been weakened in the technology-driven creative model. Future creative practices need to find a balance between technology and humanism to revitalize the connotative depth and cultural diversity of film and television art.

4.2 The Reshaping of Aesthetic Standards and the Rise of Technical Aesthetics

The emergence of AIGC technology brings opportunities and tests to the transformation of traditional aesthetic norms. In the field of traditional film and television art, aesthetic norms often focus on the sophistication of handicrafts, the depth of emotional expression and the presentation of cultural heritage. The application of artificial intelligence technology has greatly enhanced the speed and richness of content generation, which creates conditions for the reconstruction of aesthetic norms. The rise of technical aesthetics focuses on the content and form of aesthetic feelings derived from works. In terms of the application of algorithms and the innovation of visual presentation, the audience has gradually formed new requirements for the visual infectious power and technical content of film and television works, which has promoted a deeper exploration of the content of intelligent generation. The audience began to pay attention to the uniqueness of the works in the application of technology, as well as the differences and intersections between the aesthetics of AI generation and

human creation. The evolution of aesthetic norms has impacted the rigorous system of traditional aesthetics and opened up a new perspective for artistic creation. In the future, film and television creation needs to explore technical aesthetics, taking into account humanistic care and emotional transmission, and achieve harmonious unity and coordinated progress between technology and art.

4.3 The Transformation of the Receptive Role and "Interactive" Aesthetic Experience

In the AIGC scenario, there has been a significant change in the audience's perception of their role. The traditional one-way reception method is gradually shifting towards a "participatory" aesthetic experience. In the past, audiences were mostly in a passive state of information acquisition when watching films and television. The connotation and emotions of works were mainly output unilaterally by creators. The personalized and customized content provided by AIGC has significantly enhanced the audience's degree of participation and two-way communication. Audiences are no longer limited to the role of information terminals but have become active participants. They can influence the presentation method or narrative direction of works through their own choices, feedback, and operational behaviors. This change has made the audience's experience of film and television works more diverse, and their aesthetic cognition has thus become richer and more diverse. When audiences come into contact with AIGC-generated content, they no longer only pursue audio-visual pleasure but also begin to focus on establishing emotional bonds and interactive connections with works. The participatory aesthetic experience has prompted creators to rethink the way works connect with audiences, encouraging them to integrate more interactive elements in the creative process to meet the audience's expectations for exclusive experiences and participation, and achieve a deeper level of artistic resonance and emotional communication.

5. Constructing a New Film and Television Creation Ethics and Aesthetic Paradigm for Human-Machine Symbiosis

5.1 Establishing the "Human-Centered" Principle of Human-Machine Collaborative Creation

Building a human-computer collaborative creation model with the core concept of "human-driven" is the key premise for shaping the ethical and aesthetic framework of new film and television creation. Under this framework, human creators need to continue to occupy the core position of the creative process, while artificial intelligence acts as an auxiliary means to strengthen and extend the expression potential and creative space of creators. The human-oriented dominant concept emphasizes that in the process of applying AIGC technology, creators must maintain the dominant power and value judgment of the content to ensure that the emotional level and cultural heritage of the work can be fully presented^[10]. This concept requires creators to have the ability to critically evaluate the content generated by artificial intelligence, to be able to identify hidden biases and defects, and prevent mistransmission and cultural convergence caused by technological intervention. With the help of the operation mechanism of human-computer coordination, the positive interaction between human intelligence and artificial intelligence technology can be realized, so that film and television works can effectively explore the innovation possibilities brought by technology by the humanistic temperature. This principle lays a solid ethical foundation for the practice of film and television creation in the future, which is conducive to promoting the development of richer and more diverse artistic forms.

5.2 Embedding an Ethical Review Mechanism with Algorithm Transparency and Value Guidance

Embedding the ethical review mechanism of algorithm transparency and value orientation is the core element of AIGC's proper use in the field of film and television creation. The principle of transparency stipulates that content creators and technology developers need to provide clear information in the stage of algorithm construction and content output, so that the audience can grasp the reasons and context of content generation. With the help of transparency measures, it can reduce the misinformation and inaccuracy caused by the inherent prejudice of algorithms, thereby enhancing

the credibility and public acceptance of the work. The value orientation focuses on integrating the in-depth examination of social ethics and cultural concepts into the algorithm architecture to ensure that the content generated by AIGC continues to have a positive effect on human society. An ethical evaluation committee can be set up to regularly examine and evaluate the value orientation of the generated content, and verify the fit with social ethical norms and legal provisions. This mechanism protects the rights and interests of the audience, prompts creators to maintain a cautious attitude and a sense of responsibility when using technology, and creates a creative atmosphere that is beneficial to cultural diversity and the trust of users. With the implementation of the dual mechanism, it builds a stable ethical defense line for film and television creation under the collaboration of artificial intelligence and human beings, and promotes the coordinated progress of technology and human values.

5.3 Cultivating an Aesthetic Evaluation System Balancing "Technological Empowerment" and "Humanistic Care"

Building an aesthetic evaluation framework that integrates "technical empowerment" and "humanistic care" is an indispensable link to respond to the new paradigm of film and television creation under the background of human-computer symbiosis. In this framework, "technical empowerment" focuses on optimizing visual presentation, sound level and narrative dimension with the help of artificial intelligence and supporting technical means, strengthening the immersive experience and interactivity of the audience, and making technology an important support for artistic expression. Simple technology drive is difficult to meet the audience's expectations of emotional commonality and cultural connotation. Therefore, the integration of "humanistic care" is very important, which requires creators to always pay attention to cultural inheritance, social responsibility and emotional communication in the use of technology. With the help of characterization and emotional portrayal, the distance and indifference that may be brought about by technology can be dispelled. The construction of the aesthetic evaluation system needs to take into account the degree of technological innovation and the thickness of humanistic value, and achieve the coordination and unity of the two. Through this evaluation system, film and television works are guided to seek a balance between technological innovation and artistic expression, and promote the audience to still maintain the perception and pursuit of humanistic heritage and the essence of art in the technology-led efficient content consumption environment.

6. Conclusion

In the current environment of human-computer collaboration, the role of artificial intelligence generated content (AIGC) in film and television narrative and artistic aesthetics is becoming more and more prominent. It provides novel ideas and means for creation, and also raises many ethical and aesthetic problems. The promotion of AIGC technology has promoted the change of the identity of creative leaders. Creators must shoulder the responsibility of maintaining the connotation and emotional value of works in using technology to enhance their creative ability. By establishing a collaborative creation concept based on "human-centeredness", integrating open and transparent ethical supervision procedures, and constructing an aesthetic evaluation framework that combines "technological drive" and "humanistic spirit", the various challenges brought by AIGC can be effectively addressed, providing support for the long-term development of the film and television industry. Future film and television works need to find an appropriate balance between technological innovation and humanistic concepts to ensure that artistic creation does not lose its ideological depth and diversity. Only through communication and interaction with audiences and active promotion of the integration of technology and art can film and television creation achieve comprehensive prosperity and improvement in the new era.

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