

Reimagining Authorship: The Impact of Artificial Intelligence on Literary Creativity and Narrative Construction

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Abstract - The rapid advancement of artificial intelligence (AI) has significantly transformed the landscape of literary production, challenging traditional notions of creativity and authorship. With the emergence of generative AI tools such as ChatGPT, machines are increasingly capable of producing coherent, stylistically rich, and contextually relevant literary texts, ranging from poetry to complex narratives. This development raises critical questions regarding the nature of creativity, originality, and the role of the human author in the digital age. The purpose of this study is to examine the impact of AI on literary creativity and narrative construction, with particular emphasis on how authorship is being redefined. The research adopts a qualitative and comparative approach, analyzing selected AI-generated texts alongside human-authored literary works to identify differences and similarities in thematic depth, narrative structure, and stylistic elements. The findings suggest that while AI demonstrates a high capacity for pattern recognition, stylistic imitation, and structural coherence, it lacks experiential consciousness and emotional intentionality, which are central to human creativity. AI-generated narratives tend to replicate existing literary conventions rather than produce fundamentally original ideas. However, the integration of AI into the creative process enhances efficiency and opens new avenues for collaborative authorship. In conclusion, the study argues that AI is not replacing the human author but is reshaping the concept of authorship into a more collaborative and hybrid model. This transformation necessitates a re-evaluation of existing literary theories and the development of new frameworks to understand creativity in the age of intelligent machines.

Keywords: Artificial Intelligence, Literary Creativity, Authorship, Narrative Construction, Generative AI.

1. INTRODUCTION

The rapid advancement of artificial intelligence (AI) has significantly reshaped the landscape of creative writing, marking a pivotal shift in how literary texts are produced and conceptualized. Generative AI tools such as ChatGPT are increasingly capable of producing sophisticated forms of written content, including poetry, fiction, and analytical prose, with a level of fluency and coherence that closely resembles human authorship. These systems are built upon large language models trained on vast corpora of textual data, enabling them to identify linguistic patterns, stylistic nuances, and narrative structures across genres. As a result, AI is no longer confined to computational or assistive roles but has emerged as an active participant in creative processes, thereby redefining the boundaries of literary production (Dwivedi et al., 2023; Floridi et al., 2020). This technological evolution aligns with broader developments in digital humanities, where computational tools are increasingly integrated into the study and creation of literature, offering new modes of expression and analysis (Manovich, 2020). Consequently, AI-driven writing systems are transforming not only how texts are generated but also how creativity itself is understood in contemporary literary discourse.

Despite these advancements, the integration of AI into creative writing raises profound challenges to traditional notions of authorship and originality, which have long been central to literary theory. Historically, the concept of authorship has been associated with individual creativity, intentionality, and the unique lived experiences of human writers. Foundational theorists such as Barthes (1977) and Martínez-Ávila et al., (2015) questioned the authority of the author by emphasizing the role of language, discourse, and readers in constructing meaning; however, they still operated within a human-centered framework. The emergence of AI-generated texts complicates this paradigm by introducing non-human agents capable of producing content without consciousness, intention, or subjective experience. Scholars argue that AI systems generate text through probabilistic pattern recognition rather than genuine creativity, thereby challenging the notion of originality as a product of human imagination (Boden, 2016; Elgammal et al., 2017). Furthermore, issues of intellectual property and ownership become increasingly complex when content is produced by machines

trained on pre-existing works, raising ethical and legal concerns about plagiarism, attribution, and creative rights (McCormack et al., 2019). This tension between human authorship and machine generation necessitates a critical re-evaluation of what it means to be an “author” in the age of intelligent systems.

Research Questions

- i. Can AI be considered an author?
- ii. How does AI affect narrative construction?

Objectives

- i. To analyze AI’s role in literary creativity
- ii. To evaluate shifts in authorship theories

Significance of Study

This study is significant as it contributes to the growing field of digital humanities by examining how artificial intelligence is transforming literary creation and interpretation. It also holds practical relevance for creative industries such as publishing, content creation, and media, where AI tools are increasingly used to enhance productivity and innovation. By exploring the changing concept of authorship, the study provides valuable insights for scholars, writers, and policymakers navigating the evolving relationship between human creativity and intelligent technologies.

2. LITERATURE REVIEW

The concept of authorship has been a central concern in literary theory, and contemporary developments in artificial intelligence have renewed this debate in a significant way. Roland Barthes, in his seminal essay *The Death of the Author*, challenged the traditional assumption that a text’s meaning is determined by the author’s intentions, arguing instead that meaning is constructed through language and reader interpretation (Barthes, 1977). Similarly, Michel Foucault, in *What Is an Author?*, introduced the concept of the “author-function,” suggesting that the author is a socio-cultural construct that organizes discourse rather than a fixed origin of meaning (Martínez-Ávila et al., 2015). These theoretical perspectives are highly relevant in the context of AI-generated texts, where the notion of authorship becomes increasingly complex. When texts are produced by machine systems without consciousness or intentionality, authorship may no longer reside solely in a human agent but instead emerge from the interaction between algorithms, training data, and user inputs.

In recent years, the growth of artificial intelligence in creative writing has attracted substantial scholarly attention. Generative AI tools, particularly large language models such as ChatGPT, are capable of producing a wide range of literary outputs, including poetry, fiction, and scripts, with a high degree of fluency and stylistic adaptability. Scholars have noted that these systems rely on deep learning techniques trained on extensive textual datasets, enabling them to replicate linguistic patterns and narrative conventions across genres (Dwivedi et al., 2023). However, despite their technical sophistication, AI systems generate content through probabilistic pattern recognition rather than intentional creativity or lived experience. As a result, AI-generated literature often reflects recombinations of existing textual structures rather than fundamentally original expressions (Boden, 2016; Floridi et al., 2020).

Previous studies have extensively debated the distinction between AI-generated creativity and human creativity. Some researchers argue that AI expands creative possibilities by enabling collaboration, rapid content generation, and stylistic experimentation (Elgammal et al., 2017). Others emphasize that human creativity is rooted in subjective experience, emotional depth, and cultural context, which current AI systems lack (McCormack et al., 2019). This debate has also raised important ethical concerns, particularly in relation to plagiarism, intellectual property, and authorship attribution. Since AI models are trained on existing human-generated texts, questions arise regarding the ownership of generated content and the potential for unintentional replication of source material. These issues are especially critical in academic and literary contexts, where originality and attribution are fundamental principles (Dwivedi et al., 2023).

Despite the growing body of research on AI and literature, a significant gap remains in the analysis of narrative construction. Most existing studies focus on authorship, creativity, and ethical considerations, while relatively few examine how AI influences the structural elements of storytelling, such as plot development, character formation, thematic coherence, and narrative voice. Understanding these aspects is essential for evaluating the deeper impact of AI on literary forms. Therefore, this study aims to

address this gap by providing a focused analysis of how artificial intelligence is reshaping narrative construction alongside redefining authorship in contemporary literature.

3. THEORETICAL FRAMEWORK

The theoretical framework of this study is grounded in interdisciplinary perspectives that combine literary theory with contemporary understandings of technology and creativity. These frameworks provide a critical lens to examine how artificial intelligence is reshaping authorship and narrative construction.

Post-structuralism serves as a foundational perspective in this study, particularly through the works of Roland Barthes and Michel Foucault. Post-structuralist theory challenges the idea that the author is the ultimate authority over a text's meaning. Barthes (1977) argues that once a text is created, the author's intentions become irrelevant, and meaning is instead produced through language and interpretation. Similarly, Martínez-Ávila et al., (2015) conceptualizes the "author-function" as a construct that organizes discourse rather than a fixed origin of meaning. In the context of AI-generated texts, this perspective is particularly relevant, as it allows for the possibility that meaning can exist independently of a human author, thereby opening space for machine-generated content to be analyzed within literary discourse.

Reader-Response Theory further reinforces the shift away from author-centric interpretations by emphasizing the active role of the reader in constructing meaning. According to this theory, texts do not carry inherent meaning; instead, meaning emerges through the interaction between the reader and the text (Iser, 1978; Fish, 1980). This framework is significant when analyzing AI-generated literature because it suggests that the value and interpretation of a text depend less on its origin (human or machine) and more on how it is received and understood by readers. Thus, even AI-generated narratives can hold literary significance if they evoke meaningful responses from audiences.

The **Digital Humanities Perspective** highlights the role of technology in transforming literary production, analysis, and dissemination. Scholars in this field argue that computational tools and digital platforms are reshaping how literature is created, interpreted, and consumed (Manovich, 2020). The rise of generative AI tools such as ChatGPT exemplifies this transformation, as these systems enable new forms of collaborative and algorithm-driven writing. Digital humanities provide a framework for understanding AI not merely as a tool but as an active participant in cultural and literary processes, thereby expanding the scope of literary studies to include machine-generated texts.

Finally, **Creativity Theory** offers a critical lens to compare human creativity with machine-generated outputs. Traditional theories of creativity emphasize originality, intentionality, and emotional depth as key components of human creative expression (Boden, 2016). In contrast, AI systems generate content by identifying patterns and recombining existing data, which raises questions about whether such outputs can be considered truly creative. While some scholars argue that AI demonstrates a form of "computational creativity," others contend that it lacks the experiential and cognitive dimensions that define human creativity (Elgammal et al., 2017). This distinction is central to the study, as it helps evaluate whether AI-generated literature represents genuine innovation or an advanced form of imitation.

Together, these theoretical perspectives provide a comprehensive framework for analyzing the evolving role of artificial intelligence in literature. By integrating post-structuralism, reader-response theory, digital humanities, and creativity theory, the study offers a nuanced understanding of how authorship and narrative construction are being redefined in the age of intelligent technologies.

4. RESEARCH METHODOLOGY

This study adopts a **qualitative and comparative research design** to examine the impact of artificial intelligence on literary creativity and narrative construction. A qualitative approach is appropriate as the research focuses on interpreting textual meaning, narrative structures, and stylistic elements rather than measuring numerical data. The comparative aspect allows for a systematic evaluation of similarities and differences between AI-generated texts and human-authored literary works, providing deeper insights into how creativity and authorship are evolving.

The **data sources** for this study consist of two primary categories. The first includes AI-generated texts produced using tools such as ChatGPT, which generate content across various literary forms, including short stories, essays, and poetry. The second category includes human-authored literary texts selected from established works representing different genres and narrative styles. These texts are chosen to ensure diversity in writing style, thematic content, and narrative complexity, enabling a balanced comparison between human and machine-generated outputs.

The study employs multiple **analytical methods** to ensure a comprehensive evaluation. **Comparative textual analysis** is used to examine structural and stylistic differences between AI-generated and human-written texts, focusing on aspects such as plot development, character representation, and narrative coherence. **Thematic analysis** is applied to identify recurring themes, patterns, and motifs within the texts, allowing for an understanding of how meaning is constructed in both cases. Additionally, **discourse analysis** is used to explore language use, tone, and underlying ideologies, particularly in how narratives are framed and communicated.

In terms of **tools and approach**, the study primarily relies on **close reading**, a traditional literary analysis method that involves detailed and careful examination of textual elements. This approach enables a nuanced interpretation of language, symbolism, and narrative techniques. Where relevant, **computational text analysis** may also be incorporated as an optional method to identify patterns such as word frequency, stylistic markers, or structural regularities in the texts. This combination of traditional and computational approaches ensures a well-rounded analysis, bridging literary theory with digital methodologies.

5. ANALYSIS AND DISCUSSION

5.1. AI and Literary Creativity

Artificial intelligence has increasingly moved from being a mere assistive tool to functioning as a **co-creator** in literary production. Tools such as ChatGPT enable users to generate ideas, drafts, and even complete narratives, thereby reshaping the creative process into a collaborative interaction between human and machine. Scholars argue that this co-creative model enhances productivity and expands creative possibilities, particularly in brainstorming and stylistic experimentation (Dwivedi et al., 2023). However, this raises questions about the nature of creativity itself. While AI can generate text that appears innovative, it fundamentally operates through **pattern recognition and probabilistic modeling**, drawing from previously learned data rather than originating ideas from lived experience or intentional thought (Boden, 2016).

This distinction highlights the ongoing debate between **pattern-based creativity and original creativity**. Human creativity is often associated with emotional depth, subjective experience, and intentional expression, whereas AI-generated creativity is derived from recombining existing linguistic patterns. Although some scholars suggest that AI demonstrates a form of “computational creativity,” others argue that it lacks the cognitive and experiential dimensions necessary for genuine originality (Elgammal et al., 2017). Thus, AI’s role in literary creativity can be seen as augmentative rather than autonomous, contributing to the creative process without fully replacing human authorship.

5.2. Narrative Construction

AI has demonstrated a remarkable ability to generate narratives that are structurally coherent and stylistically consistent. Through exposure to large textual datasets, AI systems learn common narrative frameworks, enabling them to construct stories with recognizable beginnings, middles, and endings. However, differences emerge when comparing AI-generated narratives with human-authored texts. Human narratives often exhibit deeper thematic layering, nuanced character development, and complex emotional arcs, whereas AI-generated texts tend to prioritize **structural coherence over experiential depth** (Floridi et al., 2020).

One of AI’s strongest capabilities lies in its ability to **mimic genres and literary voices**. It can replicate the stylistic features of various authors, genres, and historical periods with impressive accuracy. This adaptability allows AI to produce texts that align with specific narrative conventions, making it a powerful tool for genre-based writing. However, this mimicry is largely derivative, as it relies on learned patterns rather than original stylistic innovation. Consequently, while AI can reproduce narrative forms effectively, it may struggle to generate truly novel storytelling approaches that deviate from established conventions.

5.3. Authorship Redefined

The integration of AI into literary production has led to a redefinition of authorship, shifting it from an individual-centered concept to a more **distributed and collaborative model**. In traditional frameworks, authorship is associated with ownership, intentionality, and creative control. However, when AI generates content based on user prompts and training data, it becomes difficult to assign clear ownership. Scholars have noted that AI-generated texts challenge legal and philosophical definitions of authorship, as machines cannot hold responsibility or rights in the same way humans do (McCormack et al., 2019).

This has given rise to the concept of **human–AI collaboration**, where the human user provides direction, context, and refinement, while the AI contributes generative capabilities. In this model, authorship becomes shared, with the human acting as a curator or

editor rather than the sole creator. This shift aligns with post-structuralist theories that de-emphasize the centrality of the author, suggesting that meaning and creation are distributed across multiple agents, including technological systems.

5.4. Ethical and Philosophical Implications

The rise of AI-generated literature introduces significant **ethical and philosophical challenges**, particularly in relation to intellectual property and bias. One of the primary concerns is the issue of **copyright and ownership**, as AI systems are trained on large datasets that may include copyrighted materials. This raises questions about whether AI-generated texts constitute original work or derivative content, and who should be credited as the author (Dwivedi et al., 2023).

Another critical issue is the presence of **bias in AI-generated narratives**. Since AI models learn from existing data, they may reproduce and amplify cultural, social, or ideological biases present in the training material. This can influence the themes, representations, and perspectives found in AI-generated texts, potentially reinforcing stereotypes or limiting diversity in narrative voices (Floridi & Chiriatti, 2020). From a philosophical standpoint, these concerns challenge the neutrality of AI and highlight the need for responsible development and usage.

6. FINDINGS

The findings of this study indicate that artificial intelligence significantly enhances productivity in literary creation by enabling rapid content generation, idea expansion, and stylistic experimentation. Tools such as ChatGPT allow writers to produce drafts efficiently and explore multiple narrative possibilities within a short time. However, despite this advantage, AI lacks lived experience, emotional depth, and intentionality, which are essential elements of human creativity. This limitation arises because AI systems generate text through learned linguistic patterns rather than conscious thought or personal experience (Boden, 2016).

Another key finding is that AI-generated narratives tend to replicate existing structures rather than introduce genuine innovation. Since AI models are trained on extensive datasets, they learn common storytelling frameworks, genres, and stylistic conventions. While this enables them to produce coherent and well-structured narratives, it also results in outputs that are often derivative in nature. Research in computational creativity suggests that AI recombines existing patterns rather than creating fundamentally new narrative forms (Elgammal et al., 2017).

Furthermore, the study highlights a significant shift in the concept of authorship, moving from an individual-centered model to a more collaborative human–AI framework. In AI-assisted writing, the human author plays a crucial role in guiding the process through prompts, selection, and refinement, while the AI contributes to content generation and structural organization. This evolving relationship challenges traditional definitions of authorship and emphasizes creativity as a shared process involving both human and technological agents (Dwivedi et al., 2023).

7. CONCLUSION

The study concludes that artificial intelligence is transforming rather than replacing authorship, fundamentally reshaping the traditional understanding of literary creation. While AI systems are capable of generating coherent and stylistically rich texts, they do not possess consciousness, intentionality, or lived experience. As a result, they cannot function as independent authors in the full human sense but instead act as advanced tools that support and enhance the creative process.

Furthermore, the future of literature lies in human–AI collaboration, where creativity is shared between human writers and intelligent systems. In this emerging model, human authors contribute critical thinking, emotional depth, and contextual awareness, while AI provides efficiency, pattern recognition, and stylistic versatility. This collaborative approach expands creative possibilities and introduces new forms of literary expression.

Finally, the growing role of AI in literature highlights the need for new theoretical frameworks in literary studies. Traditional concepts of authorship and originality are no longer sufficient to explain machine-assisted writing. Therefore, interdisciplinary approaches are required to better understand how technology is influencing creativity, narrative construction, and the evolving nature of authorship in the digital age.

8. Recommendations

In light of the findings, it is essential to develop clear ethical guidelines for AI-generated content. As artificial intelligence becomes more integrated into creative and academic writing, frameworks should be established to address issues such as authorship attribution, plagiarism, transparency, and responsible usage. These guidelines will help ensure fairness, accountability, and integrity

in literary and professional contexts. Another important recommendation is to recognize and formalize hybrid authorship models. Since AI increasingly functions as a collaborative partner rather than a standalone creator, there is a need to redefine authorship in a way that acknowledges the contributions of both human and machine. This includes establishing norms for credit, ownership, and responsibility in AI-assisted works.

Finally, the study highlights the need for further interdisciplinary research. Future studies should integrate insights from literary theory, computer science, ethics, and digital humanities to better understand the evolving relationship between humans and AI in creative domains. Such research will be crucial for developing comprehensive theoretical and practical frameworks that can keep pace with rapid technological advancements.

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