# Creative professionals face ethical dilemmas and job losses as AI reshapes industries



The rise of artificial intelligence has had far-reaching implications across various industries, transforming the landscape for professionals and raising ethical questions about the future of work. As companies adopt AI technologies to increase efficiency, many workers in creative sectors find themselves facing job displacement and altered roles, fundamentally shifting the nature of artistic expression.

Mateusz Demski, a 31-year-old journalist from Kraków, Poland, experienced this shift firsthand when he was laid off from Radio Kraków in August 2024. With a decade's worth of freelance journalism experience—primarily focused on cinema and cultural topics—Demski was surprised to learn that the station planned to replace human hosts with three AI characters. Dubbed an "experiment" aimed at younger audiences, the AI personalities sparked outrage, particularly following an episode that featured a simulated interview with the late Nobel laureate Wisława Szymborska. The controversy ignited debates on the ethics of using a deceased person's likeness and the implications of AI in journalism. This incident underscores a broader concern reflected in a Pew Research survey, where nearly half of U.S. respondents expressed fears that AI would negatively impact the quality and integrity of news reporting over the coming decades.

Similar sentiments emanate from other professionals in creative fields. Lina Meilina, an illustrator from Bandung, Indonesia, has witnessed her workload plummet since AI tools became prevalent. Once receiving up to 15 commissions a month, she now struggles to earn a sustainable income, as clients increasingly opt for AI-generated artwork that can replicate styles with minimal human intervention. The issue of copyright also looms large; with weak regulations in Indonesia, Meilina now finds it arduous to protect her original creations from AI's ability to produce derivative works, further exacerbating her challenges as an artist.

The emotional toll of AI encroachment is palpable across various creative sectors. Annabel Beales, a copywriter from Southampton, lost her job shortly after her employer began relying on AI for content generation. Despite initially being reassured about her job security, she quickly found herself sidelined as her work transitioned to AI tools. Beales reflects on the implications of this shift for future generations; the prevalence of AI threatens not just individual careers, but the very essence of creative industries.

Voice actors, too, have felt the disruption of AI, as outlined by Richie Tavake, a veteran voice actor from San Francisco. Tavake recently found out that his voice had been uploaded into an AI platform without his consent, enabling others to generate audio featuring his likeness. This raises ethical considerations about consent and representation, particularly in a field where authenticity carries immense weight. The Screen Actors Guild’s ongoing strike is indicative of broader industry tensions, as it battles for protections against AI exploitation.

Jadun Sykes, a graphic designer from Wakefield, provides another poignant example of AI's encroachment in creative roles. After six years with his company, he was blindsided when HR informed him his role had become redundant due to automation. His subsequent leap into content creation showcases the shifting demand for skills as companies increasingly turn to AI for tasks traditionally handled by human workers.

The overarching narrative is one of anxiety and adaptation. Many creatives, while embracing the potential for AI to enhance their work, also express deep concerns about the long-term viability of careers in creative sectors. As AI technologies evolve, so too must the awareness and advocacy for ethical practices and regulations that protect human creativity and livelihoods. The call for regulation, spearheaded by professionals like Demski, serves as a reminder that while technology can streamline processes, it cannot replicate the nuanced understanding, emotional intelligence, and genuine experiences that define compelling storytelling and artistic expression.

Ultimately, the conversation surrounding AI is not simply about job replacement; it’s about safeguarding the integrity of the creative arts in an era dominated by machines. As the lines between human-produced content and AI-generated works blur, stakeholders must engage in robust dialogue to foster an environment where creativity can flourish alongside technological advancements.

## Reference Map:

* Paragraph 1 – [[1]](https://www.theguardian.com/technology/2025/may/31/the-workers-who-lost-their-jobs-to-ai-chatgpt), [[2]](https://www.theguardian.com/technology/2025/may/31/the-workers-who-lost-their-jobs-to-ai-chatgpt)
* Paragraph 2 – [[1]](https://www.theguardian.com/technology/2025/may/31/the-workers-who-lost-their-jobs-to-ai-chatgpt), [[3]](https://www.pewresearch.org/short-reads/2025/04/28/americans-largely-foresee-ai-having-negative-effects-on-news-journalists/), [[5]](https://aiworkforcereport.com/industries/media-entertainment/)
* Paragraph 3 – [[2]](https://www.theguardian.com/technology/2025/may/31/the-workers-who-lost-their-jobs-to-ai-chatgpt), [[4]](https://www.wired.com/story/ai-voice-actors-jobs-threat/), [[6]](https://www.forbes.com/sites/virginieberger/2024/08/21/sag-aftras-ai-deal-a-5-billion-gamble-on-the-future-of-voice-acting/)
* Paragraph 4 – [[1]](https://www.theguardian.com/technology/2025/may/31/the-workers-who-lost-their-jobs-to-ai-chatgpt), [[7]](https://www.voiceactorsnews.com/2025/03/07/the-growing-impact-of-ai-on-voice-actors-preserving-the-human-element-in-a-tech-driven-industry/)
* Paragraph 5 – [[1]](https://www.theguardian.com/technology/2025/may/31/the-workers-who-lost-their-jobs-to-ai-chatgpt), [[2]](https://www.theguardian.com/technology/2025/may/31/the-workers-who-lost-their-jobs-to-ai-chatgpt)

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## Bibliography

1. <https://www.theguardian.com/technology/2025/may/31/the-workers-who-lost-their-jobs-to-ai-chatgpt> - Please view link - unable to able to access data
2. <https://www.theguardian.com/technology/2025/may/31/the-workers-who-lost-their-jobs-to-ai-chatgpt> - This article from The Guardian discusses the experiences of various professionals who have lost their jobs due to the rise of AI technologies. It features personal accounts from a journalist in Poland, an illustrator in Indonesia, a copywriter in the UK, a voice actor in the US, and a graphic designer in the UK, all of whom have faced job displacement or significant changes in their work due to AI advancements. The piece highlights the ethical concerns and challenges posed by AI in creative industries, including issues of representation, job security, and the authenticity of human expression in media.
3. <https://www.pewresearch.org/short-reads/2025/04/28/americans-largely-foresee-ai-having-negative-effects-on-news-journalists/> - A Pew Research Center survey reveals that a significant portion of U.S. adults anticipate a negative impact of AI on news and journalism over the next two decades. Approximately half of the respondents believe AI will have a very or somewhat negative effect on news, with only 10% viewing it positively. This reflects widespread concern about AI's influence on the quality and integrity of news reporting, underscoring the need for careful consideration of AI's role in media.
4. <https://www.wired.com/story/ai-voice-actors-jobs-threat/> - WIRED explores the growing concerns among voice actors regarding the rise of AI-generated voices. The article discusses how AI is increasingly capable of replicating human voices, posing a threat to traditional voice acting roles. It highlights the potential for AI to replace entry-level voice work and the ethical implications of using AI to clone voices without consent. The piece also touches on the broader impact of AI on the entertainment industry and the challenges it presents to creative professionals.
5. <https://aiworkforcereport.com/industries/media-entertainment/> - This report examines the impact of AI on the media and entertainment industry, focusing on how generative AI is transforming roles for journalists, editors, content creators, and performers. It discusses the potential for AI to automate tasks such as writing news articles, curating content, and generating deepfakes. The report also highlights the opportunities and challenges presented by AI, including the need for new roles in AI content management and the importance of human creativity and oversight in the industry.
6. <https://www.forbes.com/sites/virginieberger/2024/08/21/sag-aftras-ai-deal-a-5-billion-gamble-on-the-future-of-voice-acting/> - Forbes reports on a landmark agreement between SAG-AFTRA and AI startup Narrativ, allowing voice actors to license digital replicas of their voices for use in audio advertising. The article discusses the potential implications of this deal for the voice acting industry, including concerns about the future role of human voices in media and the ethical challenges of AI replication. It also explores the legal and intellectual property issues arising from AI-generated voices and the need for informed consent and compensation for performers.
7. <https://www.voiceactorsnews.com/2025/03/07/the-growing-impact-of-ai-on-voice-actors-preserving-the-human-element-in-a-tech-driven-industry/> - Voice Actors News delves into the impact of AI on the voiceover industry, highlighting how AI-generated voices are increasingly being used in various media productions. The article discusses the concerns of voice actors regarding the potential displacement of human performers and the loss of the 'human element' in voice acting. It also examines the ethical considerations of using AI to replicate voices and the importance of preserving authenticity and creative integrity in the industry.