# AI revives voices of The Beatles and Agatha Christie amid ethical debates



The recent Grammy win for The Beatles, a notable achievement given that it marks 55 years since their split and 45 since John Lennon’s tragic death, underscores the enduring allure of this iconic band. Their latest release, "Now and Then," is touted as their final song, fuelling speculation about future discoveries of unreleased tracks. This latest emergence reaffirms the band's lasting influence, with technological advancements, specifically artificial intelligence (AI), playing a pivotal role in reviving their music.

In a parallel narrative, AI's capabilities have extended into the realm of literary arts. Agatha Christie, an author whose literary legacy boasts over two billion books sold, has been “resurrected” through AI for a BBC online masterclass aimed at budding writers. This unprecedented use of her persona offers her expert insights to contemporary audiences, with the course priced at approximately $105. Meanwhile, readers can access a similar experience with living writers, such as Isabelle Allende, who provides 21 lessons for around $58. It seems the dead are engaging the living in new and profitable ventures, prompting questions about the ethics of such practices.

The ethical implications of using AI to replicate or mimic deceased creators are far-reaching and complex. Central to this discussion are concerns surrounding privacy and consent. How can artists who have passed ensure their legacies are respected in the realms of AI, where their voices and images can be woven into new creations? The arrival of groundbreaking technology in any field has historically been accompanied by moral quandaries—automobiles brought traffic safety issues, while the internet challenged privacy norms. As AI becomes more integrated into creative processes, it raises urgent questions: Are we crossing ethical lines, or is this merely the inevitable evolution of technology?

Such dilemmas can be illustrated by a recent incident involving a radio station in Poland, which aired an interview with late Nobel Laureate Wisława Szymborska. While this could be seen as an innovative use of technology, it also sparked backlash for supposedly breaching journalistic integrity by not clarifying the nature of the content. This incident reflects a broader fear that technology could encroach upon both living and deceased figures, not as a substitute for human creativity, but instead merging their personas with artificial constructs.

The sentiment surrounding these advancements is mixed: some see the potential for AI to facilitate an easier future, while others lament the gradual erosion of human artistry. There’s even a whimsical notion that eventually, conversations might yield a future where one’s literary ambitions can be fulfilled posthumously, delighting the notion that one might win a Nobel Prize without any further effort.

While the prospect of utilising AI is tempting—eliminating the burden of creative exertion and allowing individuals to enjoy earnings from their intellectual contributions without active involvement—the implications worthy of consideration cannot be dismissed. Beyond the immediate allure of financial gain lies a more profound question of what it means to create and who gets to define that narrative.

As society grapples with these rapidly evolving dynamics, it will become increasingly crucial to navigate the moral landscape of AI in art—ensuring that the past's voices resonate appropriately with the present while acknowledging the essential value of human creativity.

### Reference Map

1. Paragraph 1: 1
2. Paragraph 2: 2, 3
3. Paragraph 3: 4, 5
4. Paragraph 4: 6, 7
5. Paragraph 5: 1, 2, 3, 6

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://www.thehindu.com/opinion/columns/why-use-my-own-when-artificial-intelligence-can-do-the-trick/article69564509.ece> - Please view link - unable to able to access data
* <https://www.thehindu.com/opinion/columns/why-use-my-own-when-artificial-intelligence-can-do-the-trick/article69564509.ece> - The article discusses the ethical implications of using artificial intelligence (AI) to recreate deceased artists' works. It highlights instances like The Beatles' 'Now and Then,' Agatha Christie's AI-assisted writing course, and the sale of Alan Turing's portrait created by a robot. The author raises concerns about privacy, consent, and the potential for AI to replace human creativity, questioning whether such technological advancements are acceptable or inevitable.
* <https://www.thehindu.com/opinion/columns/why-use-my-own-when-artificial-intelligence-can-do-the-trick/article69564509.ece> - The article examines the ethical considerations of utilizing artificial intelligence (AI) to resurrect the works of deceased artists. It references examples such as The Beatles' 'Now and Then,' Agatha Christie's AI-driven writing course, and the auction of Alan Turing's robot-created portrait. The author questions the morality of using AI in this manner and discusses issues related to privacy, consent, and the potential for AI to supplant human creativity.
* <https://www.thehindu.com/opinion/columns/why-use-my-own-when-artificial-intelligence-can-do-the-trick/article69564509.ece> - The article delves into the ethical dilemmas posed by artificial intelligence (AI) in recreating the works of deceased artists. It cites examples like The Beatles' 'Now and Then,' Agatha Christie's AI-assisted writing course, and the sale of Alan Turing's portrait created by a robot. The author raises questions about privacy, consent, and the potential for AI to replace human creativity, pondering whether such technological advancements are morally acceptable or inevitable.
* <https://www.thehindu.com/opinion/columns/why-use-my-own-when-artificial-intelligence-can-do-the-trick/article69564509.ece> - The article explores the ethical issues surrounding the use of artificial intelligence (AI) to recreate the works of deceased artists. It references instances such as The Beatles' 'Now and Then,' Agatha Christie's AI-driven writing course, and the auction of Alan Turing's robot-created portrait. The author questions the morality of employing AI in this manner and discusses concerns related to privacy, consent, and the potential for AI to replace human creativity.
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