

Unpacking Generative AI: A Literature Review on Its Transformative Potential and Ethical Challenges

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Abstract: *Generative Artificial Intelligence (GenAI) has emerged as both a catalyst of creativity and a disruptor of ethics. This paper offers a comparative, non-technical synthesis of GenAI's role in text, image, and video generation, integrating insights from fifteen peer-reviewed studies and thirty global case analyses. It finds that GenAI profoundly enhances efficiency and accessibility, automating writing, design, and visual storytelling, yet simultaneously redefines authorship, authenticity, and accountability. From automated newsrooms to AI-generated art and deepfake media, the same innovation that empowers expression also amplifies bias, erodes creative integrity, and destabilizes trust. The analysis reveals a unifying paradox: the pursuit of productivity often compromises originality and ethical coherence. GenAI's value therefore lies not merely in its generative power but in how societies govern its use. The study concludes that ethical literacy, transparency, and human oversight are essential to ensure that automation strengthens, rather than supplants, human creativity.*

Keywords: Generative Artificial Intelligence, Ethics, Automation, Text Generation, Image Generation, Deepfakes, Authorship, Accountability

