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Nota di contenuto	1. AI, Popular Culture, Semiotics -- 2. AI-Generated Literature -- 3. AI-Generated Cinema -- 4. AI-Generated Music -- 5. AI in the Mass Media -- 6. AI-Generated Art -- 7. AI in Marketing and Advertising -- 8. AI and Gaming Culture -- 9. Simulacrum Culture -- 10. AI and the Future of Popular Culture.
Sommario/riassunto	This book gives a general overview of Artificial Intelligence as it is impacting on the world of the arts and culture. What is AI-generated pop culture? What does a movie, a musical work, a novel, or song created entirely by a generative AI imply in terms of our notions of creativity? What is the semiotic dynamic (the meaning-making impulse that humans imprint in sign and textual forms) that is involved in an AI-produced work? No comprehensive treatment exists of the profound implications that AI-generated pop culture entails, including how it might affect cultural evolution and how we interpret artistic artifacts. Such a treatment is critical at this moment, and this book aims to fill this gap. Marcel Danesi is Professor Emeritus of Semiotics and Linguistic Anthropology at the University of Toronto. He is known for

his work in language, communications and semiotics and is Director of the program in semiotics and communication theory.
