

**THE ROLE OF ARTIFICIAL INTELLIGENCE IN THE SCIENTIFIC STUDY OF
THE ARTS AND CULTURE***Rustamov Muhammad**Uzbekistan State Institute of Arts and Culture**Teacher at the Department of Culture and Art Management*

Abstract: This article discusses the role and current significance of artificial intelligence in the scientific development of the arts and culture sector. The positive and negative aspects of the use of artificial intelligence are emphasized.

Keywords: arts and culture sector, artificial intelligence, research work, creative processes.

There may also be negative aspects of artificial intelligence in the scientific study of arts and culture. First, artificial intelligence can lead to the mechanization of the creative process. The process of creating works of art with the help of computer systems can sometimes lead to the loss of human creative expression and original ideas. This creates the risk of losing the human touch and identity of art. The remote management of cultural and historical values can also have a negative impact. Although artificial intelligence technologies have helped preserve and analyze cultural and historical information, these processes do not fully take into account human deep cultural understanding and historical understanding. This can sometimes lead to shortcomings in the correct understanding and preservation of the essence of culture.

Artificial intelligence (AI) as a field of scientific knowledge encompasses various areas, and these areas are used in various disciplines and technologies. From the point of view of AI typology, we speak of weak AI (or narrow-spectrum AI) and general AI (or widespread AI). Narrow AI is designed to perform specific tasks and can exceed human capabilities in performing the tasks assigned to it. Today, humans have mastered the development and use of wide-spectrum AI. General intelligence is the ability to perform a wide range of cognitive tasks, achieve goals using a variety of methods, and operate without operator intervention. However, such general intelligence has not been created today. Some scientists are skeptical about the possibility of its creation, while others resort to the concept of superintelligence, which involves increasing the power of AI and increasing the efficiency of its algorithms and self-improvement using recursive self-learning.

In the issue of the relationship between artificial and natural intelligence, the efforts of the scientific community to develop the principles of this relationship are of great importance. In January 2017, a conference on IS security was held in Asilomar, California. The principles adopted at the conference expressed concerns about the miscalculation of IS capabilities and its future upper limits. In fact, this issue demonstrates the possibility and feasibility of combining

machine superintelligence with AI, while also being related to their needs and cultural understandings - moral and spiritual requirements.

The field of culture and art was previously considered a field that was exclusively human. However, now we are increasingly seeing the creation of works of art by machines. The capabilities of neural networks are entering creative activity, which, as we know, was exclusively human. Artificial intelligence is not only a tool for implementing human ideas, but also a new direction is emerging, a field called "computational creativity". But can AI become an independent creator? To answer this question, first of all, we need to understand what a work of art consists of and who its author is, the essence of creation. F. Schelling, emphasizing the symbolic nature of culture, revealed it in the "Philosophy of Art", considered culture as one of the main concepts of German spirituality. According to Schelling, a man of art is a creator. He is not bound by laws and rules, his works embody several ideas and allow for unlimited interpretation and understanding. Furthermore, creativity requires collaboration between the author and those who are familiar with his work. Some meanings of a work of art are clearly expressed, while others are only indicated and foreseen, because the creator is the one who predicts. The meanings in the third group are introduced from the outside and may be the subjective interpretations of those who are familiar with the work. Over-reliance on technology can also be problematic. Artificial intelligence and digital technologies can reduce human creativity and imagination in the scientific study of art and culture. This reduces the quality and depth of the process, allowing only precise and mathematically based conclusions, but limits the ability to take into account the vague and complex thoughts of a person. Thus, while artificial intelligence and digital technologies continue to create great opportunities for the scientific study of art and culture, caution and balance are necessary in this area.

References:

1. Норенков С.В. Научные исследования: проектный синтез. Курс лекций. Н. Новгород.: Издво ННГАСУ, 2011. – 271 с.
2. Царёва А., Тарасова Т. Технологии цифровизации и искусственного интеллекта в сохранении культурного наследия. Столыпинский вестник 5.5 (2023): 2700-2709.
3. Беликова, Е. К., Попов, Е. А. (2023). Современные проблемы соотношения естественного и искусственного интеллекта в парадигме культуры. Социально-гуманитарные знания, (11), 9-13
4. Kalkanatov, Asilbek. "PROFESSIONAL QUALIFICATION OF THE MANAGER IN THE CULTURAL FIELD." JOURNAL OF ECONOMY, TOURISM AND SERVICE 2.9 (2023): 19-23.
5. Kalkanatov, Asilbek. "THE IMPORTANCE OF MANAGING THE PARTICIPATION OF CULTURAL AND ART INSTITUTIONS AND ORGANIZATIONS IN CULTURAL ACTIVITIES." Journal of Innovation, Creativity and Art 2.9 (2023): 7-10.
6. Kolkhanatov, Asilbek. "IFTIKHORI TIMSOLI TUMOR BRANCH." JOURNAL OF HEALTHCARE AND LIFE-SCIENCE RESEARCH 2.11 (2023): 67-69.
7. Nazarbay o'g'li, Qolqanatov Asilbek. "OMMAVIY TOMOSHA MUASSASALARI FAOLIYATI TAHLILI." Academic Integrity and Lifelong Learning (France) 2 (2023): 15-21.



8. QOLQANATOV, Asilbek. "MA'DANIYAT VAZIRLIGI VA MADANIYAT MARKAZLARI: TARIXIY TARAQQIYOT JARAYONLARIDAN." *News of UzMU journal* 1.1.1. 1. (2024): 16-20.
9. Nazarbay o'g'li, Qolqanatov Asilbek. "OMMAVIY TOMOSHA MUASSASALARI FAOLIYATI TAHLILI." *Academic Integrity and Lifelong Learning (France)* 2 (2023): 15-21.
10. Nazarbaevna, Qolqanatova Alfiya, and Kojalepesov Sultanbay Serjanovich. "The Importance of Scenario in Cultural Events." *EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION* 4.2 (2024): 259-262.
11. Yuldasheva, M. B., and A. N. Qolqanatov. "KADRLAR POTENSIALI IJTIMOYIY-MADANIY SOHADA TASHKILOT FAOLIYATI SAMARADORLILIGINI OSHIRISHSHNING YETAKCHI OMILI SIFATIDA." *Inter education & global study* 8 (2024): 58-68.
12. Nazarbay o'g'li, Qolqanatov Asilbek, and Jumanazarov Zohidjon Eldor o'g'li. "AUDIOVIZUAL INDUSTRIYA TUSINDIRMESI." *Multidisciplinary Journal of Science and Technology* 5.5 (2025): 122-129.
13. Rustamov, M. T. "MILLIY AN'ANA VA URF-ODATLARNING TURIZM SOHASI RIVOJIDA TUTGAN O'RNI." *Inter education & global study* 9 (2024): 365-373.