AI Will Not Replace the *Art* in Artist

BY GREGORY J. MORSE



Article III - Technology Series

With all of the blind craze surrounding Artificial "Intelligence," the tech-socrates' of our time are pontificating that AI will replace humans in all aspects of civilization . . . and fast! Of course, these same "enlightened" tech-socrates' have just the tools you can buy to implement this "inevitable" AI takeover.

Bill Gates recently declared: "AI will replace doctors, teachers, mental health professionals, and more, eliminating humans for most things." He said this while showing his trademark smirk that is the sign of Gates counting the billions he is going to make off his speculative pontifications.

Mark Cuban recently declared: "In the future there will be companies that use AI and those that go out of business." My guess is that Cuban is heavily invested in AI companies, so he must make bold, speculative, statements like this so his investments go up.

Generally, these grand statements have the same accuracy percentage as predicting the Washington Commanders would make it to within one game of the Super Bowl in the 2024/25 NFL season before it began—they were one of the worst teams in the league for the previous twenty-five years.

The BBC recently published an article titled: AI Art: The End of Creativity or the Start of a New Movement? "Artificial intelligence is being used to generate paintings, images and even sculptures, with some selling for thousands of dollars. Do we need to reframe our definition of art?" I will answer that with a resounding NO! Never mistake expensive or popular for good or great when it comes to art.

The MIT Technology Review recently published an article by James O'Donnell titled: AI is Coming for Music, Too. No, it is not, as I prove with just a few examples.

The reason AI will never replace the *art* in artist is because it cannot create or understand emotion, nuance, or sarcasm and it cannot experience the world or human interaction; it can only describe it by recognizing exsisting patterns. AI functions on a linear, formulaic track, giving the illusion of random, learned, experiences, choices, and answers.

Visualize a lava lamp. For you young kids out there, that is a decorative lamp that has floating, different colored blobs that slowly meander into each other and then randomly change direction when they bounce off—groovy stuff!

The creation of great art, particularly music, comes from the randomness of the human experience and creative thoughts. Neil Young walking in the woods with his guitar then a couple of hours later he comes out with an amazing song. Snoop Dogg's early life experiences with the law, gang culture, and prison-life in California is why his songs based on those *real* experiences went multi-platinum. Taylor Swift's actual relationship experiences that she writes about in her songs are one of the reasons why those songs resonate with her billions of fans and why she is a multi-platinum selling artist many times over.

Let's look closer at O'Donnell's headline in the MIT Technology Review: AI is Coming for Music, Too. AI could never duplicate the lyrics in *Led Zeppelin's* love song, "Thank You" (1969):

If the sun refused to shine

I would still be loving you

If mountains crumble to the sea

It will still be you and me. . .

AI can never understand emotions on that level, nor the original way Led Zepplin describes, with disassociated natural events, a metaphor for love. It does not matter what prompt combinations you use within an AI program.

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As suspected, when I fed relevant prompts into ChatGPT using the lyrics to "Thank You," it did not come close to describing the lyrics as a metaphor for love. First, it confused the Temptations song "Thanks To You" with Led Zepplin's "Thank you" ("Thank you is a song written and performed by the Temptations and then covered by Led Zepplin..."). Interestingly, ChatGPT did not even reference Jimi Hendrix's song "If 6 was 9," which was part of the inspiration for "Thank you." Then ChatGPT went on to describe the literal meaning of the words and concluded that it would mean a global extinction event —all gloom and doom. AI is trained to act on the most probable. Great music does not come from the *most probable*. It comes from originality and life experiences, which AI cannot create or fully understand. The meaning of the lyrics as a metaphor for love seem so obvious, but maybe that is because a human created them.

When it comes to capturing the emotion of *love*, Marvin Gaye and Ed Sheeran are extreme outliers. Marvin Gaye's and his co-writer, Ed Townsend's heirs sued Sheeran over his song "Thinking Out Loud" claiming it infringed on their copyright in "Let's Get It On". Sheeran won the lawsuit by proving that the similar four chord progression (Eb, Eb–Eb/G–Ab–Bb) between the songs were commonplace in songs dating back to the 1700s, but those four chords did not make the song unique or special. Sheeran proved that his added *human* element is what made the song unique and special and that is why it was a multi-platinum hit. The same applies to Gaye's hit, "Let's Get it on."

That added element is life experience. AI will never be able to experience the world it can only "experience" prompts from humans, which is not the same thing. There is no doubt, AI could create a similar song, but it would not sell, because those four chords would be its focus and the song would lack originality—the "x-factor" as they say in sports.

Iconic rapper Jay-Z's lyric, *I'm not a businessman; I'm a business, man* in his song "Diamonds from Sierra Leone" (Remix) is another example in music that proves AI will not replace musicians or any other person that produces creative art. With a simple comma, Jay-Z describes being the "Boss" of the rap game in a whole new way that is next-level, which has not been duplicated since, especially not by AI generated lyrics. When I typed relevant prompts into ChatGPT, it basically acted like a thesaurus on steroids and provide me with a list of adjectives and phrases for "being the boss of something." There is a reason why Jay-Z has a myriad amount of multi-platinum selling hits; he creates original greatness born of life experiences in his songs.

Let's examine Velvet Sundown, the AI generated seventies "band" that had over a million streams on Spotify in the summer of 2025. On an aside, comparing streams to album/tape/CD/download sales of an artist is comparing apples to oranges. There is no real buy-in with a stream. It is incredibly difficult to move people to spend ten to fifteen dollars per album than ten or fifteen dollars a month for unlimited music. For ten dollars a month, you will listen to garbage, filler music one time out of curiosity or because you need background music for a dinner party. But, if you had to pay even one dollar for Velvet Sundown, you probably would not.

When you dive deeper into how it obtained so many streams, you learn that the million plus streams were that product of manipulation by placing its songs in successful, user-curated playlists of 70s music. Velvet Sundown piggybacked off of successful human artists like Neil Young, Tom Petty, and Kansas to name a few.

Velvet Sundown sounds like someone did a bad impression of Bruce Springsteen with a poorly crafted Doors vibe. Think of the band in the HBO hit show *The Sopranos* when Christopher is trying to get into the music business for his girlfriend Adriana.

As the music mogul character Hesch said to Christopher, "Kid, I know good, and that ain't good." If Velvet Sundown were a real band, they would not even make it past the audition of Americas Got Talent.

The "King of all Media," Howard Stern, proved AI cannot understand or create nuance or sarcasm. While the jokes written into a script by an AI program on his show in 2024 were decent and factually on point, the AI joke delivery was devoid of any natural sounding tonal changes, so it could not create the emotion of funny. Imagine the professor in Ferris Bueller's Day off being a stand-up comic. . . . The *human*, Howard Stern, goofing on the content of the script was very funny. Comedy, especially Howard Stern's, relies on sarcasm and nuanced connections of words, observations, and concepts to create the funny in a joke, which AI will never create in an original form.

While the "band" Velvet Sundown may sound human and look like humans in pictures, it will never *create* the beautiful art the angelic voice of Chris Cornell has created (his cover of "Thank You" on the Howard Stern Show still gives me goose bumps), the lyrical mastery of Jay-Z, or the gritty, authentic, reality Snoop Dogg raps about.

Let me correct myself, AI could recreate similar music and lyrics today in the same way we cut and paste from one document to another, because a human created the original artistic works first. AI will surely get incorporated into our lives and replace some aspects of society, but in the same way the automobile replaced the horse and buggy; or how Phil Specter's Wall of Sound creation in the 1960s can now simply be duplicated with an iPhone and the GarageBand app; or how the word processor revolutionized document creation and duplication; or how the Internet, at its core, simply moves information faster than before it existed. AI will never create anything original.

For the artist, *Relax* . . . AI will never replace YOU.

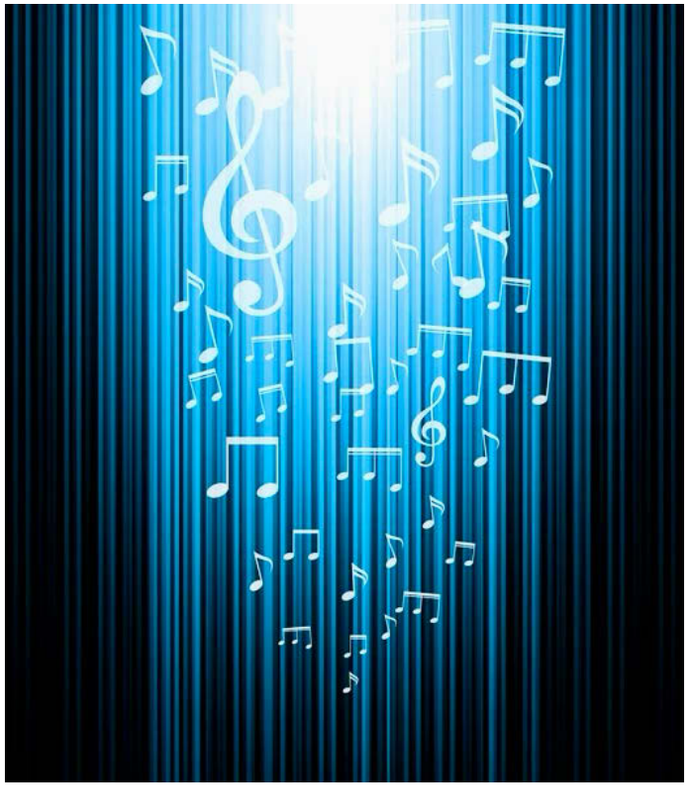
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Technology - Persuasion - Law

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I. *Techno-Jury: Techniques in Visual and Verbal Persuasion*, New York Law School Law Review (2010).

II. *Technology: Best Supporting Actor, Not the Star*, The Champion Magazine, National Association of Criminal Defense Lawyers (March/ April 2025).



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Greg regularly appears on the Nancy Grace show Crime Stories. He has had cases featured on: Snapped; Vengeance: Millionaire Murderers; 48 hours, Inside Edition, American Monster, and In Ice Cold Blood.

Greg graduated from New York Law School, *cum laude*, SUNY Buffalo, and University of North London, England. He is a member of The National Association of Criminal Defense Lawyers (NACDL), The National Organization for the Reform of Marijuana Laws (NORML), and The American Inns of Court (CSB Inn). Greg is also an author. His latest novel is The Untested, "A smart legal thriller with an edge!"-Palm Bch Book Festival. His next novel, *Connect*, will be released later this year.

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