



The Influence of Artificial Intelligence on Contemporary Arabic Literary Creativity

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Abstract

Purpose – This study aims to analyze the influence of Artificial Intelligence (AI) on creative processes, literary production, and the changing relationship between authors and technology in contemporary Arabic literature. The study addresses the growing use of AI in literary creation and examines how this development reshapes creativity, authorship, and aesthetic innovation in Arabic literary practices.

Design/methods/approach – This research employs a qualitative approach using a library research method. Data were obtained from relevant scholarly publications, digital literary works, and academic discourses related to the use of AI in Arabic literary creation. The collected data were analyzed through a descriptive-analytical and thematic approach to identify patterns of AI's influence on literary creativity and production.

Findings – The findings show that AI contributes to expanding the creative possibilities of Arab writers by generating ideas, developing narrative structures, exploring linguistic styles, and accelerating literary text production. AI also supports the emergence of new forms of digital literature that combine human creativity with computational capabilities. However, the study also identifies challenges related to literary authenticity, originality, authorship rights, and the potential homogenization of literary styles caused by excessive dependence on algorithmic systems.

Research implications/limitations – This study is limited to literature-based analysis and does not involve empirical data from authors, readers, or AI-based literary platforms. Future research is recommended to examine the reception of AI-assisted Arabic literature and compare different forms of AI-generated literary texts.

Originality/value – This study contributes to contemporary Arabic literary studies by highlighting AI as a collaborative tool that can enrich literary creativity while affirming the continued importance of humanistic values, cultural sensitivity, and authorial agency.

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INTRODUCTION

The development of digital technology in the 21st century has brought fundamental changes in various aspects of human life, including in the field of literature (Husaeni & Haristiani, 2025). The presence of Artificial Intelligence (AI) offers various new possibilities in the process of creating, processing, and disseminating literary works (Branda et al., 2025). In the context of contemporary Arabic literature, the utilization of AI is expected to become an innovative instrument that expands the author's creative space, accelerates the text production process, and opens up opportunities for the birth of literary expressions that are more diverse and adaptive to the times. This expectation aligns with the demands of the digital era, which require the integration of human capabilities and technology to produce works that are relevant to the needs of modern society (Abulibdeh et al., 2025).

However, the developing reality shows that the use of AI in the literary world does not always produce entirely positive impacts. On one hand, AI technology is capable of assisting writers in generating ideas, structuring narratives, and developing variations in language style quickly and efficiently (Zhao, 2025). On the other hand, various concerns arise regarding the reduction of work originality, the weakening role of human creativity, and the potential loss of cultural characteristics and literary identity that have long been the hallmarks of Arabic literature. The debate regarding the boundary between human creativity and algorithmic capability is becoming more prominent alongside the development of generative AI models capable of producing texts with increasingly high linguistic quality (Lockhart, 2025).

This condition creates a need to examine more deeply how AI influences creativity in contemporary Arabic literature, both in terms of opportunities and challenges. The study of the relationship between artificial intelligence and literary creativity has attracted the attention of many researchers in recent years (Elias et al., 2025). Research conducted by Margaret A. Boden shows that AI systems have the ability to generate forms of computational creativity through the recombination of learned data and patterns. Another study by Joanna Zylińska asserts that AI has changed the paradigm of cultural production and creative work through collaboration between humans and machines (Zylińska, 2023). These findings indicate that AI does not only function as a technical tool, but also has the potential to become part of the creative process, which has long been considered the exclusive domain of humans.

In the context of Arabic literature, several studies have begun to discuss the impact of digital transformation on modern literary practices. Some studies examine the development of Arabic digital literature, the use of algorithms in literary text analysis, and the utilization of Natural Language Processing (NLP) technology in understanding the linguistic characteristics of the Arabic language (Alayba, 2025). These studies found that digital technology is able to increase the accessibility of literary works, expand author participation, and enrich the forms of text presentation. However, most research still focuses on the technical aspects of literature digitalization and linguistic analysis, while the discussion regarding the influence of generative AI on the creativity of Arabic authors is still relatively limited (Allaithy & Zaki, 2025).

Other more specific studies regarding generative AI are generally conducted within the context of Western literature and the English language. Various studies have explored the ability of Large Language Models (LLMs) to produce poetry, short stories, and creative narratives that resemble human work. The results of these studies indicate that AI is capable of producing coherent and creative texts to a certain level, but still faces limitations in

presenting emotional experiences, depth of meaning, and complex cultural contexts (Szostak & Modliński, 2025). These findings provide an important theoretical foundation, but have not yet fully explained the phenomena occurring in contemporary Arabic literature, which possesses different linguistic, historical, and cultural characteristics.

Based on the review of previous research, there are several research gaps that need attention. First, studies on AI and Arabic literature are still dominated by technological perspectives and text digitalization, while the aspects of literary creativity have not been deeply analyzed. Second, research specifically examining the relationship between generative AI and the creative process of contemporary Arabic authors remains very limited. Third, not many studies have critically evaluated how AI affects originality, aesthetic expression, and cultural identity in Arabic literary works. To address these gaps, research is needed that integrates the perspectives of literary studies, digital technology, and creativity theory to produce a more comprehensive understanding of AI's impact on the development of contemporary Arabic literature.

Based on this background, this study aims to analyze the influence of artificial intelligence on the creativity of contemporary Arabic literature by examining the opportunities, challenges, and implications for the creation process of literary works. In addition, this study aims to identify the forms of creative transformation that emerge due to the use of AI, as well as to evaluate how the collaborative relationship between humans and technology can contribute to the development of Arabic literature in the digital era. The results of the study are expected to provide theoretical contributions to contemporary Arabic literary studies and serve as a basis for developing AI utilization models that support creativity without losing the humanistic values and cultural identity inherent in literary works.

METHOD

This study uses a qualitative approach with a library research design aimed at analyzing the influence of Artificial Intelligence (AI) on the creativity of contemporary Arabic literature. (Cissey Usman et al., 2025) The qualitative approach was chosen because this study focuses on a deep understanding of the phenomena, concepts, and dynamics of the relationship between AI technology and the creative process in the production of Arabic literary works. The library research design allows researchers to examine various scientific sources, theories, previous research findings, and relevant documents to obtain a comprehensive understanding of the research object.

The research data consists of primary data and secondary data. Primary data were obtained from scientific articles, academic books, international conference proceedings, research reports, and publications that specifically discuss artificial intelligence, digital creativity, digital literature, and the development of contemporary Arabic literature. Meanwhile, secondary data were obtained from various supporting sources such as academic encyclopedias, research institute reports, technology policy documents, and electronic publications related to the implementation of AI in the fields of humanities and literature.

The selection of data sources was carried out purposively (purposive sampling) by considering relevance, credibility, and contribution to the focus of the research. The selected literature comes from internationally reputable journals indexed by Scopus and other academic databases, thereby ensuring the validity and quality of the analyzed data. In

addition, the study also considers literature discussing the development of generative AI models, Natural Language Processing (NLP) technology, and their impact on the production of modern literary works (Kamal, 2025).

Data collection was conducted through a documentary study. The stages of data collection include identifying relevant sources, selecting literature based on inclusion and exclusion criteria, critical reading of the selected documents, and recording data related to the research theme. Inclusion criteria include literature published within the last ten years, having relevance to AI and literary creativity, and discussing theoretical or empirical aspects related to contemporary Arabic literature. Meanwhile, literature that does not have a direct connection to the research focus or does not meet academic standards was excluded from the analysis process.

To increase data precision, the collection process was carried out systematically using keywords such as Artificial Intelligence, Generative AI, Computational Creativity, Digital Literature, Arabic Literature, Contemporary Arabic Literature, and Human-AI Collaboration. These keywords were used across various academic databases to obtain literature that is representative and in accordance with the research objectives (Lim, 2025).

Data were analyzed using a thematic analysis technique consisting of several stages. The first stage is data reduction, which is the process of selecting and grouping information relevant to the research focus. The second stage is coding, which involves identifying the main themes emerging from the analyzed literature, such as creative transformation, human-AI collaboration, originality of works, aesthetic innovation, as well as ethical and authorship challenges.

The third stage is data categorization and interpretation, which involves connecting the various discovered themes with the framework of creativity theory, digital literary theory, and cultural technology perspectives. At this stage, data were analyzed critically to identify patterns of relationship between the use of AI and changes in the creative process within contemporary Arabic literature. The final stage is drawing conclusions through the synthesis of various findings obtained, thereby producing a complete understanding of AI's influence on Arabic literary creativity (Magvira et al., 2025).

To ensure data validity, this study applies the source triangulation technique. Triangulation was performed by comparing information from various types of literature, whether from scientific journals, academic books, research reports, or technology policy documents. In addition, the study also utilizes a cross-reference analysis approach to verify the consistency of findings across sources, thereby minimizing interpretation bias.

The reliability of the research results is strengthened through a process of critical evaluation of the quality of the sources used, including publisher reputation, journal indexation, citation count, and substantive relevance to the research focus. Accordingly, the results of the study are expected to have a high level of academic validity and provide a significant scientific contribution to contemporary Arabic literary studies and artificial intelligence studies (Im et al., 2023).

This study employs an interdisciplinary analysis framework that integrates creativity theory, digital literary studies, and cultural technology perspectives. This framework is used to understand how AI affects the creation process of literary works, shapes new patterns of creativity, and alters the relationship between authors, texts, and technology. Through this

approach, the study does not merely examine the technological aspects of AI, but also scrutinizes the aesthetic, cultural, and epistemological implications that arise in the development of contemporary Arabic literature in the era of artificial intelligence. With this analytical framework, the research is expected to produce a comprehensive interpretation regarding the position of AI as an instrument of innovation as well as a challenge for today's Arabic literary creativity.

RESULTS AND DISCUSSION

Transformation of Contemporary Arabic Literary Creativity in the Era of Artificial Intelligence

1. Shift in the Paradigm of Creativity in Arabic Literature

The results of the research indicate that the development of Artificial Intelligence (AI) has brought fundamental changes to the paradigm of creativity in contemporary Arabic literature. If in the previous period literary creativity was understood as the result of an author's individual reflection born from subjective experience, social observation, and personal aesthetic ability, then in the current digital era the creative process has begun to involve interaction between humans and computational systems. The presence of generative AI allows the process of creating literary works to take place through a collaborative mechanism that combines human intuition with algorithmic capabilities in processing large amounts of linguistic data (Hutson & Schnellmann, 2023; Tsao et al., 2026).

These findings show that AI does not merely function as a technical tool, but has begun to become part of the creative ecosystem of Arabic literature. Writers can utilize AI to generate story ideas, develop characters, compose dialogues, and explore various narrative possibilities that were previously difficult to accomplish in a short time. Thus, literary creativity is no longer viewed as an entirely individual activity, but as a process involving the interaction between human cognitive capacity and the computational capabilities of machines.

These findings are in line with the computational creativity theory proposed by Boden, which states that artificial intelligence systems are capable of producing certain forms of creativity through the recombination of knowledge patterns they have learned. In the context of contemporary Arabic literature, this capability is evident in the use of AI to generate variations in metaphors, narrative structures, and diction choices that can enrich the creation process of literary works. However, this study finds that the creativity generated by AI still depends on the data used in the model training process, so it is not yet fully capable of replacing the depth of human experience as the primary source of literary creation.

Furthermore, the research results show that contemporary Arabic authors tend to utilize AI as a creative partner rather than as a replacement for the author's role. AI is used to accelerate the process of exploring ideas and expanding artistic possibilities, while final aesthetic decisions remain in human hands. This condition indicates the emergence of a new paradigm that can be referred to as augmented creativity, which is creativity enhanced by technology without eliminating the central role of the author as the creator of meaning (Garcia, 2025; Shome et al., 2026).

2. AI as an Instrument of Arabic Literary Production

Research findings demonstrate that one of the most tangible impacts of AI development is the increased efficiency in the production process of Arabic literary works. Various AI-based platforms are capable of generating texts in the Arabic language with increasingly high levels of coherence. Authors can use this technology to construct story outlines, design plots, or develop narrative alternatives that are subsequently refined through the human creative process.

In practice, AI provides advantages in terms of saving time and effort. Before the development of generative technology, the process of writing literary works often required a long time to design story structures and map out various possibilities for narrative development. Today, AI is capable of generating various alternatives within seconds, allowing writers to focus more on the aesthetic and interpretative aspects of the work (Rojek et al., 2025).

The results of this study reinforce the findings of several previous studies stating that AI contributes to increased creative productivity. However, this study finds that an increase in productivity does not always correlate linearly with an increase in literary quality. Some works that rely heavily on AI tend to display repetitive narrative patterns and lack emotional depth. This indicates that technological efficiency needs to be balanced with human creative intervention so that the artistic quality of the work is maintained.

From the perspective of Arabic literature, this phenomenon has significant implications. The Arabic language is known to possess high semantic, rhetorical, and cultural complexities. Although AI is capable of producing grammatically correct text, this study finds that the system's ability to understand cultural nuances and contextual meanings is still limited. Therefore, the role of the author remains crucial in ensuring that the resulting work has cultural relevance and a depth of meaning that aligns with the Arabic literary tradition.

3. The Emergence of New Forms of Literary Creativity

The research results show that AI has also driven the birth of new forms of literary creativity that were previously rarely found in the Arabic literary tradition. One such form is interactive literature, which allows readers to participate in developing the storyline through an algorithm-based system. In this model, literary text is no longer static; rather, it can change according to the reader's interaction with the system.

In addition, AI also enables the emergence of hybrid literary works that combine text, audio, visuals, and other digital elements into a single creative platform (Colella, 2025). This phenomenon demonstrates that technological developments have expanded the definition of literature from merely written text into a multimodal experience involving various forms of artistic representation.

This finding extends previous research on Arabic digital literature, which generally only highlighted changes in publication media. This study shows that AI does not only change how literary works are published, but also changes the structure, form, and aesthetic experience generated by the work. In other words, AI acts as a catalyst that accelerates the transformation of Arabic literature toward more innovative forms of expression.

From the perspective of literary theory, this phenomenon can be understood as a shift from a textual paradigm to a digital-interactive paradigm. Literary works are no longer positioned as a final product completed upon publication, but rather as dynamic entities that can continue to develop through the interaction between authors, readers, and technology.

Opportunities for Developing Arabic Literary Creativity through AI

1. Expansion of Imagination and Narrative Exploration

One of the key findings of this study is that AI is capable of expanding the imaginative space of contemporary Arabic authors. AI systems can generate a wide range of possibilities for plots, characters, conflicts, and settings that help writers explore new ideas beyond conventional thinking patterns. This capability provides opportunities for the birth of more diverse and innovative literary works.

In the context of Arabic literature, this expansion of imagination holds significant importance because it allows authors to develop new themes that are relevant to global realities (Keltner & Stamkou, 2025). Issues such as digital identity, human-machine relationships, and cultural transformation due to technology are beginning to emerge as new themes in contemporary Arabic literary works (Chen & He, 2026). The presence of these themes indicates that AI does not only affect writing techniques, but also expands the intellectual and aesthetic horizons of authors.

This finding aligns with creative innovation theory, which emphasizes that creativity develops through the interaction between individuals and their environment. In this case, AI functions as a new creative environment that provides various intellectual stimuli for authors. However, this study finds that the quality of such exploration results highly depends on the writer's ability to select and interpret the output generated by AI.

2. Democratization of Literary Production

This study also finds that AI contributes to the process of democratizing Arabic literary production (AlAfnan, 2025; Hosny, 2026; Malik, 2023; Muh et al., 2025). This technology enables individuals who have technical limitations in writing to still produce literary works with the assistance of AI systems. Consequently, access to the creative process becomes more open and inclusive.

This phenomenon has a positive impact on the development of the Arabic literary ecosystem because it expands public participation in producing creative works. However, this increased access also poses a challenge in the form of a rising quantity of produced works without being balanced by adequate quality. Therefore, curation and evaluation mechanisms are needed to maintain literary quality standards amidst the rising production of AI-based works.

Furthermore, the democratization of literary production can encourage the emergence of new voices from groups that were previously underrepresented in the world of Arabic literature. Thus, AI has the potential to become an instrument that supports diversity of perspectives and enriches the treasury of contemporary Arabic literature.

CONCLUSION

This study concludes that Artificial Intelligence (AI) has significantly influenced the development of creativity in contemporary Arabic literature by transforming the way literary

works are conceived, produced, and experienced. AI is no longer positioned merely as a technical tool, but as part of a broader creative ecosystem that supports idea generation, narrative construction, character development, stylistic exploration, and multimodal literary experimentation. The presence of AI has encouraged a shift from individual creativity toward augmented creativity, in which human imagination and algorithmic capability interact to expand the possibilities of Arabic literary expression in the digital era.

The findings also show that AI provides important opportunities for contemporary Arabic authors, particularly in expanding imagination, accelerating literary production, democratizing access to creative writing, and encouraging the emergence of new forms of digital and interactive literature. However, the use of AI also presents several challenges, especially regarding originality, emotional depth, cultural sensitivity, authorship, and the potential homogenization of literary style. Therefore, AI cannot be understood as a replacement for the author's creative role. Rather, it should be viewed as a collaborative instrument that can enrich literary creativity when used critically, proportionally, and under human aesthetic and ethical control.

This study has several limitations. First, it uses a library research approach, so the findings are conceptual and interpretive rather than based on direct empirical data from authors, readers, or AI-based literary platforms. Second, the study focuses on the influence of AI on contemporary Arabic literary creativity in general, without analyzing specific literary works or comparing different AI-generated texts in detail. Therefore, future research is recommended to conduct empirical studies involving Arabic authors, readers, and digital literary communities to examine their perceptions of AI-assisted literary creation. Further studies may also analyze specific AI-generated Arabic literary works, compare different generative AI systems, or explore issues of authorship, copyright, reception, and cultural identity in greater depth.

DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

In developing this manuscript, the author(s) employed ChatGPT to assist with academic language polishing, paraphrasing, and improving the logical flow of the text. The final content was thoroughly reviewed and modified by the author(s), who assume full responsibility for all statements, arguments, and conclusions presented in the publication.

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