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NEW TRENDS AND DEVELOPMENT PROSPECTS OF ACTING ART IN THE ERA OF DIGITAL TRANSFORMATION

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Abstract
This article examines the changes occurring in acting art under conditions of digital transformation and analyzes new trends and future prospects in theatre and cinema. The integration of information technologies, virtual reality, augmented reality, artificial intelligence, and motion capture systems significantly influences the content and forms of acting practice. The aim of the study is to identify the main directions of acting development in the digital era and to justify the new professional requirements imposed on contemporary actors. Comparative, analytical, and systematic research methods were employed. The findings indicate that digital transformation does not diminish the artistic essence of acting but expands its expressive potential. At the same time, technological advancement requires actors to acquire new competencies and adapt to rapidly changing creative environments.

Keywords: Digital transformation, acting art, theatre, cinema, artificial intelligence, virtual reality, motion capture, digital technologies, performing arts, innovation.

Introduction

The 21st century is characterized as a period of unprecedented development of digital technologies in the history of human progress. Today, many sectors, including the economy, education, healthcare, culture, and the arts, are undergoing processes of digital transformation. Theatre and cinema have not remained unaffected by these developments and continue to improve their traditional forms through the use of new technological tools. In particular, the art of acting has entered a new stage of development under the influence of modern technologies. Historically, acting has evolved as a unique artistic activity that reflects human emotions, imagination, and creative potential. Live performance on stage, direct communication with the

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audience, and the revelation of the internal psychological essence of a character have traditionally been regarded as the fundamental criteria of acting. However, with the advancement of digital technologies, the actor's activity is no longer confined to the traditional stage but is increasingly expanding into virtual spaces, digital platforms, and interactive environments. Today, motion capture technology, virtual reality systems, digital characters created through artificial intelligence, and online theatre projects are prompting a reconsideration of the content and essence of the acting profession. Therefore, the scientific study of new trends in acting and the evaluation of their future prospects constitute one of the pressing issues of contemporary research. The purpose of this study is to analyze the transformations occurring in acting under conditions of digital transformation, identify emerging trends, and provide a scientific justification for their future development prospects.

This study employed comparative-analytical, systemic, and conceptual approaches to investigate the impact of digital transformation processes on the art of acting. The theoretical foundation of the research was formed by scholarly sources related to theatre studies, art studies, media research, and modern digital technologies. Traditional forms of acting were compared with new performance models emerging on the basis of digital technologies. In addition, the creative experiences of actors working in virtual theatre, motion capture technology, artificial intelligence applications, and digital platforms were analyzed. Throughout the study, the relationship between the theoretical foundations of acting and technological innovations was identified, and their impact on the development of contemporary art was evaluated. Particular attention was given to the actor's professional training, creative individuality, mechanisms of character creation, and communicative interaction with the audience as the primary objects of analysis.

Digital transformation is one of the most significant characteristics of contemporary social development, exerting a substantial influence on all branches of art. While theatre was traditionally based on direct interaction between the stage, the actor, and the audience, technological tools are now generating new forms of these relationships. During the pandemic period, the presentation of online performances in many theatres around the world stimulated the development of digital theatre. This phenomenon expanded the geographical boundaries of theatre and contributed to the growth of audience reach. As a result, actors are now required to create performances not only for the stage but also for cameras, virtual environments, and digital platforms. Digital

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transformation has broadened the expressive means of acting. Whereas voice, facial expressions, and movement were traditionally the actor's primary tools, technological instruments have now become part of the performance process. Virtual scenery, interactive stage systems, and three-dimensional visual effects significantly enrich the aesthetic possibilities of acting performance. In recent years, motion capture technology, widely utilized in the film and video game industries, has initiated a new stage in the development of acting. This technology allows an actor's movements, facial expressions, and body plasticity to be transferred into a digital environment through specialized sensors. Working with motion capture technology requires a higher level of physical control and technical preparation than traditional stage performance. This is because scenery, costumes, and stage environments are often absent during the process. Actors are therefore compelled to create the entire character through their imagination. This situation demonstrates that the principles of "imagination" and "the magic if" within Stanislavski's system continue to maintain their significance even in contemporary technological conditions. Consequently, as technology advances, the need for the actor's internal creative potential does not diminish; rather, it increases. Artificial intelligence is currently being actively applied across various fields of art. AI has made it possible to generate texts, model voices, create visual images, and develop virtual characters. This process is also influencing the art of acting. Some specialists argue that artificial intelligence may partially replace human actors in the future. However, existing scientific observations indicate that such a view is relative. The reason is that acting is not merely a technical performance but is deeply connected with emotional experience, empathy, and creative thinking. Artificial intelligence may reproduce certain movements or speech patterns, but it cannot naturally experience human emotions and psychological states. Therefore, the human factor remains central to the art of acting. In the future, artificial intelligence is more likely to function not as a competitor to the actor but as a tool that expands the actor's creative possibilities. Digital transformation is also changing the content of the acting profession. Contemporary actors must not only master stage speech, physical expression, and character creation but also acquire skills in working with modern technologies. The use of virtual studios, green-screen technologies, digital editing processes, and artificial intelligence tools imposes new requirements on actors' professional competencies. Consequently, there is a growing need to modernize educational programs within theatre and arts higher education institutions.

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Furthermore, active participation in the global information space requires actors to possess communicative adaptability, media literacy, and digital culture. This demonstrates that the content of the acting profession is becoming increasingly complex.

The results of the study indicate that digital transformation does not negate the essence of acting but rather serves as a factor shaping a new stage in its development. Analysis of contemporary processes in theatre and cinema demonstrates that acting activity is moving beyond the boundaries of traditional performance and evolving into a multilayered and technologically complex system. This situation necessitates a reconsideration of the actor's professional activity according to new theoretical and practical criteria. The analysis revealed that digital technologies significantly transform the model of communication between actors and audiences. In traditional theatre, actors and audiences engaged in emotional exchange within the same space and time. In the digital environment, however, this relationship becomes mediated through screens, cameras, and virtual platforms. Such changes also affect the actor's expressive means. Actors must now understand not only the principles of stage performance but also the aesthetics of the camera, the psychology of virtual space, and the characteristics of digital communication. The conducted analysis also demonstrates the emergence of a new professional quality in acting that may be described as "digital adaptability." This concept refers to an actor's ability to function effectively in diverse technological environments, rapidly master new technical tools, and adapt creative capabilities to changing conditions. Today, this quality is increasingly becoming as important as stage speech, physical expression, and character creation skills. The findings further indicate that virtual and digital environments contribute to the emergence of new aesthetic categories within acting. Whereas character creation in classical theatre was directly linked to the actor's physical presence, contemporary technologies allow certain aspects of a character to be shaped through algorithms, graphic systems, and digital effects. This makes it possible to view the "actor–technology–audience" triad as a new artistic model. At the same time, the study revealed an interesting paradox. As technologies continue to develop, the technical capabilities of actors expand; however, the audience's need for genuine human emotion does not diminish. On the contrary, the increasing number of digital products has heightened audience demand for authentic feelings, natural emotions, and sincere performance. This confirms that the fundamental value of

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acting lies not in technology but in the artistic expression of human experience. According to the analysis, virtual characters and digital actors created through artificial intelligence can successfully perform certain technical functions; however, they are still unable to fully demonstrate the creative thinking, intuitive decision-making, emotional transformation, and improvisational adaptability characteristic of human actors. In particular, the creation of a character's internal psychological development in complex dramatic situations continues to require human participation. Based on the materials studied, it can be concluded that digital technologies generate a dual process within the art of acting. On the one hand, they expand creative opportunities and facilitate the emergence of new artistic forms. On the other hand, they increase the complexity of professional requirements and strengthen the need for continuous development and self-improvement among actors. Another important finding of the study is that technological and human factors are likely to develop in an integrated rather than opposing manner in the future of acting. Contemporary experiences in theatre and cinema demonstrate that the most effective artistic results emerge when technological possibilities are harmoniously combined with the actor's creative potential. Therefore, the actor of the future is expected to develop not only as an artist but also as a universal creator possessing competencies for working within digital environments. These findings indicate that the future directions of acting development will be determined not by technology itself but by the principle of creative collaboration between humans and technology. This factor is likely to become one of the primary conditions ensuring the sustainable development of acting in the era of digital transformation.

Digital transformation has become an integral component of contemporary social development and is exerting a significant influence on all forms of art, including acting. The findings of this study demonstrate that the active integration of digital technologies into theatre and cinema is generating substantial changes in the content, form, and professional requirements of acting. Although virtual reality, motion capture systems, artificial intelligence, and digital platforms expand actors' creative opportunities, they cannot fully replace human emotions, empathy, and artistic thinking, which constitute the essence of acting. The study revealed that contemporary actors are evolving not only as performers but also as multifaceted specialists capable of functioning effectively within technological environments. This transformation introduces new elements into the system of professional

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competencies. In particular, digital literacy, skills in working within virtual environments, technological adaptability, and the ability to utilize multimedia tools are becoming essential qualities of modern actors. Based on the scientific findings of this research, it can be concluded that the future development of acting will be founded upon the interaction between technological innovation and human creativity. In the theatre of the future, technology will function not as a force that displaces actors but as a partner that enhances their creative capabilities. From this perspective, the prospects for the development of acting depend on the degree of integration between innovative technologies and the preservation of the human factor. The scientific novelty of this study lies in interpreting the transformations occurring in acting under conditions of digital transformation not merely as a consequence of technological progress but as a new model of creative collaboration between humans and technology. Furthermore, the study theoretically substantiates the growing importance of digital adaptability within the structure of contemporary actors' professional competencies. Future research should focus on issues related to performative art involving artificial intelligence, the aesthetics of virtual theatre, digital acting pedagogy, and the phenomenon of interactive audiences. Such studies will contribute to identifying new patterns in the development of acting and further enrich contemporary theatre theory.

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