



JACMUN 2024

**The Academy:
Oscars 2030**

Land Acknowledgement	1
Dias Letter	2
Introduction	4
Historical Context	5
How the Name Came to Be	5
Award Deliberations	7
Impact of the Oscars	8
Current Status	10
Topic 1: Influence of AI	11
Role in Movies	12
Taking Over Jobs	12
Integrity of Cinematic Art	14
Musical Artists and Their Implications	15
Topic 2: Diversity and Inclusion	16
Diversity Within Representatives	17
Case Study: The #OscarsSoWhite Controversy	17
Diversity Within Film Industry	18
Questions to Consider	19
References	20

Table of Contents



LAND ACKNOWLEDGMENT

We would like to acknowledge that John Abbott College was built upon the unceded Indigenous lands of the traditional territory of both the Kanien'kehá:ka, "Mohawk," and the Anishinabeg "Algonquin," peoples. We are grateful for the opportunity to gather there, and we thank the many generations of people who have taken care of this land and these waters. Tiohtiá:ke, Montreal, is historically known as a gathering place for diverse First Nations; thus, we recognize and deeply appreciate the historic and ongoing Indigenous connections to, and presence on, these lands and waters. We also recognize the contributions Métis, Inuit, and other Indigenous peoples have made in shaping and strengthening our communities.

It is JACMUN's great honour to be able to host its conference on this territory. We commit to building a sincere relationship with Indigenous peoples based on respect, dignity, trust, and cooperation, in the process of advancing truth and reconciliation.





Dias Letter

Dear Delegates,

Welcome to JacMUN's "Oscars" specialized agency committee! Our names are Sofia Cauchy and Alyssa Guaragna and it is our immense pleasure to be serving as your co-chairs for this committee.

I (Sofia) am currently a second year at Marianopolis College in the Law, Society, and Justice program. After this semester, I plan on attending university here in Montreal, in the hopes of pursuing a career in law later on. I was first introduced to Model UN my first year of Marianopolis and I am currently serving as MariMUN's Director of Communications. Model UN has allowed me to develop many skills, such as my collaboration and problem solving skills, all while being able to keep an open mind. It has allowed me to broaden my horizons when it comes to the current socio-political state of the world. Model UN has not only taught me about diplomacy and the intricacies of the political world, but through it I have been able to forge relationships that will last and has helped me grow as a person. The skills learnt through MUN are some of the most important you can have and the people you meet are unforgettable.

I (Alyssa) am currently a second year at Marianopolis College in the Honours General Social Science program. After graduation, I plan on attending a law school here in Montreal, with the hopes of pursuing a career in this field. I first came to learn about Model UN at Marianopolis in my first year, being able to learn the ins and outs of diplomacy, collaboration and problem solving. Opening my mind up to the political, social, and economic world we live in has been such a rewarding experience. Through the club, I have been able to meet some of the most memorable people, take part in fruitful debate, and be more confident in myself and of the ideas I bring to the table. International diplomacy is a skill that will be forever important in our society, more so today than ever.



Dias Letter

From onstage to backstage, the Oscars committee is a deep dive into the world of Hollywood and will make you rethink the way they work. The digitalization of our film industry, the implications of artificial intelligence, as well as the diversification of on screen and off screen representatives. This committee will allow delegates to step into the shoes of movie executives and actors to figure out the future of the Oscar's ceremony. While striving to explore the technological advancements so present in our world and the blending of cultures in this industry, delegates will be tasked with ensuring that the Oscars will be stronger than ever moving forward. We hope you enjoy this committee and are able to dive deep into the characters to allow for a most enlightening and exciting experience.

Without further ado, we are thrilled to present to you our background guide. Should you have any questions or concerns about the conference—including the position paper, research, or Model UN in general—please do not hesitate to reach out via the following email: jacmungasa@gmail.com

Welcome to the Oscars!

See you soon,

**Sofia Cauchy and Alyssa Guaragna
Co-Chairs**



Introduction

In the realm of cinema, the Academy Awards, popularly known as the Oscars, stand as the coveted and prestigious accolades bestowed upon extraordinary talent. Presented annually by the Academy of Motion Picture Arts and Sciences (AMPAS), the Oscars recognize and celebrate exceptional achievements in acting, directing, writing, music, visual effects, and various other categories. Conceived in 1927 to enhance the film industry's reputation, the Oscars have evolved from a private dinner gathering hosted at the Hollywood Roosevelt Hotel in 1929 to a globally acclaimed spectacle with the advent of radio and television broadcasts. Notably, the Oscars' iconic nickname "Oscar" has an intriguing origin, with a popular tale attributing it to the resemblance of the statuette to Academy librarian Margaret Herrick's uncle. Beyond mere recognition, winning an Oscar profoundly elevates career trajectories and sparks cultural conversations surrounding filmmaking, emphasizing its significance as a testament to excellence in the cinematic arts.

The Academy Awards, long considered the pinnacle of cinematic achievement, are facing a crossroads. The rise of new technologies, a shift in audience preferences, and growing concerns over diversity and inclusion have all cast a shadow on the Oscars' traditional formula. In response, a special committee of delegates has been convened. Their task: to revitalize the awards by reforming the nomination process, ensuring a more inclusive selection, addressing AI and cinema in the new world, and reigniting the public's passion for the Oscars.

HISTORICAL CONTEXT

After the Academy of Motion Picture Arts and Sciences came to be in 1927, an event was held in Los Angeles with the goal of discussing the mission of this organization. The main goal that was established was coming up with a method whereby people in the industry could be awarded for their outstanding achievements in order to encourage “higher levels of quality in all facets” of the media sphere.

The design for the statuette, a knight gripping a sword with the inclusion of a reel of film, symbolized the advancement and progression of the industry. Once it was finalized by sculptor George Stanley, discussions about the specifics of the event were coming in full force.

The first ever Oscars Award Ceremony took place on May 16, 1929, whereby five boards of judges determined the top candidates in each eligible category. There were 15 awards presented at the ceremony, with over 3000 having been handed out to this day.

How the Name Came to Be

It may be surprising to note that there is some controversy surrounding where the name Oscars actually came from, creating some debates in the world of film. Actress Bette Davis has been known to say that the name is an homage to her claiming that the rear of a statue resembled her husband Harmon Oscar Nelson.

Davis even went as far to say that the golden behind of the figure looked like her husband's "peachy behind", explaining why she thought that she named the award.

Sidney Skolsky, Hollywood gossip columnist, simply believed that he is the one who nicknamed the award, claiming that he borrowed the line of an old vaudeville joke. Skolsky thought that because the name Oscars was adopted shortly after that he was the creator, despite being questioned on his credibility a couple times. The first confirmed use of the name "Oscars" in a newspaper was through an article that Skolsky wrote himself in 1934. Earlier that same year, while covering an award show where Walt Disney was in attendance, Disney used the term Oscar; which is where the controversy over Skolsky really came up with the name stems from.

The last popularized definition of the name came from academy librarian Margaret Herrick who claimed that the figure looked like her own Uncle Oscar.

Despite different origins of the name have become known to the public, the impact that the award has on the media industry remains the same. The power and influence that the little statuette holds in terms of boosting someone's social status and fame levels is unlike any other.

Award Deliberations

Over 5000 members of the Academy will get together and choose the nominees for each award, and, later on, will go on to decide the winners. Each member gets an equal vote for the Best Picture category, while peers in the same field will vote on winners in non-specialized categories. This means that directors get to vote for the Best Director category, actors can vote on Best Actor, etc. This allows for an equitable distribution of awards, where those experienced in the specific categorical industries can fairly vote on who they believe has promoted an innovative atmosphere to the media.

The Academy also prides themselves on having proportional representation, thereby aiming to create a diversified range of nominees, reflecting the varying aspects of this industry. Alongside wanting to emphasize diversity, the Academy is also proud of their voting system; providing each member with an equal vote, and a chance to list their next 5 potential nominees. This allows for no vote to be wasted and for all voices to be heard, because even if one of your choices is rejected, there is still an opportunity to have their opinions recognized.

When picking the winner, a new ballot with the five nominees is issued to commence the voting procedure. The winner is chosen based on whoever gets the most votes, meaning that preferential voting is no longer an option.

Impact of the Oscars

The Oscars have historically served as a way to honor those who have demonstrated the best of the best in the film industry. This award provides the winners with many more opportunities within the field as it proves a new level of recognition and dedication to their craft.

When a movie is nominated for an Oscar, or better yet, wins one, this film is naturally going to be surrounded by lots of hype and popularity. Should a movie win the award, the audience's perception of the media has been seen to shift positively because of the sheer influence that the Academy holds. These nominations can influence box office success, as well as the future progression of the film. Simply the name Oscars generates so much buzz and anticipation, having many spectators worldwide cue in to watch the event. This allows for the ceremony to act as a way to let people in the industry gain a higher presence and be seen on the red carpet, as well as on their screens.

Furthermore, the Academy has proven to be adaptive and responsive to the changing social and political climate, ensuring to include a more diverse range of representatives and nominees within each category. With the great power that the Oscars hold, comes great responsibility; that responsibility includes the ability to sway public opinion, and therefore needing to ensure that the media they highlight is important to society in some way.

While having many positive impacts, there are some who argue that the award ceremony lacks diversity and representation and is still overpowered by biases. They have also been faced with disputes of overlooking non-traditional film genres or techniques, emphasizing the greater need for transparency within not only the Oscars, but in their voting procedure itself. The Academy remains aware of these critiques and works annually towards trying to better their system in order to be as inclusive as possible.

CURRENT STATUS

It is now 2030, and the cinematic universe has been greatly altered since 2024. The past 6 years have been subject of a cinematic revolution, and that is mainly a consequence of the rapid development of AI. The Oscars have since introduced multiple new categories of awards surrounding AI and the use of it in cinema, such as Best Original AI Song, Best Screenplay using AI, Best AI generated movie, and many more of the sort. These awards are, of course, in addition to the already existing ones. Additionally, there have been instances of tampering of awards with the use of AI over the years. The use of AI and the cinematic revolution currently happening is not necessarily an advantage to humans. AI is slowly taking over the world of cinema and music, it is taking over writing positions, taking over certain forms of production, ect. It is you, dear delegates, who must find solutions to keep the traditional art of cinema alive and well, and not make it succumb to the vast world of artificial intelligence. AI is the biggest issue at hand this year. How can it be used to better the world of cinema and work along with humans?



Topic 1

Influence of AI

Role in Movies

In this time of cinematic revolution, artificial intelligence has played a pivotal role in the way we create and perceive movies. It is being used in many ways, namely, in the writing of scripts, assisting with pre-production, helping predict the success of a film, selecting actors, the promoting of films, the editing of films, creating music, and producing movies.

Within the movies themselves, AI, especially generative AI, is being used mainly to create animations, and can even make its own films. It is using tools that synthetically create things, such as people, faces, animals, ideas, sets, environments, costumes, make up, etc. This leads to the decreasing need for physical or natural versions of these things. An example of an AI-generated film is “Sunspring”, which is a short sci-fi film that was completely written by an artificial intelligence system called Benjamin. The system took sci-fi scripts and combined them to create the film. This is only one example of an AI generated film, and how it works. Artificial intelligence may enhance the quality of movie production, as well as its efficiency. It uses computer vision, deep learning techniques, and machine learning to create realistic animations and visual effects. AI is also used by filmmakers to edit, color and design sound.

It can help in the pre-production stage, aiding the organizing of schedules, finding locations for the storylines and increasing overall efficiency. AI additionally has the ability to predict how successful a movie may be by analyzing the script, which is an excellent tool for studios. There are, however, negative implications of this extensive AI use.

Taking Over Jobs

The movie making process consists of 4 main stages: development, pre-production, production, and post-production. These stages are slowly being taken over by artificial intelligence. The development stage, which consists of scriptwriting, is being replaced by script writing softwares.

Not only is there an impact on human creativity, authenticity and potential abuse of AI, but its use is taking over human jobs, and steering the cinematic industry further and further away from its traditional body. The biggest threat to human jobs in the industry is generative AI, such as ChatGPT. The Writers Guild of America had vocalized their concerns during the strike in 2023, that generative AI could allow studios to cut costs by no longer hiring human writers, but rather turning to the use of generative AI for scriptwriting. Since that strike, things have unfortunately gone in that direction. Scripts can be completely written by artificial intelligence, making for an enormous loss of jobs in Hollywood. This is still a slight change, there is time to preserve the integrity of human jobs in the cinema industry.

However, script writers are not the only concerned group, actors take part in this fear. In 2023, during the writer's and actors strike, the Guild's chief negotiator, Duncan Crabtree-Ireland, stated that studios offered to pay background actors for a day's work, so that they could use their images in perpetuity. Since then, the use of generative AI to impersonate actors, or create characters has been immense. The world of cinema is diminishing, while that of developmental AI technology is growing. Entertainment companies, however, are expanding their human workforce, as they are mandated to research, develop, and manage AI. "The Guardian" led a study back in 2023, reviewing Disney's job board. They found that at least a dozen roles were related to machine learning, within the media and entertainment division. This number has since doubled, and more actors are losing their livelihoods.

So many other groups of workers are affected by the use of AI in cinema. Costume designers, makeup artists, producers, etc. Artificial intelligence can be a great tool, it is just a matter of figuring out how to find balance between humans and AI.

Integrity of Cinematic Art

Although the use of AI can be useful in terms of creating advancements in the cinematic community, there is a risk of also losing the human touch and creativity that is so sought after by audiences. The films may begin to lack emotional depth, which will cause a disconnect with the viewers. It is known that people are more drawn to personal films or pieces that seem to have three-dimensional characters and plot lines, which would be missing when considering the use of AI in the industry.

Furthermore, with the use of AI also comes the use of technologies such as Deepfakes. Deepfakes generate convincing and manipulated videos or images, whereby realistic people, and sometimes celebrities, can be mimicked by this AI. This can obviously begin to lead to some concerns and potential unethical practices, which challenge the integrity of acting performances. This would not only be an issue for the loss of work of these actors, but also in the legality behind them not having full control of their work anymore. This poses the risk of celebrities' name, face, and brand being used by these AI technologies to represent them in films, once again removing the personal connection that comes with watching films on screen. Although these technologies are getting more and more realistic, audiences are able to tell when something is AI generated, to a certain extent, as they will feel a lack of human emotion and expression when watching the film.

As AI is a tool of its own, when creating films that have a certain artistic vision in mind, the technology may not be able to reproduce it to the liking of the cinematic staff. Should the AI's work not align with the director's view of the movie, there can be compromised integrity of the film here too.

Alongside this, if the AI plays a significant role in the creation of the piece, there are questions that begin to arise about whether or not there is credit to be given. With the issue of intellectual property comes ownership and copyright regulations, which need to be considered when deciding whether or not the AI has these same rights as humans do.

Should the decision be made to not inform audiences of the use of AI in the piece, this can lead to transparency issues. Certain audiences who remain unaware that the film has not been wholly realized by humans can lead to unconscious manipulation of the viewers. Circling back to the Deepfake technology, depending on the actor's portrayal, some people's opinions may shift on their favorite celebrities based on the AI generated version of them. If they are not informed on the impacts that AI can have on cinema, then the question of whether or not it is unethical still remains.

Musical Artists and Their Implications

It is no secret that music has been long affected by artificial intelligence. From AI song covers, to the creations of fake songs, music in cinema is also affected within the realm of artificial intelligence. AI music composition and creation has been a big part of the movie industry for a few years, presently more than ever. With the use of reinforcement learning, artificial intelligence is able to analyze data from different songs and compositions to make its own music. These compositions support filmmakers in the creation of cost effective soundtracks that are tailored to their film, but what does this mean for artists?

There are some implications, however, the use of ai for musical composition can be of great use to composers, given they work alongside. A compromise must be found, as composers are losing their jobs to machines, and the right to their copyright.



Topic 2

Diversity and Inclusion

Diversity Within Representatives

For all its glitz and glamour, the Academy Awards have been under fire for the lack of diversity among its voting body, the Academy of Motion Picture Arts and Sciences (AMPAS). This lack of representation has demonstrably affected the types of films and filmmakers recognized by the awards.

Despite their supposed efforts, The Academy's body remains, as it has been for many years, predominantly white(81%) and male(67%). This is still an improvement from 2012 when AMPAS was comprised of 91% white people and 77% male.

Such a homogenous voting body can lead to blind spots, overlooking films and filmmakers who tell stories outside their frame of reference. Films with diverse casts and narratives may not resonate with an Academy panel that lacks the cultural understanding or lived experiences to fully appreciate them. This can result in nominations and wins that perpetuate a narrow view of cinema, failing to reflect the richness and complexity of the global film landscape.

Case Study: The #OscarsSoWhite Controversy

The 2016 Academy Awards ceremony serves as a stark example of the consequences of a lack of diversity. For the second year in a row, all 20 acting nominees were white. This sparked the now-famous #OscarsSoWhite social media movement, highlighting the systemic exclusion of people of colour from the highest echelons of award recognition.

That year, critically acclaimed films like "Straight Outta Compton," a biopic about the rise of N.W.A., and "Creed," a powerful story about legacy and redemption within the boxing world, were overlooked in major categories. Their absence from the nominations list sent a clear message - stories by and about people of colour were not valued by the Academy.

The #OscarsSoWhite movement served as a wake-up call, forcing the Academy to acknowledge its shortcomings and take steps to diversify its membership. However, the fight for inclusion continues, and the delegate committee will need to address this critical issue head-on if the Oscars are to regain their relevance and celebrate the full spectrum of cinematic achievement.

Diversity Within Film Industry

Representation in film is not just about recognition; it's about validation and inspiration. When people from all walks of life see themselves reflected on screen in authentic, nuanced ways, it sends a powerful message: their stories matter, their experiences are valued, and their dreams are possible. Representation on film combats harmful stereotypes, fosters empathy across cultural divides, and empowers individuals from underrepresented communities to take their rightful place both behind and in front of the camera.

The Oscars wield immense influence over the film industry. Their choices reverberate through the global cinematic landscape, signalling which types of stories and filmmakers are deemed worthy of celebration. By repeatedly overlooking diverse voices and experiences, the Oscars have failed to live up to their potential as a beacon for progress and inclusion. This failure not only diminishes the impact of the awards but also sends a disheartening message to creators and audiences alike who yearn for a more representative and inspiring cinematic world.



Questions to Consider

1. How should the Oscars recognize the contributions of AI in filmmaking?
2. To what extent does AI impact the viewing experience of these films?
3. How can the Oscars recognize collaborations between filmmakers and AI?
4. In what ways can credit be attributed to both the human and AI contributors?
5. How might AI help the development and progression of the Oscars award ceremony in this futuristic atmosphere?
6. How can the Oscars help encourage and reward films promoting inclusivity for those who are underrepresented?
7. In what ways can the Oscars help more diversity be seen even behind the screen in filmmaker roles?
8. How could the Oscars recognize the impact cinema has had in promoting diversity?
9. In what ways can we measure and review the upkeep of these more diverse inclusions in the industry?
10. What measures can be taken to ensure that films from international regions have a fair and equal chance of being awarded an Oscar?



References

- Andriasyan, Siranush. "How Artificial Intelligence Is Used in the Film Industry." SmartClick, 25 Aug. 2020, smartclick.ai/articles/how-artificial-intelligence-is-used-in-the-film-industry/.
- Bisht, Ruchi. "What Is Deepfake AI?" InfosecTrain, 14 Nov. 2023, www.infosectrain.com/blog/what-is-deepfake-ai/.
- Blackstone, John. "#OscarsSoWhite: Academy Awards Slammed for Lack of Diversity - CBS News." CBS News, 14 Jan. 2016, www.cbsnews.com/news/oscars-2016-oscarssowhite-academy-awards-slammed-for-lack-of-diversity/#:~:text=LOS%20ANGELES%20%2D%2D%20There%20were.
- "FairVote - Academy Awards Nominations." Voting and Democracy Research Center, archive.fairvote.org/?page=709#:~:text=4616.
- Flaherty, Taryn. "How the Oscars Influence Audiences." MovieWeb, 24 Mar. 2023, movieweb.com/how-oscars-influence-audiences/.
- Horton, Adrian. "'Embrace It or Risk Obsolescence': How Will AI Jobs Affect Hollywood?" The Guardian, 21 Aug. 2023, www.theguardian.com/film/2023/aug/21/ai-jobs-hollywood-writers-actors-strike.
- Huang, Victoria. "The Importance of Representation in Media." *Race to a Cure*, 12 June 2021, www.racetoacure.org/post/the-importance-of-representation-in-media.
- Huzaifi, Hasan. "The Oscars: A Pillar of Excellence in the Film Industry." *Medium*, 7 July 2023, hasanhuzaiifi.medium.com/the-oscars-a-pillar-of-excellence-in-the-film-industry-7258725c4546.
- McEvoy, Colin. "Who Gave the Academy Award Its 'Oscar' Nickname?" *Biography*, 9 Mar. 2023, www.biography.com/movies-tv/a43260175/why-is-the-academy-award-called-oscar.
- Nugent, Annabel. "Why Are the Academy Awards Called the Oscars?" *The Independent*, 10 Mar. 2024, www.independent.co.uk/arts-entertainment/films/features/oscars-2024-nickname-academy-awards-b2503845.html.



References

- Raj, Aaron. "AI in Film Industry: The World's First Feature-Length AI-Generated Film." Tech Wire Asia, 17 Jan. 2024, techwireasia.com/01/2024/ai-in-the-film-industry/#:~:text=AI%2Dgenerated%20films%20are%20films.
- Shapiro, Doug. "AI Use Cases in Hollywood." Medium, 17 Dec. 2023, dougshapiro.medium.com/ai-use-cases-in-hollywood-362707e899f1.
- Simic, Dusan. "AI's Role in Cinema: Shaping the Future of Filmmaking beyond 2023." Wwww.linkedin.com, 21 Nov. 2023, www.linkedin.com/pulse/ais-role-cinema-shaping-future-filmmaking-beyond-2023-dusan-simic-37j7f#:~:text=AI.
- Yousuf, Imaan. "What Is the Significance of the #OscarsSoWhite Hashtag? | Britannica." Britannica, 28 July 2020, www.britannica.com/story/what-is-the-significance-of-the-oscarssowhite-hashtag#:~:text=The%20Academy%20responded%20to%20the.
- Zauzmer, Ben, and Rebecca Keegan. "Inside the Academy's Inclusion Drive." The Hollywood Reporter, 25 Mar. 2022, www.hollywoodreporter.com/movies/movie-features/the-academy-inclusion-data-1235116216/.



THANK YOU FOR
ATTENDING JACMUN 2024

**We hope to see you
again next year!**

