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Has Generative AI already achieved the level of creativity and originality in writing comparable to that of the human being?

Robots have substituted humans in the manual jobs during the third industrial revolution. In the time of the fourth industrial revolution, people are afraid to lose their workplaces to artificial intelligence. It has been assumed that the professions which require creativity are not in danger of the takeover by the artificial intelligence in the near future; however, AI has already proven to become creative by, for instance, composing music, creating works of art, and writing stories. Although some claim that the word "art" can only be used in reference to the work created by a human; the others suggest that it is not possible to distinguish between the pieces of art created by a human and those produced by AI. Furthermore, the problem of the 21st century society is that an average person reads less due to the fast pace of life, the time constraints and the lower attention span. What the humans are paying attention too indeed are the headlines created as a bait to attract the reader's attention. Another concern of the educators is that AI can mimic human language, and if a price of writing originally written with the help of Generative AI contrasts with the ones produced by humans, the other Generative AI will transform it into the "human-written" writing. The aim of this paper is to establish whether the English language educators in 2024 will be able to distinguish between the four types of texts: (1) the original text extracted from the journal "The Economist" composed by professional journalists; (2) the 12 grade student essay created for the headlines extracted from "The Economist" articles; (3) the texts written by Generative AI under the same headlines previously provided to the students; as well as (4) the texts adapted by the AI mimicking the human language. Firstly, all the four types of texts are randomly provided to the English language educators to determine which of the previously mentioned text types does it refer to. The texts were, afterwards, analyzed by an educator and ChatGPT on the following criteria: creativity, coherence, language, and originality. The proposed hypothesis is that Generative AI has not yet achieved the level of creativity and originality of the living human beings.

Keywords: Generative AI, creative writing, English language teaching.