

Project 2: Rhetorical Analysis of AI-Generated Content

As we've discussed throughout Unit 2, AI-generated content can provoke many different reactions from users and can have differing ethical implications and even larger, real-world consequences, both positively and negatively. The misuse of AI to generate content that includes misinformation, unintentional bias, or even blatant plagiarism can have a resounding effect on people, culture, health, safety, and society at large.

Considering these issues, your task for your second project is to write a **rhetorical analysis** on a text that was generated by an AI.

Step 1: Select Your Text

You'll need to select a text you want to analyze for your project.

- The requirements for the text are that it must be generated by an AI and you cannot be the one that created the text. Meaning, you cannot go to ChatGPT and ask it to write something, and then analyze that for your project. Instead, to prioritize enough distance to properly analyze your text, you must find something that you did not make.
- To do that, you can access the AI-generated content in our Blackboard folder that houses examples of AI-generated texts. You can use any of these examples except your own contribution.

The text may be a document, image, video, audio, or something else, but it must be generated by some type of AI software.

Step 2: Analyze Your Text

Depending on what type of text you choose (document, image, video, audio, etc.), you will conduct a rhetorical analysis on it to see how effective the text is as a whole and how it functions as an AI-generated text compared to a human-generated one.

Here are some ideas you could consider as you begin your analysis:

1. **Audience**—Who is the intended audience of this text? How well does the text address audience expectations?
2. **Purpose and Message**—What is the purpose of the text? Assess how clearly it communicates its message and content.
3. **Tone and Style**—Is the text formal, informal, persuasive, objective, emotional, etc.? Why does it matter and how does it accomplish this?
4. **Organization**—How is the text organized? Is it logical?
5. **Use of Evidence and Data**—What types of evidence does the text include? Absence of evidence may also say something interesting about the text.
6. **Visual Elements**—If applicable, consider how the visual elements of the text change its effectiveness, message, audience, etc. Consider why it matters.

7. **Rhetorical Appeals**—Consider rhetorical appeals like ethos, pathos, and logos in how the text conveys its message and appeals to an audience.
8. **Ethical Considerations**—Consider ethical issues like transparency, bias, and privacy in how/where they appear and operate in the text.
9. **User Feedback**—Consider how a user might interact with this text.
10. **Comparison to Human-Generated Content**—Analyze how the AI-generated content might compare to something similar that was generated by a human in terms of style, persuasiveness, informativeness, or something else.

Remember that these categories are only examples/ideas for your analysis. You cannot consider all of these ideas, so it's important that you pick a few that best fit your text and will help you analyze its content. The best projects will choose one or two of these categories at most and write an in-depth, specific, and detailed analysis on their text.

Step 3: Draft and Revise Your Project

For drafting, you may begin with a free write that considers all of the above categories to figure out which is most interesting and best suited to your project. You will complete a draft and peer review before revising your project and submitting the revision at the end of the unit.

Project Requirements

Your project should:

- Be at least 1500 words in length, max. 2000 words
- Utilize some type of organization through clear paragraph structure or headings or something else
- Follows chosen citation style (MLA, APA, Chicago, etc.) and includes a Works Cited or References page with a citation for your text and any other outside information
- Follows appropriate conventions
- Includes an appropriate, original title
- Be submitted on time per the deadline without issue (PDF or Word document to BB)

Timeline

Draft due: Tuesday 10/3 by 9:30 am for Peer Review

Revision due: Thursday 10/12 by 9:30 am

Email me at ramorg03@louisville.edu with any questions, comments, or concerns.