

Group work: discuss and analyze a persuasive strategy in Harari et al or Marche

Strategies

Strategies are tactical choices authors make that have a persuasive effect on readers. They can be any element of a text, from the choice of title and opening sentence to the way an author organizes her text, addresses the reader, frames an issue, elicits emotion, builds credibility, deals with opposing views, etc. When exploring strategies, you should a) identify a textual element, b) discuss why the element is included, b) how it is presented, c) what persuasive effects were likely intended, and d) potential effects on the audience.

Divide into groups focusing on Harari et al., or Marche. Draft a group answer to the questions below.

1. **If you are examining strategies in Harari et al**, you could perhaps consider how the authors tap into readers' emotions to create a sense of urgency, concern, shock and fear. You could focus on one or more analogies in the text and examine their persuasive effects, or you could look at how the authors represent AI via word choice, metaphors, comparisons and framing, why they do this, and what the effects are.

If you are examining strategies in Marche, you could perhaps consider how he represents people who "misunderstand" AI, their feelings, attitudes, and knowledge, and how he uses this in order to set up or situate his own knowledge, position and understanding. You could start by looking at how he represents the "feud" between the Writers Guild and media companies. Or you could consider how Marche constructs ethos. That is, how does he invite us to see him, what persona does he create, how does he establish credibility, and how does this help persuade readers of *The Atlantic Monthly*? [These are suggestions – feel free to choose alternatives].

2. **The process:** A) Choose a strategy, brainstorm initial ideas, have one person write them in the Google doc below. Compose a rough paragraph or outline.
B) Upload your text to an AI platform (CoPilot, Poe, Claude, or ChatGPT). Ask the AI to analyze the

strategy you are working on. Document your results and share whether they were useful. You may need to try several versions of a prompt. (Could experiment with why the textual element is included, how it is presented, what persuasive effects were likely intended, and potential effects on the audience.)

C) Combine your initial work, and anything useful from AI, and feed this to MyEssayFeedback. Use the questions related to strategies (or ethos and pathos if you are considering those).

Group 1 - Sofia Durrani, Gloria Brady, jared zurita, Molly Sheppard

In "The Future of Writing Is a Lot Like Hip-Hop," Stephen Marche uses ethos to demonstrate his credibility and encourage others to use AI as a tool to enhance their own writing capabilities. Marche does so by highlighting his past experiences with using A.I. in his own writing. He demonstrates credibility through his knowledge of AI and writing, as well as referencing popular hip-hop artists who have made big impacts on hip-hop culture today.

Detailed Analysis:

I noticed your analysis of how Marche makes himself seem trustworthy and credible could use a deeper exploration. You have a great start by discussing the author's experiences with AI and his knowledge of the subject. Let's go further into this—describe specific instances or arguments he makes that make him appear

Group 2 Harari - McAelan Remigio, Eli Griffith, Josie, Kelli

1) Examining strategies

- a) Harari et al. use emotional strategies to make readers feel urgency and fear about the risks of AI.
- b) They use analogies and strong words to help people understand the dangers.
- c) One key analogy is comparing AI development to getting on a plane with a 10% chance of crashing.
- d) This makes readers think about how risky that would be and how serious the dangers of AI might be.
- e) It turns a future problem into something that feels immediate and personal.
- f) The authors also use powerful words like "extinction" and "collapse" to make readers worry about the worst possible outcomes.

authoritative and trustworthy. Does he use some terminologies or methodologies that show he has a firm grip on the topic? Does he refer to particular studies that bolster his credibility? Elaborating on these points would make your argument even stronger.

Supportive Quotations:

Direct quotes from the text can provide more substance to your argument. It would be fruitful to reference Marche's exact words that showcase his ethos. Pinpoint sentences or phrases that he uses to establish trust, credibility, and knowledge. This allows the reader of your analysis to connect directly with the source material and reinforces your points.

Writing Quality:

Your writing, while engaging, could benefit from increased cohesion and clarity. Ensure your thoughts and points are logically connected and progress naturally from one to the other. Your points should build on one another so that your analysis has a clear and engaging line of thought. Furthermore, definiteness tends to increase clarity, so try to keep vagueness to a minimum and straightforwardly write your points.

- g) They compare AI's control of language to controlling the "operating system" of society, which could change how laws, politics, and even relationships work.
- h) This makes AI feel like a threat to everything important in our lives.
- i) By using these analogies and words, the authors create a strong sense of urgency.
- j) They make readers feel that action is needed to stop AI from causing major problems.

2) Process

- a) Strategy + Brainstorm
- b) Upload text to AI platform for analysis
 - i) You mentioned words like "extinction" and "collapse." These words are powerful and raise concern. You might say, "Using strong words creates fear, making readers think about how dangerous AI could be."
 - ii) You noted the metaphor of AI "hacking" society. This suggests that AI could control important parts of our lives. You could say, "When Harari et al. say AI could 'hack' language, it shows how AI could affect laws and relationships. This makes AI seem like a big threat."

Improving Your Writing:

My advice to improve your writing includes doing some in-depth research on the topic you are writing about, even beyond the text you are analyzing. This will provide you with a useful backdrop against which to analyze the author's ethos. Relevance and richness in content can augment your paper's worth and your reader's interest. On a stylistic note, try to vary your sentence structures and use a mix of simple, complex, and compound sentences- this can make your writing more dynamic and stimulating.

An Example of Revision:

For instance, instead of saying "Marche uses his knowledge of AI and references to hip-hop to establish credibility", we could expand this to: "Marche not only demonstrates his extensive knowledge of AI technologies through comprehensive discussions of its potential and limitations in the field of writing, but also draws engaging parallels with the transformative influences of contemporary hip-hop artists on culture to solidify his ethos."

In "The Future of Writing Is a Lot Like Hip-Hop," Stephen Marche uses ethos to demonstrate his credibility and encourage others to use AI as a

- iii) After stating a point, add a little explanation about why it's effective. For example, you could say, "Emotional appeals often work better than logical ones because they create a strong reaction."
- iv) Original: "Harari et al. use emotional strategies to make readers feel urgency and fear about the risks of AI. They use analogies and strong words to help people understand the dangers."
v) Revised: "Harari et al. use emotions to make readers feel urgency and fear about AI risks. They compare AI to a plane with a 10% chance of crashing, which makes the risks feel real. They also use strong words like 'extinction' to show how dangerous AI could be. This makes readers feel they need to act fast."
- vi) These changes can help make your writing clearer and more persuasive, so readers can better understand the emotional strategies in Harari et al.'s text.

tool to enhance their own writing capabilities. Marche does so by highlighting his past experiences with using A.I. in his own writing, stating that he has been using “artificial intelligence to write short stories since 2017” (Marche, para 6). He demonstrates credibility through his knowledge of AI and writing, as well as referencing popular hip-hop artists who have made big impacts on hip-hop culture today.

Group 3: Claire Williams, Tyler Egan-Earle, Blake Willing, Marco Aaronson

A) Author Yuval Harari utilizes a mixture of techniques, including factual evidence and emotion-evoking analogies, to grab the attention of the audience and alert them to the severity of this issue. For example, he presents a striking use of pathos; “Imagine that as you are boarding an airplane, half the engineers who built it tell you there is a 10 percent chance the plane will crash, killing you and everyone else on it. Would you still board?... Technology companies building today’s large language models are caught in a race to put all of humanity on that plane” (Harari, Paragraph 1). By using the persuasive technique of pathos, the author pulls at the audience's attention. This comparison further explains to the audience why the development of A.I. is such a risk that must be dealt with. This use of pathos is how the author began his article, as a reader you are instantly engaged in the topic because of the dramatic comparison. Later as the

Group 4 Josiah Hestad, Chris Herse, alejandro ceden

a) Marche uses his own personal experience in using AI to build credibility with his readers. By referencing his own work with AI he shows that his claims are based on real experience not just conjecture.
b) CoPilot AI: Marche uses his personal experience with AI to build credibility, demonstrating that his claims are based on real experience rather than conjecture. He states, “I’ve been using AI to assist in my writing for several years now, and the results have been both surprising and enlightening,” showcasing his firsthand knowledge. By sharing specific examples, such as using AI tools to generate initial drafts, Marche makes his argument more relatable and tangible. His transparency about both the benefits and challenges of AI builds trust with readers,

writing develops, we see how this analogy comes into play. As technology companies are pushing for A.I. to go to extremities, the human race comes to the risk of extinction, similar to engineers explaining that a plane you are about to enter has the potential to put your life on the line.

- B) 2. Your analysis of Yuval Harari's rhetorical strategy is well-structured and insightful. Here are a few key elements that stand out, along with suggestions for further enhancement:
1. **Effective Use of Pathos:** You correctly identify Harari's use of pathos to evoke an emotional response. The airplane analogy is a strong choice because it connects a familiar experience (flying) with a high-stakes scenario. This makes the abstract risks of A.I. more tangible and relatable for readers.
 2. **Engagement Through Analogies:** Your focus on the analogy is crucial. Highlighting how it serves to draw readers in creates a sense of urgency about A.I. development. Consider expanding on how this strategy not only engages the audience but also makes complex issues more accessible.
 3. **Clarifying the Stakes:** You mention the risk of extinction, which is a powerful point. To enhance your analysis, you could elaborate on how Harari frames the stakes involved. Discussing the implications of unchecked A.I.

enhancing the overall persuasiveness of his argument.

c) Marche uses his personal experience with AI to build credibility with his readers, demonstrating that his claims are based on real experience rather than conjecture. He states, "I've been using AI to assist in my writing for several years now, and the results have been both surprising and enlightening," showcasing his firsthand knowledge. By referencing his own work with AI, he shows that his insights are grounded in real experience, not just speculation. By sharing specific examples, such as using AI tools to generate initial drafts, Marche makes his argument more relatable and tangible. His transparency about both the benefits and challenges of AI builds trust with readers, enhancing the overall persuasiveness of his argument.

development could reinforce the gravity of the situation he presents.

4. **Structural Flow:** Your writing flows well, moving from the initial analogy to its broader implications. Ensure that each paragraph transitions smoothly, maintaining a clear connection between Harari's techniques and the central theme of risk.

5. **Critical Perspective:** Consider incorporating a brief critique of the analogy. For instance, while it's compelling, are there potential counterarguments or limitations to this comparison? Engaging with these points could add depth to your analysis.
6. **Conclusion and Impact:** Summarize the overall impact of Harari's strategy on the reader. How does this blend of pathos and analogy shape public perception of A.I.? This could reinforce the importance of your analysis.

Overall, your strategy of examining Harari's rhetorical techniques is effective. Expanding on the points above can provide a more nuanced understanding of how he communicates the urgent need for responsible A.I. development.

C) Author Yuval Harari utilizes a mixture of techniques, including factual evidence and emotion-evoking analogies, to grab the attention of the audience and alert them to the severity of this issue. For example, he presents a striking use of pathos; “Imagine that as you are boarding an airplane, half the engineers who built it tell you there is a 10 percent chance the plane will crash, killing you and everyone else on it. Would you still board?... Technology companies building today’s large language models are caught in a race to put all of humanity on that plane” (Harari, Paragraph 1). By using this analogy he directly taps into people's fear of death, instantly grabbing the reader's attention. This comparison further explains to the audience why the development of A.I. is such a risk that must be dealt with. This use of pathos is how the author began his article, as a reader you are instantly engaged in the topic because of the dramatic comparison. Later as the writing develops, we see how this analogy comes into play. As technology companies are pushing for A.I. to go to extremities, the human race comes to the risk of extinction, similar to engineers explaining that a plane you are about to enter has the potential to put your life on the line.

Group 5: Catherine Ishaq and Christian Estefanos

A: We asked Chat-GPT to analyze and discuss the strategies of analogies that are used in the “You Can Have the Blue Pill or the Red Pill, and We’re Out of Blue Pills” By Yuval Harari, Tristan Harris and Aza Raskin and how and why they support the authors' overall claim and what is the effect.

B: Feedback:

1. The Airplane Analogy:

The authors open with an analogy that compares AI development to boarding an airplane with a 10% chance of crashing, as engineers warn passengers of potential disaster. This analogy is powerful because it creates a vivid, emotionally charged image that most readers can relate to. By framing AI development as a reckless risk akin to boarding a doomed plane, the authors emphasize the need for caution and oversight, effectively portraying the situation as life-threatening.

2. Medical and Biotech Comparisons:

The analogy comparing AI to pharmaceutical drugs and biotech labs further underscores the need for stringent safety checks. Just as drug companies are not allowed to sell new medicines without rigorous testing, the authors argue that AI should not be deployed without ensuring safety. This analogy establishes a clear parallel between AI and other fields where lives are at stake, driving home the necessity of proper regulation.

These analogies that Chat GPT were actually useful because it helped readers visualize the risks AI poses from the author's

Group 6:

point of view moving the discussion from abstract concerns to concrete, relatable scenarios. It demonstrates the authors' claim that AI, if left unchecked, could unravel key aspects of human culture and society.

C: Chat GPT/Our Initial Response Combined

One of Harari's key arguments is that the rapid advancement of AI is outpacing our ability to fully comprehend its long-term consequences. He warns that as AI continues to develop, it risks dehumanizing us by making us overly dependent on its capabilities to perform even the most basic tasks. Harari contends that AI's ability to exploit human vulnerabilities could create a "curtain of illusions" that distorts our perception of reality, much like the way social media currently manipulates information but on a far grander scale. He emphasizes this by stating, "We have summoned an alien intelligence. We don't know much about it, except that it is extremely powerful and offers us bedazzling gifts but could also hack the foundations of our civilization." This statement underscores the idea that while AI offers remarkable tools and advancements, we remain largely ignorant of the mechanisms behind its operation, making it akin to an alien presence in our world. Harari's use of the term "alien" serves as a metaphor to highlight how disconnected we are from understanding AI's inner workings. We continuously rely on AI for answers without fully grasping where or how it derives its knowledge, which raises concerns about blindly trusting it. In essence, Harari is cautioning that we are becoming complacent, relying on AI to solve problems and make decisions for us without questioning the potential dangers. This growing dependence could lead to a future where we lose control over our autonomy and critical thinking. The author expresses both

awe and fear about AI's future trajectory, emphasizing the need for society to remain vigilant as we navigate its rapid evolution. Myessayfeedback gave us that we need to focus on illusions which was a little bit confusing so I asked a follow up question and they explained more about it. They said that we need to focus more on identifying and analyzing the text which we will be sure to do in the final paper.	
Group 7	Group 8

Evaluation (If Time)

Select an element of the author's argument. If you wish, it can be the strategy just examined. Discuss the strengths and/or weaknesses of the element. You could consider the strength and quality of evidence used to support a claim. You could consider how well and how fairly the argument responds to opposing views. You could consider how strong the main chains of reasoning are. For example, if the author uses an analogy, how accurate and relevant is the analogy? If the author uses a metaphor how accurate and relevant is the metaphor? If the author generalizes, how sound is the generalization? Is the author's argument effective given the audience being addressed?

Repeat the process above for strategies using MEF's [Evaluation of Strengths and Weaknesses 1](#) prompt.

Group 1	Group 2 Harari: McAelan Remigio,
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Group 3	Group 4: Marche - Chris Herse,alejandro ceden, Josiah Hestad
Group 5:	Group 6
Group 7	Group 8

Part 2 of Assignment 1. Put link to your Google doc here

When you have completed part 2, share a link below. You have until midnight Sept 30

NAME	Link to Google Doc part 2 assignment 1 (assign sharing to you and instructor)
Josie Lauria	https://docs.google.com/document/d/1oOHajrLW6pjPS3baw4LflufL1gu0LNxVBly6jrovX_0/edit?usp=sharing
Josiah Hestad	https://docs.google.com/document/d/1AStbGiVvTqIm1B2F8RMeGEWVKVKh2Hu55ShS0QuHj0/edit?usp=sharing
McAelan Remigio	 9/30 McAelan Remigio Assignment 1 https://docs.google.com/document/d/1NPjNGw587x15uw6U4O0BOKT0Vp0eT4olwWoi4C09bjo/edit
Catherine Ishaq	https://docs.google.com/document/d/1VUWKNiFQQZkX4oaVt3kx3gg9SUcuCFKcpDp_mBS-4RwQ/edit?usp=sharing
Cole Janowicz	https://docs.google.com/document/d/1TJFVzeX7twRhGzsUgtzDb_Djax82prLXiqeukIV_aeo0/edit

Claire Williams	https://docs.google.com/document/d/1XMvqB57ogLVBMFAY2BQlxzNTS8df1hij-NBTyTBIAz0/edit
Kelli Blauert	https://docs.google.com/document/d/1jz8AFceFcJpI_NPKymr052NaE08d4v7mUxTG2iA61-U/edit
Marco Aaronson	https://docs.google.com/document/d/10MmrHLJCEPuOml3B5WrOelz7SfHZSTEdA52NdFWKSu4/edit
Molly Sheppard	https://docs.google.com/document/d/1VOHEThxN74M8961TpUjKpF2SpqAHKYpS30ozmXIQEeE/edit?usp=sharing
Blake Willing	https://docs.google.com/document/d/139pAEY-ROV_ppG1rKdIRaXClooN0geeLP7LVKOD0aB4/edit
Alejandro ceden	https://docs.google.com/document/d/1AlmMzb8V75F3ktqW_toBqBPNu0OzDfytceztHi6u7Bw/edit?usp=sharing
Jared Zurita	https://docs.google.com/document/d/1vdA_YiL2-P1fJPfcW2rnr0I054uTRXugaCrqCH5rwl/edit
Christian Estefanos	https://docs.google.com/document/d/1QJBbrlp1iZh9fQrxMu5jsJJMYkRwOJss61KG0PbUbal/edit?usp=sharing
Gloria Brady	https://docs.google.com/document/d/1n1Zni27TrVYmYpvHGNYNydiqXaNLPHEhd9Qi-acKZwA/edit
Sofia Durrani	Part 2: Analysis (09/30) - Sofia Durrani
Eli Griffith	 Harari Analysis: Eli Griffith 09/30/24
Tyler Egan-Earle	https://docs.google.com/document/d/1UOI3AFiBQZ0HITxLLWFDpK8H9J_nX11QVj03sb0bsmw/edit

Kai Mccandless	https://docs.google.com/document/d/1rUUOIHr72l5wXuD13qb7K4kTEZKJTSXSuJ_jPS1Htlc/edit