

## **Multigenre Persuasive Campaign & Rhetorical Rationale**

Keagan J. Duemmel

Florida State University

ENC 2135: Research, Genre, and Context

Professor Jennifer Gilbert

November 27, 2023

Everyone, including developers, has the right to use other artists as inspiration for their own original works of art. But AI is doing more of a copy-and-paste scenario rather than using an artist's style to influence their unique outputs. There is a saying by Oliver Wendell Holmes, "Your rights end where my rights begin". If an artist has gone through the process of copyrighting their image, then it is their right not to have anyone else take their image and use it for financial gain without their consent. That is precisely what many AI developers are doing. Developers are scrubbing the internet to train their AI to function as generative art programs, gathering billions of images. They use these images to provide examples of images that the users may request. If a user types "brown dog surfing," as an input, the AI can access many already-created images to understand the request and create an appropriate output. Only using public domain images would limit the ability of the AI, and the output result may be subpar. Sourcing billions of images from the internet is a fast way to train the AI and allow it to create quality outputs. However, just because it was easier and faster for developers to scrub the internet does not make it ethical. This process does not concern itself with intellectual property laws. AI developers have a responsibility to create programs ethically that follow current regulations and not infringe on the rights of others. AI developers should not scrub the internet for images to train their AI without the direct consent of the original artists.

For this reason, I have created my project as a campaign with three goals in mind. The first is to implore developers to act ethically when sourcing their images. The second is informing original artists that they must address this issue before it becomes too late. The third and last goal is to spread awareness of AI-generative art programs to general users and convince them to hold developers accountable for their choices. My target audiences for my chosen genres are AI developers, program users, and original artists. I decided on these audiences because they

are the most knowledgeable on this topic, as well as the ones affected by current practices. More importantly, these audiences would engage with my campaign and be persuaded to insist on changing unethical AI development.

My message to each group is consistent with the topic. For the AI developers, I focused on the ethical reasoning of why they should not be mindlessly scrubbing the internet for images. For the original artists, I tried to convince them that even if they are not currently affected, they most likely will be in the future and that now is the time to take action before it is too late. Lastly, the users of the AI programs are the key to persuading an audience in the hopes of affecting change because they hold the most power. There are no AI-generated outputs without the support of consistent users. Consumers can drastically change how companies do business, so I included them in each genre.

My first chosen genre is an online article. Two of my target audiences, AI developers and program users get information from tech-related websites. An online article is an excellent way of reaching these groups. This genre allowed me to use text and visuals to engage the reader. More thorough details were possible because text is the main component of this genre. My tone was professional and informative. It has a sense of advocacy not only for the original artist but for the developers as well. I created a catchy headline to capture the audience's attention. A subtitle offers an overview of the topic that is easy to understand. I provided a brief background, but not too much, as my target audience should already be knowledgeable. I discussed the current hurdles facing both developers and artists. I reminded developers of ethical implications and their responsibility to the tech and art communities. My design for the article was easy-to-read text, with color highlighting as a visual draw. I also included a subsection specifically for AI program users, reminding them of moral obligations when supporting companies. Lastly, I

created a call to action by suggesting that the audience participate in a government study that is currently taking place. I included the website address to further encourage them to engage with the study.

My second genre is a personalized written letter. Many magazines in circulation could reach my target audiences. Most magazines only print articles written by their staff. Still, almost every magazine has a section called “Letter to the Editor,” where individuals can express their opinions on topics and share their points of view. These letters have successfully allowed individuals to reach audiences that would otherwise be out of reach. The specific audience for this letter is all three groups: AI developers, original artists, and AI program users. This genre is cannot provide as much detail as an online article, so I had to focus on making it more personal. Visuals are not possible with this genre, so I had to be creative in my writing to keep it engaging. My tone was respectful and concise. I started with the required generalized greeting and an introduction of who I am and why my opinion is relevant. I chose smaller individual paragraphs for each focused audience group because it allowed me to keep the message on track and easy to understand. I attempted to make it relatable to the reader.

My third and last genre is a visual infographic to balance the lack of visuals in my written letter. Considering the topic of AI-generated artwork, it makes sense to include a genre with the main focus being visual. An infographic can illustrate the issue very straightforwardly, allowing many people to access it easily and share the piece on social media. However, this genre limits the amount of detail that can be included. Fortunately, original artists can share the infographic on their websites or social media accounts to promote the information and further their cause. I ordered my sections of the infographic in a logical manner. I attempted to make the visual very colorful and eye-catching. My tone was factual and informative. I kept the text short and to the

point. I used images that were relevant and amusing. Artists would only share the infographic online if the visuals were engaging.

### Rhetorical Rationale

The three genres that best achieved my goal of persuasion and best fit my skillset were an online article, an infographic, and a written letter to a magazine. Each of these genres has its advantage for reaching different audiences. The written letter allows for personal persuasion, while the infographic and online article excel at catching attention, with visual components encouraging social media sharing. Using the three genres together in a campaign allowed the maximum chance of reaching and fully engaging all my target audiences.

Through pathos, I celebrated the rapid advancements AI developers have accomplished so they do not feel defensive when exploring my pieces. I did the same for the original artists by acknowledging the value of their contributions to digital media. I also stressed the importance of ethical practices within the AI community.

Using logos by showcasing real-world repercussions that could come from scrubbing copyright-protected images on the internet, I emphasized the risks developers and users face when creating and using programs that source copyright-protected images. I mentioned that developers were risking their brand reputation by being associated with stolen art. I encouraged AI program users to advocate for original artists and only support ethical developers who respect copyrighted images and compensate artists.

Additionally, I used ethos to express that developers have a responsibility because their work impacts so many people. There was a focus on the unique expression of human artists and how that should be protected and encouraged because, without artists, there is nothing for AI to scrub. The persuasive campaign also encouraged program users to be conscious consumers and support companies that align with ethical and responsible AI development.

Lastly, the genres needed revising based on personal reviewing, proofreading, and feedback from peer reviews. The most significant revision was the wording of the infographic. Feedback on this genre made me aware that the text might be misinterpreted because it was too wordy. To resolve this, I reworked what I wrote, making the text short and more concise. I also increased the font size and made it easier to read, increasing its accessibility. Based on additional feedback, it seemed that the written letter to the editor was well received by my peers. I only made minor revisions based on my review of this genre. Peer review also brought to my attention that a few grammar issues needed correcting in my online article genre. These corrections were necessary because grammar errors can reduce the author's credibility, and credibility is paramount when trying to persuade an audience. Based on overall feedback, my three chosen genres are a successful campaign that achieves its goal of persuasion.

Most importantly, the campaign effectively creates awareness and persuades target audiences to unite collectively to stop image scrubbing when it disregards intellectual property laws. There are already too many private AI companies that need to be more transparent regarding where they get their images to train their AI models. Developers should feel the pressure from users and artists to reconsider their AI training tactics. Everyone should share their concerns with the US government, actively attempting to gather public opinion. Urgently, I implore participation in the ongoing US Copyright Office study (Wilson, 2023). Advocate for protecting original artists' copyrighted works and demand transparency from AI companies regarding their image sources.

## References

Wilson, S. (2023). Artificial Intelligence and Copyright.

<https://www.copyright.gov/ai/docs/Federal-Register-Documents-Artificial-Intelligence-and-Copyright-NOI.pdf>