

Essay and Artificial Intelligence: What Will Change in The Future of Journalism?

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ABSTRACT

The article analyzes the problems and prospects of future journalism, the evolution of the essay genre, and the impact of artificial intelligence on thinking society and essay writing.

Keywords: Essay writing, artificial intelligence, opinion journalism, publicistic writing, trend, futurologist, hypothesis.

INTRODUCTION

The essay genre demonstrates the connection between a person's personal experience and their inner world through communication in the formation of new ideas and through reflection and analysis (Bakhtin M.M., 1986). According to Max Weber's social theories, an essay is a tool that allows one to study social processes and analyze them through personal opinions (Weber M., 1991). Mikhail Epstein understood the essay as a means of self-awareness and answering philosophical questions. In his definitions, the essay is emphasized as a tool for intellectual exploration (Epstein M., 2004). The genre, aimed at presenting complex intellectual or cultural topics in an easy and understandable form and encouraging society to think, raises a legitimate question: Is the future of this genre necessary for humanity, which is becoming increasingly obsessed with artificial intelligence? Through this article, we will seek answers to questions concerning the future of the essay genre.

METHODS AND RESULTS

Futurologists express diverse views on the impact of artificial intelligence (AI) on the human mind. Many scientists are concerned that AI may negatively affect human thinking ability, as it can reduce a person's need for

personal thinking by automating numerous tasks. For example, in the book "Artificial Intelligence: Stages, Threats, Strategies" (Bostrom N., 2016) by Oxford University professor and philosopher Nick Bostrom, artificial intelligence and its potential impact on human life are analyzed. Bostrom discusses how the development of AI affects human mental activity. In his opinion, people may adapt to using AI for specific tasks, potentially neglecting their intellectual potential. He believes that in such a situation, there is a risk that people will gradually lose their capacity for personal analysis and innovative thinking. Bostrom argues, "Artificial intelligence, theoretically, can take on many cognitive tasks that people currently perform. This can lead to people relying on machines in decision-making and ultimately impair their cognitive capabilities" (Bostrom N., 2013). Futurologist Yuval Noah Harari warns that in the future, people may completely entrust their lives to AI, thereby diminishing their thinking ability. He emphasizes that humanity's bright future lies in the right approach to AI, but artificial intelligence can limit people's ability to make independent decisions. Harari states, "We may lose the ability to think independently because we rely more on algorithms and artificial intelligence in decision-making. If we believe that machines know better, we may not feel the need to engage in deep cognitive activities" (Harari Y.N., 2015).

American economist and political scientist Shoshana Zuboff's 2019 work "The Era of Observational Capitalism: The Struggle for the Future of Humans at the New Limit of Power" analyzes how technologies, including AI and algorithms, affect people's lives. Zuboff is concerned that people can be monitored and controlled through digital technologies. He writes that algorithms analyze people's desires and choices, encroaching on their thinking and decision-making processes. In such cases, people may lose their thinking ability and become dependent on algorithms (Zuboff Sh., 2019). In his book "Our Last Discovery: Artificial Intelligence and the End of the Era of Humanity," writer James Barratt discusses the development of AI and its potential threats to human life. Barratt writes that humanity may lose its significance due to the development of artificial intelligence that is not inferior to humans. According to him, AI can dominate human intelligence in various fields and slow people's ability to solve complex tasks and make decisions (Barratt J., 2013).

Elon Musk, co-founder of Neuralink and OpenAI, has repeatedly expressed his concerns about the development of artificial intelligence. According to I, he highlights the risk of impacting human cognitive abilities, classifying AI among dangerous technologies. Musk, if people overly believe in AI, it can reduce their mental activity. At the same time, he emphasizes the need to adhere to certain ethical norms when applying this technology (Mask E., 2023).

Many sociologists and media futurologists note that artificial intelligence risks affecting people's thinking abilities. According to Nick Bostrom, Yuval Noy Harari, and others, if people become overly attached to AI, they may lose their thinking ability. For example, because instead of intellectual research and deep analysis, people work based on data loaded on artificial intelligence, there is a possibility of reducing the need for thinking. Therefore, scientists call on people to use AI as an auxiliary tool but emphasize the importance of preserving personal analysis and thinking ability.

In such a situation, what hypotheses can be put forward about the future of the essay genre that encourages a person to think and reflect?

The rapid development of artificial intelligence and its impact on social and cultural life has led to several hypotheses put forward by various scientists about the future of the essay genre. Scientists have proposed various

theories about how the essay genre changes in the context of artificial intelligence (AI), what significance it acquires, and its value.

DISCUSSION

Hypotheses about the future of the genre:

- According to American literary critic and theorist Frederick Jameson, the spread of artificial intelligence and technologies can lead to the loss of personality in the essay genre. It shows the danger of automating a person's personal experience and emotions through technology. Jameson points to the decline in essays based on the writer's reflections in the context of postmodernism, as data analysis replaces personal reflections in content created with the help of AI (Jameson F., 1991).
- According to literary scholar N. Catherine Hayles, the development of artificial intelligence forces the essay genre to adapt to the digital environment. Essays retain personality, but through artificial intelligence, publicists see essays as a means of communication between humans and machines; that is, human thoughts are interpreted through artificial intelligence and expressed in new forms (Hayles N.K., 1999).
- Professor George Landau of Brown University emphasizes that an essay can be converted to multimedia form through hypertext. It shows that with the help of artificial intelligence, an essay can be converted into a multi-format (text, video, audio) form. In this case, the essay becomes not just text but interactive and hyperlinked content, which requires active audience participation (Mask E., 2023).
- German sociologist Thomas Lemke, discussing media technologies in his work "Government of Things: Foucault and New Materialisms," notes that in the era of artificial intelligence, personal opinions may still dominate the essay writing process, but essay creation with AI tools will accelerate, and more rational analysis based on data will be conducted. He sees the future of the essay genre as a collaboration between humans and artificial intelligence, emphasizing that if AI helps in data collection, humans will more vividly express emotions and impressions (Stiegler B., 1998).
- Nick Bostrom, in his work "Artificial Intelligence: Stages, Threats, Strategies," emphasizes that engaging

artificial intelligence in intellectual processes changes essay writing. He says that an important part of essay writing in the future could be analyzing ethical and human rights issues through AI. Essay writers can write a person's thoughts harmoniously with scientific data, creating new types of essays (Bostrom N., 2013).

- Yuval Noah Harari says that the future of the essay genre may be associated with the reinterpretation of human experience under the influence of artificial intelligence. It shows that a person's essence can be directed toward data and AI-based analysis rather than personal feelings and emotions. In this case, the essay becomes an intellectual and analytical genre (Harari Y.N., 2015).

- The French philosopher Bernard Stiegler, in his book "Technique and Time: Epimetheus's Error," sees the essay genre as the primary means of expressing the relationship between man and technology in the future. In his opinion, artificial intelligence serves as an auxiliary tool in writing essays, but he puts forward the hypothesis that a person, through his reflections, preserves the essay as a work that only a person can write (Stiegler B., 1998).

Regarding artificial intelligence's influence on the writing process, a number of scientists are putting forward hypotheses about preserving personality in the essay genre and expanding intellectual capabilities with the help of artificial intelligence. The future of the essay is seen as finding a balance between human personal thoughts and processes in collaboration with artificial intelligence.

One can hope for the future of the essay genre and its impact on people and societies because the essay remains a means of revealing human thinking, developing a creative approach, and expressing a personal point of view. Even though the development of artificial intelligence threatens the thinking process of people, the following reasons can be cited for considering the essay genre as an important genre in the future:

- **Preservation of personal opinion;**

Essays are one of the genres that require personal thinking and deep analysis. No matter how much artificial intelligence automates people's simple tasks, personal views, and original thoughts will always remain important. In the future, even with the rapid dissemination of information and the facilitation of people's access to information, the need for a deep approach to such issues as

personal concepts, ethics, and philosophy will persist. The essay meets this requirement.

- **Preservation of thinking and creativity;**

Artificial intelligence is usually compatible with automated tasks and data processing but cannot process creativity and a personalized approach. The essay illuminates such aspects of the human mind as the search for new ideas and the creation of original approaches. Since people's spiritual, moral, and philosophical pursuits do not cease, a creative approach and personal opinion will not lose their significance in the future society. The essay genre serves as a tool for future people to present innovative ideas.

- **Personal and social criticism;**

The essay genre remains important not only as a means of analyzing personal opinion but also as a means of analyzing political, social, and cultural changes occurring in society or the world. In the journalism of the future, there will always be a need for political or social criticism. Through this criticism, people can gain a deeper understanding of societal issues and think about how to correct them. Essays are a genre that opens the way for open discussion of societal problems and helps preserve the culture of criticism and analysis.

- **Social communication and influence;**

The essay genre opens the way for communication and mutual understanding between people. This is necessary for society as a means of disseminating information and as a means of interaction and exchange of ideas. For example, an essay increases spiritual and intellectual communication between people and strengthens relationships between people in society. No matter how much artificial intelligence develops, honest communication and personal exchange of ideas between people will always remain relevant.

CONCLUSION

In conclusion, as the dependence on artificial intelligence increases, there is a need for people and journalism to express sincerity and emotions and share them. Although cold consciousness helps automate and simplify some of people's tasks, it is through essays that human characteristics such as personal thinking, analysis, and

deep reflection are preserved. The essay genre can be important and necessary for future journalism and society, as it will become one of the few genres that retain emotional intelligence and creative thinking.

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