Writing with no pain: how AI can help you for everyday texts

Language

English

Course content and objectives

Are you afraid about an email to write? Do you want to customize a letter? Would you like to write a short story for your company? Do you need to write a message for a social media, like LinkedIn or Instagram? AI can help you, if you know how to use it; if you can't, it is likely to cause problems to you. What we need is a method and some examples.
In our course we will see:

- the "Sybil method", in 7 steps: it helps you to find the best way for efficient writing
- some legal advices: AI has rules, established both by EU and National Legislations and by AI providers
- how to face the so called "hallucinations" and, when possible, use them as a creative factor
- how to use AI for different business purposes:
    - **write emails**: if you have to write massive emails or you have no time, AI can give you ideas or examples
    - **write short stories**: with the right inputs, you can create stories for marketing, social media, corporate sites
    - **summarize a text**: AI con provide executive summaries of long and complex texts
    - **analyze a text**: if have written a test and you are not sure about its efficiency, a AI tool can give you an analysis and suggest you how to improve it
    - **describe a scene**: sometimes you could need to use words in order to explain a scene or a picture. AI is useful in order to describe them.
    - **Use the appropriate language**: AI is able to use different language's levels, accordingly to your needs.
      You will see some examples and we will do various practical exercises.

Please, subscribe a ChatGPT (or other Generative AI) in advance.

Faculty for the course
Lorenzo Carpanè, scholar and researcher in linguistics and communication skills. Teaches at University of Bolzano and for Palestra della scrittura, Milan. His clients are major Italian companies, especially in finance, banking and insurance. Published about 100 articles, 15 books. As a writer, 3 novels, 5 fairy tales.