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## **LEARNING TO WORK WITH AI IN DIGITAL MEDIA COPYWRITING (DMC): A CASE STUDY ON INTRODUCING CHATGPT TO CORPORATE CONTENT CREATION<sup>2</sup>**

The introduction of ChatGPT in late 2022 resulted in a paradigm shift within digital media copywriting as a growing form of contemporary media, whereby artificial intelligence (AI) has become an indispensable tool in content creation. This case study investigates the process of introducing ChatGPT, a large language model, to corporate content creation and examines its impact on human copywriters and their changing scope of work by means of measuring the time logged for content creation and by a qualitative investigation of edits of the content draft prepared by ChatGPT, as well as by means of interviewing the editors and authors. The study was conducted in a corporate environment, with clearly defined voice and tone guidelines, where ChatGPT was used to generate social media posts and blogs. The results of this case study show that ChatGPT significantly reduced the time and effort required for copywriting, allowing copywriters to focus on higher-level tasks such as fine-tuning the message, setting the proper voice and tone, and coming up with better hooks. Additionally, ChatGPT generated content that was found to be, on the whole, of similar or better quality to that produced by human copywriters, demonstrating the potential of AI to augment human capabilities in content creation. As the use of AI in content creation continues to expand, this study can serve as a baseline for further investigations. Finally, it includes possible directions for copywriters' and students' up-skilling efforts that enable them to work effectively with ChatGPT and similar AI tools.

*Keywords:* digital media, artificial intelligence (AI), ChatGPT, copywriting, workplace English (WE), case study

### Introduction

This case study in workplace English (WE) and impact of artificial intelligence (AI) tools was conducted in the context of digital media copywriting (DMC) as a WE practice that has been steadily growing in importance as a consequence of the rise of digital and social media platforms. The growing importance of DMC has been registered in relevant literature for more than two decade, but has been marked as one of the fundamental tools of digital marketing since mid-2010s (e.g. BALTES 2015), while in most

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recent studies (e.g. PRATAMA et al. 2023) it is even labeled as *the* crucial element of successful networking and digital product marketing, because proper messaging stemming from well-executed messaging enables both attracting and retaining audiences, as well as building brand identity and brand awareness. The rise of importance of DMC goes hand in hand with a growing spectrum of different (short and long) forms of DMC, such as e.g. calls to action (CTA), social media posts, landing pages, website pages, blogs and pillar pages: the importance of engaging written, i.e. textual, copies in both sponsored and un-sponsored content has been highlighted by a wide range of authors (e.g. BARKER 2019; PUTRA 2020; SHERIFF et al. 2018 and 2019), even in the domain of e-learning and academic institutions (GNEZDILOVA & SELEZNEVA 2019).

DMC is a time-intensive and challenging WE activity that has been increasing in complexity and workload over time. To the best knowledge of the author, there are no scientific studies on the average time effort required to produce a typical copy, i.e. a blog – nor are there any scientific studies on the average length of a blog – but there are various surveys conducted by marketing agencies indicating that the average blog length has increased from approximately 500 words in 2015 (KOLOWICH COX 2017) to over 2000<sup>3</sup> words in 2023 (LOKTIONOVA 2022), while the average time needed to write 500 words of a blog copy has increased from 1 to 2 hours in 2017, to well over 2 hours (JOSHI 2022), meaning that a 2000-word blog takes between 8 and 10 hours to write (which is a significant increase from the average blog of 500 words requiring under 2 hours in 2015). This increase in length of copies and the effort to create them is, in all probability, a consequence of several trends in digital marketing: a) the increased complexity of ensuring a proper visibility of the content by means of search engine optimization (SEO) of the content, b) introduction of more advanced metrics for measuring the impact of marketing efforts (e.g. blog visits vs. blog reads), which require an evolution of copywriting skills among users of WE, as well as their adaptation to platform-specific requirements and understanding of digital marketing metrics, and c) the need to produce WE content that adheres to corporate voice and tone guidelines. On the other hand, from the point of view of marketing agencies and companies, this increasing workload represents an additional burden in terms of a need to hire more employees whose WE skills include DMC (together with associated skills) while battling with competitors and overall content saturation on the web, and simultaneously ensuring that the company can meet the demand for high-quality content in an ever faster-paced business environment.

Having in mind the aforementioned landscape of WE and DMC, it was to be expected that the emergence of high-quality AI language tools, in particular the paradigm-shifting launch of OpenAI's ChatGPT in November 2022 (ROOSE 2023), would be first embraced by content creation marketing agencies and marketing departments of companies, primarily as a means to boost efficiency in DMC. There are several studies that have already been conducted and published which confirm that this indeed was the case: the labor market is rapidly changing and “advertising positions will increasingly require candidates to use AI tools like ChatGPT and Midjourney to complete tasks such as topic planning, copywriting, visual design” (CHEN et al. 2023) because ChatGPT is

<sup>3</sup> The average blog length of around 2000 words should not be taken as a “fixed” number, as the trend is to increase the length of blogs: the advice of the survey author for WE DMC creators is to aim for over 3000 words for best results.

capable of “high-quality... video scripts writing, copywriting, translating, coding, and writing papers” (KONG et al. 2023).

Having said that, there are no studies so far which investigate the exact benefits, timewise and quality-wise, of integrating ChatGPT or similar AI tools (e.g. Google Bard) into existing WE processes of DMC. That is exactly the gap that this case study aims to fill with, hopefully, a valuable data point and baseline information for further and more wide-ranging studies. More specifically, this paper represents a case study on the effects of incorporating ChatGPT into WE DMC processes in a corporate environment with specific voice and tone guidelines. The research analyzed marketing content, specifically blogs and associated social media posts, produced in the Serbian branch of Typhoon HIL Inc. in February and March 2023, where the author works part-time in a business development and a project management role<sup>4</sup>. Typhoon HIL, like all marketing savvy companies, aims for SEO-relevant content, uses advanced marketing metrics and enforces branding-related “constraints” on the range of possible styles, registers, choice of terminology, level of formality and way of addressing the audience – i.e. there are strict corporate voice and tone guidelines and policies. Detailed info on how these guidelines are encoded from the grammatical and linguistic perspective is beyond the scope of this paper (a good overview is given in e.g. KAVGIĆ 2021), as the focus of this research is the analysis of effects of introducing ChatGPT to WE DMC from the point of view of content creators and their employer.

To fully contextualize the case study, it is important to note that the Typhoon HIL marketing team has a moving target of 2 to 4 blogs per month where an ideal blog length is considered to be 1800 to 2000 words (approx. 9200 to 10000 characters). Furthermore, it is worth bearing in mind that all employees are obliged to track their work efforts in Redmine<sup>5</sup> (a free and open source, web-based project management tool which is primarily used for software issue time tracking, but can be used for general time tracking) with capillarity of 30 minutes. Typically, on the basis of insights into Redmine, monthly blog writing represents a workload of 22 to 44 hours of work, i.e. approximately 10 hours of work per blog and up to an hour more to prepare the relevant LinkedIn and newsletter announcements, where it is important to stress that these numbers are for text creation activities only, i.e. they do not include the time effort of graphical designers and the webmasters, nor the review and language quality assurance (LQA) by the marketing team lead and in-house technical writer. The final piece of information necessary for contextualizing the case study is that the company’s marketing team, in order to try to achieve higher productivity and efficiency, started using ChatGPT in January 2023 (originally the ChatGPT 3.5 engine, and now also the ChatGPT 4 engine) for the most time-consuming activity (blogs and associated social media posts), which constituted the focal point of the case study. Most explicitly, the case study had two main research questions:

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<sup>4</sup> The researcher would like to thank Typhoon HIL Inc. and its Serbian subsidiary, Tajfun HIL d.o.o., for providing access to DMC as well as the drafts, edits, comments and other relevant process DMC materials (including time-logging data and interviews with WE DMC creators and reviewers): without your support this study would have been impossible.

<sup>5</sup> Redmine is an open-source project management web application that, among multiple features, provides a time tracking capability, as explained on the official site of the open-source project: <https://www.redmine.org/projects/redmine/wiki/RedmineTimeTracking>.

- 1) does ChatGPT make DMC, in particular blog writing, more efficient even in a highly specialized/niche domain such as hardware-in-the-loop (HIL) technology, and
- 2) does ChatGPT DMC output require editing and, if so, of what type of edits and to what extent (i.e. what are efficiency gains and/or drawbacks of using ChatGPT for DMC)?

The next chapter will briefly present the methodology, which will be followed by a presentation and discussion of results of the case study, in the traditional IMRAD (Introduction, Methods, Results and Discussion) paper structure.

## Methodology

Considering the two research questions posed above, the methodology of the case study was devised so as to enable streamlined and insightful comparison of human copywriters and of ChatGPT-generated content, from the point of view of productivity, scope and quality of work. More specifically, the study was based on the general rules of qualitative research in public relations and marketing communication (Daymon & Holloway, 2010), combined with a multi-version corpus-based approach to the given subject matter, i.e. WE DMC blogs.

The corpus for the research consisted of a total of 5 blogs (~10,000 words), together with promotional LinkedIn posts to promote them, written with AI assistance from January 2023 to March 2023 and published between February 1 and March 22, 2023, all available at <https://info.typhoon-hil.com/blog/>. (a representative sample is shown in Figure 1). In other words, the blogs in the corpus were drafted by AI, but were then post-edited and finalized by several WE DMC people. The blogs covered diverse topics, such as smart grid communication protocols, ports as microgrids, testing electric vehicle communication, success story about introducing hardware-in-the-loop technology at a Japanese university and validation of DC fast charging. All blogs were originally written in a DOCX template which, at the beginning, contains the specifications (target audience, blog objectives, etc.), as shown in Figure 2. Each blog is stored in the company's Microsoft SharePoint® with full revision tracking and file version history and comments for different stages of the review, as shown in Figure 3, but the researcher was also given access to the ChatGPT account with relevant DMC prompts by WE users and ChatGPT responses, as shown in Figure 4. This form of access enabled a 360-degree overview of the DMC creation process, starting from the goals in the yet-to-be-filled-in template, prompts in the ChatGPT account, several rounds of edits in the DOCX files in Microsoft SharePoint® repository, as well as the final version of published blog, as shown in Figure 1.

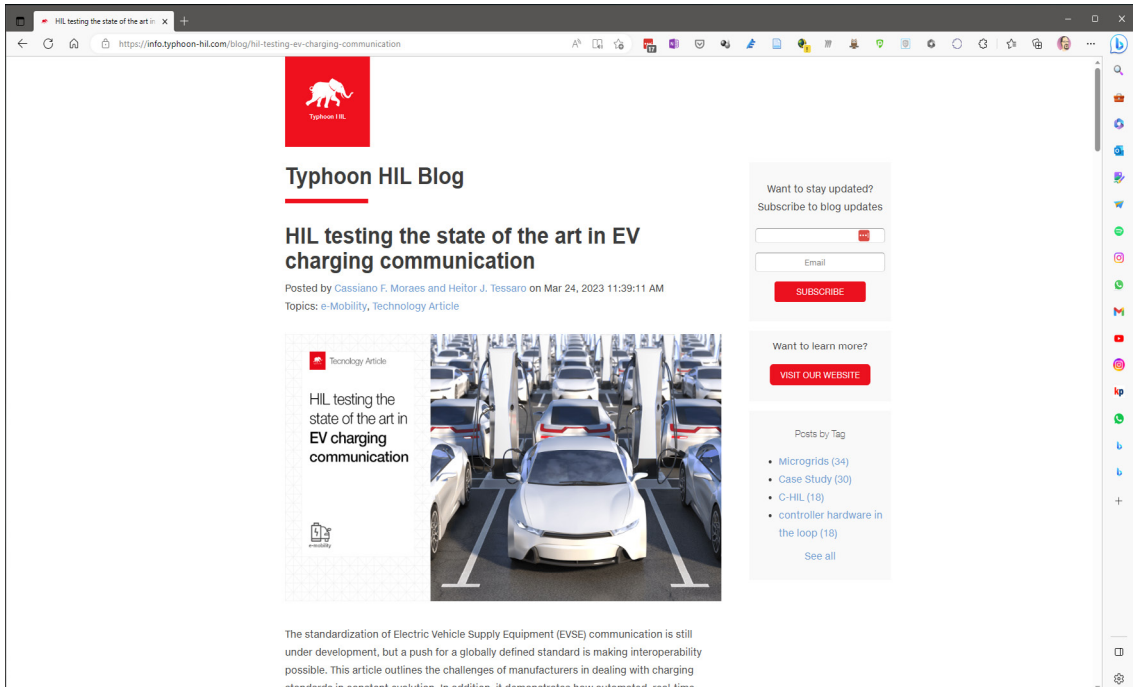


Figure 1. Final, published version of one of the blogs covered by the case study

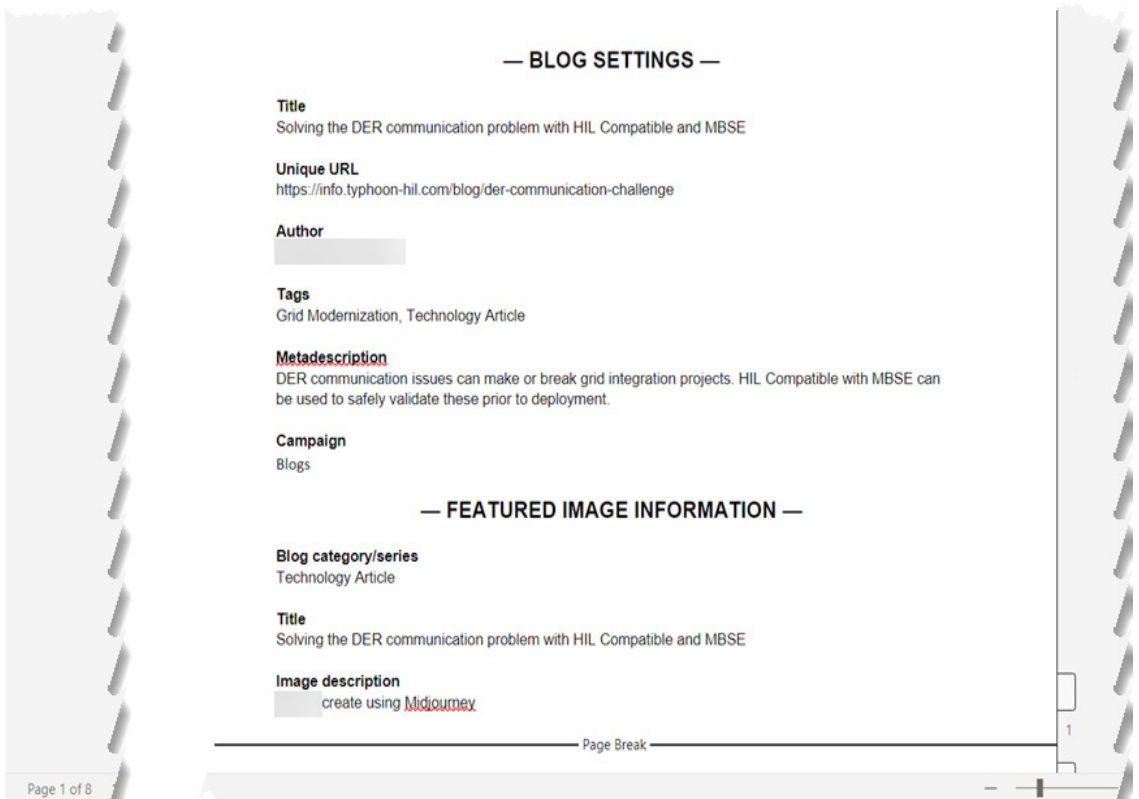
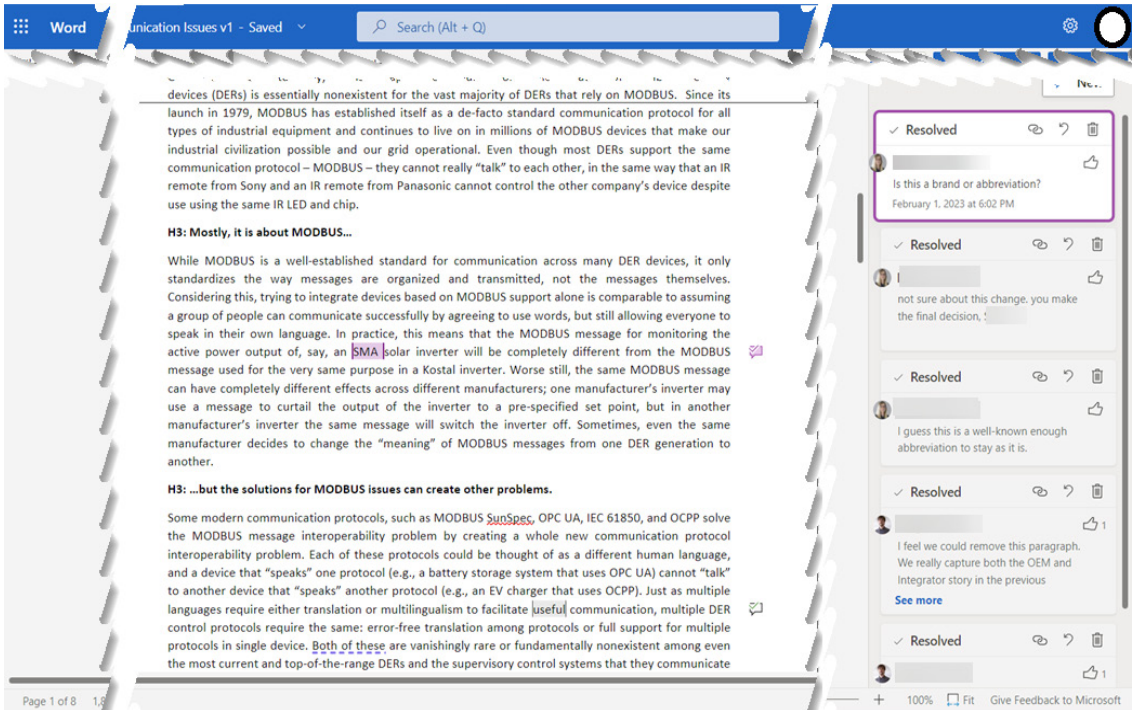
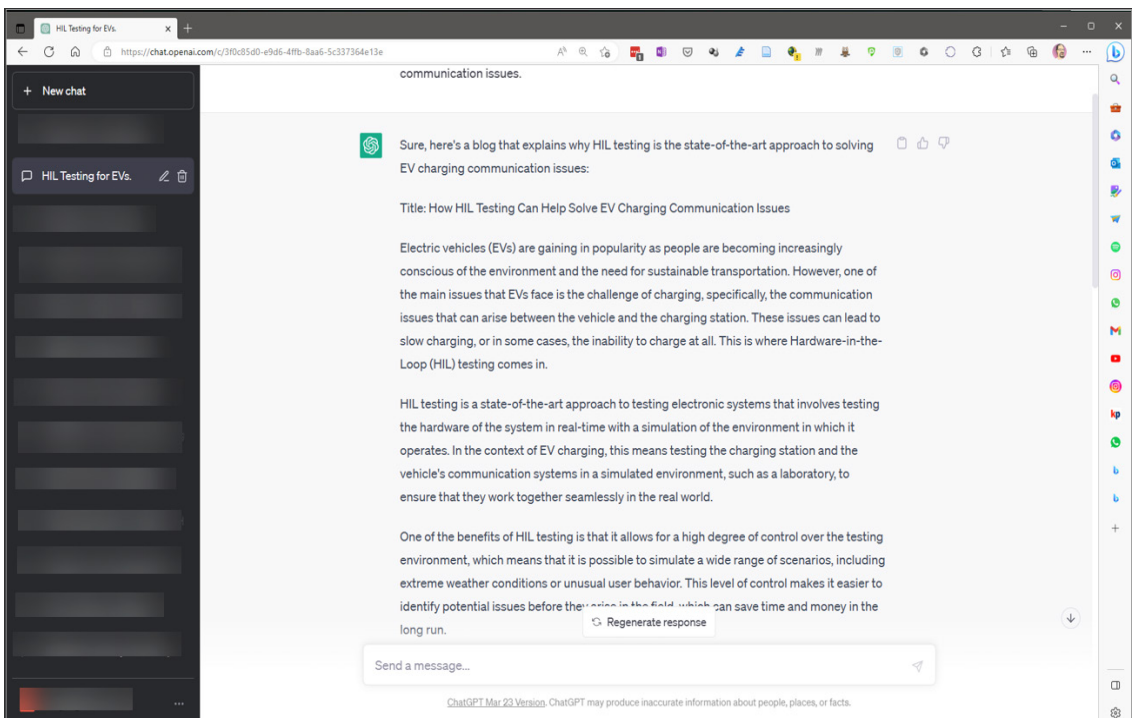


Figure 2. Screenshot of a blog template with relevant meta-description, target campaign, etc.



**Figure 3.** Screenshot of a final review activity in a DMC blog template after ChatGPT input and two rounds of post-draft review. The comments on the right show that edits are minor and are about optimizing the message: resolving abbreviations and shortening the text.



**Figure 4.** Screenshot of the ChatGPT-generated blog draft after a DMC prompt by a WE user.

Once the corpus was compiled, it was quantitatively analyzed in terms of the scope and type of review/LQA (Language Quality Assurance) edits in each blog as shown in DOCX tracked changes across multiple versions of the document (i.e. across snapshots of the document history), and the time needed to produce a blog as recorded in Redmine by both blog WE authors and reviewers/approvers. The researcher also interviewed the case study subjects (i.e. authors, reviewers and approvers/managers) about the introduction of ChatGPT in the DMC processes, but a detailed presentation of this aspect of the case study warrants a different type of a paper and in a different domain – here this is only referenced in some interpretations of the study results and respective discussion. In the following chapter, the results of the DOCX analysis and Redmine time-tracking are presented.

## Results

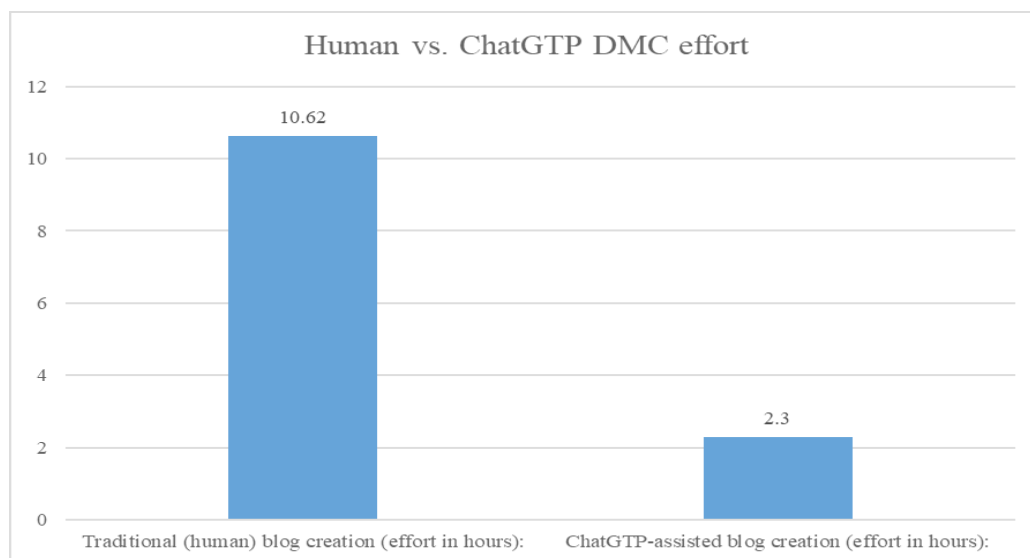
In shortest, the results of the case study show that introduction of ChatGPT into WE DMC processes has a two-fold effect of a) reducing time and effort in copywriting by WE users, while b) facilitating a shift in WE users' type of work from typical content creation to higher-level tasks of optimizing the messaging and content for the intended purpose and the audience. The rest of the chapter succinctly outlines and more precisely presents these results, while the next chapter provides a discussion and possible interpretation thereof.

In terms of reducing time and effort in copywriting by WE users when tasked with DMC, the Redmine time tracking data for the duration of the case study shows that the introduction of ChatGPT reduced the blog copywriting time by a factor of 4.61 or, in percentage, 461.73%, i.e., in layman's terms, almost five times. More specifically, the average time taken to produce blogs traditionally was 10.62 hours, i.e. roughly 10 hours and 37 minutes, where most of the blogs required between 9 and 12.5 hours, but there were three outlying blogs that required 6, 8 and 13 hours: these numbers correspond to a total of 99 blogs, ranging in length between just over 800 and just under 2000 words (on average 1251 words), written by before ChatGPT assistance was introduced into the WE DMC workflow. Roughly one thirds of these early blogs were written by the same authors as the ones in the case study, but for the blogs, the authors were different. On the other hand, the 5 blogs created with AI assistance<sup>6</sup> required on average 2.3 hours (i.e. 2 hours and 18 minutes), i.e. the time effort data was 2.5, 2.5, 2, 2.5 and 2 hours per blog in the case study. This is graphically presented in Figure 5. At this point it should be, once more, emphasized that the time-tracking data from Redmine has the capillarity of 30 minutes, because the employees in the case study company are instructed to log tasks at a minimum effort of 30 minutes. In other words, there is a possibility that in some instances the time tracking data was rounded down (e.g. from 2 hours and 11 minutes to 2

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<sup>6</sup> Here, the term "AI assistance" refers to using ChatGPT to draft the first version of the blog, by means of interactive prompts where the WE users give a task to ChatGPT and answer questions that ChatGPT asks them back in order to fulfill the task in the best way possible (the crucial part of the initial ChatGPT prompt is "Ask me 10 questions that will help you draft the copy."). After the first draft is created by ChatGPT, WE DMC users prepare the final version in a traditional way, usually with two rounds of edits and reviews, as well as a final check by the marketing lead.

hours, or from 10 hours and 42 minutes to 10 hours and 30 minutes), but this is assumed to have no bearing on the results, because there may have also been instances of rounding the time effort up and, more importantly, the practice of rounding up or down to 30 minute intervals applies equally to DMC WE activities before and after the introduction of ChatGPT. Finally, to fully contextualize the data, although it is partially reported at the beginning of the paragraph, it should also be mentioned that at the time when the case study was conducted, the company published a total of 104 blogs, 5 of which were created with the assistance of ChatGPT (i.e. during the case study), while 99 were produced in a traditional manner without the use of AI aids, starting from April 2016. The average time effort of 10.62, mentioned earlier and in Figure 5 below, refers only to those 99 blogs that were created with no AI (i.e. ChatGPT) assistance.



**Figure 5.** Graph showing the effects on introducing ChatGPT for WE DMC activities: the time needed to produce a blog with ChatGPT assistance is reduced by over 460% (according to time logs from the case study company's Redmine database).

When it comes to ChatGPT facilitating a shift in WE users' type of work from typical content creation to higher-level tasks in DMC activities, the Redmine time-tracking data, paired with interviews with WE DMC employees and insights from the revision history of DOCX of the blog indicate that with ChatGPT-assisted workflow, roughly  $\frac{1}{4}$  of the effort (approximately 30 minutes) is devoted to content generation, i.e. interactions with ChatGPT and experimentation with different prompts, while  $\frac{3}{4}$  of the effort (approximately 90 minutes) is devoted exclusively to high-level tasks. Here, the high-level tasks are assumed to be improvements in the quality of language, as well as fine-tuning of the message by means of terminology, audience accommodation by means of grammatical and tone/voice shifts and creation of high-quality hooks and intro paragraphs. Redmine time-tracking data and tracked changes in DOCX versions of the blogs indicate that there is no difference in the review effort by the marketing lead (approx. 30 minutes), but the language quality assurance (LQA) effort by the technical writer was reduced by half (from one hour to half an hour), i.e. there were fewer language edits.

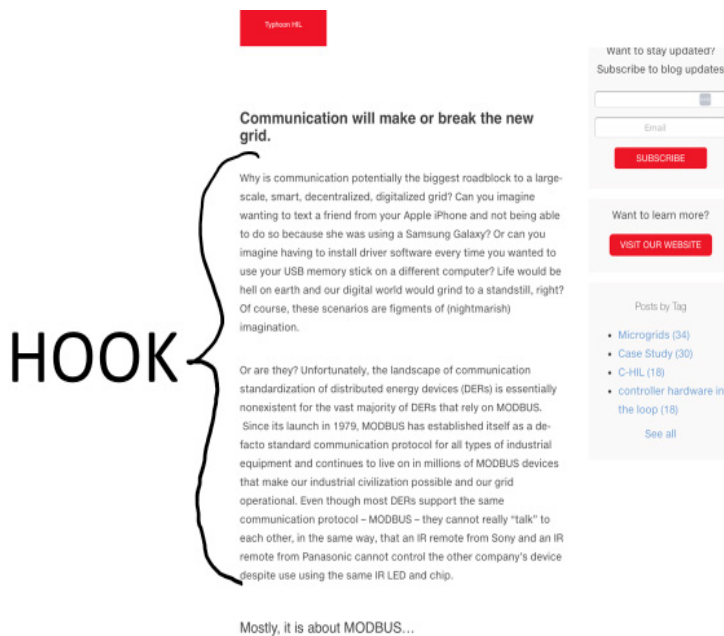


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## Discussion

In terms of the results presented in the previous chapter, the fact that approximately 90 minutes of the human effort in DMC WE activities represent high-level tasks may be considered the most insightful, as well unexpected, finding of the case study, because the increase of efficiency, although quite extreme once quantified, was predictable and completely logical. In traditional WE DMC processes, there is much less effort devoted to high-level tasks (e.g. 30 minutes) and they are usually done in a rush, towards the end of the WE DMC process, when the focus is on wrapping up the task and publishing the blog as soon as possible: this is not always clear from the time-tracking logs due to, oftentimes, generic task descriptions (e.g. sometimes a Redmine entry reads only “finalizing the blog, 30 minutes”), but has been confirmed in interviews with WE DMC creators, editors and reviewers. The term “high-level” DMC WE tasks refers to all activities that imply fine-tuning of the intended message of the DMC material. In the corpus, a wide range of such activities, i.e. edits, was observed in tracked changes and comments of DOCX templates.

- ensuring the terminology used in the blog is suitable for the target audience, as identified in the sales/marketing funnel (e.g. top of the funnel, market-qualified leads, sale-qualified leads, etc.) – this can be seen in one of the comments shown in Figure 3 where the reviewers are deciding whether or not to retain an acronym, as it was initially deemed to be specialized for the top-of-the-funnel target audience (i.e. the audience which may not be familiar with all the specialized terminology and acronyms);
- setting the proper voice and tone, which includes grammatical changes and interventions that make the DMC material compliant with corporate tone and voice guidelines (a good overview is given in e.g. KAVGIĆ 2021), partially shown in one of the comments in Figure 3, such as
  - voice shifts, i.e. transforming passive verb phrases to active ones, which are deemed less formal and more “friendly”,
  - splitting long sentences into shorter ones, which is deemed to increase the readability and is, thus, a target-audience accommodation strategy in DMC, and
  - shifts from impersonal to personal constructions with a strong focus on using “You” to address the reader directly, which is deemed to be more “casual” and less “formal” and is assumed to increase the rapport with the target audience; and
- coming up with better hooks, i.e. a highly creative DMC WE task of ensuring that introductory paragraphs will capture the target audience’s attention by means of strong and powerful messaging that resonates well with pain-points, issues or potential problems that the target audience may be facing in their daily professional work, which is shown in Figure 6 that shows a hook written by a biological copywriter (i.e. additional text not drafted by ChatGPT).



**Figure 6.** Blog hook written by a human WE author as a part of the DMC task after ChatGPT has created the early draft.

Similarly, the results showing that there is no difference in the review effort by the marketing lead (approx. 30 minutes), but that the language quality assurance (LQA) effort by the technical writer was reduced by half (from one hour to half an hour), represent another set of insightful pieces of information that warrant more elaboration. These data points seem to indicate that the ChatGPT-assisted blogs and 100% human-created blogs have approximately similar overall and language quality (i.e. ChatGPT-assisted blogs have slightly better language-wise requiring half the LQA effort, but are not any better in overall quality as they require the same review time by the marketing lead): however, this is not actually the case if the findings are analyzed in details and types of LQA edits and marketing-lead edits are taken in consideration. After a more in-depth analysis and in accordance with the observed time-effort data, ChatGPT-assisted blogs may be said to actually be better than human-only blogs both in terms of language quality and top-level review effort. More specifically, upon closer inspection of the corpus, the LQA efforts by the technical writer were not only reduced by half (from one hour to half an hour), but the types of edits were different: in human-created blogs the LQA edits were a combination of mechanical, tone and voice, and grammatical/use-of-English edits, while in ChatGPT-assisted blogs only mechanical and tone and voice edits were made. In other words, in the LQA stage of ChatGTP assisted blogs no grammatical and/or use-of-English edits had to be made, indicating that the language quality of this type of DMC is actually considerably better than in case of human-written blogs. Analogously, in case of top-level edits by the marketing lead, these edits were focused on better meta description, some changes in the layout, several interventions regarding product names: in other words, minor edits that indicate that there are no fundamental issues with the DMC material. Once, more this result indicates that ChatGPT-assisted blogs are not only linguistically better in quality

(in the prior-to-review stage), but have an overall higher quality. At this point, it should be noted that the technical writer and the marketing lead in the case study were both native English speakers, one of them a Harvard graduate in MBA, the other an MSc in renewable energy systems, i.e. their (lack of) review edits may be assumed to indicate a genuine quality of the DMC.

### Implications for the future of copywriting

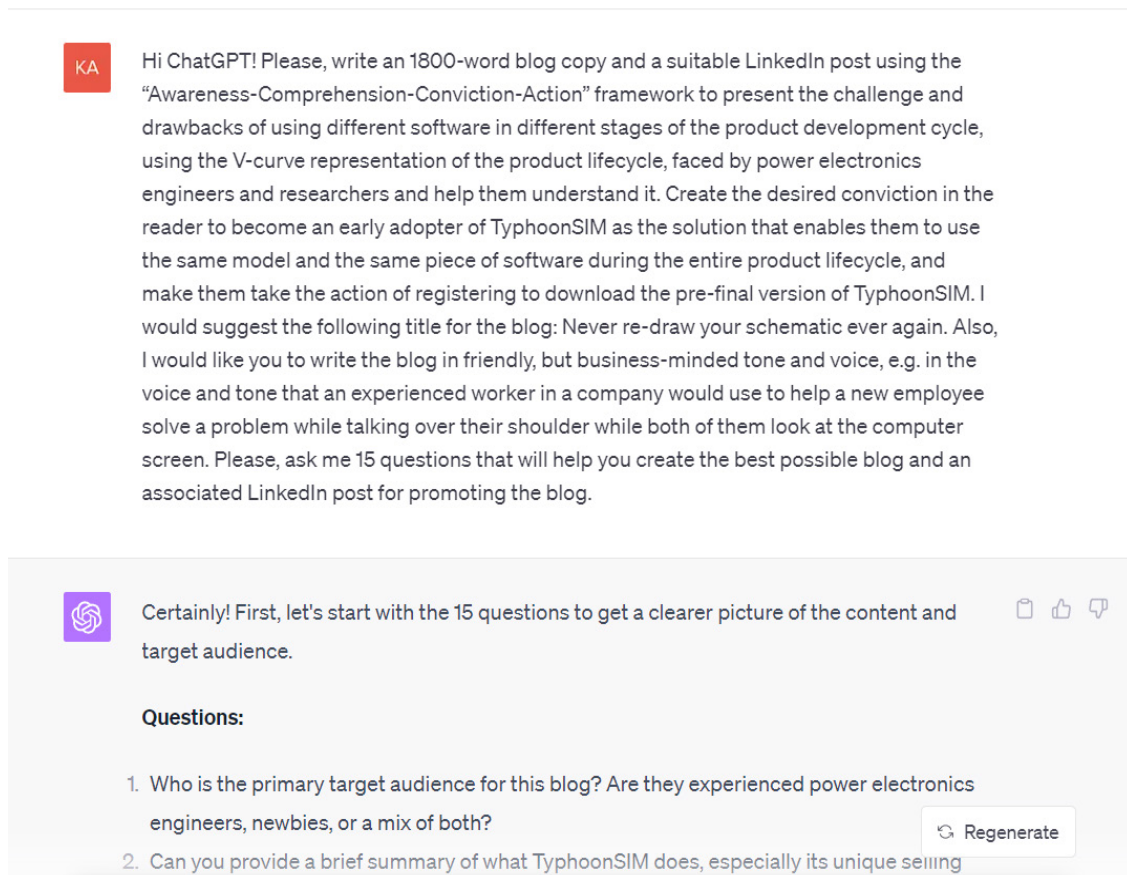
In light of the discussion about the results from the preceding chapters, it may be said that this case study seems to indicate the introduction of ChatGPT, as an example of AI text tools, brings about a genuine possibility of augmenting human capabilities in DMC activities. In terms of pure efficiency of work, ChatGPT makes it possible for copywriters to create copies that are of equal or better quality with almost five times less effort, while at the same time it enables copywriters to optimize the content and better achieve the intended purpose of the blogs by enabling them to focus on higher-level tasks. In that respect, the writer's block is eliminated and, instead, the generated content provides a fruitful ground for creative editing and fine-tuning of the message. In shortest, non-scientifically speaking, ChatGPT makes WE DMC easier and, from the point of view of effort and type of work, more rewarding for the WE user, i.e. human copywriter.

On the other hand, the results, after a detailed analysis and discussion, also seem to indicate, as the title of this case study suggest, that WE users need to learn how to work with AI, i.e. there seems to be a growing and urgent need to up-skill WE users in the domain of properly using AI tools. More exactly, the results of the case study with the introduction of ChatGPT into WE DMC tasks (which will probably become a standard process in many companies) indicate that copywriters and WE users, i.e. DMC creators, need to gain new skills for proper interaction with AI, in order to utilize them to their full potential, but also to learn to change the focus of their activities. This finding primarily stems from the interviews with the case study participants, which will be presented in a separate, upcoming paper, who occasionally struggle with generating the optimal prompts, articulating requests and directing ChatGPT interactions so as for it to provide a good draft, i.e. sometimes it is necessary to change the prompt several times (and provide additional clarifications and pieces of information to ChatGPT) before the generated DMC draft is deemed suitable for the purpose: this may very well indicate the lack of theoretical and functional understanding of both capabilities and limitations of large-language AI models, such as ChatGPT. This is further explained in the paragraph below.

In terms of upskilling, WE users should learn how to come up with the optimal prompt for ChatGPT, which requires not only understanding of AI tools but also gaining theoretical knowledge about copywriting. Namely, the insights into ChatGPT prompts used to generate DMC materials in this study shows that WE users mostly use generic interactive prompts that provide good, but not necessarily excellent results. In other words, the interaction usually starts by informing ChatGPT that the WE user needs its assistance in writing a blog and associated social media posts, where the WE user provides the title of the blog and its intended purpose and, sometimes, the target audience. As previously mentioned, this approach generates high-quality content, but some effort needs to be

made to create better hooks and optimize the tone and voice. According to the researcher's personal insights gained by working with ChatGPT for marketing purposes, it generates, from the researcher's subjective point of view, better content if it is instructed to apply a particular copywriting strategy and to ask for relevant questions, e.g. a higher-quality content seems to be generated after providing a highly detailed prompt constructed along the “template” shown in Figure 7.

✦ GPT-4



**Figure 7.** Screenshot of an elaborate ChatGPT prompt that is optimized to minimize post-drafting review effort.

In other words, in addition to instructing ChatGPT to ask relevant questions, the optimal use of ChatGPT also requires WE users, i.e. copywriters, to get some of training in various copywriting frameworks such as “Attention-Interest-Desire-Action”, “Problem-Agitate-Solve”, “Features-Advantages-Benefits”, “PASTOR”, “Before-After-Bridge”, “Star-Story-Solution”, “5 Basic Objections”, “Four Cs”, etc. and to become able to choose the best framework for the DMC material's purpose and target audience. It is worth noting that the company where the case study was conducted has already started implementing a new DMC process in the marketing department(s) that centers on ChatGPT and whose central part is a process, constantly updated, in-house book containing DMC instructions

for WE user and ChatGPT prompts for different types of contents and different purposes.

On the other hand, the introduction of ChatGPT into WE DMC process poses risks, too, especially if WE users fail to focus on creativity and critical thinking. More explicitly, if WE users, i.e. copywriters, cannot keep a critical distance from the ChatGPT output and if they get “lazy” by being satisfied with the first version of generated content, there may be said to be a genuine risk of hyperproduction of mediocre and generic content, because the case study seems to indicate that, with ChatGPT in the DMC loop, creative and critical effort still has to be made by human WE users to improve the message and ensure the audience gets hooked into reading it.

## Conclusion

In conclusion, the results of this case study, conducted on a small collection of blogs, i.e. a kind of a small corpus (~10,000 words) compiled from multi-version digital media copywriting (DMC) materials (i.e. the blog/post template, AI prompt, LQA edits, review, and general review) generated with assistance of ChatGPT, paired with insights from time tracking database and interviews with workplace English (WE) users in charge of DMC, seem to indicate that ChatGPT-assisted copywriting is almost five time faster than human-only copywriting with no negative difference in quality. The average DMC blog effort without ChatGPT required roughly 10 and a half hours of work, while the introduction of ChatGPT reduced that number to slightly above 2 hours. Furthermore, ChatGPT-assisted copywriting, at least on the corpus analyzed in the case study, seems to even lead to better quality in terms of grammar and use of English, as copies created via ChatGPT require no language edits, but only tone- and voice-edits and optimizations targeted to produce more impactful copies. Consequently, it may be claimed that the introduction of AI, such as ChatGPT, into DMC processes among WE users enables WE users, i.e. copywriters, to focus on high-level tasks such as optimization of the message, better hooks, fine-tuning the DMC material to comply with corporate voice and tone guidelines, etc.

Ultimately, from a purely speculative point of view and on the basis of this rather small case study where, after the introduction of AI, WE users spent most of their time doing creative work of optimizing the message and making it more appealing to the readers, it may be, optimistically, hypothesized that the introduction of AI will not necessarily dehumanize digital media copywriting (DMC) processes and lead to loss of jobs for some or many workplace English (WE) users tasked with DMC, but that, instead, if most of the mechanical and routine DMC work were to be delegated to the machine, it could potentially enable the WE users to have a more rewarding, more human, work experience whereby they can get creative and focus on important details. In that sense, it can also be hypothesized that ChatGPT, and similar AI tools that are yet to be released, could do in DMC what machine translation (MT) did in the domain of translation in the early 2010s: the AI will probably become an integral part of the copywriting workflow (as MT and post-editing of MT output became integral parts of industrial translation and localization processes), meaning that the question is not if one should use AI, such as ChatGPT, in copywriting, but how one should use it most effectively. In other words, it

seems plausible that ChatGPT, and similar AI tools, will not destroy the livelihoods of all workplace English users who make a living by (digital media) copywriting, but may very well destroy those of them who do not adapt to the new reality of AI-assisted copywriting by adjusting their turn-around times and workflows. In that respect, educators should consider providing up-skilling courses or upgrading their business English and creative writing courses to include ChatGPT and similar AI tools into syllabi and develop updated creative writing processes that include AI and teach the most efficient ways of working with AI. Of course, these hypothetical statements may very well be refuted in the near or distant future, which, ultimately, means that this topic should be further investigated on a bigger scale with follow-up studies that assess and monitor long-term impacts that working with AI has on WE users tasked with DMC, both in terms of the scope of their work and in terms of changes in the job marketplace supply and demand for WE DMC skillset and expertise.

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## KAKO RADITI SA VEŠTAČKOM INTELIGENCIJOM (AI) NA PISANJU SADRŽAJA ZA DIGITALNE MEDIJE (DMC): STUDIJA SLUČAJA IZ UVOĐENJA CHATGPT-JA U IZRADU KORPORATIVNIH MARKETINŠKIH SADRŽAJA

### *Rezime*

Uvođenje ChatGPT-a krajem 2022. godine rezultiralo je promenom paradigme u pisanju sadržaja za digitalne medije (eng. *digital media copywriting*) kao dominantan oblik medija, gde je veštačka inteligencija (VI) postala nezamenjiv alat u kreiranju sadržaja (eng. *copywriting*). Ova studija slučaja istražuje proces uvođenja ChatGPT-a, velikog jezičkog modela, u korporativno kreiranje sadržaja i ispituje njegov uticaj na ljudske pisce medijskih sadržaja na engleskom jeziku i promene u obliku i vrsti njihovog rada, a putem merenja vremena provedenog na kreiranju sadržaja i kvalitativnom analizom revizija i izmena u različitim verzijama sadržaja za digitalne medije koje je pripremio ChatGPT, kao i putem intervjua s urednicima i autorima koji koriste engleski na radnom mestu (eng. *workplace English users*). Studija je sprovedena u korporativnom okruženju, sa jasno definisanim smernicama za korporativni ton i glas, gde je ChatGPT korišćen za generisanje blogova i odgovarajućih postova na društvenim medijima za njihovu promociju. Rezultati ove studije pokazuju da je ChatGPT značajno, gotovo petostruko, smanjio vreme i trud potreban za pisanje sadržaja, omogućavajući piscima sadržaja da se fokusiraju na zadatke višeg nivoa kao što su fino podešavanje poruke, postizanje odgovarajućeg tona i glasa, i osmišljavanje boljih uvodnih rečenica i pasusa (eng. *hooks*). Pored toga, sadržaji koji je generisao ChatGPT ocenjeni se, u celini, kao veoma slični ili bolji kvalitetom onima koje su proizvodili pisci sadržaja bez pomoći VI, što ukazuje na potencijal VI da poveća ljudske sposobnosti u kreiranju sadržaja uz istovremeno povećanje efikasnosti rada. Kako upotreba VI u kreiranju sadržaja nastavlja da se širi, ova studija slučaja može poslužiti kao osnova za dalja istraživanja. Istovremeno, ona uključuje i sugestije za unapređenje nastavnih sadržaja za kreativno pisanje kako bi pisci sadržaja i studenti u budućnosti bili osposobljeni da efikasno koriste ChatGPT i slične alate VI.

*Ključne reči:* digitalni mediji, veštačka inteligencija, ChatGPT, pisanje sadržaja, engleski na radnom mestu, studija slučaja.