


## Once Upon a Time and Research

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Article Info	Abstract
<p>Original Article</p> <p>Main Object: Humanities &amp; Social Sciences</p> <p>Received: 12 April 2025 Revised: 14 April 2025 Accepted: 16 April 2025 Published online: 22 April 2025</p> <p><b>Keywords:</b> academic integrity, Artificial Intelligence, communication research, satire, media ethics.</p>	<p><b>Background:</b> The nature of scholarly research has undergone a profound transformation in recent decades, transitioning from traditional, library-based inquiry to digitally mediated and increasingly AI-assisted methodologies. This article reflects on that evolution through an autoethnographic lens, drawing upon the author's personal academic trajectory and long-standing engagement with satire.</p> <p><b>Aims:</b> This article explores the evolving landscape of research, communication, and authorship in the digital age, with a particular focus on the transformative role of Artificial Intelligence.</p> <p><b>Methodology:</b> The study employs a reflective, autoethnographic methodology combined with AI-assisted literature synthesis. Drawing on personal academic experiences and outputs from ChatGPT and Claude, the author critically examines artificial intelligence's role in communication research and satire. This qualitative approach blends narrative inquiry with theoretical analysis to explore the epistemological and ethical implications of AI in scholarly authorship.</p> <p><b>Discussion:</b> Reflecting on a shift from traditional library-based scholarship to AI-assisted inquiry, the author critically examines how tools like ChatGPT and Claude reshape academic and journalistic practices. The manuscript considers the integration of AI across domains such as human communication, media, sentiment analysis, and translation, while addressing ethical concerns including privacy, authorship, and misinformation. Through both anecdotal reflection and synthesized research, the text interrogates the promises and pitfalls of AI in content generation, especially in the context of satire—a long-standing interest of the author.</p> <p><b>Conclusion:</b> Drawing on personal experience and historical theories of satire from figures like Northrop Frye, Juvenal, and Linda Hutcheon, the article positions AI not just as a technological tool but as a cultural force influencing narrative forms and critical thought. While acknowledging AI's generative capabilities, the author emphasizes the enduring need for human discernment, intellectual ownership, and critical interpretation in both academic and creative contexts.</p>

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## 1. Introduction

Once upon a time (this is an Airy tale and not a fairy tale), not so long ago (in the 1960s when I was working on my doctorate) most of my research was done in university libraries, where I looked for books in the stacks (which was nice because I often discovered interesting books), read material in scholarly journals, and read over old issues of the *The New York Times*.

That was then and this is now with its ever-increasing complexity of knowledge production and consumption. Despite increasing digitalization, nevertheless, printed books continue to dominate the U.S. book market, both in consumer preference and unit sales. In 2023 alone, 767.36 million print books were sold, significantly outpacing eBooks, which maintain a 4:1 disadvantage in sales volume. While eBook revenues in the U.S. rose modestly by 4.0% year-over-year as of September 2024—totaling \$90.5 million and representing 9.9% of trade sales—these gains have not translated into market dominance (Errera, 2024). Print books remain especially popular among younger demographics, with a 2021 Pew Research Center survey indicating that 68% of readers aged 18 to 29 prefer physical formats. Overall, 32% of Americans exclusively read print books, compared to just 9% who solely read digital versions. Meanwhile, Amazon maintains a dominant position in the digital marketplace, controlling 72% of the e-reader market through Kindle and accounting for 79% of all U.S. eBook purchases. Notably, the cost gap between eBooks and hardcovers has diminished by nearly 47.5% between 2021 and 2024, further blurring economic incentives to transition to digital formats (Errera, 2024).

One more important change has been the phenomenon of automation of generating ideas, in which you can ask Artificial Intelligence sites like ChatGPT or Claude to write articles on any topic you can think of as well as illustrate them if you want to have images in your article. I've read about researchers having Artificial Intelligence programs actually write books and plays.

In the interesting study published by Jatoi (2025), several reports about AI-generated articles were juxtaposed. Jatoi mentions that, based on a News Media Alliance report in 2024, 57% of media organizations currently use AI tools to automate parts of their content production. The article also highlights that 60% of news articles globally are now AI-generated, with projections indicating further increases. According to *Reuters* (2023), 62% of journalists believe that AI can enhance content quality but emphasize the necessity of retaining human oversight in the editorial process. Moreover, Jatoi notes that a Pew Research Center report (2024) found 45% of global newsrooms are planning to fully integrate AI within the next five years.

Professors across academic institutions remain divided on the extent to which the use of artificial intelligence in student writing constitutes academic misconduct. While some educators acknowledge AI tools as

legitimate aids for drafting, brainstorming, or improving grammar—comparable to spellcheckers or writing centers—others view their use, particularly for content generation, as a potential breach of academic integrity. The core of the debate centers on authorship and intellectual ownership: if AI generates substantial portions of a paper, to what degree can the student be credited with the work? This ambiguity has prompted many universities to revise their academic honesty policies, though consensus remains elusive.

This article is not being written by an Artificial Intelligence program but I do offer what ChatGPT and Claude had to say when I used them for research on the subject of communication research, in general, and satire, in particular.

## 2. Methodology

This study employs a qualitative, reflective methodology grounded in autoethnography and critical synthesis. Drawing upon decades of academic experience, the author uses personal narrative to trace the evolution of scholarly practices from analog, library-based research toward the digital and AI-assisted landscape of contemporary inquiry. This autobiographical framing enables the author to situate the rise of artificial intelligence within the broader context of cultural and epistemological change, particularly in relation to satire, media, and communication studies. The autoethnographic approach is not merely anecdotal but serves as an analytical lens through which shifts in authorship, intellectual labor, and academic integrity are interrogated. In addition to reflective narration, the study integrates content generated by advanced language models such as ChatGPT and Claude. These AI tools were consulted directly by the author to explore themes related to communication theory, satire, and digital media. Their outputs were critically examined, compared with canonical theories of satire (e.g., Frye, Juvenal, Hutcheon), and assessed for coherence, stylistic fidelity, and ethical intentionality. Rather than treating AI-generated content as definitive sources, the author uses them to illustrate both the capabilities and limitations of artificial intelligence as a scholarly instrument.

## 3. ChatGPT on communication research

Artificial Intelligence has significantly influenced communication research, shaping how we interact, analyze, and disseminate information. Key areas of research include:

### a) AI in human communication

- AI-powered chatbots and virtual assistants (e.g., ChatGPT, Siri) for human-like conversations. The study by Nosraty, Sakhaei, and Rezaei (2021) highlighted several detrimental consequences, particularly among adolescents and young adults. These included increased levels of anxiety, depression, and dissatisfaction with

body image, which were attributed to factors such as algorithm-driven content exposure, curated portrayals of idealized lives, and habitual social comparison. Nosrati and her colleagues also considered the longer-term consequences of persistent social media engagement. Issues such as reduced attention spans, heightened social isolation, and diminished self-worth were identified as key areas of concern. But, in the age of AI, there are positive sides too. Chatbots have been effective in providing psychological therapy to hundreds of millions of people who did not have access to this *luxury* before the age of AI. Spytka (2025) conducted a randomized controlled trial to evaluate the effectiveness of the AI-powered Friend chatbot for psychological support in crisis settings. The study involved 104 women with anxiety disorders in active war zones, comparing outcomes between those using the chatbot daily and those receiving in-person psychotherapy three times a week. Anxiety was measured using the Hamilton Anxiety Rating Scale and the Beck Anxiety Inventory. Both groups showed significant reductions in anxiety, though traditional therapy was more effective—achieving a 45% and 50% reduction on the respective scales, compared to 30% and 35% in the chatbot group. While Friend lacked the emotional depth of human therapists, it offered immediate, scalable support where access to care was limited. Spytka concluded that AI systems like Friend could complement traditional therapy in underserved areas, and called for further development to enhance AI's emotional responsiveness.

- AI in social media analysis, detecting sentiment and trends. Artificial intelligence plays a central role in analyzing social media by processing vast volumes of user-generated content to detect sentiment, identify trends, and derive actionable insights. Natural language processing (NLP) techniques enable AI systems to interpret text data (Rodriguez & Costa, 2024), distinguishing between positive, negative, and neutral sentiments in posts (Shahghasemi, 2023), comments, and messages (Redondo & Sandoval, 2016). These algorithms are trained on large datasets to understand context, slang, and even sarcasm, allowing for increasingly accurate sentiment classification. Beyond sentiment detection, AI uses machine learning models to track emerging topics and patterns across platforms (Yu & Xiang, 2023). By analyzing keywords, hashtags, and user engagement metrics, AI systems can detect shifts in public opinion, viral content, or emerging social movements in real time. Clustering and classification techniques help group related content and identify influential users driving specific discussions.
- Automated translation services improving cross-linguistic communication. Zaki and Ahmed (2024) explored the role of AI-

powered translation systems in promoting communication equity and inclusion amid increasing linguistic diversity. Their study provided an overview of the evolution and functionality of AI translation technologies, emphasizing their potential to bridge language barriers through automated, scalable solutions. By leveraging neural networks and advanced machine learning algorithms, these systems offer real-time translation across multiple languages, expanding access to information and enabling broader participation in global discourse.

#### b) AI in media and journalism

- AI-generated news articles (e.g., Reuters using AI for financial news). Lee, Jhang and Baek (2025) examined the influence of AI authorship and perceived human-likeness on reader engagement with AI-generated news content. Their study aimed to understand how audiences respond to AI-written articles compared to those authored by humans. Using experimental methods, the authors found that news content identified as AI-generated received significantly lower liking behaviors from readers. This effect was mediated not by the perceived authenticity of the article, but by its perceived credibility. Importantly, the study revealed that when AI was perceived as more human-like, the negative effect on credibility—and consequently on engagement—was reduced. This introduces a key moderating role of perceived human-likeness in shaping audience reactions (*see for example* Shahghasemi, 2025).
- Deepfake detection and media authenticity verification. Shah et al. (2025) presented *DeepVerify*, a system designed to enhance authenticity verification through deepfake detection and liveness analysis. With the increasing sophistication of deepfake technologies, particularly those using generative adversarial networks (GANs) for realistic face manipulation, the study aimed to improve detection accuracy and counter digital identity spoofing. The researchers combined manually generated datasets with existing ones and trained four convolutional neural network (CNN) models to classify deepfake content. Among the models tested, ResNet consistently achieved superior performance, with accuracy ranging from 98.93% to 99.38% across three datasets.
- Personalized content recommendations in streaming and social media. Vallabhaneni, Perla, Regalla and Kumari (2024) explored the transformative role of AI-driven recommendation systems in personalizing digital experiences across industries. This chapter offered a comprehensive overview of the technological foundations enabling personalization, focusing on machine learning, natural language processing (NLP), and collaborative filtering. Machine learning algorithms were described as tools

that detect patterns in large datasets to anticipate user preferences, while NLP deciphers user intent from searches, reviews, and interactions. Collaborative filtering enhances personalization by identifying similar user behaviors and leveraging community-based insights. The authors also addressed content-based filtering and hybrid models that combine multiple strategies to enhance recommendation accuracy. Real-time customization was highlighted as a critical advancement, allowing platforms to adapt suggestions based on ongoing user activity. Examples spanned e-commerce, entertainment, and social media, demonstrating how AI influences user decisions and content consumption.

#### c) Natural Language Processing (NLP) and linguistics

- AI in speech recognition and synthesis like Google Duplex, Alexa etc. These systems leverage deep learning models to process and understand natural language, enabling seamless human-computer interactions. Google Duplex, for instance, can carry out phone conversations to book appointments or make reservations, mimicking human speech patterns with uncanny realism. Alexa, meanwhile, functions as a voice-activated assistant capable of performing tasks, answering queries, and integrating with smart home systems. These tools reflect a growing trend toward conversational AI that not only recognizes spoken words but also responds with synthesized speech that sounds increasingly natural, blurring the line between machine and human communication (Patel & Kanani, 2021).
- AI-powered sentiment analysis in political and market research. AI-powered sentiment analysis has become a transformative tool in both political and market research, offering real-time insights into public opinion by processing vast amounts of textual data from social media, news outlets, and online forums. By using natural language processing (NLP) and machine learning algorithms, these systems can detect emotional tone, polarity, and even shifts in public mood with remarkable precision. In political contexts, this enables campaign teams and policymakers to gauge voter sentiment, adjust messaging strategies, and anticipate potential backlash. In the commercial sphere, businesses leverage sentiment analysis to refine branding, forecast market trends, and understand consumer preferences at a granular level. As AI models become increasingly sophisticated, sentiment analysis is evolving from a reactive metric into a predictive tool, shaping strategic decisions across sectors (Volkivskyi et al., 2024).
- AI models for discourse analysis in online forums and customer service. By leveraging natural language processing (NLP), machine learning, and increasingly advanced transformer-based architectures, these models can parse complex conversational

structures, detect emotional tone, and even identify emerging topics or conflicts in real time. In online forums, AI helps map the flow of dialogue, track user engagement, and classify discourse types (e.g., questions, answers, arguments) (Hosseini et al., 2025). In customer service, these models enhance automation and responsiveness by enabling chatbots to understand queries contextually and respond with greater relevance, while also flagging conversations requiring human intervention. As these systems evolve, they not only streamline communication but also open new possibilities for large-scale sociolinguistic research (Elmholdt et al., 2025).

**d) AI in interpersonal and organizational communication**

- AI-driven email filtering and smart responses. Madhavram et al. (2024) examined the integration of big data analytics and artificial intelligence to enhance phishing email detection and fortify email security infrastructures. The authors emphasized the growing sophistication of phishing tactics and the corresponding need for scalable, real-time detection systems. Their work outlined how big data technologies can support the creation of large phishing email datasets, enabling accurate identification and feature analysis of malicious content. The paper detailed recent developments in the cybercrime landscape, highlighting limitations of existing defense mechanisms and advocating for AI-driven solutions that analyze massive volumes of email traffic. A key component of the research involved implementing big-data-based detection techniques using the Enron email dataset to simulate real-world conditions. The authors reviewed previous studies on phishing detection and underscored the urgency of deploying intelligent, adaptive systems as phishing emails become more complex and evasive.
- Virtual meeting assistants summarizing discussions. Virtual meeting assistants are AI-powered tools designed to enhance productivity by automatically summarizing discussions during online meetings. These assistants use natural language processing to capture key points, decisions, action items, and participant contributions in real time, reducing the need for manual note-taking. By providing accurate and structured summaries, they improve information retention, facilitate follow-up, and ensure that absent participants can stay informed. As remote and hybrid work environments continue to grow, virtual meeting assistants are becoming essential tools for efficient communication and collaborative decision-making.
- AI in HR for sentiment analysis in employee engagement surveys. From the outset, the corporate sector took AI as something important in workplace management (Sarfi et al.,

2021). AI in Human Resources is increasingly being leveraged for sentiment analysis in employee engagement surveys, offering a powerful tool to decode the emotional undertones behind employee feedback. By using natural language processing and machine learning, these systems can sift through open-ended responses at scale, identifying patterns of satisfaction, frustration, motivation, or disengagement. This allows HR teams to move beyond surface-level metrics and gain real-time, nuanced insights into workforce morale. As a result, organizations can proactively address issues, tailor engagement strategies, and foster a more responsive and emotionally intelligent workplace culture.

**e) Ethical and Societal implications**

- Bias in AI-driven communication (e.g., gender, racial biases in NLP models). In their well-structured article, Toosi et al. (2025) explored the transformative role of artificial intelligence in reshaping modern healthcare delivery. By integrating AI-driven diagnostics, they said, remote monitoring, and virtual consultations, telemedicine is not only expanding access to medical care but also enhancing its accuracy, efficiency, and personalization. This paradigm shift holds particular promise for underserved and remote populations, breaking traditional barriers of geography and infrastructure. Yet, they warn against ethical implications of telemedicine like bias against social groups and ask for continuous check for removing such AI-driven marginalizations.
- AI's role in misinformation and fake news detection. AI plays a dual role in the realm of misinformation and fake news detection—both as a powerful tool for combating false information and, paradoxically, as a potential contributor to its spread. On one hand, advanced AI algorithms, especially those based on machine learning and natural language processing, can analyze vast volumes of content across digital platforms to identify patterns, flag suspicious narratives, and verify facts in real time. These systems support journalists, fact-checkers, and platforms in filtering out misleading content and protecting public discourse. On the other hand, the same technologies—when misused—can generate convincing deepfakes or synthetic text, blurring the line between fact and fabrication. Thus, while AI enhances our ability to detect misinformation, it also necessitates robust ethical guidelines and human oversight to prevent it from becoming a source of the very problem it aims to solve.
- Privacy concerns in AI-driven communication tools. AI-driven communication tools—such as chatbots, virtual assistants, and personalized content platforms—raise significant privacy concerns due to their reliance on vast amounts of user data for



functionality and optimization. These tools often collect, store, and analyze sensitive personal information, sometimes without users' full awareness or explicit consent. The opacity of data processing practices, coupled with the potential for surveillance, profiling, and data breaches, amplifies the risk to individual privacy. Ensuring transparency, user control, and robust data protection frameworks becomes essential to uphold ethical standards and maintain public trust.

If I kept asking ChatGPT (or its competitors) to focus upon specific aspects of communication, I could have it generate a substantial article on a subject of interest to me, since I wrote about it in my dissertation, satire, and maybe even have it write a book on some aspect of the topic. My Ph.D. dissertation was on the comic strip *Li'l Abner as an American Satire*. In my book on comedy writing, I read various books on humor that deal with satire and offered these understandings of the term in my chapter "Li'l Abner's Place in American Satire" (1969: 48-49): According to Northrop Frye, who has written extensively on the subject, satire has two essential ingredients:

One is wit and humor founded on fantasy or a sense of the grotesque or absurd, the other is an object of attack...To attack anything, writer and audience must agree on its undesirability, which means that the content of a great deal of satire founded on national hatreds, snobbery, and personal pique goes out of date very quickly.

Frye also believes that there is a moral aspect to satire (Berger, 1969:49-50):

Satire demands at least a token fantasy, a content which the reader recognizes as grotesque, and at least an implicit moral standard, the latter being essential in a militant attitude toward experience.... The satirist has to select his absurdities, and the act of selection is a moral act.

Over the years, as I kept on writing about humor, comedy and related matters, I kept changing my definitions of satire. Thus, in a later book (one of seven books I've written on humor and related topics) I defined satire as follows:

Defining satire is a very difficult and controversial matter. For our purposes we will consider satire to be a technique that involves deriding and ridiculing stupidity, vice and folly in individuals, institutions, and society. There is often an implicit moral dimension to satire; by pointing out how foolish we generally are, it suggests that alternatives to the status quo should be considered.

Oscar Wilde's *The Importance of Being Earnest* is a witty and satirical play, that, as we have seen, ridicules the social conventions of its time. Wilde gave his characters wonderfully witty comments to make about life, love, society, etc. In this play, which was written in 1895, Algernon Moncrieff, a wealthy young man about town is visited by his friend from the country, John (Jack) Worthing. Jack has invented a young brother, Ernest, who supposedly lives in London and is always getting in trouble, which requires Jack to go to London to help him. In London, Jack takes the name of his made-up brother and calls himself Ernest. Algernon has also invented a character, Bunberry, who lives in the country and is frequently ill. Algernon, it turns out, often has to go to the country (where his ward Cecily lives) to help Bunberry.

This book, written not so long ago, offers several discussions of satire, which I argue is one of the 45 techniques of humor that we find in comedies and all genres of humor. Here is what ChatGPT has to say about satire (accessed 3/29/2025):

Satire is a literary or artistic technique that uses humor, irony, exaggeration, or ridicule to expose and criticize human folly, corruption, or societal issues. It is often used in literature, film, political cartoons, and other media to provoke thought and inspire change, sometimes in a subtle or indirect way. Classic examples include Jonathan Swift's *A Modest Proposal*, George Orwell's *Animal Farm*, and modern satirical shows like *The Daily Show* or *Saturday Night Live*.

Several important theorists have shaped the understanding of satire over time. Here are some of the most influential figures and their definitions or perspectives on satire, material I obtained from asking ChatGPT for a list of *the most important theorists* of satire and their basic ideas about the topic (accessed 3/30/2025):

**a) Aristotle (384–322 BCE)**

- While Aristotle did not explicitly define satire as a separate genre, he discussed comedy and its role in imitating "lower" or "ridiculous" aspects of human behavior. His *Poetics* suggests that humor and ridicule can serve as tools for social correction.

**b) Horace (65–8 BCE)**

- A Roman poet and satirist, Horace is often associated with Horatian satire, a lighthearted, witty form that aims to amuse while gently correcting societal flaws. He saw satire as a means

of moral improvement, describing it as "a mixture of jest and earnest" (*sermo iocularis*).

**c) Juvenal (c. 55–138 CE)**

- Another Roman satirist, Juvenal defined satire in a much more bitter, biting, and angry manner, known as Juvenalian satire. He saw it as a way to expose corruption, hypocrisy, and vice through sharp criticism. His famous quote, "*difficile est saturam non scribere*" ("it is difficult not to write satire"), reflects his view that satire is a necessary response to injustice.

**d) John Dryden (1631–1700)**

- The English poet and critic Dryden defined satire as a form of poetic justice, aimed at correcting behavior through ridicule. In *Discourse Concerning the Original and Progress of Satire* (1693), he highlighted the distinction between Horatian and Juvenalian satire, viewing the former as more instructive and the latter as more punishing.

**e) Jonathan Swift (1667–1745)**

- Swift, famous for *Gulliver's Travels* and *A Modest Proposal*, believed satire should expose the absurdities of human nature and society. He argued that satire is most powerful when it is subtle and ironic, forcing readers to recognize their own flaws.

**f) Henry Fielding (1707–1754)**

- Fielding, a novelist and satirist, viewed satire as a moral instrument, meant to reform society by holding up a mirror to human folly and corruption.

**g) Northrop Frye (1912–1991)**

- In *Anatomy of Criticism* (1957), Frye classified satire as one of the main literary modes. He defined it as an "attack on absurdity" and placed it within the broader category of irony, emphasizing its role in exposing human foolishness.

**h) Mikhail Bakhtin (1895–1975)**

- Bakhtin, a Russian literary theorist, introduced the concept of the carnivalesque, arguing that satire has a subversive, liberating function by turning the world upside down. His analysis of Rabelais showed how satire can challenge authority through humor and grotesque exaggeration.

**i) Linda Hutcheon (b. 1947)**

- A contemporary literary theorist, Hutcheon expanded the concept of satire in postmodern literature. She argued that satire is a form of parody that critiques cultural and political structures by undermining traditional narratives.

Each theorist contributed to the evolving definition of satire, from a lighthearted tool of moral correction (Horace) to a fierce weapon of social critique (Juvenal) and a subversive force against authority (Bakhtin). In my most recent book, “on ‘Shakespeare’s *The Comedy of Errors*, I offer the following discussion and example of satire:

Defining satire is a very difficult and controversial matter. For our purposes, we will consider satire to be a technique that involves deriding and ridiculing stupidity, vice, and folly in individuals, institutions, and society. There is often an implicit moral dimension to satire; by pointing out how foolish we generally are, it suggests that alternatives to the status quo should be considered.

In my book (1970), *Li'l Abner: A Study in American Satire*, I quote from Capp’s satirization of gourmandism. Bounder J. Roundheels has been trying to join the “Gourmet’s Club” for many years and has been rejected by P. Fangsgood Droolsby, the head of the club nine times. The following passage takes place after the last rejection of Roundheels.

ROUNDHEELS Life isn’t worth LIVING unless I can get into the “Gourmet’s” Club!! It’s the world’s most exclusive organization of lovers of unique food. A vacancy occurred in 1909 when a member STARVED to death because there was nothing left in the world good enough for him to eat!!

ABNER Tsk! Tsk!! Hard t’ PLEASE, huh?iiiiYo’ got ONE mo’ chance, huh? You gotta whip up somethin’ unusual THIS time—huh, Roundheels?

ROUNDHEELS YES, just ONE!! Ah yes!! They LAUGHED at my “heart of ripened century plant salad!!” They coldly BURPED at my “jellied armadillo brains with unborn mushrooms....

The episode concludes as follows:

Roundheels is unable to obtain a rare ingredient for his concoction, so has himself boiled down into a drop for his ecstasy sauce for a meal and is accepted into the club, but it is too late. Capp’s strip is full of satires of many aspects of everyday life in America and was popular for many years.

Northrop Frye, in his *Anatomy of Criticism*, suggests there are three kinds of satires:

- **Horatian** satire that is genial and attacks typical foibles and follies;
- **Juvenalian** satire is savage in its condemnation of error and misbehavior; and
- **Menippean** satire that deals less with people than with mental attitudes. Pedants, bigots, cranks, parvenus, virtuosi, enthusiasts, rapacious and incompetent professional men of all kinds, are handled in terms of their occupational approach to life as distinct from their social behavior.

It would seem that Capp is a Menippean satirist since his strips are full of the kind of people that Frye writes about.

Satire is a form of criticism that uses humor, irony, exaggeration, ridicule, or parody to expose and criticize people's stupidity or vices, particularly in the context of contemporary politics, social issues, and other topical matters.

Claude's analysis of satire is similar in nature to ChatGPT's (accessed 3/30/2025);

Key elements of satire include:

1. Critical intent-Satire aims to critique or challenge established ideas, institutions, or social norms;
2. Humor-Using comedy as a vehicle to deliver the critique;
3. Exaggeration-Amplifying traits or situations to highlight their absurdity;
4. Irony-Saying one thing while meaning another, often to highlight contradictions.

Satire can be gentle and playful (Horatian satire) or harsh and abrasive (Juvenalian satire). Famous satirical works include Jonathan Swift's "A Modest Proposal", George Orwell's "Animal Farm", TV shows like "The Daily Show" or "Saturday Night Live", and publications like "The Onion".

The purpose of satire is often to provoke thought, inspire change, or simply highlight inconsistencies in society. It functions as both entertainment and social commentary.

Claude's definition of satire is a bit more comprehensive than ChatGPT's in that Claude mentions Horatian and Juvenalian satire but both AI generated artificial intelligence are similar in nature.

What we can see from this brief exercise is that AI programs can generate a considerable amount of information on just about any topic, but a great deal of what you get from them depends on what you ask them to do. And you must always be mindful of AI programs ability to hallucinate and make mistakes of one kind or another.

#### 4. Discussion

When artificial intelligence is applied to satire, its limitations become especially pronounced, not merely in terms of stylistic fidelity but in the absence of critical intentionality and ethical awareness. Satire, as historically theorized by figures like Juvenal, Frye, and Hutcheon, is not reducible to irony, parody, or exaggeration—it is an interpretive and often adversarial act grounded in cultural critique (Holm, 2023). AI systems such as ChatGPT and Claude are capable of retrieving and reproducing definitional content about satire and can emulate formal features like hyperbole, sarcasm, or inversion. However, they do so without understanding the socio-political function of satire as a form of resistance or moral intervention. The satirical power of works like *Li'l Abner* lies in their pointed commentary on class, consumption, and American hypocrisy—elements that require not only contextual knowledge but also ideological positioning (see Berger, 1970). AI-generated satire, even when stylistically polished, is often ethically hollow, producing humor that is cautious, algorithmically neutral, and devoid of moral edge. Unlike human authors, AI does not possess the capacity to *care* about injustice, to *choose* what to mock based on lived conviction, or to *risk* transgression in the name of truth-telling.

Moreover, satire demands a deep familiarity with its targets and a rhetorical sophistication that engages audiences in a shared act of recognition and critique. The generative capabilities of AI, while expansive in scope, are fundamentally referential rather than experiential; they draw from vast textual corpora but lack situated knowledge and historical memory. As a result, the satire they produce is often dislocated from its social referents, offering caricature without consequence, and mimicry without meaning. This becomes particularly problematic in educational or journalistic settings where critical satire is used to interrogate power structures or expose ideological contradictions (Harrington, 2012). The risk is not simply that AI will dilute the potency of satire, but that its use may normalize a form of sanitized critique—one that appears subversive but is ultimately complicit in avoiding discomfort or confrontation. In this light, the value of AI in satirical contexts lies more in its capacity to assist with research or draft technical scaffolding than in replacing the authorial labor of discernment and moral articulation.

#### 5. Conclusion

This study emphasizes the profound yet ambivalent role of artificial intelligence in reshaping scholarly and satirical discourse. While AI tools such as ChatGPT and Claude offer expansive access to information and facilitate new modes of inquiry, their inability to engage in critical judgment or ethical reflection limits their efficacy in domains like satire, where moral discernment and socio-political awareness are essential. Through a combination of autoethnographic

reflection and theoretical engagement, the article reveals that genuine intellectual labor cannot be outsourced to algorithms without sacrificing the interpretive depth and cultural sensitivity that define humanistic scholarship. The findings advocate for a cautious, critically informed integration of AI in academic contexts—one that enhances but does not replace the responsibilities of human authorship and ethical critique.

### Conflict of interest

The author declared no conflicts of interest.

### Ethical considerations

The author has completely considered ethical issues, including informed consent, plagiarism, data fabrication, misconduct, and/or falsification, double publication and/or redundancy, submission, etc. This article was not authored by artificial intelligence.

### Data availability

The dataset generated and analyzed during the current study is available from the corresponding author on reasonable request.

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