

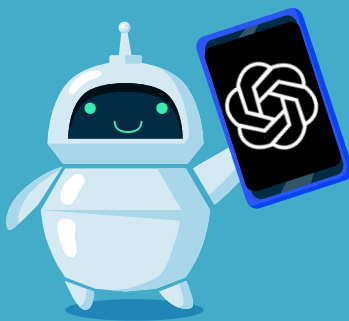


THINK BEFORE YOU PROMPT:

A GUIDE TO CRITICAL AI INTERACTION

DEFINING PROMPT ENGINEERING

Effective prompt engineering ensures **AI works with you—not against you!**



- Prompt engineering is "the **process** of writing prompts" for GenAI and then "adjusting them" (Dobrin 72)
- Primary goal = aligning **AI outputs** with **your rhetorical needs**
- Focused on "**optimizing the effectiveness**" of **human-AI interaction** (Knoth et al. 1)

Impact of Effective vs Ineffective Prompt Engineering

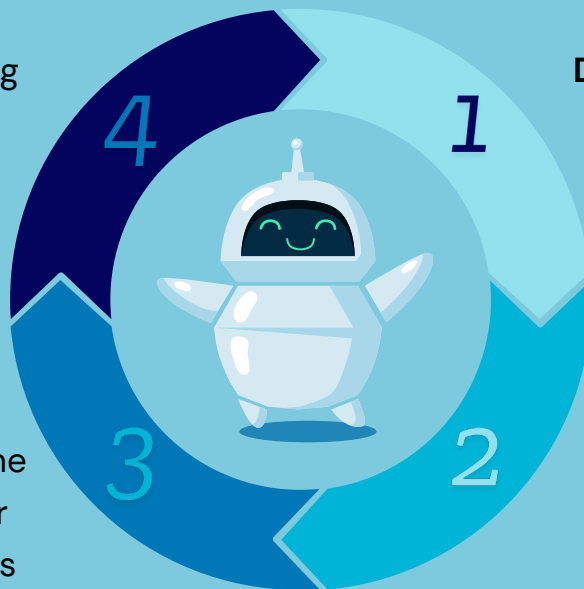
✓	✗
<ul style="list-style-type: none"> • AI provides precise, relevant responses • Well-structured, logical results • AI adapts to your specified writing needs 	<ul style="list-style-type: none"> • AI gives irrelevant and broad answers • Disorganized, confusing output • AI responses don't match your desired writing needs

PROMPT ENGINEERING AS A RECURSIVE PROCESS

Prompt engineering mirrors the traditional writing process (prewriting, writing, rewriting), and must be worked at just like other types of writing (Anson 216)

Reflecting: Deciding how to use AI-generated content

Revising: refining the original prompt for better AI responses



Drafting: crafting clear, structured prompts for AI to respond to

Evaluating: analyzing the quality of AI's output according to your writing goals

THE "CLEAR" FRAMEWORK FOR EFFECTIVE PROMPTING

CLEAR is a **process** with guidelines for how to **critically** prompt GenAI (Lo 1)

CLEAR's five principles of prompt engineering:

Concise – Keep prompts **direct** and **focused**

Logical – Structure prompts in a **step-by-step format**

Explicit – Be **specific** about what you want AI to do

Adaptive – **Adjust** and **adapt** prompts based on AI's performance

Reflective – **Evaluate** AI's output and **refine** accordingly

