

Module 5. Unit 6.

Reflection task: Rewrite an AI message for a specific audience

You are helping your organisation communicate about AI in a clearer and more balanced way. Below is a weak message. Your task is to rewrite it for one specific audience.

Weak message

“AI is now essential for modern education. Our organisation will use AI to improve teaching, administration, communication and learner support. Staff and learners should be open to AI because it will make our work faster, more efficient and more innovative. It will also make our organisation more competitive. Anyone who does not use AI may fall behind”.

Step 1: Choose your audience

Choose one audience for your rewritten message:

- ☐ educators and trainers
- ☐ administrative staff
- ☐ adult learners
- ☐ project partners
- ☐ managers or coordinators
- ☐ funders or external stakeholders
- ☐ other: _____

Step 2: Identify problems in the weak message

Choose the problems you notice:

- ☐ It sounds too promotional.
- ☐ It creates pressure or fear.
- ☐ It does not explain what AI will actually be used for.
- ☐ It does not mention training or support.
- ☐ It does not mention limits or risks.
- ☐ It does not explain the human role.
- ☐ It uses vague words such as “modern,” “efficient,” or “innovative.”
- ☐ It ignores possible concerns.
- ☐ Other: _____

Step 3: Plan a better message

Before rewriting, answer briefly:

1. What does this audience need to know?
2. What might this audience be worried about?
3. What benefit can be explained realistically?
4. What limit or responsibility should be mentioned?
5. What support, guidance, or next step should be included?

Step 4: Rewrite the message

Write a short message of 100–150 words. Your message should:

- be clear and realistic;
 - avoid hype and fear;
 - explain one or two possible AI uses;
 - mention support or guidance;
 - recognise concerns;
 - explain that people still check and decide what is appropriate;
 - use language suitable for the chosen audience.
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Step 5: Review your message

Check your rewritten message:

- ☐ Is it clear who the message is for?
- ☐ Does it explain why AI is being discussed or introduced?
- ☐ Does it avoid pressure or exaggerated claims?
- ☐ Does it mention support, guidance, or training?
- ☐ Does it explain limits or human review?
- ☐ Does it invite questions or discussion?

Step 6. Final output

Write your final message:

Audience: _____

Rewritten AI message:
