

Faculty of Economics Commerce and Management Sciences

Finance and Accounting Department

Introduction to Artificial Intelligence

Chapter 08

Interacting with Language Models for Text Generation

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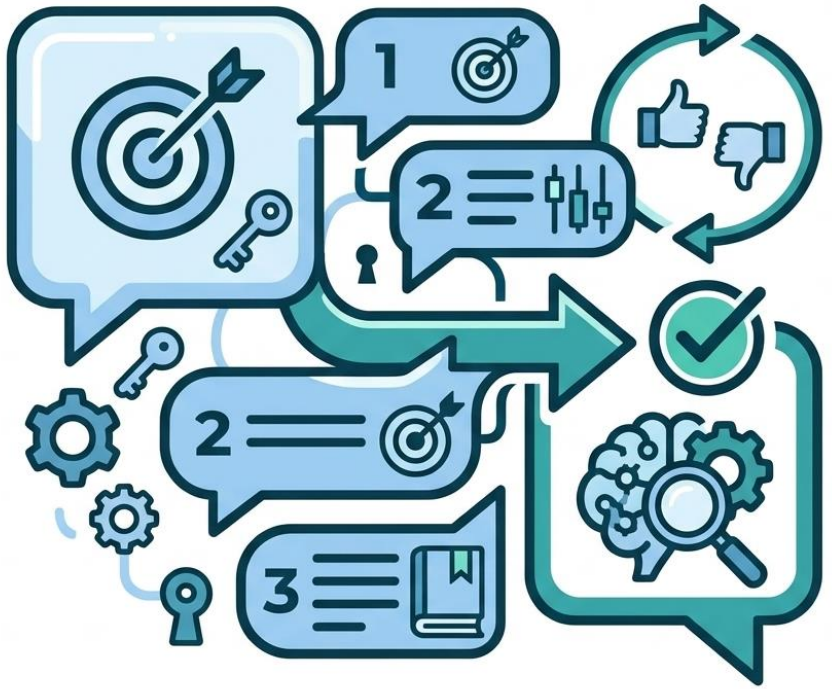
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01 – Effective Conversation Techniques with Language Models

Effective conversations with language models come from giving clear intent, useful context, and feedback across turns.

Treat the model like a capable collaborator: state the goal, define constraints, and refine rather than expecting one perfect answer.



Effective conversation techniques with language models:

- Provide Context: Describe the situation, say who you are, what's you are trying to achieve, who the output is for.

  Example:

  Weak: "Write an email about the delay".

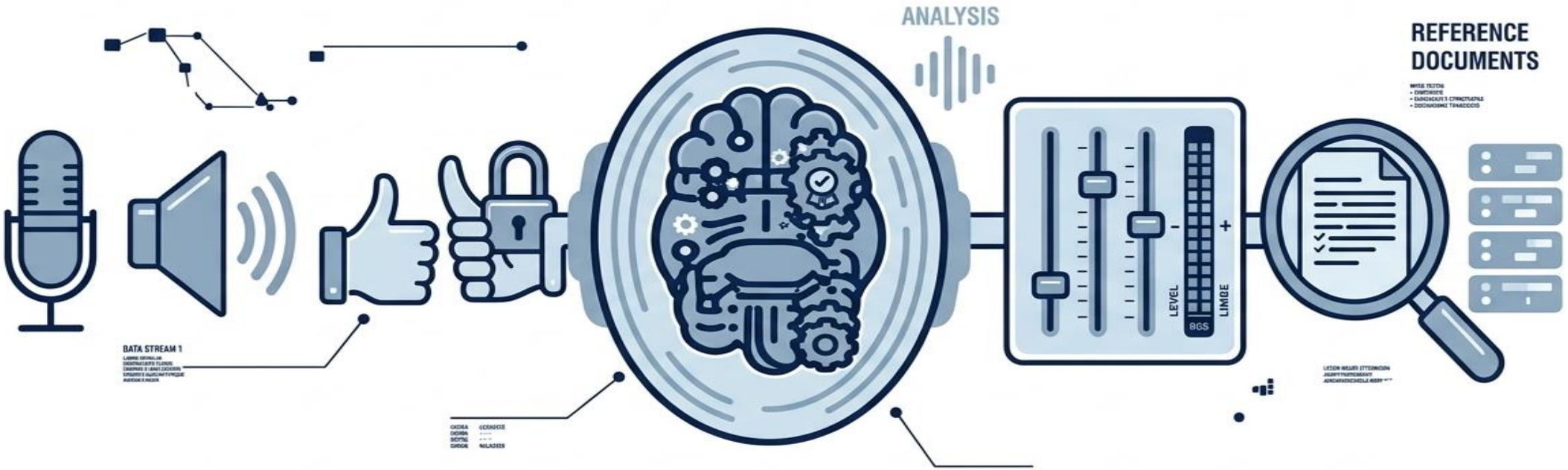
  Strong: "I manage a small web agency. Write a short, apologetic email to a client whose website launch slipped by a week".

- Be specific about the output you want: State the format, length, audience, and level of detail: "Three bullet points", "a table comparing X and Y", " explain it to a high-level student", "under 150 words".

- Show examples: Examples often communicate more than a paragraph of description.
- Break complex tasks into steps: For big tasks, work in stages and steps, or ask the model to reason through the problem step by step before answering.
- Iterate: Critique the draft and ask for a targeted revision.
- Ask for claims: Ask for source or check for facts independently.

02 – Adjusting the Writing Tone and Required Outputs

You can control an LLM tone and output mainly through explicit instructions: name the tone, audience, format, length and any constraints.
Examples and iterative revision makes the result much more consistent.



1. Adjusting the writing tone:

Tone adjustments in prompts helps AI responses to fit specific goals, audiences, and situations. Whether you are writing for business, social media, or technical purposes, adjusting the tone ensures your content is clear, engaging, and effective.

Controlling the tone means giving the model clear instructions about how to write, separate from what to write, the what is the content— facts, the question, the task. The how is the voice how formal, how long, how warm, how technical.

To adjust tone in an LLM, state the desired voice explicitly and describe it in concrete writing terms – not just with one adjective. Combine tone instructions with the audience, purpose, and a short example for the most consistent results.

Use precise tone descriptive adjectives:

Descriptive adjectives such as formal, professional, encouraging help guide the model, but they work best when paired with concrete rules.

Tone	Prompt Phrasing
Formal	“Use a formal, respectful tone; avoid slang, contractions, and emojis.”
Friendly	“Use a warm, approachable tone with simple language and short sentences.”
Professional	“Use a calm, confident, professional tone suitable for school administration.”
Neutral	“Use a neutral, factual tone; avoid emotional language and persuasive wording.”
Concise	“Use a concise, direct tone; remove repetition and keep only essential information.”
Conversational	“Use a natural, conversational tone; write as if speaking politely to a colleague, using simple sentences and a relaxed but respectful style.”

Table 1: Tone adjectives and their prompt phrasing.

2. Adjusting Required Outputs:

Be explicit about the format, length, structure, language, and must-include items.

What to specify:

- Format: paragraphs, bullets, table, numbered steps, email.
- Length: word or sentence count, like: “under 120 words”, “two paragraphs”.
- Structure: order and arrangement of the content.
- Language: “British English”, “Write in modern standard French”.
- Level of detail: “High-level summary” vs “step-by-step with examples”.
- Style example: “Match the style of this sample example”.

When revising an existing response, we use targeted revision instructions rather than broad feedback:

- “Keep the content, but make the tone more formal and remove contractions”.
- “Reduce this to 100 words while keeping the three main recommendations”.
- “Make it suitable for a WhatsApp message: under 80 words, friendly, with one clear call to action”.

03 – Creating Academic or Marketing Content using Artificial Intelligence

AI or LLMs can help draft, structure, and polish academic or marketing content, where they work better as an assistant or cooperator.

Academic content:

LLMs can help in:

- Brainstorming research questions and angles.
- Outlining essays, papers, and literature reviews.
- Explaining difficult concepts in simpler terms.
- Improving clarity, grammar, and flow in drafts.
- Finds counterarguments, gaps, weak reasoning.

Example of reusable template:

Role: You are an experienced school communicator.

Task: Rewrite the message below for parents.

Audience: Parents of middle-school students in Sétif.

Tone: Warm, clear, respectful, and practical.

Output requirements:

- Language: French
- Length: 120–150 words
- Format: One short introduction, then a bulleted checklist
- Must include: date, time, location, required documents
- Do not invent details: mark missing information as “[à préciser]”

Marketing content:

LLMs can help in:

- Ad copy, product descriptions, emails, and social media posts.
- Scripts for video ads, webinars, and podcasts.
- Support content planning by suggesting topics, grouping related themes, identifying content gaps.

04 – Evaluating the Quality of Generated Texts

Evaluating the quality of text generated by LLMs is essential to ensure safety, reliability, and practical utility. Generated text can be wrong, incomplete, or biased, and these errors are hard to notice without checking.

Evaluation is very important especially in sensitive domains like health, and finance. It turns AI output from something you read into something you can rely on.



Evaluating a generated text can be done by asking many questions including:

1. **Did it do what I asked?** Check the task, format, length.
2. **Is it Correct?** Are facts, dates, numbers, names and instructions correct?
3. **Is it Clear?** Can you understand it without rereading? Can someone else understand it without help?
4. **Is it complete?** Is anything missing? Does it cover everything you asked?
5. **Safe and fair?** Does it avoid stereotypes, harmful advice, or manipulation?
6. **Would I actually use it?** Decide whether to use as it is, fix it, or ask again.

References:

- How to Control Tone and Writing Style with a Prompt.
- 10 examples of tone-adjusted prompts for LLMs.