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Artificial Intelligence Usage in International Law Students' Essays on Theme “Crucial Issues in International Law 2025”: Beneficial and Harmful Effect

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Abstract. This paper investigates the rapidly evolving domain of artificial intelligence in academic writing, analyzing the intricate relationship between technology and scholarly communication. By assessing the benefits, drawbacks, and ethical implications of utilizing AI tools in academic writing, this research illuminates the potential effects of AI on writing methodologies and the quality of academic work. The results provide a detailed understanding of the advantages of incorporating AI in academic writing, including improved efficiency, precision, and accessibility, while also addressing the challenges related to the absence of subjectivity, algorithmic bias, and excessive dependence on technology. Ethical issues associated with the use of AI in academic writing, such as plagiarism detection, data privacy, and fairness, are also examined. This study enhances the current body of literature by offering a thorough analysis of the ramifications of AI technology on academic writing practices and ethical standards, emphasizing the necessity for collaboration, education, and responsible technology application to promote academic integrity and innovation. Suggestions for future research are proposed to further investigate the influence of AI on critical thinking, establish ethical guidelines for AI utilization in academia, and assess the effectiveness of AI tools across various writing genres. This research highlights the significance of navigating the complexities of AI technology in academic writing to leverage its advantages while maintaining ethical principles and encouraging a culture of responsible technological advancement. The purpose of the article is to present the theoretical and practical grounds for revealing beneficial and harmful effect of the introduction of artificial intelligence into the educational process of shaping essay writing skills in modern Bachelor degree students. The scientific value of this research can be proved with eight essay samples on topic “Crucial Issues in International Law 2025”. The research outcomes have witnessed that despite the many benefits and drawbacks linked to AI writing tools, one thing is evident: this technology should be viewed as an additional resource to your content strategy rather than a replacement for human authors. Machines are bound to make mistakes, and it is crucial to have real writers to make those important choices – even though they too can be prone to errors.

Key words: academic writing, Artificial Intelligence, plagiarism, research methodology, pros and cons, technology in education, writing skills, essays, legal issues, digital literacy, English skills, personal advancement.

Використання штучного інтелекту в есе студентів з міжнародного права на тему «Актуальні питання міжнародного права 2025»: корисні та шкідливі наслідки

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Анотація. Ця стаття досліджує галузь, що стрімко розвивається: галузь штучного інтелекту в академічному письмі, аналізуючи складний взаємозв'язок між технологіями та науковою комунікацією. Оцінюючи переваги, недоліки та етичні наслідки використання інструментів ШІ в академічному письмі, це дослідження висвітлює потенційний вплив ШІ на методології письма та якість академічної роботи. Результати дають детальне розуміння переваг інтеграції ШІ в академічне письмо, включаючи підвищення ефективності, точності та доступності, а також вирішують проблеми, пов'язані з відсутністю суб'єктивності, алгоритмічної упередженості та надмірної залежності від технологій. Також розглядаються етичні питання, пов'язані з використанням ШІ в академічному письмі, такі як виявлення плагіату, конфіденційність даних та справедливість. Це дослідження розширює сучасний корпус літератури, пропонуючи ретельний аналіз наслідків технології ШІ для практики академічного письма та етичних стандартів, підкреслюючи необхідність співпраці, освіти та відповідального

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застосування технологій для сприяння академічній доброчесності та інноваціям. Запропоновано пропозиції для майбутніх досліджень для подальшого вивчення впливу ШІ на критичне мислення, встановлення етичних рекомендацій щодо використання ШІ в академічних колах та оцінки ефективності інструментів ШІ в різних жанрах письма. Це дослідження підкреслює важливість подолання складнощів технології штучного інтелекту в академічному письмі для використання її переваг, водночас дотримуючись етичних принципів та заохочуючи культуру відповідального технологічного прогресу. Мета статті полягає у викладенні теоретичних та практичних обґрунтувань для виявлення корисного та шкідливого впливу впровадження штучного інтелекту в навчальний процес формування навичок написання есе у сучасних студентів бакалаврату. Наукову цінність цього дослідження можна підтвердити вісьмома зразками есе на тему «Актуальні питання міжнародного права 2025». Результати дослідження засвідчили, що, незважаючи на численні переваги та недоліки, пов'язані з інструментами для написання текстів на основі штучного інтелекту, одне очевидне: цю технологію слід розглядати як додатковий ресурс до вашої контент-стратегії, а не як заміну авторам-людям. Машини неминуче помиляються, і вкрай важливо мати справжніх авторів, які прийматимуть цей важливий вибір, навіть якщо вони також можуть бути схильні до помилок.

Ключові слова: академічне письмо, штучний інтелект, плагіат, методологія дослідження, плюси та мінуси, технології в освіті, навички письма, есе, юридичні питання, цифрова грамотність, знання та вміння англійської мови, особистий розвиток.

I Introduction

The emergence of artificial intelligence has transformed numerous facets of our daily existence. This transformation is evident in our interactions with brands via chatbots, the tailored algorithms on our preferred social media sites, and the assistance provided by our reliable companion, Alexa. AI has demonstrated its significance in our lives and is undoubtedly a permanent fixture.

Furthermore, numerous organizations have experienced significant changes since the advent of AI, with assertions that it can enhance productivity and reduce expenses. Nevertheless, the application of AI, particularly in the realms of education and the workplace, has ignited a vigorous debate regarding the potential for bias in content generation and copywriting. Issues raised include the potential erosion of human creativity, ethical considerations, and, most critically, the threat of displacing the human workforce with AI technologies and systems [2]. AI-generated content pertains to text produced by machines, including blogs, articles, product descriptions, and various marketing materials, which are formulated based on search queries and prompts entered into an AI tool. For instance, ChatGPT exemplifies this technology. This AI platform allows users to pose questions, issue commands, and request observations, enabling ChatGPT to provide both detailed and general responses. The function of these AI software programs is to utilize existing information found on search engines to generate original content in response to users' commands and inquiries regarding various keywords, phrases, and subjects [1]. By utilizing such systems and tools, one can produce a wide range of outputs, from comprehensive blog posts to social media captions and even cooking recipes; the results are contingent upon the user's input and directives within the AI tool.

However, it is important to note that AI systems responsible for generating AI-produced content rely on pre-existing information that is already available online, which raises concerns about the originality of the content and the potential for plagiarism. This issue is particularly relevant for university students and online learners who use AI tools to assist in completing their assignments [2].

This is not the first instance of AI integrating into the educational landscape, as Grammarly, a cloud-based writing assistant, has been extensively utilized by students since its inception in 2009. The primary function of Grammarly is to evaluate spelling, grammar, and punctuation in English texts, in addition to identifying plagiarism and proposing corrections for errors found in the writing.

In contrast, while tools like Grammarly can support and improve students' work, applications such as ChatGPT and ChatSonic, when misused, have the potential to significantly disrupt the educational framework. Thomas Lancaster, a computer scientist and authority on contract cheating at Imperial College London, notes that contemporary AI models can render a written document "incredibly tough to prove it has been written by a machine" due to the "standard of writing often being good" [1].

In this context, universities have been striving for years to counteract essay mills that provide pre-written content to "students attempting to deceive the system", with many of these essay mills now employing AI technologies. Consequently, several universities have informed the Observer that they are prepared to expel any student found utilizing such software as a means to eliminate unoriginal (and likely plagiarized) submissions.

Nevertheless, while employing AI writing to fulfill an assignment and presenting it as one's own work constitutes academic dishonesty, many contend that the judicious use of AI tools can indeed be advantageous in enhancing the educational experience. Chris Caren, CEO of the academic integrity firm Turnitin, remarked that "when leveraged skillfully, we see AI potentially being used as a learning aid and intermediary tool that may even facilitate deeper intellectual inquiry". He further emphasized, "we all need to return to fundamentals and reimagine the true purpose behind academic assessment: as a means of demonstrating knowledge acquisition."

II Materials and Methods

To generate valuable insights and make a significant contribution to the discussion surrounding AI business management in the economy, we conducted a systematic literature review employing a mixed-methods approach. To ensure replicability, transparency, and the achievement of high-quality results, this structured process includes the following steps: gathering both quantitative and qualitative data, analyzing and synthesizing the data, providing examples and case studies of the findings, and presenting discussions and conclusions.

During the article writing process, mixed-method research was utilized to obtain a comprehensive and unbiased perspective on the topic of AI utilization in Booking.com operations, as mentioned in the introductory section. By integrating qualitative and quantitative methods, this approach allows for the collection of both numerical data and narrative insights.

The methodology of the current research pertains to specific processes and approaches, including mixed-methods, quantitative, and qualitative strategies, each employing distinct techniques for data collection and analysis relevant to this business sector study [3].

Consequently, the quantitative research approach was adopted in this study, emphasizing the use of numerical data and statistical analysis to examine the relationships among the research findings obtained.

In particular, the employed methods included statistical evaluations. This is why quantitative data was sourced from various scientific journals. For example, the paper discussing AI job opportunities presented certain figures derived from the research findings of the McKinsey Global Research Institute.

Moreover, qualitative research was instrumental in the development of the article. This method significantly enriched the study by utilizing non-numerical data to investigate concepts, opinions, and experiences. The techniques applied in the article primarily involved the analysis of textual or visual data from books and business-related sources [5].

Significantly, scholarly articles such as "Artificial Intelligence and the Future of Work: Human-AI Symbiosis in Organisational Decision-Making" authored by Jarrahi M., along with "AI in Financial Markets: Opportunities and Challenges" by Laoudai O., have garnered notable attention.

Furthermore, an extensive collection of both quantitative and qualitative data regarding the firm Booking.com was compiled from a diverse array of contemporary websites during the years 2024 and 2025, including LinkedIn.com, Booking.com for Business, and Investopedia [3].

Moreover, the numerical, textual, and visual information obtained from the previously mentioned publications, websites, books, and reviews was meticulously analyzed and synthesized into overarching conclusions regarding the advantages and disadvantages of implementing AI in Booking.com's business operations, which were articulated in the article's concluding findings, six subsections, and three sections in a coherent and logical manner. In addition, a comprehensive document analysis and literature review were integral components of the quantitative and qualitative research methodology. For example, a study on documents and academic papers titled "Statista" was conducted to elucidate the role of artificial intelligence in the employment sector. Shen examines how customer experience influences corporate evaluations of artificial intelligence's effects on employment.

To analyze recorded data derived from text and images, the qualitative research methodology also incorporated content analysis, which entailed assessing the frequency of specific terms or themes within the texts. Notably, the primary quantitative research methodological instrument utilized in this article can be regarded as sampling. This sampling quantitative research methodology tool now enables the presentation of supporting evidence for the chosen article topic, "Challenges and Opportunities of Artificial Intelligence Application in Effective Business Management in the Economy."

Consequently, by utilizing the online platform Booking.com as a case study, we have examined the advantages and challenges associated with the integration of artificial intelligence in sectors such as customer service, finance, and employment [10].

Furthermore, a case study methodology was adopted to explore the real-life situations encountered by the online travel agency Booking.com during its routine business activities. This methodology was selected primarily due to its ability to illustrate the impact of AI on the daily functions of Booking.com.

To comprehend the intricate issue of AI implementation in contemporary businesses within its practical context, a case study of Booking.com serves as a research method that entails a comprehensive analysis of the risks and opportunities associated with AI utilization in corporate entities, including Booking.com itself. This approach represents a qualitative research strategy that employs various data collection techniques to offer a detailed and nuanced perspective on the Booking.com scenario. The second rationale for opting for the case study method is its particular effectiveness in scrutinizing complex AI phenomena in sectors such as finance, customer service, and workplaces, where a deeper understanding is necessary beyond a superficial review.

To achieve a profound and comprehensive understanding of the topic, it is now possible to perform detailed analyses, present real-world data, and utilize diverse data sources, including scholarly papers and articles, owing to the case study of Booking.com [5].

Finally, the qualitative research approach of the case study incorporated in the current research emphasizes a thorough understanding and interpretation of both the risks and shortcomings of AI implementation in Booking.com's operations, as well as the successful experiences of AI application within those operations. The qualitative research approach of the case study incorporated in this research emphasizes a comprehensive understanding and interpretation of both the risks and failures associated with the application of AI in Booking.com's operations, as well as the successful experiences derived from such applications.

In comparison to a singular methodology, the primary advantage of employing a mixed-method research design within the applied article methodology is that it provides the necessary clarity, depth, and validation to yield precise and reliable results [10].

The article will be grounded in an extensive review of global literature regarding the potential advantages and challenges posed by AI in modern corporate operations across diverse economic sectors, including employment and finance. The case study method will be utilized to elucidate the tangible impacts of AI on business operations across various segments of the global economy, such as finance, employment, and financial operations.

The purpose of the article is to present the theoretical and practical grounds for revealing beneficial and harmful effect of the introduction of artificial intelligence into the educational process of shaping essay writing skills in modern Bachelor degree students. The scientific value of this research can be proved with eight essay samples on topic "Crucial Issues in International Law 2025".

III Results

To test the beneficial and harmful effect of AI on students essay writing results the university learners in the frame of studied discipline "Foreign Language for Specialty" were given the topic for research "Crucial Issues in International Law 2025". Consequently, the writing task have revealed some of the best essay examples that are presented further in this part of the article.

Essay Sample #1: "In 2025, international law faces several crucial challenges that demand urgent attention and reform. The geopolitical landscape is rapidly shifting, and global cooperation is increasingly tested by ongoing conflicts, the rise of new powers, and complex transnational issues. Among the most pressing concerns are the effectiveness of multilateralism, human rights protection, and the adaptation of international law to address emerging threats such as climate change, cybercrime, and health crises. One of the key issues is the revitalization of multilateralism. The United Nations, as the cornerstone of the international legal order, has struggled to maintain its authority, particularly in the face of the war in Ukraine, the conflict in Gaza, and other regional crises. As global power dynamics shift, international institutions such as the UN, the WTO, and the WHO must evolve to address contemporary challenges. Reforming these institutions, improving their capacity to respond to crises, and ensuring their legitimacy will be vital for upholding the rules-based international order. Human rights protection remains another critical area. Despite advances in international human rights law, violations continue on a large scale, including arbitrary detentions, forced displacements, and gender-based

violence. The EU commitment to promoting human rights through sanctions and accountability mechanisms demonstrates the urgency of protecting universal rights. However, more robust international cooperation is needed to counter pushbacks against human rights, particularly in authoritarian regimes. Moreover, climate change and environmental protection require urgent legal attention. As global temperatures rise, international law must establish more effective frameworks for climate action, ensuring that the SDGs are met by 2030. The role of international law in addressing the environmental crisis is indispensable, particularly in holding states accountable for their contributions to global warming. Ultimately, 2025 presents a unique moment for the international community to rethink its legal frameworks, strengthen global cooperation, and ensure that international law remains relevant and effective in promoting peace, justice, and sustainable development.”

Essay Sample #2: “In 2025, international law stands at a pivotal juncture, tested by escalating geopolitical tensions and transformative technological advancements. These factors pose real and immediate challenges, requiring scholarly and practical reassessment of established doctrines. In my opinion, the areas demanding focused attention include territorial sovereignty, cybersecurity governance and international accountability. Territorial sovereignty remains profoundly strained by complex disputes involving hybrid warfare and explicit military aggression. Recent developments, notably Russia’s aggression against Ukraine initiated in 2022, highlight substantial gaps in international legal frameworks concerning territorial protection. For example, such cases underline the pressing need for more decisive and adaptive mechanisms capable of effectively deterring violations and reinforcing the principle of sovereign integrity. Furthermore, regulation of cyberspace has emerged as a critical contemporary challenge. Increasingly sophisticated cyberattacks targeting essential infrastructures – ranging from healthcare facilities to governmental systems – reveal inadequacies within current international legal norms. I think establishing universally accepted cybersecurity standards, alongside clear frameworks for state accountability in cyberspace, is essential to manage threats effectively and mitigate their global impact. Additionally, accountability within international law continues to face significant challenges due to selective enforcement and procedural inefficiencies. For instance, inconsistent and delayed judicial responses to violations of international humanitarian norms diminish institutional credibility and weaken compliance incentives. Strengthening impartial enforcement mechanisms is, therefore, indispensable for enhancing the authority and efficacy of international law. In conclusion, effectively addressing these core issues – territorial disputes, cybersecurity threats, and gaps in accountability – represents a defining task for international law today. Successful adaptation to these challenges will determine the discipline’s ongoing relevance and its ability to sustain global order amidst contemporary complexities.”

Essay Sample #3: “In 2025, international relations remain dynamic and unstable. Geopolitical tensions, global economic challenges, the growing role of technology, and environmental threats are shaping the future of the world order. Conflict in the world remains one of the key issues. Wars and local confrontations affect not only the security of individual regions but also global stability. The struggle for spheres of influence between major powers such as the United States, China, and Russia is intensifying. Organizations responsible for international security are forced to reconsider their role and effectiveness, as modern conflicts go beyond traditional methods of settlement. The economic issue is no less important. In 2025, the world is facing the consequences of a recession, changing trade relations, and an energy crisis. Transitioning to a green economy and reducing dependence on fossil fuels is becoming a key task for many countries. At the same time, the influence of global corporations is growing, and they are increasingly competing with states. Another challenge is the digitalization of international relations. Technological competitions, especially in artificial intelligence, cybersecurity, and space, create new opportunities but also threaten international stability. States are forced to strike a balance between technological development and data security. Finally, the environmental crisis requires global solutions. Extreme natural events, resource scarcity, and climate migration are forcing states to cooperate across political divides. The future of the world order depends on the effectiveness of international cooperation.”

Essay Sample #4: “International law continues to evolve as global challenges become more complex. In 2025, three crucial issues stand at the forefront: cyber warfare and digital sovereignty, climate justice, and the regulation of artificial intelligence (AI) in warfare. First, cyber warfare has intensified, raising questions about the applicability of traditional laws of war in cyberspace. Nations struggle to define the legal boundaries of cyberattacks, especially regarding attribution and proportional response. The lack of a universal framework leaves states vulnerable to both state-sponsored and non-state cyber threats. Second, climate justice remains a pressing concern, particularly for small island nations facing existential threats from rising sea levels. Despite

international agreements like the Paris Agreement, enforcing legal accountability for major polluters remains difficult. Developing nations demand reparations and legal responsibility for climate-induced displacement [17]. However, the absence of a binding enforcement mechanism limits the effectiveness of such claims. Finally, the integration of AI in military operations raises ethical and legal dilemmas. Autonomous weapons challenge existing humanitarian law, as their use blurs accountability and decision-making responsibility. The lack of clear international regulations risks uncontrolled AI deployment, leading to potential human rights violations. In conclusion, international law must adapt to new global realities. Addressing cyber warfare, climate justice, and AI in warfare requires urgent legal reforms and stronger global cooperation. Without decisive legal action, these issues will continue to undermine international stability.”

Essay Sample #5: “In 2025, international relations are increasingly shaped by several pressing issues that demand urgent attention. These challenges not only impact global stability but also require collaborative solutions among nations. One of the most critical issues is climate change. As extreme weather events and natural disasters become more frequent, countries must work together to implement sustainable practices and reduce greenhouse gas emissions. This collective effort is essential, as climate change poses significant threats to food security, health, and economic stability worldwide. Furthermore, geopolitical tensions related to resource scarcity, particularly water and arable land, are rising, necessitating diplomatic negotiations to prevent potential conflicts. Another crucial concern is the rise of nationalism and populism. Many nations are adopting isolationist policies, which undermine multilateral agreements and hinder global cooperation. This trend not only disrupts international trade but also complicates efforts to address transnational issues such as pandemics and terrorism. Additionally, advancements in technology, especially in artificial intelligence and cybersecurity, present both opportunities and risks. Countries must navigate these complexities while ensuring ethical standards and robust security measures are in place. In conclusion, the crucial issues of international relations in 2025 – climate change, nationalism, and technological advancements – highlight the need for collaboration among nations. By fostering dialogue and cooperation, countries can effectively address these interconnected challenges, ultimately contributing to a more stable and prosperous global community.”

Essay Sample #6: “At present, international law faces a number of global issues on which the future of humanity depends. From my perspective, in 2025 the most crucial issues include: peace and security, nuclear war and human rights violations. First and foremost, negotiations to resolve some of the world's most bitter conflicts will undoubtedly continue in 2025. The wars in Gaza, Sudan, and Ukraine, as well as the recent developments in Syria - each with serious geopolitical and humanitarian implications will remain central to the global peace and security agenda. For example, The United Nations uses a variety of mechanisms and tools to prevent conflicts, promote sustainable peace, including through diplomacy, mediation, peacebuilding, justice and the rule of law, to address growing threats to international peace and security. Secondly, with the beginning of Russia's full-scale invasion of Ukraine, the issue of nuclear war has once again risen before the whole world. Everyone who stands up for Ukraine receives nuclear bomb threats from Russia. Today we are closer than ever to the fact that leaders in nuclear policy such as the USA, Iran, China and others can start a nuclear war without regard for the safety of humanity. For instance, countries such as Pakistan and China have started new programs to manufacture various nuclear bombs and also want to test these weapons despite the Treaty Banning the use of Nuclear Weapons. While everyone is immersed in conflicts and wars, sometimes we forget how people suffer due to human rights violations. In today's world where various areas of technology are developing, women must fight for the right to life and freedom. To be precise, in their report, UN experts stated that the situation of girls and women in Afghanistan is the worst in the world. A petition was even created to protect women who are being forcibly returned to Afghanistan, stating that forced return to Afghanistan would mean mortal danger for them, as they face torture, execution or life imprisonment. In conclusion, 2025 will be a difficult year for international law, perhaps even a pivotal one in terms of war and human rights. From my point of view, without new reforms and laws, this year risks becoming symbolic rather than effective”.

Essay Sample #7: “Despite the fact that we live in the progressive time of 2025, people still have not been able to find a compromise on important geopolitical and social issues. We still have not learned to get along with each other and respect each other's borders, which is why even in modern times we have problems in international relations. Today we all clearly understood one simple thing - the great world leaders of the leading powers of the world are unable to stop the aggressor countries. They are unable to stop terrorism and bring to justice those who disrupt the world balance. Russian aggression against Ukraine began in 2014 in the East of

the country. We can look for many reasons why one country wants to destroy another country territorially and culturally, but the important thing is that it happened because international agreements could not provide adequate protection against this attack. Ukraine remained unarmed, gave up nuclear weapons in exchange for guarantees of its security and peace, but this did not happen. Then a temporary ceasefire agreement was signed, called the Minsk Agreements, but the agreement was constantly violated by the Russian side. Instead of reacting, the world waited, ignoring Russia's actions. Later, in 2022, Russia's aggression escalated into a full-scale invasion of Ukraine. Entire villages and cities were destroyed. The number of people killed is simply terrifying, but this time the international arena of the world was unable to unite against the terrorist country. The most important thing is that the fighting in Ukraine affects the security, economy and ecology of a number of other countries, but international relations have become powerless in agreements with the aggressor. Avoiding responsibility for their actions has inspired other aggressors to become active. Thus, Iran and North Korea began to cause conflicts. And the resolution of these conflicts in the international arena becomes impossible because international relations have not transformed to meet modern challenges. International organizations, conventions and agreements have ceased to function. Moreover, one of the most urgent issues is climate change. As environmental challenges intensify, nations must work together to reduce carbon emissions, address rising sea levels, and protect biodiversity. The Paris Agreement of 2015 set the stage for global cooperation, but in 2025, more aggressive and binding policies are essential for meaningful progress. In conclusion, I want to say, that while these challenges are daunting, they also provide an opportunity for nations to unite and create sustainable solutions. Cooperation and dialogue will be essential for addressing these complex problems and ensuring a peaceful and prosperous future."

Essay Sample #8: "Modern society is going through a complex and controversial stage. Unlike national law, international law lacks a central authority to enforce its rules, which makes it difficult to hold states accountable for violations. Powerful states may ignore or breach international norms if they conflict with their national interests or foreign policy objectives. A real example of such a violation remains the war in Ukraine. In my opinion, this conflict is one of the most global challenges to international law today. We are witnessing how Russia has violated absolutely all norms of humanitarian law – and not only those. One of the pressing problems confronting international law today is the uneven enforcement of its norms. Laws are often applied selectively by different states and global organizations, leading to growing skepticism about the fairness and credibility of the international legal order. For example, while certain human rights abuses draw international condemnation and sanctions, others are overlooked due to strategic or economic motives. This selective approach compromises the principle of legal equality and weakens the legitimacy of international bodies. In addition, the current legal framework struggles to adapt to the swift advancement of technology and the emergence of unconventional warfare, including cyberattacks and AI-powered military tools. Many of the existing legal instruments are outdated and ill-equipped to manage these modern risks, which allows powerful nations to exploit legal gaps. In conclusion, the modern system of international law is facing a critical moment. The lack of centralized enforcement, selective application of legal standards, technological advancements, and geopolitical conflicts – all expose its current limitations. The war in Ukraine stands as a stark reminder of how fragile international norms can be when confronted by powerful actors acting in their own interest. To maintain global peace and justice, the international community must strive to reform legal mechanisms, ensure equal application of the law, and adapt to the rapidly changing world."

IV Discussion

The Advantages of AI in Writing:

1. Efficiency and Scalability. One of the most significant advantages of AI is its ability to rapidly create and deliver content, irrespective of the complexity of the subject matter. For instance, an AI tool can produce a complete article in mere minutes, whereas a human would require considerably more time to conduct the necessary research, compose the article, and subsequently review it for spelling or grammatical errors.

Given the rapid pace at which AI-generated content is produced, this technology can be extremely advantageous for marketers aiming to address a backlog of content for an updated marketing strategy or social media content calendar. This efficiency enables them to concentrate on more strategic elements of their roles, such as predicting marketing trends and analyzing performance metrics [19].

Additionally, AI possesses the capability to localize language for various geographical regions, facilitating the creation of tailored content for different websites, each targeting distinct markets and audiences.

2. Cost-effectiveness. When it comes to hiring or contracting skilled content writers, the costs can be quite high, with some professionals charging hundreds of pounds for a single project, depending on the length, volume, and expertise required for the content.

Conversely, numerous AI writing tools are available for free, while others may charge just under £100 for an annual subscription, representing a significant cost reduction compared to human writers.

Nevertheless, for those seeking authority and expertise, investing in human work is undoubtedly worthwhile, as it ensures high-quality and thoroughly researched content. However, for smaller businesses and startups in need of quicker and simpler content creation, AI-generated content may be more appropriate and an excellent starting point for content development, particularly when considering the low subscription costs [14].

3. Enhances SEO. As we are aware, AI content tools analyze numerous online articles, websites, and documents to gather information based on your input. Indeed, when reviewing such content, AI possesses the distinct ability to recognize and recommend keywords to the content creator that could enhance search engine optimization (SEO), which is arguably one of the software's most significant advantages.

This capability can greatly benefit a content writer's efforts, particularly if they are uncertain about how to organize their content or how to effectively incorporate the suggested keywords into their writing.

By utilizing AI systems like Byword for search queries, examples of optimized keyword clusters are produced, which the content writer can then integrate throughout their article to achieve higher rankings in search results. It is crucial to understand that this is only feasible, and advantageous, when the remaining suggested guidelines are adhered to, which stipulate that the copy must be authoritative and composed by a human.

4. Alleviates Writer's Block. Writer's block is a prevalent challenge that many content creators and students encounter when attempting to initiate their writing or organize it effectively. With the ongoing pressure to consistently produce engaging and original content, it can be particularly intimidating when facing a deadline and needing to write about a subject in which you have limited knowledge [14].

AI systems such as HubSpot's AI Content Writer can create comprehensive outlines and key points that you can incorporate into your essay or article, allowing you to bypass the brainstorming phase and move directly to the writing stage. Let's be honest, who wouldn't appreciate that? Even if you are using AI for inspiration rather than to compose the article, you are already significantly ahead in the process.

The Disadvantages of AI in Writing:

1. Concerns Regarding Quality and Plagiarism. In the realm of content creation, topics often encompass clear-cut aspects, which AI tools can address; however, the nuanced, subjective grey areas are frequently overlooked when AI is utilized.

As AI aggregates information from a multitude of pre-existing online sources to generate the requested content, users may not realize that failing to properly cite these sources poses significant legal risks. An original author may initiate a plagiarism lawsuit if their work closely resembles the AI-generated content without appropriate attribution for the utilized information [18].

Alternatively, if you opt to employ AI for the creation of an entire content piece, it is crucial to meticulously review the output prior to publication, rephrasing as needed and ensuring a coherent flow that connects the various elements drawn by the AI tool, thereby rendering the content both informative and authoritative. Additionally, some of the information utilized may originate from unverified sources.

2. Risk of Content Devaluation Due to Algorithms. In the previous year, Google introduced its 'helpful content update' aimed at ensuring that original content "crafted by individuals, for individuals" receives higher rankings in search results compared to AI-generated material. Given that AI content tools emphasize keywords and assess SEO outcomes above all else, often lacking a comprehensive understanding of the text, the results may ultimately fail to provide valuable information to the reader.

Consequently, the 'helpful content update' indicates that search engine crawlers prioritize human-created content for ranking purposes, which collectively fosters a more cohesive and beneficial SEO strategy. As a result, this update seems to penalize AI-generated content, which is typically laden with SEO, by relegating it to lower rankings than intended [18].

Thus, to mitigate this issue, consider utilizing AI tools to augment your own creativity by employing grammar-checking and content idea generation techniques.

3. Lack of Creativity. It goes without saying that AI systems lack something that only humans can apply to content and writing and that is emotional intelligence. Emotional intelligence refers to the ability to recognize, interpret and describe how people feel. AI systems are not yet as sophisticated to be able to do that and the content they generate focuses on adding facts to the content outline.

Joe Matsushima, co-founder of branding design and photography studio Denizen Co. and the brain behind the viral social media video series ‘Tiny Hamster Eats Tiny Burrito’ stated that people typically share something on social media which they feel a connection to as an individual, explaining that “people want to share with others how they perceive the world and reflect their tastes and how they define themselves”.

Since AI relies on existing information to generate content, it doesn’t understand the user’s intent behind the queries and lacks human behavior, therefore the content is far less engaging than that created by humans.

4. Human Vetting is Still Required. Although AI tools are great for saving time when it comes to writing, it’s imperative that the content is proofread and edited before being published. That’s because AI’s lack of awareness omits offensive and inaccurate information being pulled through.

Likewise, AI tools also aren’t able to understand the meaning of adjectives, so when it comes to product descriptions for example there may be mistakes that need editing.

All in all, AI can be very beneficial for writing when used ethically, helping with content ideas, structuring content and even editing for any errors. However, since AI tools are a relatively new concept, it’s important to remember that the information they provide can be inaccurate with no real structure or high level of engagement, therefore, the content ultimately loses authority [11].

So instead of relying on AI tools to create the content for you, use it as inspiration and a way to enhance your own writing. And let’s be honest, your writing’s probably much more engaging and refined than that of any AI system.

V Conclusion

The integration of AI in academic writing introduces a variety of advantages and obstacles that educators, students, and researchers must thoughtfully evaluate. AI tools enhance writing efficiency, improve accuracy, save time, provide personalized feedback, and increase accessibility. Nonetheless, challenges and limitations, such as the absence of subjectivity, algorithmic bias, excessive dependence on technology, lack of creativity, ethical dilemmas, and technical constraints, need to be addressed to ensure the responsible and effective application of AI technology in academic writing.

Ethical issues related to the use of AI in academic writing, including plagiarism detection, data privacy, bias and fairness, transparency and accountability, education and training, as well as collaboration and feedback, are essential for maintaining academic integrity and fostering a culture of responsible technology utilization. By recognizing and navigating these ethical issues, stakeholders can leverage the advantages of AI tools while encouraging ethical writing practices and innovation in academic research.

This study adds to the existing body of literature by thoroughly examining the benefits and drawbacks of utilizing AI in academic writing. It underscores the significance of comprehending the implications of AI technology on academic writing processes, ethical considerations, and the necessity for collaboration and education to encourage the responsible use of AI tools. However, this study is not without its limitations. Future research directions may investigate the long-term effects of AI on critical thinking and creativity in academic writing, formulate guidelines for ethical AI usage in academic environments, and assess the effectiveness of AI tools in supporting various writing genres and disciplines.

Although there are numerous advantages and disadvantages associated with AI writing tools, one fact remains clear: this technology ought to be regarded as a supplementary aid to your content strategy instead of a substitute for human writers. Machines will inevitably commit errors, and it is essential to have actual writers to make those critical decisions – even if they are also susceptible to making mistakes.

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