Research Article

How Far AI Should Go: A Discourse Analysis of the AI-Attributed Ownership in Filipino Online Discourse on Ghiblified Art

Angelika Shen D. Gallo, Ritchelle I. Galdiano, Maico Demi B. Aperocho*

English Language Program, University of Mindanao- Main Campus, Davao City, 8000, Philippines

ABSTRACT

The Studio Ghibli AI trend, an online phenomenon that has sparked a widespread fascination amongst individuals, swept across social media platforms after gaining significant traction on March 26. Grant Slatton, a software engineer later branded as the trendsetter, posted an AI-generated image of him and his wife along with their dog at the beach, rendered in the signature style of Studio Ghibli. The researchers noticed that many scholars have conducted similar research about the use of AI in Ghibli-style art; however, the research results are lacking, and more findings are needed to understand the topic thoroughly. The main objective of this study is to identify the dominant discourse used by the netizens present during the online discussion. Identifying the dominant discourse use will help the researchers understand why netizens use this discourse to gain power through language use. This research will analyse the dominant discourse use found in the comment section, specifically, it analyzes the prevailing discourse patterns in the social media discussion using Harris's (1952) framework; these dominant discourses were analyzed to examine how it is being used to establish power through language use in the comment section. The findings reveal that the dominant discourse presented in the corpora includes: "AI" as a noun (negative), "AI"-related adjectives (as insults), "art" (AI art not being recognized as art), and "artist" (AI prompters not recognized as artists). The findings suggest that many netizens struggle to comprehend the nature of AI and how it is being used today.

Keywords: *Artificial intelligence, Art, Facebook, Ghibli, Studio Ghibli, Discourse analysis*

Background

Trend, by definition, is an evolving pattern that suggests how things might unfold in the future, leading to a shift that will have enduring consequences (Schmidt, 2022). This pulse of popular culture fundamentally reshapes thoughts, feelings, and behaviours across individuals, groups, and cultures. The societal

inclination towards the popular is particularly pronounced among Filipinos, who, driven by the substantial cultural value of *pakikisama*, are often drawn to trends as a means of seeking social validation and solidifying their sense of social identity within their peer groups, all for the sake of avoiding exclusion (TeamAsia, 2024). Fitting in to be seen as an individual of importance—a highly valued aspect of Filipino social dynamics achieved by participating in what is "popular"—is especially prominent online, where trends drive engagement and shape digital identities. Reflecting this deep engagement in the digital realm – the Philippines, true to the title: "social media powerhouse" (Statista Research Department, 2025), sees the use of these platforms as a significant factor in shaping the attitudes of Filipinos, fueling their participation in online trends – and Studio Ghibli AI trend was one of the many trends that Filipinos has enthusiastically hopped on to.

The Studio Ghibli AI trend, an online phenomenon that has sparked a widespread fascination amongst individuals, swept across social media platforms after gaining significant traction on March 26. Grant Slatton, a software engineer later branded as the trendsetter, posted an AI-generated image of him and his wife along with their dog at the beach, rendered in the signature style of Studio Ghibli (Online, 2025). This trend, characterized for having a distinctive whimsical aesthetic at par to the original's signature style—with a bit of wonkiness on the details (Di Placido, 2025)—and the immediateness of the AI image-generation tools, allowed countless individuals to transform their own photos into a Ghibli style by simply uploading an image and typing out a prompt: "turn this photo into Studio Ghibli style". The trend of using personal photos in "Ghiblification" has become specifically popular for memes, with these AI-generated photos then shared widely from one social media platform to another, to the extent that OpenAI's servers experienced system overloads and had to implement temporary usage limits due to the sheer volume of requests (Goonetillake, 2025). However, like any other on-fire trends, it also ignited a fiery debate about the role of artificial intelligence in art: authenticity and value of human artistic labor.

The rapid rise of AI-generated content has sparked a global discourse online on its implications for traditional artists' livelihoods and the ethical boundaries of automated creativity. Although AI helps offer advanced features, leaving ample room for artistic exploration, concerns persist on the devaluation of human skill, intellectual property rights, and the authenticity of machine-generated works (Hall & Schofield, 2025). In the Philippines, where digital engagement is exceptionally high and cultural values deeply influence social interactions, understanding the public's perception of AI in creative industries becomes particularly salient. This study employs Discourse Analysis, a qualitative research method focused on studying "language in context", to dissect this complex online discourse (Politz, 2024). Drawing on Harris's (1952) framework, this approach allowed the researchers to move beyond surface-level observations, revealing how commenters use language to construct meanings and articulate their perspectives within specific social and cultural situations.

Therefore, this study seeks to delve into the linguistic landscape of this specific online phenomenon, using the Dalawang Sentimo sa Kalye Facebook post to explore the prevailing attitudes and emerging themes surrounding AI-generated art within a Filipino online community. The researchers identified the dominant discourse used by the netizens during the online discussion to understand why these specific language choices are employed and how they contribute to constructing meaning and influence within the digital space. Thus, this research is crucial as, despite similar studies on AI in Ghibli-style art, existing findings often lack the depth needed to understand the topic comprehensively. To address this, the researchers decided to pursue this research topic, aiming to fill this research gap by providing credible data and insights through a thorough analysis of the corpora's content and dominant discourses. This study aims to answer the following questions: (a) What dominant discourses were present in the social media discussion following the original poster's post? and (b) How did specific semantic expressions within these dominant discourses function to construct particular meanings?

Methods

Research Design

In this study, the researchers utilized a corpus-based approach, specifically discourse analysis, to examine the dominant discourse use in the comment section of the Facebook post of Dalawang Sentimo sa Kalye. Discourse Analysis is a research method focusing on how language is used in communication. It considers the social and cultural situations around it to understand how meaning is created and how language influences society (Harris, 1952). This approach was chosen to capture commenters' nuanced and socially situated perspectives concerning AI-generated art within the context of the Facebook post's comments about the AI-generated photos. This detailed examination of the textual data allowed for identifying key themes, arguments, and the overall sentiment expressed by the online community in response to AI art. Such a meticulous linguistic analysis is essential for uncovering the complex layers of public opinion on AI art.

Research Corpora

The research corpus for this study includes 511 comments under the initial post of Dalawang Sentimo Sa Kalye on Facebook. The comments were gathered on April 27 through manual means by copying and pasting directly from the Facebook post. This is to ensure that all relevant comments within the defined scope were captured, the comment section was set to display "All Comments" during the data collection process, to guarantee that no comments were missed due to Facebook's default display settings. The researchers excluded the following comments: (a) solely non-textual content such as GIFs and memes, as these do not provide direct linguistic data needed for the analysis, including (b) the comments that were initially written in a foreign language in which the research team lacked proficiency, preventing inaccurate interpretation. The exclusion of non-textual elements might overlook specific communicative nuances in the comments. Additionally, by focusing on comments written in Filipino, English, and Bisaya, the study may not capture the full spectrum of perspectives expressed in other languages within the comment section.

Sampling Procedure

This study employs a complete corpus analysis, examining all relevant comments posted under the Facebook post of Dalawang Sentimo Sa Kalye that met the defined inclusion criteria, to analyze the dominant discourses within this specific online interaction comprehensively. To do this, all comments containing textual content in Filipino and English, as well as Bisaya—excluding non-textual elements and comments in other languages—were included in the analysis, and the final corpus of 511 relevant comments was assembled through a manual review. The relatively manageable size of this relevant comment corpus allows for a detailed examination of the discourse without the need for traditional sampling methods. Analyzing the entire corpus ensures a comprehensive understanding of this discussion's prevalent language patterns and themes. These notable patterns aligned with significant differences, whether in the words themselves, their grammatical variations, or how they were combined, which are systematically distributed across different registers (Sarabande et al., 2025).

Data Analysis

Text mining, a method for extracting noteworthy and insightful information from unstructured text, primarily aims to identify recurring patterns across extensive document collections (Mayaffre et al., 2020). According to Santiago et al. (2023), text mining is used to find patterns, trends, and relationships in data. To execute this, the data gathered from the Facebook post of Dalawang Sentimo sa Kalye were subjected to the software called AntConc, serving as the primary tool for identifying linguistic patterns. Using the software helped the researchers identify the recurring words and their frequency, and then the researchers would analyze comprehensively the dominant discourse used in the comment section. Researchers also used memo-taking throughout this process to capture initial thoughts and emerging themes. This combined approach facilitates the identification of broad patterns and a deeper understanding of the discourse.

Results and Discussion

The original poster's commentary sharply critiques an individual's attempt to monetize AI-generated images mimicking the style of Studio Ghibli, asserting that this endeavor lacks genuine artistic merit. They argue that such images hold little to no value, as this is achieved through effortless production using free AI tools accessible online. In the original poster's eyes, this ease of creation fundamentally undermines any claim of artistic skill or originality. This strong reaction from the original poster set a critical tone, significantly influencing the subsequent discourse in the comments section. Consequently, the various linguistic expressions in the discussion often resurfaced, sharing their concerns about authenticity and effort.
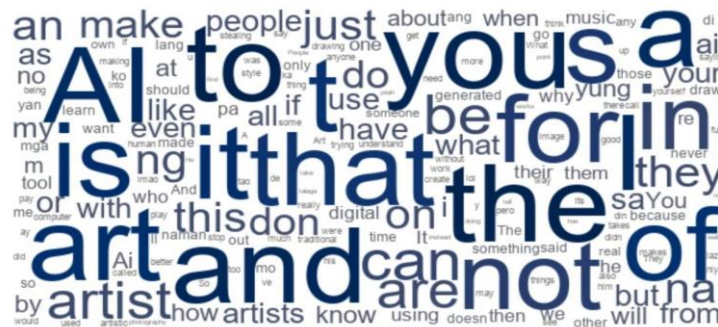

Figure 1. AntConc Word Cloud Result

To identify the dominant discourses present, three high-frequency words from the social media discussion were analyzed using AntConc, strategically selected for in-depth linguistic and semantic analysis. These words, "AI", "art", and "artist", were chosen because the researchers assessed that they held the potential to provide substantial information and nuanced insights directly relevant to answering the research questions. Table 1, titled "Linguistic and Semantic Profile of Selected Words", summarizes these key words' linguistic and semantic analysis. It includes information on their expression and frequency, the word's lexical category and semantic expressions, and contextual examples. This detailed overview of each word's features formed the basis for identifying and interpreting the dominant discourse within the online conversation.

Table 1. Linguistic and Semantic Profile of Selected Words

Linguistic Expression	Word Frequency	Lexical Category	Semantic Expression	Language in Context
AI	268	noun	AI as a negative tool	girl [*sic*] steals art. And companies use **AI** instead of hiring artists who put life in their art.
			AI as a positive tool	**AI** just expands the creative landscape.
		adjective	AI as a noun modifier	Saw a post where **AI** slop users were defending AI "art" kuno and even said, "Why should I learn how to pick up a pencil if I can use AI instead"??? [*sic*]
art	186	noun	AI art being recognized as art	AI **art** has always been a real art.

Linguistic Expression	Word Frequency	Lexical Category	Semantic Expression	Language in Context
			art as art	**Art** has always been subjective... just like how you define what an art is for you.
			AI art not being recognized as art	the [*sic*] qualitative difference between human art and Ai [*sic*] art is so massive, Ai [*sic*] art will never be **art**
artist	78	noun	AI prompter not recognized as artist	Here's the thing about digital arts [*sic*] and photography [*sic*] it takes actual skill and understanding [*sic*] digital art [*sic*] is made easier using digital tool [*sic*] photography is understanding angles and perspective [*sic*] AI art is typing prompts to an application [*sic*] and your [*sic*] bold enough to consider that art when [*sic*] low [*sic*] and behold [*sic*] the art style itself is stolen from someone [*sic*] call yourself an **artist** [*sic*] you [*sic*] are not fit to bare [*sic*] such [*sic*] title [*sic*]
			artist using AI	Ai [*sic*] art is made by AI [*sic*] I don't understand why out there are so many people saying things like "I made this, bla bla bla" [*sic*] when u [*sic*] make some digital art or traditional art u [*sic*] can say "I did this" because u [*sic*] put effort on it, Ai [*sic*] is a tool, like many other, [*sic*] my [*sic*] gf [*sic*] (digital **artist** BTW) some times [*sic*] uses Ai [*sic*] to previsualize [*sic*] poses, and take inspiration (depicting this as, colors from it) but never copying out the Ai result on [*sic*] any aspect [*sic*]

Linguistic Expression: AI

In the corpora, the researchers found that the most frequently used linguistic expression is "AI" with a word frequency of 268—third only to the words "the" and "to"—revealing its dominant lexical categories as both a noun, where the word sometimes carries negative or positive connotations, and an adjective modifying other present nouns.

AI: Noun Lexical Category

Using lexical nouns in a sentence can convey different meanings depending on the context. According to Van Goethem (2017), within the cognitive-semantic tradition, a noun typically denotes objects such as people, things, or places. "AI" is a proper noun, referring to a specific field or concept: artificial intelligence.

AI as a Negative Tool. In the corpora, most of the netizens find AI to be a negative tool that threatens the artistic value of art, as stated in this comment:

*"girl [sic] steals art. And companies use **AI** instead of hiring artists who put life in their art."*

According to Enago English Academic Editing (n.d.), proper nouns are created to refer to a particular thing, and in this case, "AI" refers to artificial intelligence. However, in the first part of the comment, "girl [sic] AI steals art," the word "AI" functions as the subject, performing the action of "stealing," which is used figuratively. The term "girl [sic]" here functions as a vocative expression, a form of informal or expressive speech often used to gain attention on social media. This comment implies that AI tools are used to mimic or steal original artwork without consent, further suggesting that AI art lacks authenticity and artistic value. The comment above implies that some commenters in the corpora viewed AI as a dangerous tool, indicating a lack of support for its use in the arts. Many believed that AI "steals" from artists, arguing that it lacks authenticity and originality. Bosshart (2023) stated that AI-generated writing, photography, art, and music have faced a dramatic rise in popularity. However, this growing prominence has also sparked considerable backlash, with some critics rejecting AI-created art. On the other hand, in the second part of the comment, "companies use AI instead of hiring artists who put life in their art," the word "AI" is the object of the verb "use." Thus, the sentence implies that companies are choosing AI over human artists to save money, even though artists are described as bringing life and emotion to their work.

> *"You are not an artist if you use **AI**. People copying off other Real [sic] artist using **AI** is disgusting"*
> *"**AI** only precious of [sic] **AI** is the [sic] take all the manual labor so the Humans [sic] can [sic] on the arts, music, science, and human connections"*

Additional examples above show that both sentences use the word "AI" as a proper pronoun. The first sentence suggests that the use of AI in art is disgusting, implying that using AI in art is unacceptable regarding authenticity and artistic value. In contrast, the second sentence presents AI as a tool that relieves humans from engaging in manual labor. Instead of exploring more creative and thoughtful endeavors, some people use AI to make their lives easier, overlooking the authentic work they might

produce without the help of AI. Thus, the fact that people saw AI as a negative tool as it affects some of their daily lives cannot be denied. Furthermore, Wouters (2024) stated that by 2060, half of today's work activities could be more automated, pointing to significant workforce changes in the coming decades. The rise of AI has threatened humans and society, leading to job cuts worldwide. Moreover, many people are enraged by the use of artificial intelligence because AI is a tool that could harm everyone, especially our future, and cannot be denied.

AI as a Positive Tool. When others saw AI as a negative tool, others saw AI as a tool that enhanced artistic value. Some believe that using AI should have limitations. Artezaar (n.d.) stated that using AI in art can generate more ideas and open up new possibilities in the creative process. It can also help save time, as AI tools are accessible and easy to use.

> *"**AI** just expands the creative landscape."*

The word "AI" is used as a proper noun and serves as the sentence's subject. AI refers to artificial intelligence, a field of technology that involves machines or systems capable of performing tasks that typically require human intelligence. Thus, the word "AI" is portrayed as an active force or agent that acts to *expand.* By placing "AI" in the subject position, the sentence emphasizes power and influence in shaping and enlarging the possibilities within creative fields such as art, design, music, and writing.

> *"**AI** is a tool and will always be a tool, not a means to an end."*
> *"**AI** is made out of evolution and innovation."*

Another example above shows that "AI" is used as a proper noun and functions as the subject in both sentences. Both sentences portray "AI" as a tool and an innovation that contributes to society. However, the first sentence emphasizes the phrase "not a means to an end," suggesting that AI should not be treated as a final goal but as a supportive tool in a creative and functional process. It implies that AI should be something we engage with meaningfully and

thoughtfully, rather than relying on a replacement for human effort or purpose. Furthermore, Gerlich (2025) asserts that AI reflects a positive and forward-thinking view of technology, suggesting that AI contributes to progress and evolution to human creativity.

AI: Adjective Lexical Category

Though primarily used as nouns, "AI" can also function as an adjective. "AI" as an adjective modifies a noun or pronoun, adding more information about the noun or the pronoun's distinctive qualities, or perhaps, characteristics that best describe the noun or pronoun (Guerriero & Bill, 2023). After a thorough manual review of the corpora, these researchers found that "AI" as an adjective was mainly used as a "noun modifier", linking the concept of artificial intelligence to specific individuals.

AI as a Noun Modifier. Beyond the word's descriptive function, "AI" as a noun modifier was observed to have taken a more negativity-framed role, exemplified by terms like "AI dude" or, in a much harsher note, "AI slop prompt goblins".

*"Saw a post where **AI slop** users were defending AI "art" kuno and even said, "Why should I learn how to pick up a pencil if I can use AI instead"??? [sic]"*

In this specific comment, "AI" is used along with the word "slop" to modify the noun "users", creating a more highly derogatory label to these groups of individuals the commenter is referring to. According to Merriam-Webster (n.d.), the word, slop, refers to the unwanted and unasked AI-generated output that adds little or no value to the overall content. Beyond the marriage of words' offensive nature, the term "AI slop users" appears to be hinting more than just a simple disapproval, as it also functions as a form of shaming aimed to publicly ridicule individuals who claim AI-generated work as their own, with an underlying motivation to shame them enough to abandon this practice. The commenter's harsh language was likely fueled by the perception that claiming AI-generated work as one's own misrepresents the artistic process artists have to undergo. Traditional notions of art were often emphasized through years of dedicated practice. This contrasts with the potentially less labor-intensive act of generating an image through a simple prompt, a route that "others" often took as a shortcut.

*"You can't talk sense into **ai** bros [sic], their brain can't [sic] process it. They need ai [sic] to think."*

*"It's ironic how **aibros** [sic] mock artists, saying that "no one will buy their commissions now that they can make art by themselves," and yet try to sell ai generated [sic] pics that, under their own logic [sic] no one should buy since they can be made by anyone."*

These additional comments further underscore the critical and often dismissive attitude towards individuals heavily involved in AI "art", pointing out that they were being ironic for mocking artists for making a living when, in turn, they themselves were attempting to monetize AI-generated images, acting oblivious to their own logic. This perceived hypocrisy likely contributes to the use of derogatory name-calling as executed by the commenters. The use of the adjective "AI", consistently appearing in contexts of criticism and even insults, thereby solidified these researchers' claims about the word's negatively framed role beyond simple description to a noun in question.

Linguistic Expression: Art

Researchers analyzing the corpora found that "art" was ninth to the most frequent linguistic expression with a total of 268 occurrences, primarily functions as a noun, with semantic expressions indicating discussions around whether AI art is recognized as a form of "art" and the established recognition of what constitutes "art".

Art: Noun Lexical Category

According to Philosophy Now (n.d.), art expresses our thoughts, emotions, intuitions, and desires but more than that, art is a personal way of sharing how we experience the world. Arts communicate deep, intimate ideas to the point that words alone can't truly capture. Unsurprisingly, "art" is referred to as a noun as it refers to a concept, skill, or things that have

something to do with creativity. Thus, researchers discovered that "art" as a noun is associated with "creativity or artistic value" in the corpora.

AI Art Being Recognized as Art. Despite the backlash surrounding AI, some people still recognize AI-generated art as legitimate or "real" art. While ongoing debates exist about authenticity, creativity, and the ethical implications of AI art, many individuals still use it.

*"AI art has always been a real **art**."*

In this comment, the commenter emphasizes that *"AI art has always been a real art"*. Indicating that the commenter embraces the fact that AI art exists, and the commenter itself uses AI art as a medium for his creativity.

*"Again [sic], I'm not into the reasons why Ai **art** is no [sic] good. I've heard that from top artists I listen to and read from. I've heard and read everything you've said and they've said it much better"*

*"Ai **art** is fun to use tho"*

In both phrases, the word *"art"* is a noun phrase functioning as the subject of the sentence. The first sentence suggests that the commenter does not agree with the idea that AI art is "no good". Based on the commenter's experience, the commenter heard from respected artists that AI can enhance art or improve the creative process. Here, the linking verb "is" connects the subject to the predicate/adjective phrase. This sentence implies that using AI art is fun. The informal word *"tho"* adds a casual tone to the sentence, making it less formal to help soften the statement.

Art as Art. While many view AI as a new frontier of innovation and creativity, some still prefer traditional art. For some, the word "art" is intertwined with the classical forms of art known as "traditional art".

*"You don't seem to have the capacity (nor the creativity) to understand the difference between ACTUAL **art**, and "AI art"."*

The commenter pointed out that others don't know what actual art is from AI art. The commenter highlighted the word "you" to point out that "other people" do not understand what actual art is from the AI art.

*"**Art** is all about what it evokes and makes people feel."*

*"Real [sic] **art** will cost more than that cuz [sic] real **art** TAKES A LOT OF EFFORT."*

In the first sentence, "art" functions as a noun, followed by the linking verb "is." The sentence defines what art is, emphasizing the commenter's idea that art is fundamentally about evoking emotion and resonating with what people feel. On the other hand, the second sentence uses "art" as a concrete noun, referring to authentic and traditional artistic work. The commenter emphasizes that creating art requires a significantly greater amount of effort than the use of AI art.

AI Art Not Being Recognized as Art. While some view AI-generated work as a valid art form, others reject that AI art qualifies as "real art". Many might argue that AI generates images, whereas traditional art requires time, skills, and significant effort to create.

*"the [sic] qualitative difference between human art and Ai [sic] art is so massive, Ai [sic] art will never be **art**"*

*"There's no such thing as AI **art**. Those are AI generated image [sic]."*

In this comment, the commenters argue whether AI-generated art should be considered *"real art."* Both commenters agree that AI art does not qualify as true art and should not be accepted as a valid form within the definition of art. Thus, the commenter emphasizes the significant differences between AI-generated and traditional art. The commenters indicate that AI art is easy to produce, requiring minimal time and effort; an image can be generated in seconds. In contrast, traditional art demands considerable time, skill, and creative effort. Artists spend much time conceptualizing and crafting each piece, making the process far more labor-intensive and personal. According to Bakeman (2024), each AI art post replaces a bookworm artist who works several hours studying the exceptional artwork; for some, it

is a disgrace. Furthermore, fan artists are the bloodline of the internet fandoms and communities, and they truly deserve better.

Linguistic Expression: Artist

The researchers found that the nineteenth most frequently used linguistic expression was the word "artist" with a word frequency of 78, functioning solely as a noun within the corpora, with semantic expressions exploring the artistic status of AI prompters and the practices of artists who incorporate AI into their work.

Artist: Noun Lexical Category

It was not surprising that the word "artist" primarily functions as a "noun". "Artist" as a noun, per the definition provided by Merriam-Webster (n.d.), refers to an individual who creates art with a conscious mind and a lot of creativity. Through a meticulous hands-on examination of the text collected, these researchers discovered that the "artist" as a "noun" was often associated with the discussions of artistic identity, artistic practices, and potential threats.

AI Prompter Not Recognized as an Artist. Contrary to the traditional understanding of the word "artist", "artist" as a noun was repeatedly used to refer to "AI prompter"—an individual who provides a prompt to an AI as a means of instruction, specifically, in opposition to the idea of accepting them as an artist.

*"Here's the thing about digital arts [sic] and photography [sic] it takes actual skill and understanding [sic] digital art [sic] is made easier using digital tool [sic] photography is understanding angles and perspective [sic] AI art is typing prompts to an application [sic] and your [sic] bold enough to consider that art when [sic] low [sic] and behold [sic] the art style itself is stolen from someone [sic] call yourself an **artist** [sic] you [sic] are not fit to bare [sic] such [sic] title [sic]"*

In this comment, the word "artist" stayed true to what it was defined as, with a few reassertions of what was considered an "artist" through specific criteria. Then, the commenter articulates their strong disagreement with AI prompters being recognized as artists within these criteria. The commenter in this post passionately rejects the notion of accepting AI prompter as an artist, listing the differences of "digital art" and "photography" to "typing prompts" to illustrate what they consider a significant disparity in artistic merit and the level of creative input that they "worked" so tiredly for, earning them the title of an "artist". This specific criterion, the commenter implicitly champions—emphasizing the labor and skill involved in the creation of art—directly echoes Zhang et al. 's (2025) characterization of traditional art as a product of years of dedicated skill development, different from the AI's reliance on pre-existing datasets, thus the commenter's refusal. This stance appears to be an indirect response to the broader sentiment by, at least, three other commenters who had seemingly placed AI prompting on equal footing with digital art and photography (and other technological advances in that manner).

*"Can we stop calling this [sic] things "Ai Artist" [sic] first of all [sic] they aren't "Art" [sic] we should normalize calling it "Ai generated [sic] images" [sic] they don't deserve being called an "**Artist**" in any way shape [sic] or form [sic]"*

*"I acknowledge Generative AI as nothing but a tool for references [sic] (and some would probably agree), [sic] A majority of Artist [sic] don't despise AI, we despise the monkeys who lack the imagination and effort and use it as an excuse to call themselves "**Artist**" [sic] just because they managed to type a few words into a program [sic]"*

These additional comments, consistent with a denial of the "artist" label to AI prompters across these comments, reveal a significant resistance to any extension of the term to those who claim to be one, whilst using generative AI. This is done by explicitly contrasting "artists" and their crafts with those who "type a few words into a program", rooted in a perceived lack of skill and effort. This linguistic distinction upholds a specific understanding of what it means to be an artist.

Artist Using AI. Unlike the outright rejection of the previous use of the word "artist", the use of "artist" under this category acknowledges the explicit incorporation of the "artist" with AI as an aiding tool, marking a shift.

*"Ai [sic] art is made by AI [sic] I don't understand why out there are so many people saying things like "I made this, bla bla bla" [sic] when u [sic] make some digital art or traditional art u [sic] can say "I did this" because u [sic] put effort on it, Ai [sic] is a tool, like many other, [sic] my [sic] gf [sic] (digital **artist** BTW) some times [sic] uses Ai [sic] to previsualize [sic] poses, and take inspiration (depicting this as, colors from it) but never copying out the Ai result on [sic] any aspect [sic]"*

In this comment, the word "artist" is associated with AI differently from how it was initially associated in this discussion. It presents a perspective that AI could be used faithfully, other than the tool's socially developed use. As demonstrated by Lucas (2024), through blending culturally established artistic practices with the latest technological advancements, a symbiotic relationship exists between "human imaginations" and "AI capabilities". With this, artists can venture into uncharted waters, as happened to their partner, as shared by the commenter. This expansive artistic landscape, where human ingenuity intertwines with AI innovation, suggests a future where the artist's imagination knows no bounds.

*"I've seen a traditional **artist** shift to technology, and it improved his skills by combining traditional ways to construct art with modern applications. Made his art leap years forward but still has his "touch" to the brush strokes [sic]"*

Using AI for [sic] is different, especially if u [sic] can't even produce actual art by stroke. For prelims maybe, but not for the final outcome. Even in my professional field it's treated as "fillers", never the final product to sell as it's just... fillers"

*AI Has [sic] its purpose, but it won't make u [sic] an **artist** if you're not one 🤷‍♂️."*

The previous beckoning idea was further accentuated by this comment, sharing their second-hand experience with witnessing a traditional artist making a shift to technology, improving their art with the touch of technological advancements. This suggests that AI can be used in improving one's art, but one must know specific lines that they should not cross, adhering to the essence of being an artist. As the ideal integration of technology in the field of art sees it as a means to level up the artist's artistic vision and signature style, ensuring the core artistic intent remains intact.

In the Philippine context, AI is often viewed with skepticism and is not widely accepted as a legitimate tool or software, mainly due to how "others" have used it in the academic setting. Most Filipinos perceive AI as plagiarism, leading to its rejection within the educational system, which maintains a strict stance against academic dishonesty (Plecerda, 2024). Although AI offers significant innovations, its integration into Philippine society remains limited. This hesitation stems largely from deep-rooted cultural norms and traditional beliefs, which make it difficult for many to embrace such technological advancements. It may take time for the country to accept and adapt to the possibilities that AI brings fully.

Conclusion

This research explores the dominant language use in the comment section of a Facebook post by Dalawang Sentimo sa Kalye. Specifically, it analyzes the prevailing discourse patterns in the social media discussion using Harris's (1952) framework. The study seeks to identify the dominant discourse in the comments and examine how commenters use language to exert power.

The findings reveal that the dominant discourses present in the corpora include: "AI" as a noun (with negative connotations), "AI"-related adjectives (often used as insults), "art" (AI art not recognized as one), and "artist" (AI prompters not recognized as artists). These findings consistently identify the prevailing negative sentiments within the corpora. Based on the data, there are clear indications of strong

opposition to AI-generated art among the commenters. Those against it argue that AI should not be considered genuine art, as it tarnishes the artistic value and authenticity of traditionally human-made work. Art has long been defined as a form of expression through which individuals convey their ideas and creativity. However, with the rapid rise of artificial intelligence, the art community faces new challenges. Many believe that AI undermines human-made art's authenticity and artistic value, sparking significant controversy and debate across social media platforms. Moreover, AI-generated art is often viewed as plagiarism, as it is perceived to be created using the work of artists who do not consent and receive neither recognition nor compensation. On the other hand, a minority of commenters argue that AI in art can enhance its value by helping to reshape elements such as color and composition, potentially expanding the boundaries of artistic expression.

The study reveals that dominant discourse carries mostly negative connotations, specifically when commenters connect their remarks with the word "AI." This implies that AI, particularly in the context of art creation, is not widely accepted or appreciated within this specific Filipino online community. Filipinos are still grappling with the implications of artificial intelligence and harbor doubts about its role, often perceiving it as a potentially harmful tool. This contrasts with some countries that might embrace AI more readily as a means of innovation, exhibiting faster acceptance of technological changes. The results suggest that this segment of the Filipino online community still struggles to accept AI as a legitimate tool for expanding creativity and artistic value. Furthermore, the researchers employ discourse analysis to deepen the analysis of language use; this analytical approach aligns closely with the research questions and effectively identifies the dominant discourses presented in the data. Initially, the researchers aim to explore dominant discourses across multiple social media platforms such as X, Reddit, YouTube, and TikTok. However, the researchers eventually decide to focus solely on Facebook, as it best represents the Filipino community compared to other platforms.

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