

## AI Technology in The Frame of The Cultural and The Discursive Theory, and As a Tool for Discourse and Power

### Abstract

Artificial Intelligence (AI) is a field of computer science, but also a title for technologies in which global attention and investments considered today as the future potential of countries of gaining advantages in warfare, security, cyber-security as internal affairs. Furthermore, AI has with its abilities, could also create a significant implication in diplomacy and international affairs. By following the work of Frost, Adorno, Laclau, Mouffe and Žižek, this text aim to tackle the possible outcomes of African countries that AI could give them affordable technologies that could gap the agency, financial and military hegemony of the west, but also, to become a true actor in international relations, and to change the depressed discourse of the hegemony on the 'others'. By understanding the meaning of culture to discourse and eventually to diplomacy, and the structure of discourse by 3<sup>rd</sup> generation discursive theory, it's possible to gain meaning to the potential new dislocation of the west and the acceptance of African language and thinking, towards a possible change to both, a change that could have optimistic or dangerous results.

### Article

Artificial Intelligence (AI) refers to a branch in the computer science field, but is perceived more as a technology, or as the accumulations of technologies, aiming to embed a human-like 'thinking' process. 'Thinking', in that sense, includes problem-solving, the ability to learn or to reason, as similar as possible to human rationalizing and mind processes (Columbus, 2017). While the work on AI technologies is indeed focused on that goal, which is considered to still be far from reach, today, AI technologies are already, in a limited form, in operational use in business and science, with the understanding that AI could replace human data processing making it faster and cheaper (Harris, 2016).

The heart of AI technologies relies on a few important preferences. First, AI technologies are mostly focused on Machine Learning. Meaning, the ability of a computer to recognize and generate value out of data by identifying regularities (or irregularities) and patterns that help predicting events and reacting efficiently to the meanings of the data in hand (Jean-Philippe, 2018). Finally, AI refers to machines (computers) that are able to 'think' like humans, but more importantly, to 'think', or in better words, to process data and react to it, **independently**. Such abilities, if they are to be developed or are already part of today's systems and infrastructures, have led over time to many concerns and warnings of the possible consequences of AI (Feizollah et al, 2013).

There are two possible (and partially already on-going) outcomes of the integration of AI into political relations. The first, and the more immediate one, is the assimilation of AI into martial purposes (Apiecionek et al., 2015). The ability to gain and process rich-data and react upon this data, would create crucial advantage in warfare, by the ability to create a better range of action, such as speed. The ability of AI is to surprise enemies, track them from a distance, and to seriously damage their strategic advantages (Prelicean, Boscoianu & Moisescu, 2010). In many senses, the martial implications of AI are far from being understood, and it signals the long road AI still has before it

becomes operational. AI, as must be mentioned, has not only significance for the traditional warfare, but also to cyber warfare, which's importance is constantly increasing (Wilner, 2018). And to internal and security issues, as governments and authorities could have better control and knowledge about their citizens. Such developments, are again, raising much concern, mainly in the western society, and particularly in the US of post-9/11 and the attacks on the World Trade Center and the surrounding area and the Pentagon (Hoadley & Lucas, 2018).

The second, AI should and would have fascinating implications over the process of decision-making in the diplomatic realm. The ability to understand diplomatic and international situations quickly could create new and better options for acting and reacting in the field of international relations. This is the result of a faster and a better timing of taking actions, and of the ability to create new solutions which are derived from a sophisticated AI, that could foresee the possible chain of events which would take place by each decision made, small as crucial ones (Chen, 2019).

Therefore, AI could indeed create 'healthier' decision making, which would potentially reduce losses and financial damages. Alas, it could also create a whole new scene of warfare and become a grave threat for people and communities around the world. In the next pages, I would try and demonstrate the manner in which AI could be a significant factor in global changes that are already taking place, by focusing on the less powerful actors of the international affairs, and by discussing their meaning in the frame of the cultural theory and the 3<sup>rd</sup> generation of the discourse theory.

1. In order to understand better the potential meaning of AI to international relations, it is with importance to observe some of the other key actors in the globe and their initial use of AI. First, the US, is a classic and an obvious actor that recognizes the importance of AI for future warfare and diplomacy (Shaw, 2017). The US, as already mentioned, is deeply concerned by the negative possible outcomes of advanced AI falling into the wrong hands, or worse, would show better and superior abilities among strategic rivals in the global arena. Because of that, the US is spending and investing in ensuring technological superiority, but also making sure that the private sector is under control and supervised (Conger & Cameron, 2018).

Alas, the US is far from being the only actor thinking of AI as a strategic key. So far, countries were keen to race and battle for a nuclear advantage. One that would assure a situation of a 'mutual assured destruction'. With the rise of human rights and the fight for them all over the world, technologies of surgery-like military operations have been advanced as the legitimacy of violent operations became increasingly more important, as governments were condemned and limited in the face of harming innocent civilians (Walters, 2018). Today, and not only in the US, AI is considered to be the new race for technology and knowledge. In China, for example, the investments in AI technology is already increasing, reaching almost a fifth of the global investments in the world, comparing to the 66% invested by the US (Larson, 2018). China is a fine example of understanding the use and the culture of decision-making outside the western world, which gives a surprising advantage to such countries. The reason for that, is the importance of a massive amount of data, and the abilities of countries that are not bound to public pressure, to collect it from the people themselves (Chutel, 2018).

Russia, though with less success, has also made it a target, and with the recognition of