ELI BRUDERMAN

TURNING ARTIFICIAL

Moral Reckoning
in Four Movements



The single shift that is quietly turning our world upside down: the movement of artificial intelligence from tool to presence

About the Book

This book is, above all, a moral reckoning — one in which the crime is still unfolding, the suspects are operating in full public view, and the stakes could not be higher.
In every good thriller, a gun appears on the wall in the first act and must go off by the last. Everything shown is a promise. Every detail is load-bearing. This book has guns on the wall. Some will fire before the final page. This book — a moral reckoning, not a thriller — has guns on the wall too. Some of them will fire before the final page. One — the most dangerous of all — appears only in the epilogue, and it is the reader alone who holds the power to pull the trigger.

All of these guns point toward a single shift that is quietly turning our world upside down: the movement of artificial intelligence from tool to presence. The task of this book is not only to ask whether AI is conscious, intelligent, or useful. It is to ask what kind of human being is being formed in relationship with it — and what political, cultural, and educational order is being built around systems that are being sold, scaled, and written into the fabric of everyday life before we have had the chance to fully understand them.

Unique Positioning:

Unlike purely economic or technical critiques, Turning Artificial offers a philosophical foundation for understanding AI's impact on human consciousness, drawing on Hegelian philosophy and extensive humanities expertise.



About the Author

Eli Bruderman is a distinguished author and academic specializing in Philosophy, Art, and Education. As Associate Professor of Philosophy and Chief Curator at the Israel Museum in Jerusalem—one of the world's largest encyclopedic museums—he brings a unique interdisciplinary perspective to the AI debate.

Professional Credentials:

- Associate Professor of Philosophy
- Chief Curator, Israel Museum Jerusalem
- Specialist in Ethics, Science, Philosophy, Aesthetics, and Technology
- Expert in synthesizing varied fields of knowledge in cultural contexts
- Published researcher in contemporary cultural phenomena

Academic Approach: Bruderman investigates cultural phenomena through an interdisciplinary framework that incorporates Ethics, Science, Philosophy, Aesthetics, and Technology, illuminating complex dynamics and emerging trends within the AI landscape.

Perfect Timing:

- AI regulation debates intensifying globally
- Growing public awareness of Big Tech manipulation
- Academic interest in AI ethics and consciousness studies
- Policy discussions on digital rights and human agency
- Cultural shift toward questioning tech **dominance in education**

Unique Selling Points:

- First comprehensive philosophical critique of AI consciousness manipulation
- Insider academic perspective from major cultural institution
- Practical solutions alongside theoretical analysis
- Interdisciplinary approach combining multiple fields
- Timely intervention in critical global debate

Critical Reception Potential:

"A brilliant synthesis of philosophy and technology criticism that challenges us to think beyond the usual economic critiques of Big Tech to examine how AI is fundamentally altering human consciousness itself."

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