Alegoria - Where the Technical Meets the Playful

Whitepaper of the Technical Content Scripting Platform for Social Media

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1 Introduction

Alegoria – "Where the technical meets the playful" – is a SaaS platform for **technical content scripting**. It helps professionals and technical teams *translate dense materials* — such as standards, manuals, plans, or specifications — into *playful and engaging narratives for social media.*

Alegoria generates a complete script, with **structured text, audio and image suggestions, safeguards[1] and prompts[2]** serving as a *creative and technical base* for producing videos, podcasts, or posts.

It's important to understand that what Alegoria delivers *is not the final product, but a narrative specification* — that is, a detailed description of how the content should be presented, what tone to adopt, and which visual and audio elements to use, as well as prompt suggestions for visual content generation and safeguards. From there, a media or marketing professional can then *produce the final video, podcast, or post* with precision and coherence in relation to the original intent.

In simple terms, Alegoria does not produce the video, but scripts and documents the technical and narrative vision of the content, serving as a bridge between the technical specialist and the media creator.

Imagine some situations: you need to present a technical product on the company profile on social media; you're a candidate for public office and want to make your proposals more comprehensible; or you're a freelance professional who wants to promote your specialty. In all these cases, Alegoria helps organize technical content around a narrative that facilitates understanding and makes information absorption more accessible.

It is expected that any technical user unfamiliar with building content for social media will use Alegoria to create scripts from materials such as specifications, standards, public policies, government plans, and manuals. With the platform, the technical user quickly adapts these documents to the social media format, facilitating communication with the media or marketing professional and preparing the consumption of technical information in the logic of the attention economy (Reference: Monge (2024)).

[1]Safeguards in the AI context are protection mechanisms designed to mitigate risks, ensure ethical use, and align artificial intelligence systems with human values and legal norms.

[2]Image generation prompts are detailed textual instructions provided to AI models, such as DALL-E, Midjourney, or Stable Diffusion, that guide the creation of specific visuals from linguistic descriptions

1.1 Value Proposition

1.1.1 Time and Effort Savings

- Creating narratives from technical materials is time-consuming; the scriptwriter automates the heaviest stages of structuring and adaptation.
- The technical specialist can focus on the content itself, while the tool handles the *translation into accessible and engaging language*.
- Dramatically reduces the time between having dense content (ex: standard, process, specification) and producing something publishable on social networks.
- Automatic content generation in multiple languages.

1.1.2 Clarity and Consistency in Communication

- Ensures that *the technical message is correctly understood*, without distortions.
- Narratives follow *consistent models*, improving coherence across multiple publications from an organization.
- The script serves as a *reference document* for reviews and technical validations before investing in final production.

1.1.3 Content Scalability

- Allows small teams to generate large volumes of content, enabling the implementation of the long tail model (Anderson (2006))
- Facilitates the *replication of successful formats* for different themes or platforms.
- Paves the way for integration with automation flows (ex: automatic generation of posts, short videos, or podcasts).

1.1.4 Integration Between Technical and Creative Teams

- Acts as a *bridge between the content specialist* and the *media producer*.
- Eliminates communication noise, as the script becomes a clear "narrative specification."

- Avoids rework and misunderstandings about tone, target audience, and central message.

1.1.5 Return on Investment

- The tool's cost is lower than the hours spent by writers, reviewers, and producers trying to understand technical material.

- The professionally pre-formatted script *increases the impact and engagement of the final content* on social media.

- Helps institutions, professionals, and companies *position their brand as an accessible and modern reference* without losing rigor.

1.1.6 Plain Legal Language

- Inspired by the National Plain Language Law, ensures accessible communication without loss of technical precision.
- Transforms standards, manuals, and plans into clear and engaging materials.
- Facilitates general audience understanding and reduces barriers between the technical sector and society.

1.1.7 Complete Traceability

- Every script decision is recorded, allowing full audit of the creative process.
- Supports governance, transparency, and compliance practices, essential for regulated environments.
- Facilitates collaborative review and historical change control.

1.1.8 Regulated Artificial Intelligence

- Aligned with the Legal Framework for Artificial Intelligence for responsible technology use.
- Automatically identifies risks, biases, and safeguards during content generation.
- Ensures ethical and legal adherence in AI-produced narratives.

1.1.9 Explainability Assistant

- Allows questioning and understanding the why behind each narrative or stylistic choice.
- Acts as a mentor, explaining fundamentals, references, and script decisions.
- Promotes transparency and continuous learning for tool users.

1.1.10 Living Knowledge Base

- Builds a dynamic repository with concepts, sources, and narrative journeys.
- Favors reuse and scalability of content within the organization.
- Ensures consistency across multiple contents and evolves as new productions are incorporated.

1.2 Using Alegoria: A Case Study

In this case study, imagine you are one of the people responsible for the social media marketing campaign for politician João Azevedo (Juntos pela Paraíba coalition) for the governorship of Paraíba state in 2022. Your role is to create scripts for disclosing the Juntos pela Paraíba coalition's government plan.

1.2.1 Step 1: Loading Base Content

The first step in the Scripting flow is to insert the Base Content. The Base Content can be any source of technical information: specification, manual, regulation, plan, procedure, in short, the documentation that gave rise to the technical content. In figure Figure 1.1 we present the Base Content Loading screen: This is the first indispensable step for the entire scripting process, as all other information will be derived from this stage. Below is a more detailed breakdown of the steps for loading the base content:

1 - Selection of the "Digital Scripting" page to access the content loading stages

2 - In the top menu, select the "Load Content" Tab

3 - To register the content, you need to select a profile. In the Alegoria context, a profile represents the narrator's point of view or the function the narrator is performing at the time of narrative construction. In this case study, we will select the "Public Servant" option, due to its greater proximity to the scripting theme. In Alegoria version 0.3.0, the following profiles are available:

```
- Teacher
- Health Professional (Doctor, Dentist, Psychologist, ...)
- Digital Influencer
- Businessman/Entrepreneur
- Public Servant
- Actor
- Writer
- Coach
- Spiritual Leader
- Communicator
- Journalist
- Technical Leader/Engineer
- Copywriter
- Ghostwriter
```

4 - Upload the document used as reference for generating the base content. The goal is to maintain information traceability and allow evaluation of the adherence of the content posted on social media to the original document. In this case, we will upload the Juntos pela Paraíba coalition government plan.

5 - Here you type the base content title. For this case, you decided to start scripting the proposals that make up Axis I of the government plan.

6 - Finally, the base content text is pasted into the text field. It is important to emphasize the limitation of 3,000 characters per content in Alegoria version 0.3.0.

7 - Click “Load Base Content” to insert the information into the knowledge base.

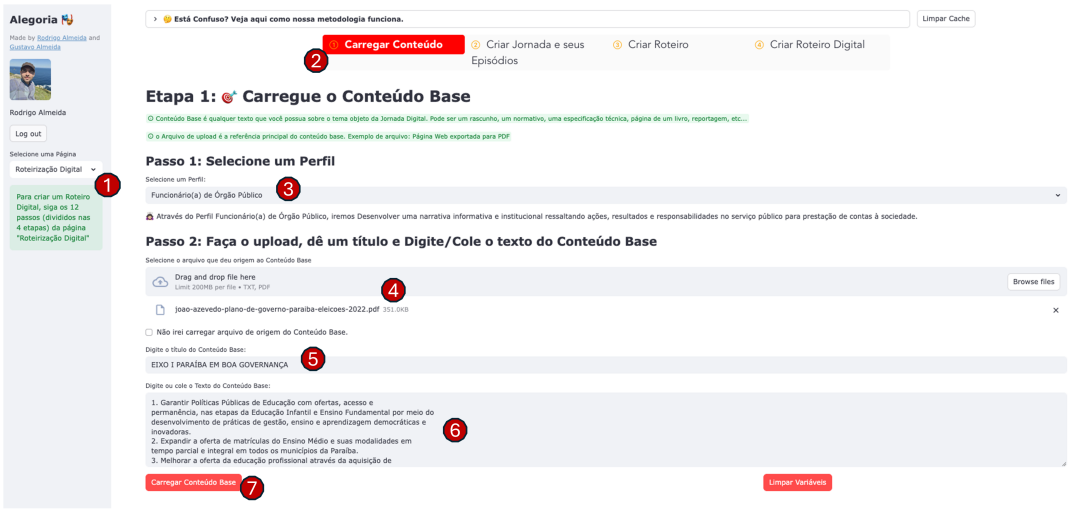

Figure 1.1: Step 1 - Loading Base Content

1.2.2 Step 2: Creating a Journey and its Episodes

In the Alegoria methodology, a Journey represents the strategy adopted for presenting technical content and the division and definition of episodes: Due to the amount of information and diversity of contents, it is necessary to divide them into parts (episodes) to fulfill the proposed scope. What influences the number of episodes generated: The **expected** duration of each episode and the **expected** number of episodes per journey. These metrics are **guiding**[3] for Alegoria, and the software will try to adapt the content to the user's expectations.

1- In figure Figure 1.2, in the top menu, select the "Create Journey and its Episodes" Tab. Up to step 6 we will refer to the items described in figure Figure 1.2.

2 - Select Base Content previously registered in Step 1. Important: Contents will be listed by title.

3 - Select the Digital Media where the script will be presented. Available options are: Social Networks, Podcasts, or Blog/Sites Texts.

4 - Select the expected duration of each episode: Short, Medium, or Long Duration (depending on the number of paragraphs per episode)

[3]Depending on the content size, both the duration and the number of episodes needed may not meet the quantity selected by the user.

5 - Select the expected number of episodes per Journey: Few (2 to 4), Many (5 to 8) or no limit to the number of episodes

6 - The “Generate Journey and Episode Proposals” button will build up to 3 (three) Journey proposals.

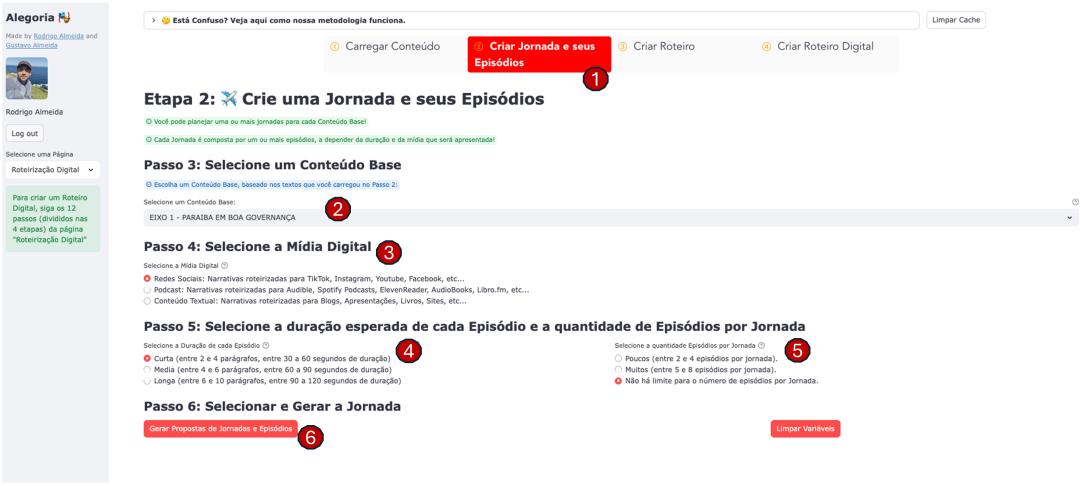

Figure 1.2: Step 2 - Create Journey and its Episodes - Screen 1

7, 8 and 9 - In figure Figure 1.3 you can observe the Journey proposals together with the episodes

10 - After choosing the journey, simply select the option by title and the load will be performed in the Alegoria knowledge base.

Figure 1.3: Step 2 - Create Journey and its Episodes - Screen 2

1.2.3 Step 3: Create Scripts

In Alegoria Scripts are narrative instantiations for each episode that compose a Journey. Thus, the user must, from selecting a Journey, script each episode[4]. Figure Figure 1.4 presents the screen with the first steps of scripting.

1 - In figure Figure 1.4, in the top menu, the “Create Scripts” Tab was selected.

2, 3, 4 - These are the selections for Base Content, Journey, and Episode, respectively. The same episode can be scripted multiple times.

5 - Selection of the Language in which the Scripts will be generated. In version 0.3.0 the following languages are available: Portuguese, English, Spanish, Italian, and French.

6 - In step 6, the “Generate Script Proposals for the Selected Episode” button will generate up to 3 (three) proposals.

[4]The episode will be scripted taking into account the technical content context, the Journey strategy, and the selected episode title.

Figure 1.4: Step 3 - Create Scripts - Screen 1

7, 8 and 9 - In figure Figure 1.5 you can observe the Script proposals for the episode, already in the selected language.

10 - After choosing the script, simply select the option by title for a preview to be automatically generated.

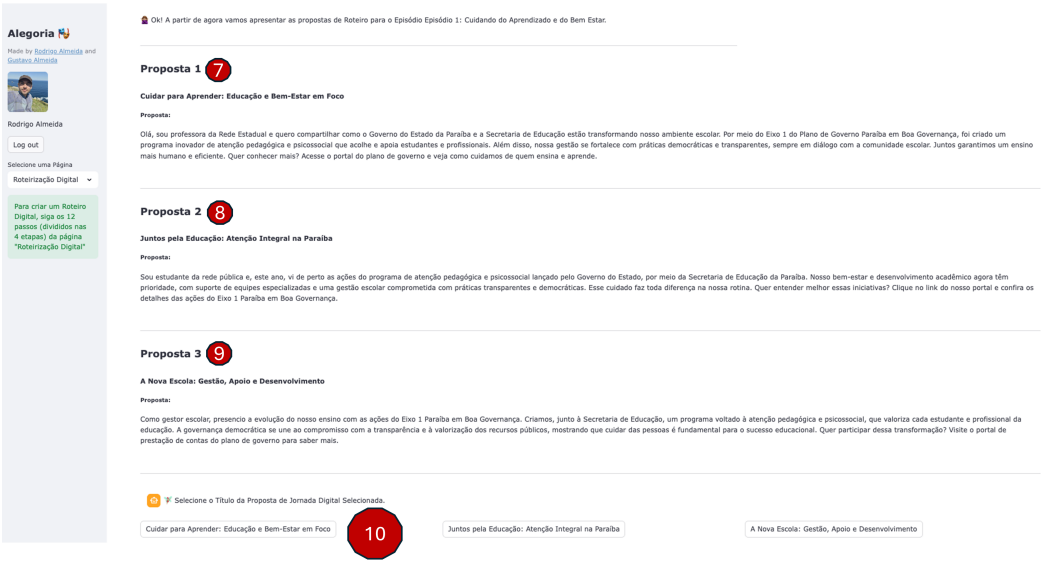

Figure 1.5: Step 3 - Create Scripts - Screen 2

11 - The script code is generated and presented to the user, as shown in figure Figure 1.6.

12 - At the end, clicking “Load Script Base”, the script is inserted into the knowledge base and becomes available to be digitized[5] in step 4.

[5]In Alegoria, a digitized script is the set of artifacts generated after completing step 4 of scripting: images, audios, prompts, safeguards, reports, text blocks.

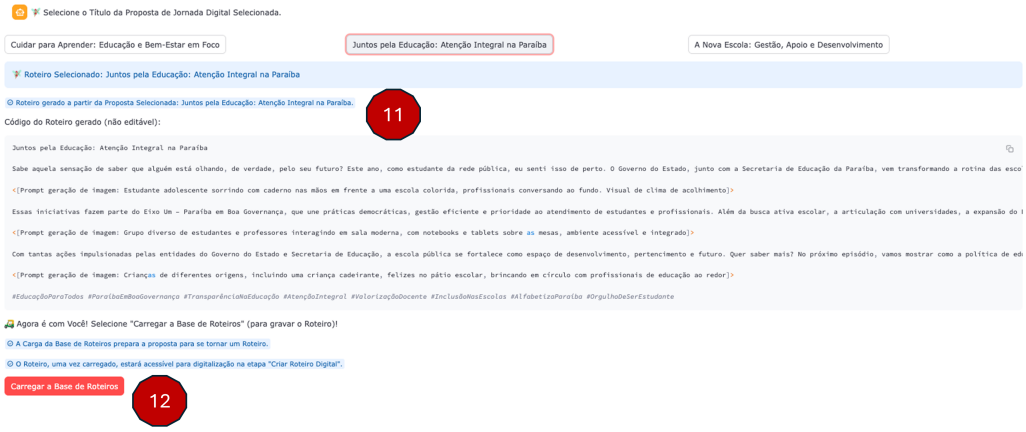

Figure 1.6: Step 3 - Create Scripts - Screen 3

1.2.4 Step 4: Create Digital Script

The Digital Script consolidates all content generated by Alegoria as "deliverable" for the user: Images, Texts, Audios, Prompts, Hashtags, Safeguards, and Reports. In this step, the user will select Voice (style, language), Image (visual style) and can adjust texts and prompts for Audio and Image generation. Inputs for Safeguards and Reports will also be generated.

1 - In figure Figure 1.7, in the top menu, the "Create Digital Script" Tab was selected.

2,3,4 - Voice selection is done by listening to audio excerpts in multiple languages. Pay attention to which languages each voice style best fits. After choosing the voice, you need to choose the narrative style[6].

5 - In this step, the visual style must be chosen to define the video and images concept of the final piece. Important: generation uses the AI model specialized in sketches (drafts), producing only conceptual references for generating the content that will actually go to social media — we recommend that images not be used directly in the final social media piece.

6,7,8 - Select Content, Journey, and Episode that will be digitized. Only episodes scripted in step 3 will be presented in this list.

[6]Narrative Styles: "Training and Audiobooks", "Clear and Consistent", or "Dramatic and very expressive"

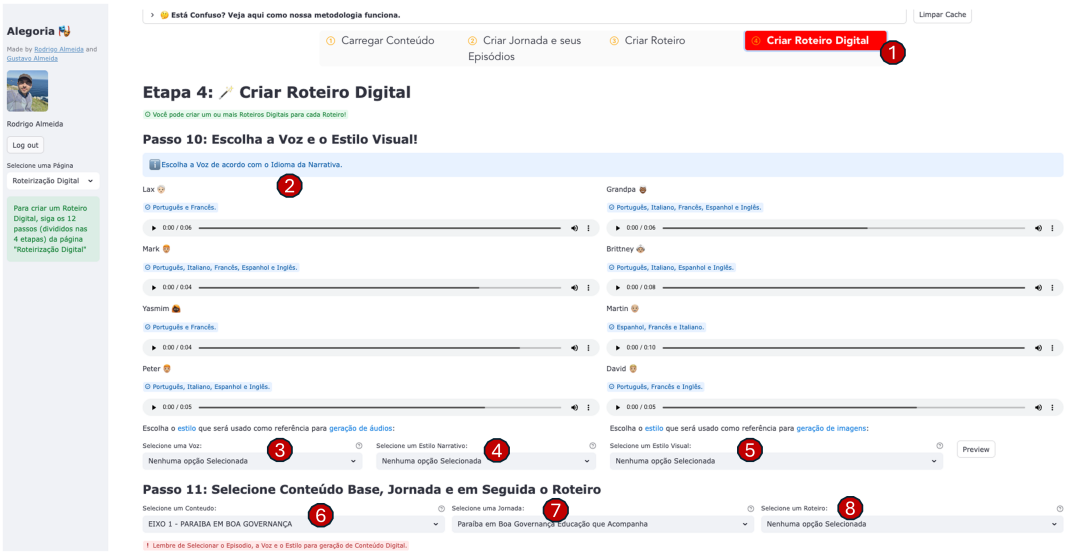

Figure 1.7: Step 4 - Create Digital Script - Screen 1

9 - Here we present the list of consolidated information for final content generation

10 to 15 - Image and audio creation happens in blocks[7]: In each block the user can make changes to texts and prompts and generate audio and images until a positive result is achieved.

16 - Hashtag suggestions for inclusion in social networks

[7]The number of blocks per script may vary, depending on the expected duration.

Figure 1.8: Step 4 - Create Digital Script - Screen 2

17 - Here safeguards are presented: main notes regarding the generated content, risks, and eventual points of attention for disclosure on social networks.

18 - Clicking “Digitize Script”, all content will be loaded into the Alegoria Knowledge Base. IMPORTANT: the Button will only be enabled after generating all image and audio content in the blocks presented in steps 10 to 15.

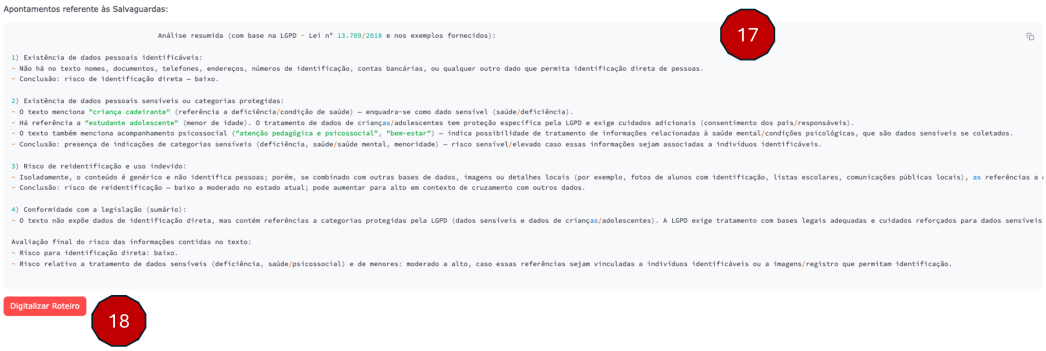

Figure 1.9: Step 4 - Create Digital Script - Screen 3

1.2.5 Catalog

The Catalog in Alegoria consolidates all scripts generated in the tool, presenting for each script a summary of the strategy adopted in its creation. A unique identifier is generated with the objective of maintaining traceability of all content. Image Figure 1.10 presents a “card” presented in the Alegoria Catalog.

Figure 1.10: Catalog - Card

Clicking “Details”, the user is directed to a screen consolidating all artifacts that compose the digitized script (Figure 1.11). They are:

1,2 - Text Content[8], Highlight Content[9], and Visual Content[10] for each script block

3 - Link to download the generated audio

4 - Link to download the generated image

[8]Text Content: Text used for audio generation
[9]Highlight Content: Text that can be used as a highlight in the presentation or as a hook for content disclosure on social media
[10]Visual Content: Prompt for generating the image that represents the block

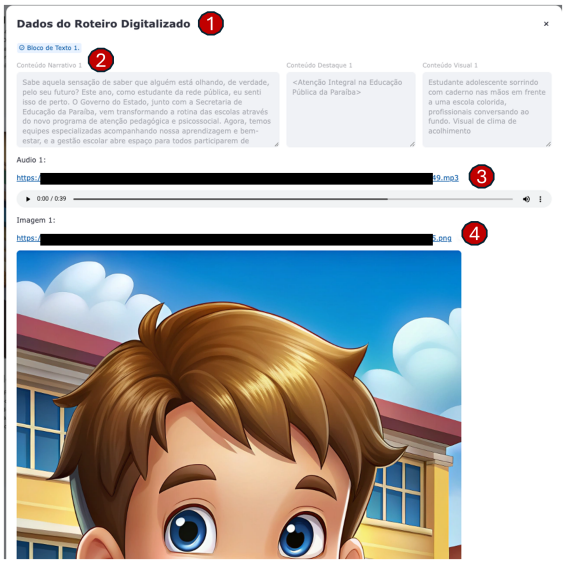

Figure 1.11: Digitized Digital Script Data - Screen 1

5 - Hashtags to be used in content disclosure

6 - Link to download the Digital Script Report[11]. Clik here to see the Digital Script Report for the Case Study (in portuguese).

[11]The digital script report consolidates all essential script information, including texts, images, audios, prompts, hashtags, and safeguards. It serves as complete input for the person responsible for content generation, allowing tracking of everything produced on the Alegoria platform.

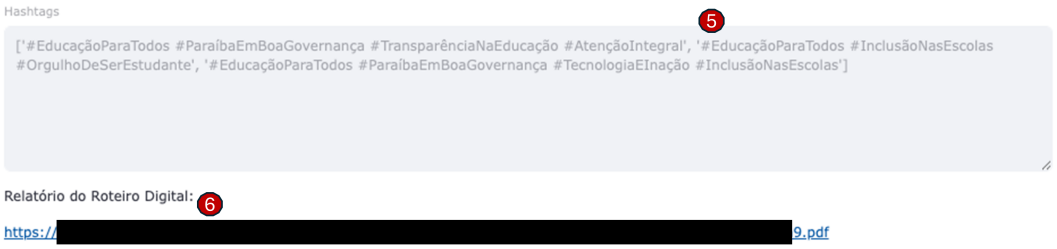

Figure 1.12: Digitized Digital Script Data - Screen 2

1.2.6 Script Explainability Assistant

The Script Explainability[12] Assistant is an AI chatbot that clarifies doubts and provides relevant information about script content. It relates scripts, highlights risks and safeguards for disclosure, traces content origin — including generation steps, initial files, and complete scripting context of technical materials.

1 - In figure Figure 1.13, the “Assistant” page was selected.

2 - The user can ask questions in any language to the assistant.

3 - After a period of analysis and knowledge base queries, a response is generated.

4 - The user can give feedback on the generated response.

[12] Alegoria addresses explainability as the ability of artificial intelligence systems to provide clear and understandable explanations about their decisions and internal processes, combating the “black box” effect of complex models.

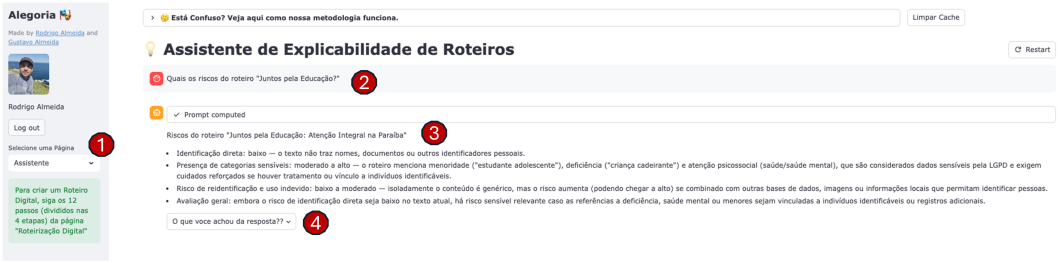

Figure 1.13: Script Explainability Assistant

1.2.7 Knowledge Graphs

Knowledge graphs are structures that facilitate visualization of the path traveled for script generation, ensuring complete understanding of the decision-making process for scripting. The process starts with identifying the base content (by title) and from there generating visualizations. The following topics present the screens that compose this functionality:

1 - In figure Figure 1.14, the “Knowledge” page was selected.

2 - Select the base content to be analyzed.

3 - Presents indicators: Total Journeys, Episodes, and Scripts generated by Digital Media: Social Networks, Podcasts, and Textual Content

4,5 - A knowledge graph - in “tree” format - to navigate between journeys, episodes, and scripts with all consolidated information by stage

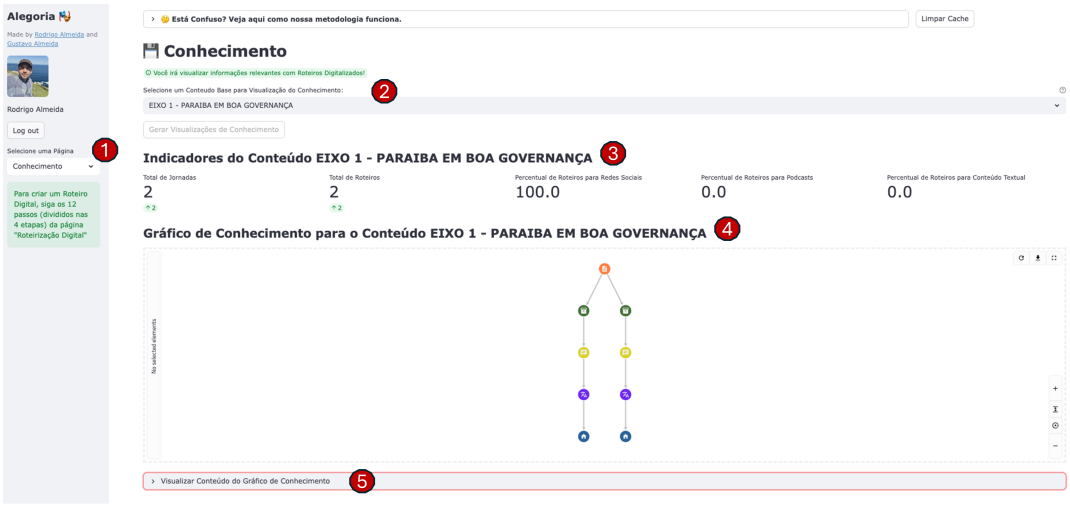

Figure 1.14: Knowledge Graphs - Screen 1

6 - Wordcloud with the most common hashtags in generated scripts. Helps identify content relevance

7 - Regulatory Risk: episode evaluation score from the regulatory risks perspective. Scores range from 0 to 10, with 0 being no risk and 10 the highest risk. A generation evaluation, between 0 and 100%, indicates the overall risk of all scripts generated for the selected base content.

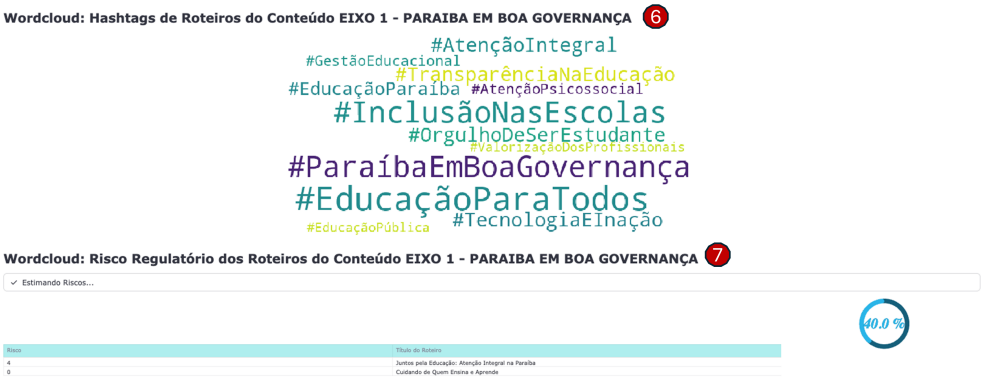

Figure 1.15: Knowledge Graphs - Screen 2

2 Alegoria and Plain Language

Alegoria is strongly inspired by Law No. 15.263/2025, which establishes the National Plain Language Policy in Brazilian public administration (Reference: Brasil (2025)). The law defines plain language as a set of techniques to transmit information so that citizens can easily find, understand, and use what they read. This involves not only changing difficult words but also structuring the text, layout, and information order with a focus on citizen understanding. Adopting plain language for technical themes resolves real comprehension barriers. If we could summarize the motivation in a single statistic, it would be that 50% of Brazilian students are below level 2 in reading in the PISA 2022 exam (Reference: Organisation for Economic Co-operation and Development (2023)). This statistic implies the need to adapt content to allow more people to absorb complex knowledge without frustration. Below we will see the advantages of using playful texts to achieve this goal.

2.1 Benefits of Using Playful Texts

2.1.1 In Education

Playful texts transform jargon into stories or everyday analogies, facilitating interpretation of arguments and distinction between fact and opinion, skills deficient in 1 in 4 OECD youth.

2.1.2 In Marketing

Consumers with low text interpretation proficiency, common in Latin America (e.g., Argentina 401, Colombia 409, Brazil 410 points in PISA), reject very technical products due to confusion or shame with dense texts. Playful language increases adherence via infographics and local narratives, expanding the reach of such products to emerging markets.

2.1.3 Social Media as Information Source

The phrase *Social Media is the main source of news* is more true in Latin America than in developed countries, driven by high smartphone penetration and functional illiteracy that favors short visual formats. In Brazil, social networks lead with 40-75% usage for news (TikTok 75%, Instagram 20%), surpassing TV (28%) and portals (20%), while in the region 4 in 10 people adopt them as the main source.

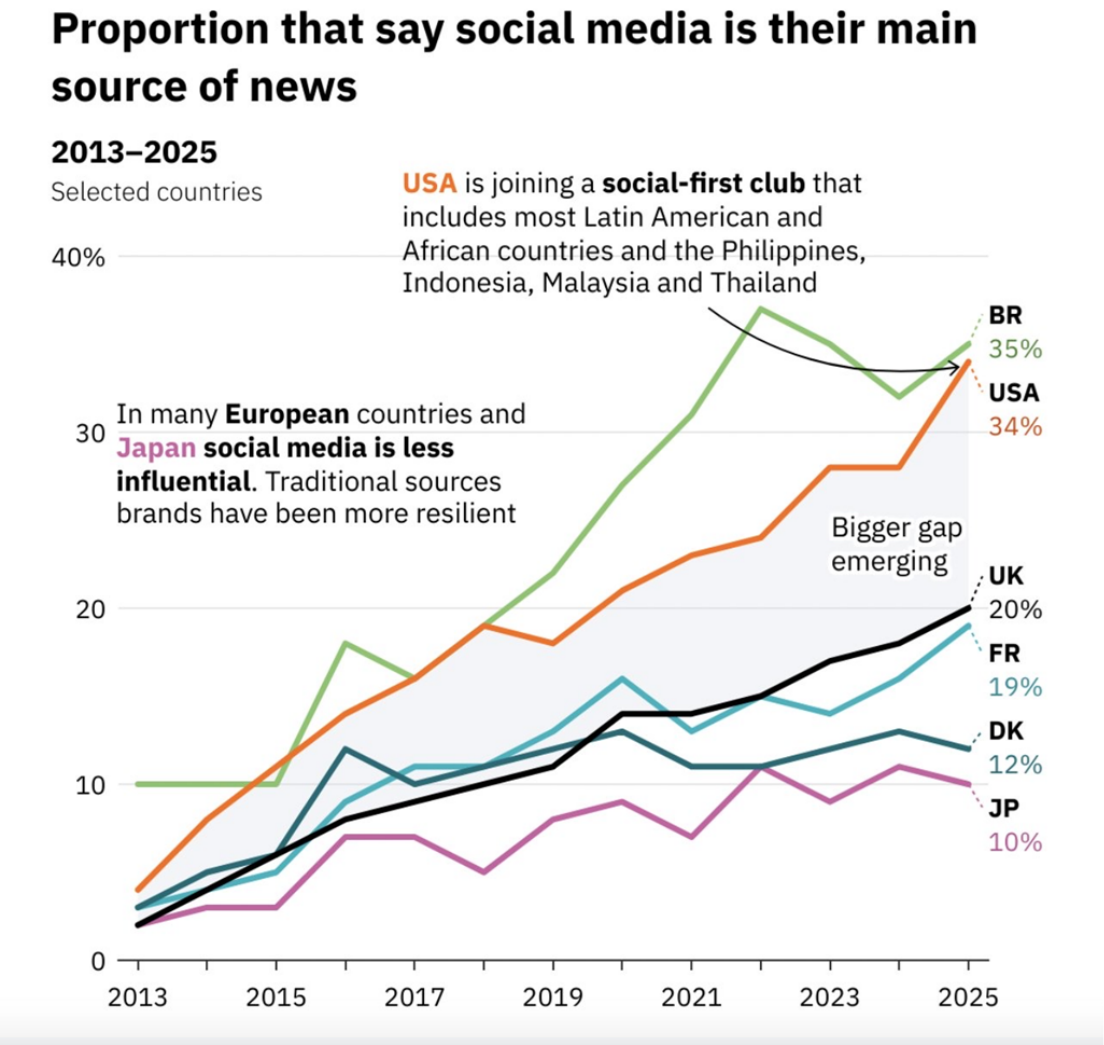

Figure 2.1: Chart Newman et al. (2025)

2.1.4 Regional Impact

In Latin America, with stagnant scores below level 2 in the PISA exam, playful strategies overcome cultural and linguistic gaps. Educational content presented playfully gains traction by making technical themes accessible, such as medical articles or digital finance. Table Table 2.1 consolidates the main problems found in Latin America regarding text interpretation, and how playful solutions can mitigate problems by addressing relevant results.

Table 2.1: Latin America Panorama.

Problems	Playful Solution	Result
Low Reading (Pisa)	Simple Analogies	+ Absorption of New Technologies
Functional Illiteracy 30–50%	Visual Stories	Higher Productivity
Gaps in Latin America	Local Narratives	+ Sales of Innovative Solutions

3 Alegoria Macroprocess

The flow represented in Figure 3.1 identifies the Alegoria platform macroprocess to transform technical information into social media content.

Insert Technical Information (Input Tech Info)

- Starting point where technical information (standards, specifications, raw documents) is inserted into the system.
- This step feeds the base on which the entire rest of the process will be built.

Create Journey and its Episodes (Define Journey)

- Technical information is organized into a **Journey**, that is, a logical chain of themes or episodes.

Create Script (Build Script)

- The defined Journey is converted into structured narrative scripts.
- Text and speech blocks are specified to serve as the base for media production.

Create Digital Script (Create Social Content)

- Scripts are transformed into social media-specific content.

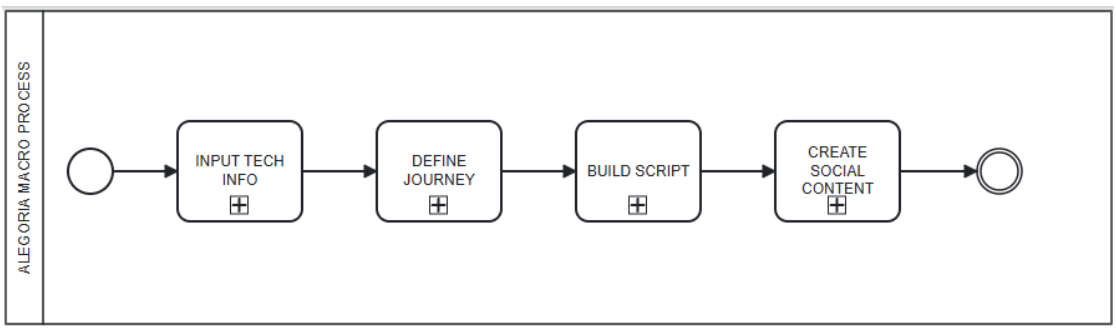

Figure 3.1: Alegoria Macroprocess

The diagram Figure 3.2 details the **Insert Technical Information** subprocess, which prepares the technical and conceptual base before journey and script construction.

Select Profile (Select Persona)

- First, the **persona** that will represent the narrative perspective is selected (for example, teacher, writer, doctor, influencer, …).
- This choice guides the tone, language, and focus of the next steps.

Load Technical Information (Load Tech Info References)

- Then, **technical references** are loaded: laws, standards, manuals, specifications, reports, etc.
- In this step, identifiers and metadata are already built that will allow future content traceability.

Load Knowledge Base (Load Knowledge Base with Tech Info)

- Technical references are used to **load the knowledge base**, structuring data for later use by journey and scripting modules.
- Based on the selected persona and technical references, the system selects the appropriate knowledge process (see diagram "Generate Digital Script Content"), which is triggered from this point.

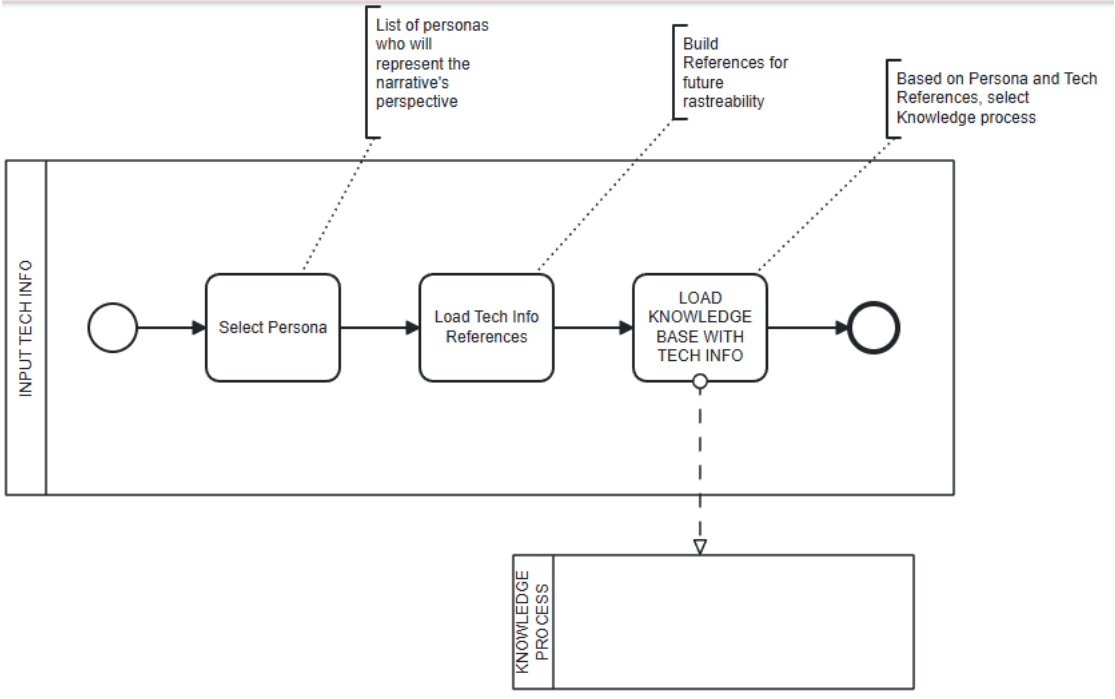

Figure 3.2: Insert Technical Information

The diagram presented in figure Figure 3.3 describes the “Create Journey and its Episodes” subprocess, where the platform transforms technical references into structured journeys for scripting.

Select Base Content (Select Tech References) The user chooses which technical references (documents, standards, laws, reports) will be the base for that journey.

These references delimit the thematic scope and content that can be used in scripts.

Select Digital Media (Select Digital Media) It is defined on which digital media the journey will be published (for example: short video, podcast, single post textual content).

Media choice guides narrative format, granularity, and detail level of the journey.

Select Duration and Number of Episodes (Select duration and number of episodes for each Journey) The user chooses the target duration and how many episodes will compose the journey.

This step breaks content into serialized parts, avoiding excessively long scripts for a single piece.

Select Journey (Select Journey) From previous combinations, the user selects (or confirms) the Journey to be used.

Each journey represents a specific narrative path built over the same set of technical references.

Load Journey (Load Journey in Knowledge Base) The selected journey is loaded into the knowledge base, with its relationships to technical references, target media, duration, and episodes.

This enables traceability and reuse of the journey in later scripting and content generation steps.

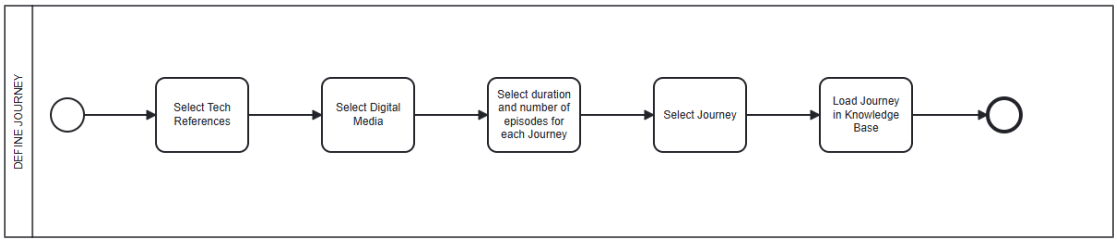

Figure 3.3: Create Journey and its Episodes

The diagram presented in figure Figure 3.4 describes the “Create Script” subprocess, where the selected journey and episode are converted into a validated script protected by AI safeguards.

Select Journey and Episode (Select Journey and Episode) The user chooses which Journey and which Episode will be scripted.

This choice defines the technical content segment and narrative context for the script.

Select Language (Select Language) The language in which the script will be produced is defined.

Allows supporting multilingual narratives from the same knowledge base.

Select Script (Select Script) The system generates script versions and the user selects the one that best meets the objective.

At this stage there may be variations by voice tone, persona, or target media.

Approve Script (Validate Script) The chosen script goes through content, consistency, and adherence validation to the communication objective.

Clarity, technical alignment, and compliance with internal or regulatory policies can be verified.

Create AI Safeguards (Build AI Safeguards) AI safeguards linked to the script are defined: alerts, restrictions, disclaimers, usage limits, risks, and disclosure conditions.

These safeguards work as safety rails for any subsequent content use.

Load Script Base (Load Script Database) The validated script, along with its safeguards and metadata, is loaded into the platform's script base.

From there, it becomes available as traceable input for content generation in different media.

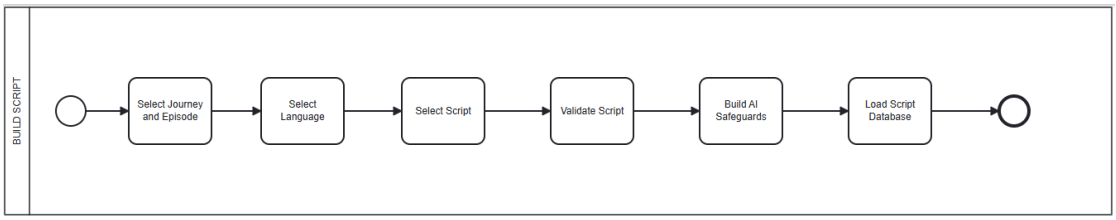

Figure 3.4: Create Script

The diagram Figure 3.5 describes the Create Digital Script subprocess, where the already structured script is transformed into digital media that can be used in social media content generation.

Select voice and narrative style (Select voice and narrative Style) Voice (speaker/speech persona) and narrative style are defined.

This choice adjusts rhythm, intonation, and language to the target audience and publication channel.

Select Visual Style (Select Visual Style) The visual style that will guide images and videos is chosen.

The goal is to ensure aesthetic unity between pieces generated throughout the journey.

Validate Prompts and Audios (Validate Prompts and Audio Content) Prompts used for image/audio AI and projected audio content (narration, speeches, soundtrack) are reviewed and validated.

Clarity, script adherence, and compliance with safeguards and communication policies are verified.

Generate Images and Audios (Generate Audio and Images) With validated prompts, the system generates supporting audios and images for episodes.

These assets become part of the media kit linked to the script.

Generate Digital Script Content (Generate Script Content) Finally, final social media content is generated, combining script, audio, and images (captions, post texts, descriptions, prompts, safeguards, reports, audios).

The result is scripted pieces ready to be used as requirements in building the definitive version of the piece that will go to social media.

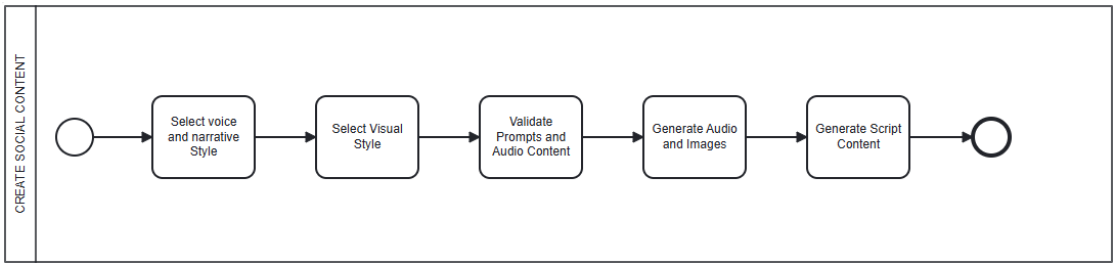

Figure 3.5: Create Digital Script

The diagram presented in figure Figure 3.6 shows the Knowledge Base Loading Process, which extracts and organizes technical knowledge from different perspectives (personas), producing structured elements for the graph/knowledge base.

There are four parallel tracks, one for each perspective:

Storyteller

Business (Entrepreneur/Business)

Government (Government)

Professional (Professional)

In all of them, the conceptual flow is the same, changing only the type of information extracted.

Storyteller Find Characters / Narrative Context Info: identifies characters and narrative context (who speaks, to whom, in what situation).

Facts and its relations: extracts relevant facts and relationships between them within the story.

Context (Importance of each Fact): qualifies the weight of each fact in the narrative (central, secondary, background).

Elements (Place, Time, Sentiments, …): produces structured elements like place, time, emotions, narrative climate etc.

Business (Entrepreneur and Business Info) Entrepreneur and Business Info: captures data about the entrepreneur, business, and context.

Facts and its relations: maps business-related facts (problems, opportunities, metrics, stakeholders) and their connections.

Context (Importance of each Fact): evaluates the relevance of each fact for business strategy.

Elements (Products, Benefits, Problems, …): generates elements like products, benefits, pains, objections, and expected results.

Government (Governmental and Govern Level Info) Governmental and Govern Level Info: collects public policy information, agencies, government levels.

Facts and its relations: organizes facts about standards, programs, goals, and institutional actors.

Context (Importance of each Fact): defines the importance of each fact for the regulatory or institutional scenario.

Elements (Entities, Resources, …): extracts elements like government entities, resources, legal instruments, and programs.

Professional (Professional Information) Professional Information: gathers data about the professional and their practice.

Facts and its relations: relates daily work facts, competencies, responsibilities, and challenges.

Context (Importance of each Fact): classifies which facts are most critical for professional practice.

Elements (Workplace, Work Activities, …): produces elements like work environment, key activities, tools, and routines.

In all tracks, the final result is a set of structured elements (entities, relationships, context, and importance) that feeds the knowledge base used later in journeys and scripts.

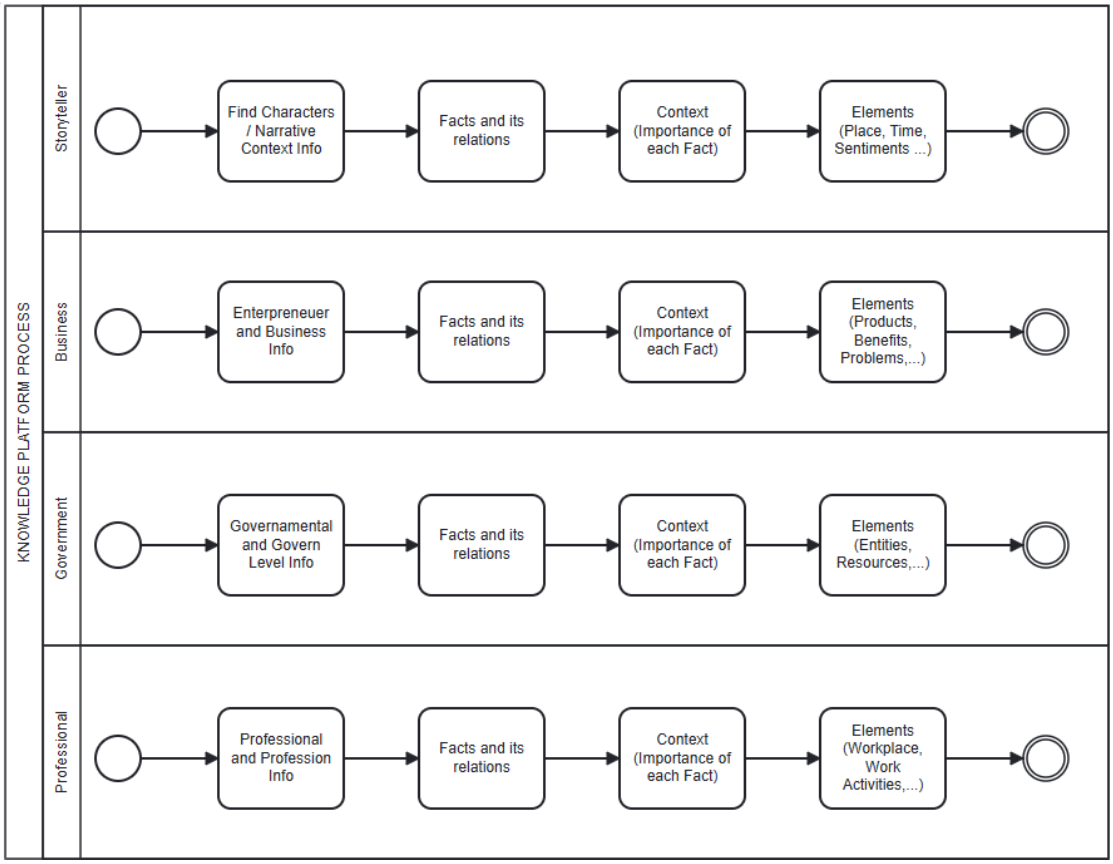

Figure 3.6: Create Knowledge Base

4 Knowledge Organization

In the Alegoria context, a knowledge base is a representation through graphs[1] of the information obtained and generated by the platform, where nodes and edges organize and connect data flexibly and powerfully, facilitating analysis and decision-making in complex environments. The following figure consolidates the Alegoria information structure:

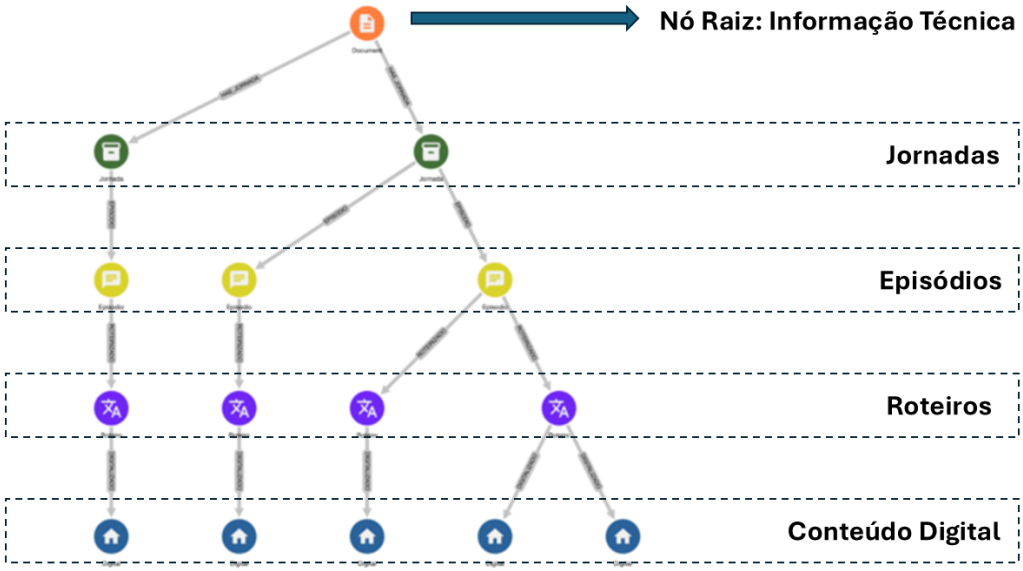

Figure 4.1: Alegoria Knowledge Model

The hierarchical knowledge organization structure—with journeys derived from original documents, branched into episodes, scripts, and digital content—provides informational scalability by allowing modular and fluid expansion of data assets, minimizing redundancies and maximizing reuse in media production pipelines. This architecture facilitates assertive decisions through parallel generation of multiple alternative narrative scripts, supported by knowledge graphs that preserve traceability and complete semantic context. Sequential automation of stages (from journey to final content) accelerates operability by orders of magnitude, while the knowledge tree, anchored in root nodes with essential

[1] A graph is an abstract mathematical structure composed of a non-empty set of vertices (or nodes) and a set of edges that connect pairs of these vertices, representing relationships between objects

parameters, delimits the AI scope of action, ensuring regulatory compliance, conceptual consistency, and reduction of hallucinations in automated generations.

4.1 Knowledge Approach Advantages

Alegoria automates the transformation of technical specifications, regulations, informative documents, or unstructured documents into narrative scripts optimized for digital media. It organizes knowledge graphs that interconnect content, allowing them to be reused as inputs across multiple platforms. It uses adaptive languages suitable for different audiences, with scripting parameterized by target duration and specialized narrative profiles (such as teachers, influencers, entrepreneurs, writers, health professionals, public servants, actors, coaches, spiritual leaders, communicators, and journalists). It offers multilingual narrative generation and optimized selection of AI models to compose complete scripts, including all inputs necessary for professional production on dedicated platforms.

4.2 Alegoria Adherence to the Artificial Intelligence Regulatory Framework

Alegoria implements information security mechanisms in cloud environments, in compliance with Gabinete de Segurança Institucional da Presidência da República (2021). It maintains integral traceability of all generated scripts, allowing complete monitoring of content lifecycle on social media. It also has an explainability assistant, based on knowledge graphs, capable of identifying facts, underlying script decisions, and reasons for content generation. It performs automatic regulatory risk analysis, estimating risk levels and critical points before launch. Finally, it uses the knowledge graph for logical grouping and exhaustive review of automated decisions.

5 Technology Stack, Methods, AI, and Alegoria Components

The Alegoria solution is composed of a technology stack based on the following pillars:

5.1 Technology Stack

The Knowledge Platform, as described in section 3 of this document, consolidates contextual information (entities and relationships) to support narrative composition and guide artificial intelligence on the scope of content to be produced.

The solution backend was developed to integrate artificial intelligence with this platform, making all interactions between them traceable and navigable and clearly identifying all points where human decisions occurred, ensuring total control over AI-generated content.

5.2 Artificial Intelligence Ecosystem

The artificial intelligence ecosystem brings together a set of models and prompts used in different stages of social media content composition. Alegoria prioritizes models especially suitable for knowledge structuring—with entity and relationship identification and fact isolation—and models with good performance in narrative construction, without straying from the technical and informational focus of generated content.

5.3 Alegoria Methodology

We promote the complete journey of technical content, starting from the embryo—whether a technical specification, regulation, informative document, or disorganized document—to creating narrative scripts ready for any digital media. In this journey, we organize material into Journeys, Scripts, and Episodes, until reaching the final version in digital content format, ready to be submitted to platforms or refined by design teams.

We structure the content knowledge base, enabling intelligent interconnection of information and reuse as input in different contexts. We adopt language compatible with all audiences and script content according to desired duration.

We apply diversified narrative profiles—such as teachers, digital influencers, entrepreneurs, writers, ghostwriters, health professionals, public servants, actors, coaches, spiritual leaders, communicators, and journalists—to adapt the tone and style of the message. We develop narratives in multiple languages and build scripts with all inputs necessary for professional productions on specialized platforms. Finally, we select the most suitable artificial intelligence models to support this narrative composition.

5.4 Functional Components

The following functionalities were implemented thinking of Alegoria platform operation:

The Content Builder is the core of the Alegoria platform: through guided steps, the user transforms technical documents into presentation narratives adjusted to the chosen audience.

The AI Assistant (Explainability) is an intelligent agent capable of clarifying doubts about the traceability of generated social media content, verifying adherence to the regulatory framework, and providing contextual information about each script.

The Catalog gathers all scripts produced from the technical documentation used as input, functioning as an organized content repository.

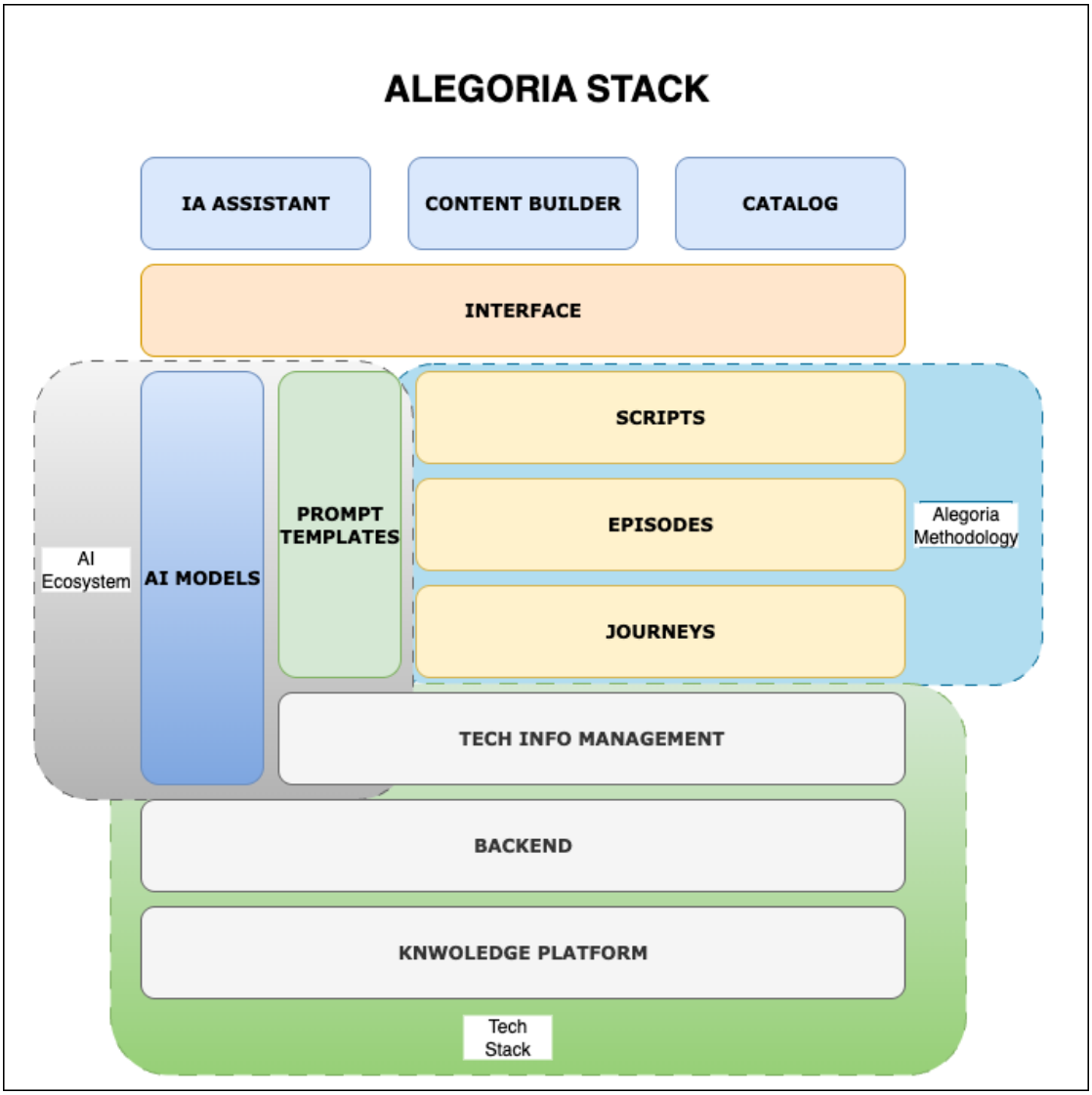

Figure 5.1: Alegoria Technology Stack

6 Conclusion

In 2021, when we first talked about the implications of Artificial Intelligence in the creative process, we imagined that AI could indeed take the place of humans. We envisioned robots winning Nobel Prizes in literature or museums filled with arts built by non-human intelligences. The first attempt to create something in this sense (the embryo of what would later become Alegoria) started from a clear premise: artificial intelligence models would mature and create such diverse and rich content that humans would become obsolete. It was an ambitious and, we now understand, misguided goal. In 2025, despite large AI companies' attempts to achieve Artificial General Intelligence[1] (from English *Artificial General Intelligence - AGI*), what we saw was AI maturing as a tool that, despite being rich in information and highly capable of generating images and videos, still depends on human intellect to bring *meaning and purpose* to its actions.

Four years after starting our journey, we built a human-centered tool, which is fundamental to achieving *meaning and purpose* throughout the entire creative process. Our maturation lies in understanding that **Artificial Intelligence is a powerful piece of automation and orchestration[2]** that, in the case of Alegoria, proved capable of guiding a human without social media experience to achieve significant results in technical content scripting. We emphasize that the merit lies with the human: When called to take on a creative role, with the right tools, we are capable of impressive results. Alegoria is, in the end, the guiding thread where the human is present in *storytelling, giving meaning and purpose to the technical through a playful approach.*

Alegoria is a modern Artificial Intelligence tool. In addition to its main function, it comes with tools that allow observation of safeguards, regulatory risk analysis, content traceability, and complete explainability of the scripting process, ensuring total human control over the generated content. Compliant with the Legal Framework for Artificial Intelligence (Camara dos Deputados (2023)) and the National Plain Language Policy (Brasil (2025)), it carries the concern of keeping, in human hands, total control over how Artificial Intelligence behaves.

But, after all, why do we want technicians to generate scripts for social media? Since October 25, 2025, China requires influencers and content creators to prove professional qualifications (diplomas, certifications, or licenses) to publish on sensitive technical

[1] AGI represents an AI system capable of understanding, learning, and performing any human intellectual task across multiple domains, with cognitive flexibility equivalent to that of a human

[2] Automation and Orchestration, as it can generate content on a large scale while giving us governance over all that content

topics such as health, medicine, finance, law, and education. In Spain, the "Influencer Law" since 2024 requires accounts with strict advertising guidelines and sponsored content identification, aiming to prevent disinformation on professional topics. In Brazil, PL 1547/2023 and PL 5990/2025 propose regulation of digital creators, with training, certification by the Ministry of Labor, and restrictions on technical content without qualification. There is indeed a global trend for platforms to verify specialists. We see this as very positive. Alegoria is here, and now, to meet this demand.

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