

# **PROMPT ENGINEERING VS. CONTEXT ENGINEERING**



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ASSIGNMENT 01

# INTRODUCTION

## What are AI Prompts and Contexts?

- **Prompt:** The specific instruction or query given to an AI model.
- **Context:** The background information or supporting data that shapes how the AI interprets the prompt.
- Both are essential for getting accurate and meaningful responses from AI systems like ChatGPT or Claude.

## Purpose of This Presentation:

To distinguish between Prompt Engineering and Context Engineering and understand their roles in AI performance.

## **What is Prompt Engineering?**

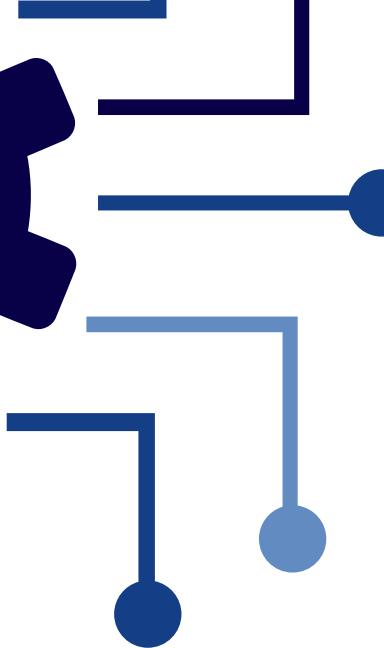
**Prompt Engineering is the process of crafting effective inputs or questions to guide an AI model toward the desired output.**

### **Key Focus:**

- Choosing precise wording
- Structuring queries logically
- Using examples, tone, or role instructions

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**Example:**

**Instead of “Tell me about photosynthesis,” a refined prompt  
would be:**

**“Explain the process of photosynthesis in simple terms for a 10-  
year-old student.”**

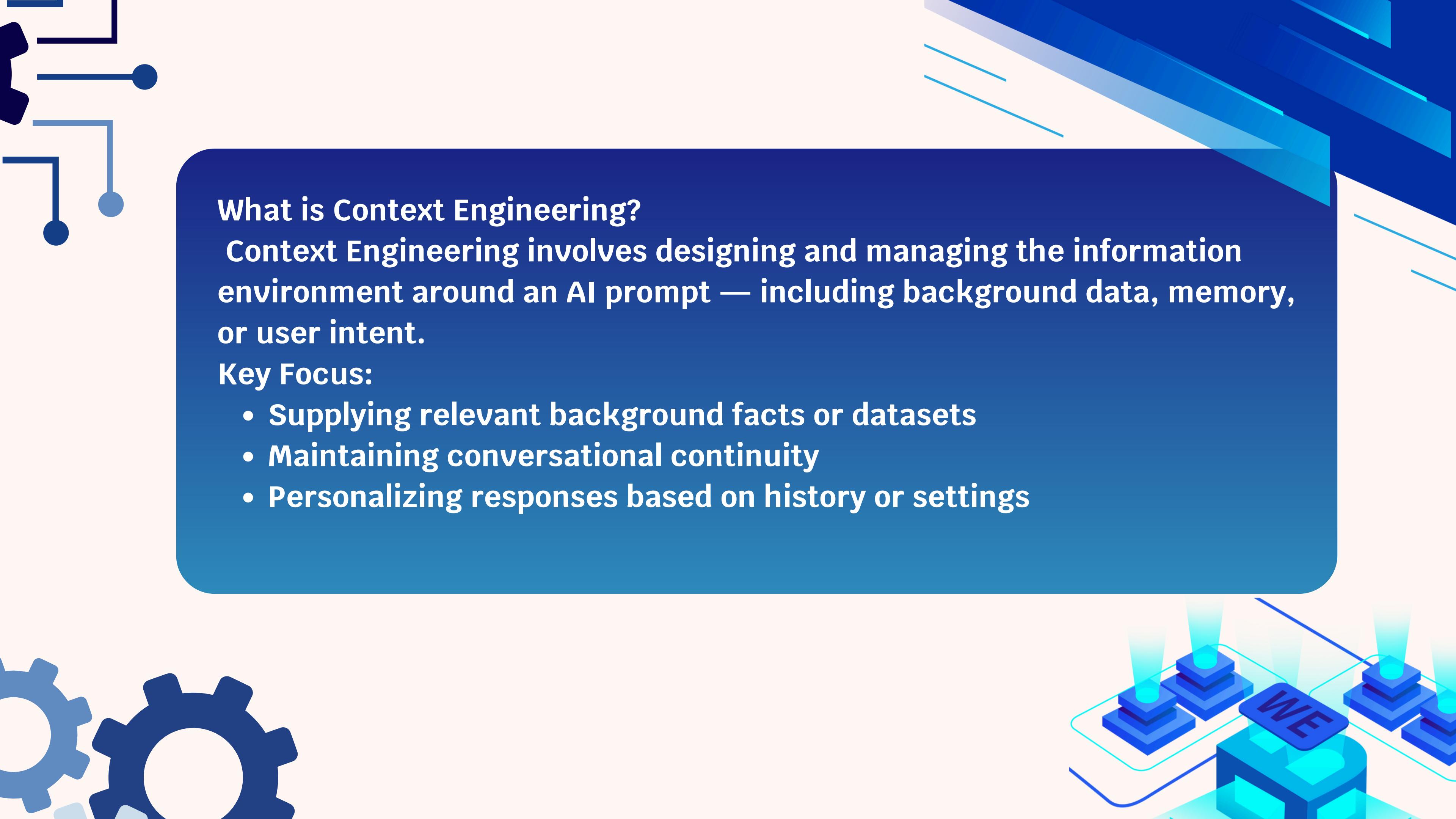
**Goal: Maximize clarity and control through better phrasing.**

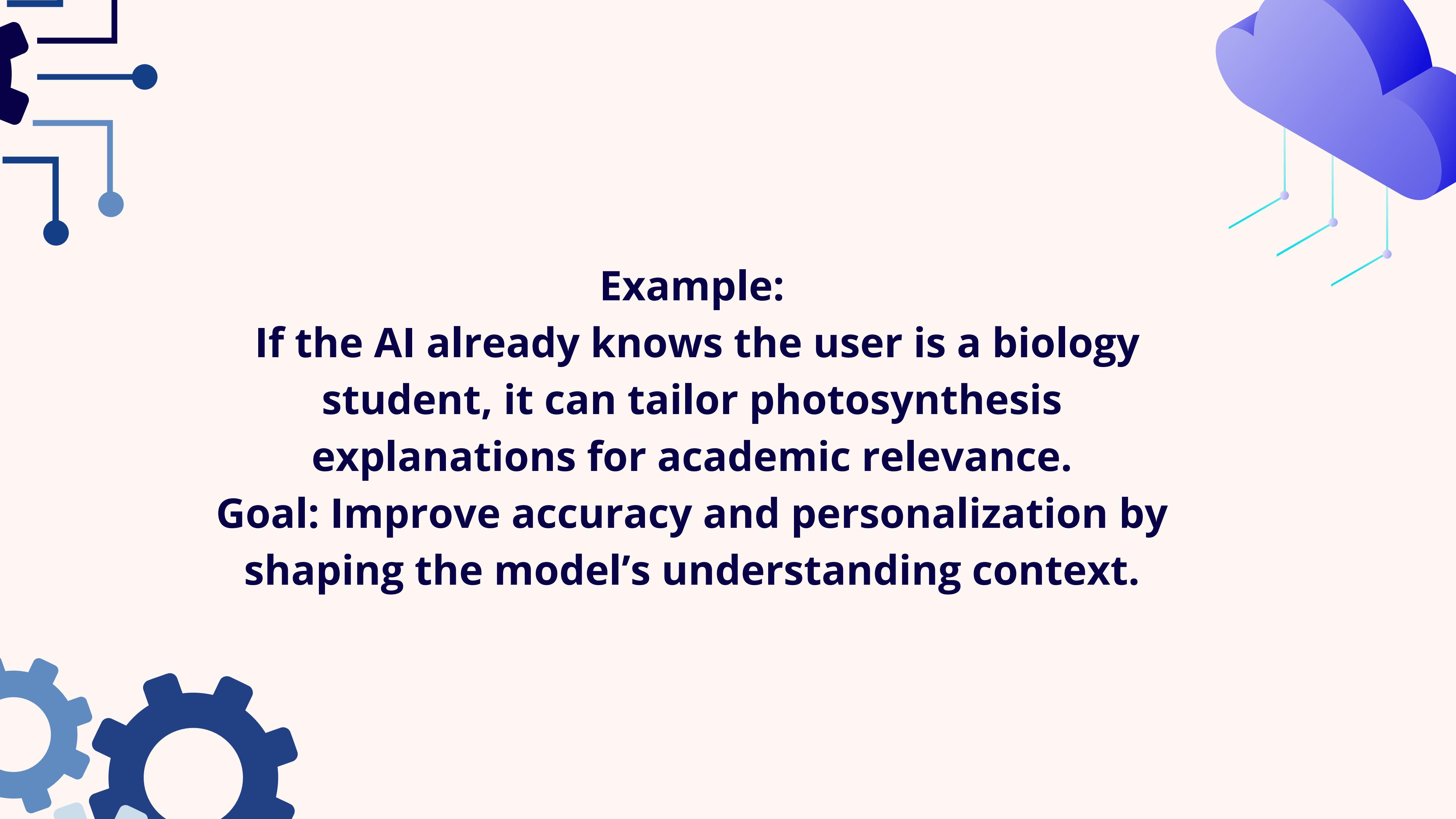
## **What is Context Engineering?**

**Context Engineering** involves designing and managing the information environment around an AI prompt — including background data, memory, or user intent.

### **Key Focus:**

- Supplying relevant background facts or datasets
- Maintaining conversational continuity
- Personalizing responses based on history or settings

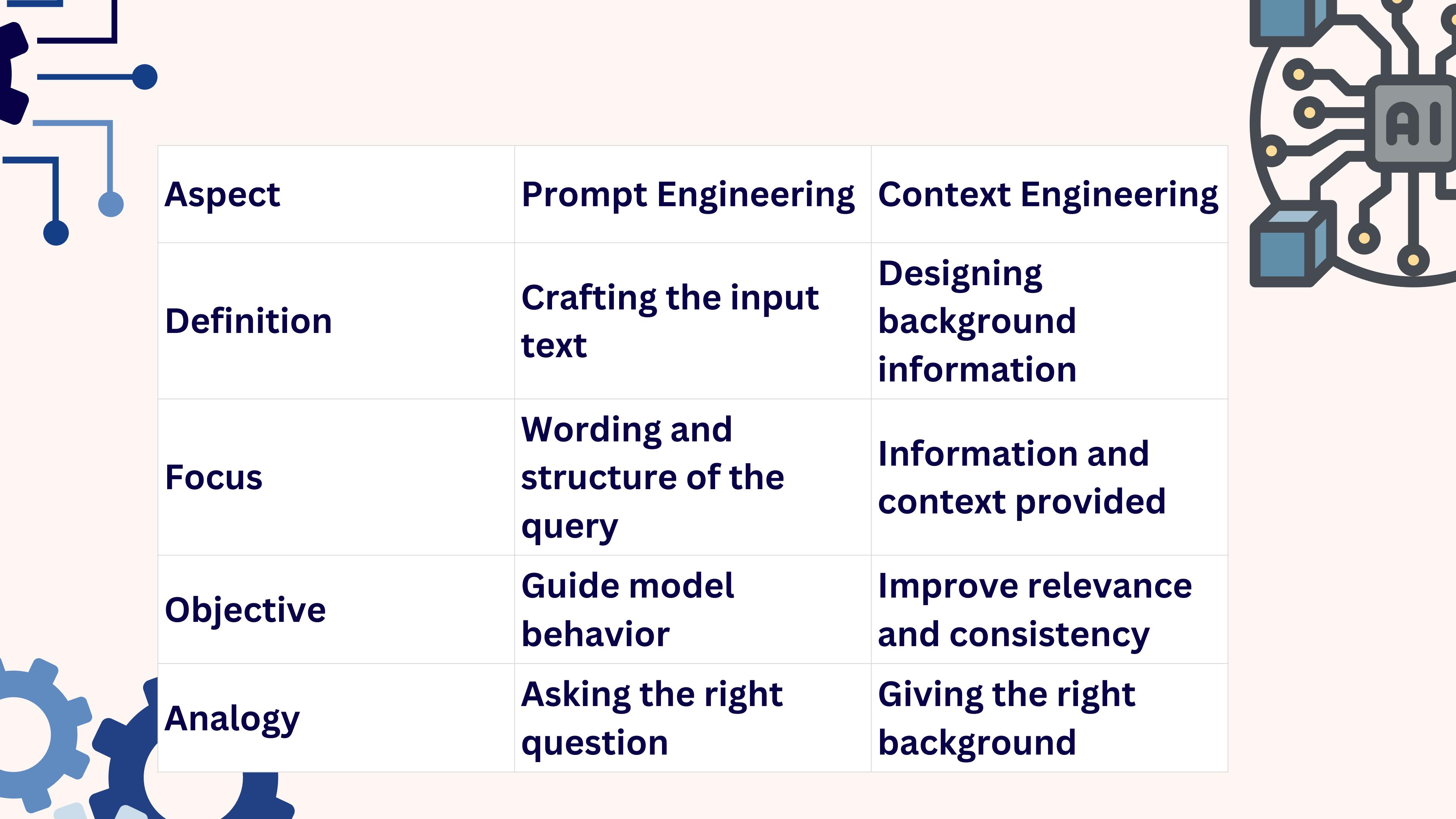




**Example:**

**If the AI already knows the user is a biology student, it can tailor photosynthesis explanations for academic relevance.**

**Goal: Improve accuracy and personalization by shaping the model's understanding context.**



Aspect	Prompt Engineering	Context Engineering
Definition	Crafting the input text	Designing background information
Focus	Wording and structure of the query	Information and context provided
Objective	Guide model behavior	Improve relevance and consistency
Analogy	Asking the right question	Giving the right background

## **Conclusion:**

**Both Prompt and Context Engineering are complementary disciplines.**

**Prompt Engineering focuses on how we ask.**

**Context Engineering focuses on what background we provide.**

**Together, they define the future of effective human-AI collaboration.**

**THANK  
YOU**