



PROMPT ENGINEERING VS CONTEXT ENGINEERING

What is Prompt Engineering?



Prompt engineering is the process of designing and refining input prompts (questions or instructions) given to an AI model to get accurate, relevant and useful responses.

What is Context Engineering?

Context engineering is the process of providing external resources and relevant information to a Large Language Model (LLM), along with instructions, to help it perform a specific task effectively

How Prompt Engineering Works



1. Define Objective: Decide what output you want from the model (summary, story, data).
2. Craft Prompt: Write clear instructions with format, tone or word limit if needed.
3. Iterate & Refine: Test and adjust the prompt to improve responses.
4. Evaluate Output: Check accuracy, relevance and clarity of results.
5. Deploy / Use: Use the final prompt in your app or workflow and document it.

How Context Engineering Works



1. Gather Resources: Collect relevant data, documents or examples for the task.
2. Define Context: Specify background details like topic, audience and tone.
3. Integrate Context: Add or link external info to the model prompt or system.
4. Manage Context: Update or remove outdated or irrelevant information.
5. Evaluate Results: Check if the model uses context accurately and improves output.

What Are They, Really?

- Writing clever instructions in a prompt
- **Focus on how you ask.**
- **Prompt Engineering**
- Example:
“Write a short paragraph on the topic
TIME MANAGEMENT”



- Builds the AI’s environment for thinking. Adds rules, tone, and background info to guide responses.
- **Focus on what information you give.**
- **Context Engineering**
- Example:
You upload a company policy document and a glossary of business terms.
Then you ask:
“Summarize the key updates in our latest policy for employees.”

Use Cases of Prompt and Context Engineering in AI Systems

Content Creation

- ➔ Prompt Engineering

You guide how the AI writes – tone, style, or format – through your prompt.
Example: “Write a friendly 3-line caption for Instagram about coffee.”

Customer Support

- ➔ Context Engineering

The AI uses company FAQs, policies, or past chats to give accurate answers.
Example: It reads internal data before replying to customer queries.