The new Master of (fictional) Porterhouse would like to modernise the college website, using generative AI to create both the html and content. They bring the proposal to the College Council, of which you are a member.

(a) Discuss the challenges presented by intellectual property and generative AI. 

(b) Use either consequentialist or deontological reasoning to argue in favour of or against the proposal. Additionally, please define the ethical philosophy you will be employing in your argumentation.

(c) One of the Fellows is concerned about the existential risk of generative AI. Discuss this risk and explain other risks from AI.