

How Multimodal Generative AI Enregisters Pictorial Genres and Painting Practices: Between Stylistic Stereotypes and Visual Tropes

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Considering images generated by the AI systems *Midjourney* and *DALL·E*, this paper aims to examine the relationship between the genres of images (still life, portrait, landscape, etc.) and artistic styles (Monet, Pollock, etc.), while questioning the notion of genre in respect to discursive register. In this framework, we will seek to problematize the notion of style from the perspective of language sciences as perceptually and socially recognizable plastic and figurative configurations.

The methodology relies on prompts deliberately combining style and genre that are seemingly incompatible, following the structure: “image of [GENRE] in the style of [ARTIST/MOUVEMENT].” This strategy compels the AI to produce tropes—that is, counter-stereotypical usages. It also aims to test the resistance of what is sedimented within datasets and, more generally, within existing structures of meaning by mobilizing the theories of enunciative praxis and enregisterment (Agha, Nakassis). The plastic and figurative analysis of multiple outputs reveals various tropic effects that make it possible to identify the degrees of stereotypification.

Keywords: generative artificial intelligence; enregisterment; enunciative praxis; stylistic stereotypes; genre; tropes.