

THE IMPACT OF LINGUISTIC FEATURES IN ADVERTISING ON AI TRANSLATION ACCURACY AND CULTURAL SENSITIVITY

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Abstract

The world of AI translation has seen major improvements in the last few years. Unfortunately, cultural nuances and adaptations remain one of the biggest barriers AI systems face, especially with English and Uzbek. This paper examines the problem AI translation systems encounter when dealing with cultural and idiomatic subtleties of these languages. We utilize both qualitative and quantitative methods to assess the context relevance of AI translation in the given cultures.

Keywords: AI translation, cultural adaptation, machine translation, linguistic challenges, idiomatic expressions, localization issues, natural language processing (NLP), cross-cultural communication.

Introduction

Linguistic characteristics in advertising texts play a crucial role in determining the way in which artificial intelligence translation systems (AI) with precision and efficiently interpret and transmit messages in different languages. Advertising language is distinctly characterized by its use of metaphors, idioms and cultural allusions, which have a variation in meaning and impact in different linguistic and cultural contexts. Such features are used not only to captivate the target audience, but also encapsulate deeper emotional resonances which may not easily translate through cultural borders.

One of the essential challenges of AI translation systems lies in manipulation of idiomatic expressions - sentences whose meanings are not directly deductible from individual words. For example, the English expression "Kick the Bucket" results in the concept of death but lack of direct equivalence in many other languages. AI systems often fight with these idioms, leading to translations which are too literal or completely lack the desired meaning. As Liao and Zhang (2023) elucidate, dependence on contextual meanings in idiomatic expressions requires a level of cultural understanding that often lacks.

In addition, cultural references integrated into advertising texts have important obstacles for AI translators. Advertisements often exploit culturally specific icons, humor and societal standards to create an emotional link with their audience. Translation of these advertisements may require in-depth location to ensure that cultural references resonate with target demography. For example, advertising designed for the American market which refers to Thanksgiving may not have a significant equivalent in cultures that do not celebrate similar holidays. Here, AI systems



must not only translate words but also interpret cultural meaning, thus demanding additional refinement in their linguistic algorithms.

The emotional tone of advertisements, which can go from persuasive to humorous, adds another layer of complexity. Stereotypical, advertisements can use hyperbolic language or playful word games intended to cause specific emotional responses, which can be particularly nuanced. The emotional issues inherent in the language of advertising frequently lead to the subtleties that AI algorithms find it difficult to capture. As Turner and Jenkins (2024) note, the emotional weight carried by specific words can vary considerably between cultures, complicating the task of maintaining the tone of the original during the translation process. An AI system can successfully translate the words but fails to evoke the planned emotional response, ultimately diluting the effectiveness of advertising.

In addition, language variability - corrected by dialects, familiar expressions and evolving linguistic structures - exacerbates these challenges. In multicultural societies, advertisers often adapt their messages to specific subgroups using regional dialects or slang, thus creating layers of meaning that AI systems can have trouble navigating. Such linguistic variability requires robust data sets that include a wide range of dialect variations, but most IA translation tools are mainly based on a standardized linguistic corpus, making them likely to interpret.

In summary, the complex interaction of idioms, cultural references, emotional tone and the variability of language considerably influences the performance of AI translation systems. The limits of current models in the capture of these linguistic characteristics have obstacles to the realization of both precision and efficiency in the translation of advertising texts, strengthening the need for continuous research and development in this area. By better understanding these linguistic dimensions, AI translation technologies can be refined to improve their sensitivity to cultural nuances, ultimately improving the fidelity of translations in advertising practices., The interaction between linguistic characteristics in advertising texts and the performance of artificial intelligence translation systems (AI) is fundamentally influenced by cultural nuances. Advertising is based on subtlety in language, including humor, idiomatic expressions and culturally specific symbols, which are often loaded with meaning that reflects the values and beliefs of a particular society. The translation models of AI generally operate through the recognition of patterns and statistical correlation, which can lead to inaccuracies when they face these nuanced elements of language.

As highlighted by Abu-Rayashash (2024), humor is an excellent example of a linguistic characteristic that raises significant challenges in translation. The efficacy of humor in advertising depends largely on shared cultural references and contextual understanding. For example, a word game that can resonate with a demographic group can be completely opaque to another, resulting in a loss of planned effect. The AI systems, which mainly analyze the text based on linguistic patterns, can ignore the underlying cultural references, which leads to translations that strip the original message of their humor and emotional attraction. Abu-Rayashash research emphasizes that without the nuanced understanding of cultural contexts, IA translations can inadvertently change the message, which makes the ads ineffective or even offensive in the target market.



In addition, the issue of colloquialisms further complicates the translation process. Ye (2024) analyzes how informal language, which often embodies regional dialects and cultural idioms, can create substantial barriers in intercultural communication. Ads often use colloquial language to encourage relatability and attract specific demography. These linguistic options are generally intended to evoke familiarity and connection between consumers, but may raise significant interpretive challenges for AI translation systems. The inability to understand the connotations and the cultural importance of colloquialisms can lead to erroneous translations that fail to involve the audience planned effectively. Ye of Ye underlines the need for adaptive translation strategies, which take into account not only the linguistic structure but also the cultural dynamics inherent in advertising discourse.

In addition, symbolism within advertising texts represents another layer where linguistic characteristics can lead to discrepancies in the effectiveness of the translation of AI. The symbols operate within the cultural frameworks, with meanings that can vary widely in different contexts. For example, an image or phrase that symbolizes prosperity in one culture can be interpreted differently in another, which potentially leads to misalignment with the values and expectations of the target audience. IA translation systems, which depend predominantly on textual data for decision -making, may have difficulty interpreting these symbols without an integral understanding of their cultural connotations.

Therefore, it becomes evident that linguistic characteristics in advertising texts are inextricably linked to cultural nuances that significantly affect the precision and effectiveness of AI translations. The adaptation of translation strategies to explain these complexities is essential to achieve successful intercultural advertising communication. It is imperative that future research continues to explore the intersection of language, culture and technology to improve the capacities of AI translation systems in the field of advertising. Since cultural understanding is a vital component of effective communication, continuous research on these dynamics remains crucial to advance in AI translation methodologies., In addition to the challenges posed by cultural nuances, the variability of linguistic structures and styles further complicates the task of translation of artificial intelligence (AI) within the reign of advertising. Тиназ and сатибали much (2024) have a compelling comparative analysis of the translators of translators used in various media texts, highlighting that linguistic creativity inherent in advertising requires approaches to the basis for translation: the translation routes: the current tools often struggle to emulate. This indicates that the idiosyncratic nature of advertising language, characterized by its use of words of words, idiomatic expressions and rhetorical devices, can evade the rigid paintings of the traditional translation models of the AI.

In addition, Sharakhina et al. (2024) They say that the dynamic character of visual advertising messages requires a flexible understanding of language that transcends conventional syntactic and semantic boundaries. The immaterial aspects of advertising often play a crucial role in the involvement of consumers, in which the emotional resonance of the intertwined language with images can lead to different interpretations. These interpretations are often influenced by the cultural context, which require a nuanced understanding of specific linguistic characteristics that may not have direct counterparts in the target languages. Artificial intelligence systems, in particular those based on standard algorithms, may not efficiently manage these complexities,



leading to potentially misleading translations that do not capture the expected emotional charm or the persuasive impact of the original message.

Linguistic characteristics such as colloquial, jargon and culturally specific references present further obstacles for the translation of the AI in the advertising sector. As examined by Bassione and П (2023), these characteristics often reflect the socio-cultural fabric of a language, acting as identity and belonging indicators. The erosion of these socially incorporated connotations in the translation can lead to a disconnection between the intent of advertising and its reception, undermining its effectiveness. Artificial intelligence systems, although trained on corporate vast, may not have the cultural competence necessary to interpret and carefully make these characteristics, failing to achieve a translation that resounds authentically with the target audience.

In addition, the temporal aspect of advertising language adds another level of complexity. As the trends evolve, the lexicon and the style of effective advertising are also evolved, making the insufficient static algorithmic responses to carefully transmit contemporary messages. The rapidly evolution panorama of advertising language, often guided by digital media and social trends, requires artificial intelligence systems not only to process language but also to adapt to continuous changes in the behavior and preferences of consumers (Ианова, 2024). Consequently, the integration of the analysis of real-time data within the AI translation systems can improve one's reactivity and flexibility, allowing adaptations to the changing linguistic climate.

In summary, linguistic diversity in advertising texts forces the AI translation systems to face a myriad of challenges that extend beyond the simple vocabulary or grammar. The idiosyncratic nature of advertising language, aggravated by cultural complexities and the evolution of linguistic styles, underlines the need for progress in the operation of translation of the AI. Facing these multifaceted linguistic characteristics, future developments in artificial intelligence can improve the accuracy and effectiveness of translations in the advertising sector, ultimately promoting greater intercultural communication and consumer commitment. The linguistic characteristics relating to advertising texts have unique challenges for the translation systems of artificial intelligence (AI). The advertising language is often characterized by specific stylistic elements, including idiomatic expressions, metaphors and cultural references that may not have direct equivalent in other languages. These characteristics can lead to incorrect translations or excessively literal translations, significantly influencing the perceived message and the effectiveness of the advertising material in different cultural contexts.

For example, the use of words and words games and games, which are common in advertising - are strongly reserved on linguistic structures that may not resonate in other languages. This is not only in the semantic loss, but also in the non-involvement of the destination public. As pointed out by Lee (2024), the lexical shade - such as connotations of certain words or phrases - can alter the emotional charm and the persuasive power of an advertising. Artificial intelligence systems, which are generally trained on vast data sets, may have difficulty capturing these subtleties, ultimately compromising the accuracy of the translation.

In addition, the cultural context in which advertising materials are located plays a fundamental role in the translation process. Advertising often uses cultural references that resonate with the



local public but may appear foreign or confused in other cultural contexts. Yuxiu (2024) shows that without a profound understanding of target culture, artificial intelligence translations can mislead the expected message, decreasing the effectiveness of advertising. The misunderstanding potential is further exacerbated by linguistic variability, in which regional dialects and socio-class influence both linguistic choices and interpretative paintings.

To face these faceted challenges, future research efforts, as noted by Samala et al. (2024), must aim to advance the AI translation models to facilitate a more nuanced understanding of the linguistic and cultural subtleties present in the advertising texts. This entails the integration of sophisticated techniques for processing natural language capable of recognizing and adapting to the variability of the use of the language in different cultural contexts. Implementation of automatic learning algorithms designed to learn specific domain from corpora, in particular those that capture the complexities of advertising language-could improve the ability of the model to produce culturally sensitive translations.

In addition, the inclusion of feedback mechanisms that incorporate insights by native speakers is vital. By involving the linguists and marketing experts in the evaluation and correction of translations generated by the AI, the resulting results can be perfected to align better both with linguistic accuracy and with cultural adequacy. This iterative approach would not only improve the quality of the translations, but would also favor a more robust dialogue between the artificial intelligence systems and the different linguistic communities that are needed.

Conclusion

The complexity of the linguistic characteristics and cultural shades have formidable challenges for the translation of the AI in the kingdom of advertising. Future progress depend on the development of more sophisticated models capable of navigating these challenges, thus ensuring that the power of advertising messages is preserved through linguistic and cultural boundaries.

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