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AI and Its impact on Communication
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Abstract:

Today, artificial intelligence (AI) has changed the way of communication . This study aims to explore the impact of artificial intelligence on human communication . It affects the changing aspects of social and professional interactions. This study shows that artificial intelligence has a significant impact on increasing communication effectiveness. But it also brings challenges in terms of emotional relationships and privacy also. The impact of artificial intelligence on human communication is very visible in various aspects of life. Today, The use of AI creates many questions about its impact on the authenticity and quality of relationships between us. Although this technology provides many benefits, organizations and individuals need to be aware of the potential risks that can arise through it . This research is expected to provide deeper insights for technology developers, and the wider community in facing communication challenges in the era of AI.

Keywords: Artificial Intelligence, Communication, Interaction Technology.

Introduction :

Communication is essential in day-to-day life for sharing thoughts, ideas, and emotions with others. It helps to build relationships, solve problems, and make decisions whether at home, school, or work. Effective communication fosters understanding and teamwork. It is a process of creating, exchanging, sharing ideas, facts, feelings, etc. Words not only convey information, they also reflect values and beliefs.

Language is like a living organism. It constantly develops to adjust to our changing needs. Even now, the patterns of language continue to evolve.The way we communicate with others is constantly evolving. From the invention of the printing press to the rise of the internet, each technology has redefined the landscape of information-sharing and interpersonal connection. In the modern era, the emergence of artificial intelligence stands poised to boost this evolution to unique heights.

The rise of various new types of technology creates new vocabulary in every given language. As you can see, many aspects of our environment can foster language change. So

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it's fair to consider how such technology as artificial intelligence, which we use for communication, is changing or will eventually change our language.

1. AI and Changing Personalized Communication

In recent decades, the development of artificial intelligence (AI) has brought about major changes in the way technology interacts with humans. Artificial intelligence, which was once a futuristic concept, has now become an integral part of everyday life (Abdillah. et al. 2020).

The main difference between AI and human intelligence is that AI systems can absorb huge amounts of information quickly and efficiently. It makes the software much more superior at grammar and vocabulary etc. than the human brain.

Use of AI tools can evaluate vast amounts of data, including user behavior, preferences, and communication patterns. This allows for the creation of highly targeted and tailored communication strategies. For example, Chatgpt can answer your questions regarding orders, products, and services, and even fulfill your needs based on interactions. This level of personalization can significantly improve our satisfaction and loyalty over time.

2. Mechanical Communication Through AI:

With the use of AI various mechanical communication apps are transforming the way businesses communication with customers. By offering 24/7 support service, AI can handle basic inquiries, troubleshoot problems, and simple transactions, all without human involvement. It allows human customer service representatives to focus on more complex issues, increasing efficiency and improving customer satisfaction.It can provide information for students also.

The use of AI in digital marketing and data analytics also shows great prospects in personalizing customer experiences. As AI has the ability to deeply analyze customer data, companies can better understand individual preferences, behaviors, and needs of customers.

3. AI and its effects on language and communication:

The research on the impact of artificial intelligence on our communication becomes very significant. If we understand how AI is changing the way we interact with technology, others will help us to cope up with its impact more wisely. Therefore, there is a need for in-depth discussion of how AI plays a role in social interactions and how we can use this technology without sacrificing the quality of human relationships

AI can be used to bridge the communication gap between differing languages. Actual translation tools like Google Translate are changing how we interact across cultures. These tools could be used to foster more seamless communication and collaboration.

Beyond spoken language, AI is also making progress in translation especially in texts. Machine translation services are becoming increasingly sophisticated and capable of translating complex documents with greater accuracy. It opens doors for Worldwide collaboration, allowing to share knowledge and resources more efficiently in various fields

Incorporating AI into communication offers unquestionable benefits and can positively

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impact at the workplace, leading to increased efficiency and productivity overall.However, there are some concerns for implementing this technology. For instance, it is important to remember the unique role of human connection, as effective communication relies not just on transmitting information but also on understanding and shared experiences.

But the increasing use of AI in communication also raises ethical concerns. Preconceptions in the data used in AI models can lead to discriminatory communication practices. Additionally, the support of AI for communication could lead to social isolation and a decline in face-to-face interaction

However, the technology is far from perfect. Unlike the human brain, AI can't understand humor, subtext, and, most importantly, context. In other words, when AI speaks or writes, it has no idea what it's saying. Even though it can provide us with the translation of thousands of words from other languages. In turn, machine translation produces plain language that lacks expressions simply because it can't comprehend the nuances of various languages. This could potentially make us abandon the complex idioms of our speech.
However, not all effects of artificial intelligence on our language are negative. For example, AI in communications and brand compliance can respond to messages in a similar manner to the company's guidelines.It also removes negative tone and emotions.

In fact, one study analyzed Gmail's tool that suggests possible responses to a received email. It found that it offers a much more positive tone than what humans usually use. It seems that in the long term, Gmail has the potential to change the manner and language people use to interact with each other.
On the other hand, people are pretty good at understanding when a message is coming from an AI. This form of communication doesn't always cause positive feelings. Another study has found that people often feel a sense of distrust when an Airbnb host is using an AI-generated profile.

Even though AI has not been around for that long, the findings show that it already impacts our language. It also influences our social relationships, workplace communication, and interactions with other people.
4. AI and today's life:
The essential elements in communication are creativity, empathy, and understanding social context . Through it , we can convey messages in a more engaging, relevant, and meaningful way, and build stronger and more effective relationships with our audiences AI allows systems to talk to users, provide recommendations, and even complete complex tasks without human intervention. However, the big question that arises is whether this increase in efficient communication will reduce the quality of human relationships or even affect more personal social interactions (Alayida, 2023).
Artificial intelligence is not ready to communicate with us at the same level yet. It is not prepared to replace translators and interpreters. It's difficult to predict if it ever will be. However, AI can help us with natural language processing (NLP) systems. The best

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achievement of AI is breaking language barriers. While its comprehension is imperfect, AI can instantly translate and interpret hundreds of languages. It allows non-English speakers to understand the language that leads the world easily.

Conclusion :

In short, artificial intelligence and its wide usage affects how we communicate both in the professional and social worlds. AI can improve effectiveness and provide convenience in interaction. This technology also brings challenges in terms of maintaining the quality of social relationships and communication ethics.

The effects are subtle, such as changing the way we write emails. But it could make our speech less expressive and discourage people from learning new ones. Despite its accessibility and prominence, AI has a lot to learn. It's still unable to comprehend the language beyond basic grammar, certain keywords, and literal interpretation of vocabulary. Thus, it might not be reliable for such use cases as interpretation.

AI is breaking barriers by making other languages easier to understand. However, a trustworthy interpreter is needed to preserve the language and its nuances. Enabled by remote simultaneous interpretation, interpreters allow people worldwide to connect virtually and engage in their languages. That's why building bridges towards limitless knowledge continues to lie in the hands of interpreters.

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