

Problem of culture translation through artificial intelligence

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Abstract

This article explores how artificial intelligence (AI) has transformed translation, highlighting both its benefits and challenges. AI has significantly improved accessibility, speed, and scalability, making language services more widely available. Neural machine translation (NMT) technology has enhanced translation accuracy and efficiency, facilitating real-time communication across different languages. However, notable challenges remain, particularly in handling idiomatic expressions, ensuring cultural sensitivity, and addressing ethical concerns in fields such as legal and medical translation. To overcome these issues, the article emphasizes the need for hybrid translation models, better training datasets, and well-defined ethical guidelines.

By combining AI's technological capabilities with human expertise, the translation industry can achieve a balance between efficiency and cultural-linguistic accuracy, promoting more effective global communication. This research emphasizes the need to adapt AI tools to local linguistic and cultural contexts while presenting practical solutions to address current challenges.

Keywords: artificial intelligence, challenges, idiomatic expressions, efficiency, human expertise