The Role of Artificial Intelligence in Pragmatics in The English Language: Opportunities, Challenges, and Future Developments

دور الذكاء الاصطناعي في التداولية في اللغة الإنجليزية: الفرص، التحديات، والتطورات المستقبلية

م. م. تيسير بشار زيدان الجادري*

Taisir Bashar Zaidan Al-jadiri *

Abstract:

The presented study investigates how new technologies affect the understanding of language and its social settings, therefore addressing the function of artificial intelligence (AI) in English pragmatics. The difficulties AI applications in comprehending implicit meanings as well as social interaction expose clearly the research problem.

The systems still find it challenging to evaluate complex expressions and apply language in several settings. The research is to investigate the difficulties related with AI and the chances it presents to enhance the learning process and interaction between people and machines.

Three key axes were part of the study. First, we discuss pragmatics and its connection to social context understanding of meanings. Second, the study addresses how pragmatic comprehension is improved by AI methods applied in language analysis including machine learning (ML) and natural language processing (NLP). Third, with an emphasis toward future developments and projected trends, the research studies the possibilities and difficulties arising from including AI into this sector.

Along with an introduction, explanatory chapters, a conclusion, and scholarly references to bolster the material offered, the study follows an introductory outline. The study aims to solve ethical concerns and obstacles related to AI and to give a thorough knowledge of how it could enhance English pragmatic understanding.

Keywords: Pragmatics, artificial intelligence, machine learning, natural language processing, contextual understanding.

* المديرية العامة للتربية في بغداد/ الكرخ الثانية – العراق.

Email: tab.aljadiry@gmail.com

* General Directorate of Education in Baghdad/ The Second Karkh – Iraq.

الملخّص:

تبحث هذه الدراسة في دور الذكاء الاصطناعي في علم اللغة العملي الإنجليزي، مستكشفةً كيف تؤثر التقنيات الجديدة على فهم اللغة وسياقاتها الاجتماعية .مشكلة البحث واضحة في التحديات التي تواجه تطبيقات الذكاء الاصطناعي في فهم المعاني الضمنية والتفاعل الاجتماعي.

لا تزال الأنظمة تواجه صعوبة في تحليل التعبيرات المعقدة واستخدام اللغة في سياقات متعددة .تهدف الدراسة إلى تحديد الفرص التي توفرها الذكاء الاصطناعي لتحسين تجربة التعلم والتفاعل بين البشر والآلات، وكذلك لدراسة التحديات المرتبطة بها.

شمل البحث ثلاثة محاور رئيسية. أولاً، يتم تناول مفهوم البراغماتية وعلاقته بفهم المعاني في السياقات الاجتماعية . ثانيًا، يناقش البحث تقنيات الذكاء الاصطناعي المستخدمة في تحليل اللغة، مثل معالجة اللغة الطبيعية وتعلم الآلة، ودورها في تحسين الفهم البراغماتي .ثالثًا، تستعرض الدراسة الفرص والتحديات الناتجة عن دمج الذكاء الاصطناعي في هذا المجال، مع التركيز على التطورات المستقبلية والاتجاهات المتوقعة.

يتبع البحث أيضًا مخططًا تمهيديًا يتضمن مقدمة، فصولًا تفسيرية، خاتمة، ومراجع أكاديمية لدعم المعلومات المقدمة .يسعى البحث إلى تقديم فهم شامل لكيفية تحسين الذكاء الاصطناعي لفهم البراغماتية في اللغة الإنجليزية، بالإضافة إلى معالجة القضايا الأخلاقية والتحديات المرتبطة به.

الكلمات المفتاحية: الذكاء الاصطناعي، البراغماتية، معالجة اللغة الطبيعية، التعلم الآلي، الفهم السياقي.

Introduction:

AI is among the most important technological developments in several disciplines, such as linguistics, in the digital information era. AI, is the imitation of human capacities like understanding, learning, and naturally occurring user interaction by programs and systems. Since AI increases the capacity to understand language in a more profound and complex way, it is a good tool for improving interaction between people and machines.

Conversely, pragmatics is a subfield of linguistics that studies how language is utilized in cultural and social settings; thus, efficient communication is dependent on a knowledge of meaning in such settings. Pragmatics closely relates to AI utilized for creating technologies that help in understanding cultural and social elements, which influences the interpretation of meanings.

This study intends to investigate how AI could improve English language pragmatics understanding by means of analysis of both the possibilities presented by AI and its challenges. Additionally discussed will be possible future advances

and their effects on human-machine interaction as well as linguistic studies. In this regard, it will be crucial to define how new tools for linguistic data analysis and AI technologies could enhance educational procedures.

Chapter One: Artificial Intelligence and Pragmatics

1.1 The Concept of Pragmatics

A subfield of linguistics, pragmatics studies how language is used in social settings and how context shapes meaning (Levinson, 2017:45). Pragmatics covers several grounds, including deixis, speech actions, deixis, and implicature. Concentrating on the study of meanings and how language is utilized in many contexts, Yule (1996:39) stresses that pragmatics is regarded as one of the fundamental fields of linguistics. This branch is learning implicit meanings and the intention behind speech since speakers depend on context to grasp what is meant (Grace, 1975:48). In a social situation, someone might utilize a particular expression, for instance, that calls for a certain knowledge of the context and social expectations.

Pragmatics mostly concern the following:

1- Intention: What meaning results from the speaker's intention? Grice's (1975) study on the values of cooperation is a noteworthy study in this topic since it shows how the expectations of speakers and listeners determine how understanding meanings depends.

2- Implicature: The context will affect the meanings. Depending on the tone of voice and context, the phrase "this is interesting" could be interpreted, for instance, as sarcasm or as a complement.

3- Social interaction: How understanding of language is influenced by social relations? Researching interactions in regular conversations shows how social conventions affect word choice and meanings.

1.2 Understanding Artificial Intelligence

With regard to computer science, AI is the study of creating systems able to simulate human intelligence including learning, understanding and decision-making (Norvig and Russell, 2021: 34). AI includes, rule-based AI and AI based on neural networks (NNs) and deep learning (DL). ML and NLP are among

AI methods applied to language analysis and understanding thereby improving the understanding of pragmatics. Among such approaches are natural user interaction, text analysis, and speech recognition.

NLP can be defined as an AI-based technology meant to let machines comprehend and interpret human language. Entity recognition, text processing, and sentiment analysis are among the several procedures this technology uses. Systems could understand implicit meanings and interact in a way that matches the context by applying NLP (Martin & Jurafsky, 25 – 42). NLP was applied, for instance, in the creation of systems like Google Translate, which seeks to comprehend texts in many settings so facilitating user communication between languages.

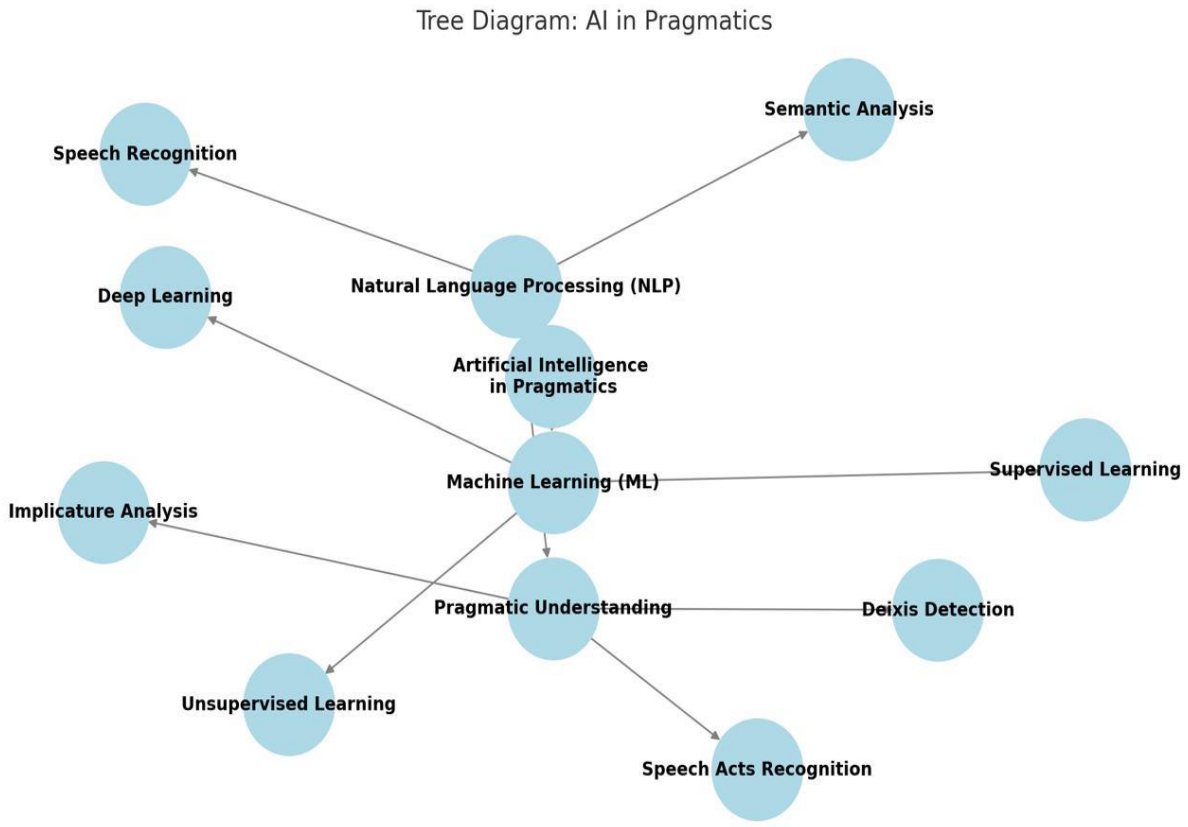
Systems to identify linguistic patterns and features are trained using ML. Systems could increase their accuracy in language understanding by means of analysis of large datasets. Models that could handle complex questions and understand human intents are also created using ML (Alpay Din 2020: 109).

DL methods have enhanced the systems' capacity to understand complex expressions, including metaphors and cultural expressions, according a study by the University of Cambridge.

1.3. The importance of artificial intelligence in language analysis.

AI helps one better understand difficult speeches and texts (Martin and Jurafsky, 2022: 68). It helps to provide more accurate machine translation considering the pragmatic context, such Google Neural Machine Translation (GNMT).

It can be concluded that the role of artificial intelligence in pragmatics is so crucial because the former helps in analyzing implicit meanings in texts using natural language processing (NLP) techniques. Examples of this include virtual assistant systems like Siri and Google Assistant, which understand requests even if they are indirect. Emotions in social media texts are also analyzed using artificial intelligence.



This tree diagram illustrates the relationship between artificial intelligence (AI) and pragmatics, showing how natural language processing (NLP) and machine learning (ML) integrate into the analysis of pragmatic elements such as implicature analysis, speech acts recognition, and deixis.

1.4. Challenges of AI in Pragmatic Analysis

Artificial intelligence finds difficult to analyze complex expressions, but at the same time, it contributes to the development of educational experiences and human interaction by improving its understanding of these expressions. Here are some examples:

1. Cultural Context Expressions

Example: “This project is a white elephant.” This expression means that the project is expensive but not useful, and it relies on the cultural context of the English language.

Difficulty: AI systems might interpret it literally as "white elephant," leading to inaccurate analysis. The role of artificial intelligence: Through deep learning, modern NLP models can analyze idiomatic expressions based on massive databases and contextual pattern analysis (Johnson& Zhang,2023:210)

2. Sarcasm and Irony

Example: "Oh great, another Monday!" A human understands that this sentence expresses dissatisfaction rather than happiness, but artificial intelligence might struggle to detect sarcasm.

The difficulty: Using positive words like "great" may lead to inaccurate classification when analyzing sentiments (Sentiment Analysis).

The role of artificial intelligence: Improving sarcasm detection through tone analysis in speech or using recurrent neural networks (RNNs) to analyze the broader context in conversations. (Pang, & Lee, 2022:55).

3. Implicature and Presupposition

Example: "John finally passed the exam", The word "finally" suggests that John had failed in several previous attempts, which is an implicit assumption not explicitly stated.

Difficulty: Traditional NLP systems may not distinguish these assumptions because they focus on literal meaning more than analyzing pragmatic intentions.

The role of artificial intelligence: Using Transformer-based models like BERT and GPT to analyze implicit meanings in texts. (Huang, & Levinson 2023:88).

4. Number of meanings (Lexical Ambiguity)

Example: The bank was closed because of the flood"

Analysis: The word "bank" can mean a financial institution or the side of a river, making the interpretation ambiguous without additional context.

Difficulty: Artificial intelligence needs to analyze the relationships between words and surrounding sentences to determine the correct meaning.

The role of artificial intelligence: Modern models like Word Sense Disambiguation (WSD) use neural networks to determine the precise meaning based on previous texts. (Navigli, 2022: 33).

This analysis clarifies how artificial intelligence faces significant challenges in understanding complex idiomatic expressions, but it also contributes to improving linguistic interaction among humans through more advanced models. By using deep learning and big data analysis, artificial intelligence has become more capable of understanding sarcasm, hints, and idiomatic expressions, enhancing its applications in education, translation, and natural language processing.

Chapter Two: Opportunities and Challenges

2.1 Opportunities

There are many opportunities arising from the integration of artificial intelligence in the field of pragmatics, which enhances our understanding of language and improves the learning and interaction experience (Cambria etal,2020:251). Here are some of the most prominent opportunities:

1. Improving human-robot interaction:

Importance of interaction:

The effectiveness of applications that use artificial intelligence depends on their ability to understand context and interact naturally. Technologies like chatbots and smart assistants (such as Siri and Alexa) allow users to interact with technology in natural language, enhancing the user experience.

Practical examples: Studies have shown that using artificial intelligence in self-service applications can lead to increased customer satisfaction. For example, many companies use chatbots to improve customer service response, saving time and resources. A study conducted by Forrester Research indicates that using chatbots in customer service can increase customer satisfaction by 30%. (Hirschberg& manning,2015:265), (Forrester Research,2021).

2. Language education:

AI applications in education: Machine learning applications represent an effective tool for language teaching. Artificial intelligence can be used to develop interactive tools such as applications that provide customized lessons based on the user's level.

There are research findings that show a study conducted by Harvard University found that the use of AI tools in education led to a 30% improvement in language skills among students, as the educational experiences were tailored to meet the needs of each student.

Additionally, applications that use machine learning techniques provide instant assessments, helping students improve their performance quickly. (Cambria et al, 2020: 253).

3. Linguistic data analysis:

Artificial intelligence can process vast amounts of linguistic data, helping researchers understand patterns and trends. For example, deep learning techniques

can be used to analyze linguistic data and extract information related to social and cultural contexts.

Examples of studies: Artificial intelligence was used to analyze literary texts to identify pragmatic patterns, helping researchers understand how writers' express meanings within specific contexts (ibid).

A study conducted by the "Journal of Literary Studies" revealed how AI techniques can be used to analyze literary works and understand cultural transformations in language.

2.2 Challenges

In general, the challenges facing the use of artificial intelligence in pragmatics: understanding hidden intentions in discourse, dealing with sarcasm and hints. There are also ethical issues related to privacy when analyzing individuals' linguistic data (Hovy & Spruit, 2016: 89). Therefore, despite the many chances, the integration of AI in pragmatics presents major difficulties as well.

1. Understanding implicit meanings: AI-based systems still find it difficult. For instance, depending on the cultural or social context, several words could have different meanings.

Comparative studies: According to a recent research, systems still find it difficult to identify sarcasm or metaphors, which would cause inaccurate interpretations of texts. For instance, systems might not understand the actual meaning of the phrase "this is great" in a sarcastic situation (Koller & Bender, 2020: 5185–5198).

2. Biases: Sources of bias: AI models depend on the data they are trained on; so, if this data is biassed, the outcomes will likewise be biased. Inaccurate or unfair results could follow from this.

Importance of addressing issues: To guarantee fair and accurate findings, researchers underline the need of creating plans to lower biases in training data. The MIT Institute's research showed how inaccurate outcomes resulting from bias in training data call for ongoing data usage review (ibid).

3. Privacy challenges; ethical concerns: Growing privacy issues due to AI's increasing application. Various applications call for access to personal data, which raise questions concerning data security.

Mitigation measures: Businesses must guarantee ethical use of data by means of explicit policies for data security and by means of efficient encryption solutions,

therefore guaranteeing operational transparency. Guaranteeing the security of personal data depends much on data protection technology (Spruit & Hovy, 2016: 86).

Chapter Three: Applications of artificial intelligence in analyzing pragmatics through social media

Social media has witnessed tremendous development in analyzing linguistic discourse using artificial intelligence. These applications rely on Natural Language Processing (NLP) and Sentiment Analysis techniques to extract implicit meanings and identify the rhetorical strategies used in posts and comments. The following are some of the applications of AI in analyzing pragmatics through social media:

1- Sentiment analysis in linguistic interactions:
Artificial intelligence uses machine learning algorithms to analyze the sentiments behind texts written on platforms like Twitter, Facebook, and Instagram. This analysis helps in understanding indirect intentions and detecting techniques such as sarcasm, insinuation, and indirect speech acts. According to a study conducted by Cambria et al. (2022:105), modern AI models can identify emotions with an accuracy of up to 90% in complex transactional texts.

2- Detection of trading threats and aggressive speech acts:
Artificial intelligence is used to monitor and analyze aggressive speech acts such as cyberbullying, threats, and hate speech on social media. For example, algorithms like BERT and GPT-4 rely on deep linguistic context analysis to detect phrases that carry implicit transactional threats. (Zampieri et al., 2021:72)

3- Challenges of Pragmatics Analysis in Social Media:
Despite advancements in language analysis, artificial intelligence still faces significant challenges in dealing with indirect pragmatic expressions. It is difficult to interpret the hidden intentions behind some comments that rely on the cultural context or the personal style of the speaker. According to Hovy & Spruit (2016:89), pragmatic analysis requires a deeper integration between artificial intelligence and human linguistic knowledge.

4- The future of artificial intelligence in analyzing pragmatics through social media the future holds great promise for improving artificial intelligence in

analyzing pragmatic language on social media. Hybrid models that combine artificial intelligence and human expertise can be developed to better understand implicit intentions. The use of techniques such as Deep Learning and Reinforcement Learning can make AI systems more sensitive to complex linguistic contexts (Jurafsky & Martin, 2022:132).

Chapter Four: Future Developments

Large language models (LLMs), such as BERT and ChatGPT that understand language at an advanced conversational level have been among the major AI advances recently. DL approaches have helped to advance conversation analysis in social contexts (Cambria et al., 2020:252). The next lines reflect upcoming advancements in AI:

4.1 Improving Technologies:

According to Bisk et al (2004), AI technologies are always changing and such advances should result in major language understanding improvements.

• NLP advances include the development of larger and more complex language models, like OpenAI's "GPT-3," based on innovations in NLP approaches. Those models can interpret language more precisely and understand it more generally.

• New studies will keep looking for ways to make AI models function better in cultural and social contexts, therefore facilitating the development of more successful systems. DL approaches in NLP might help to improve computers' capacity to understand different cultural expressions, according to new research.

4.2 Integrating Artificial Intelligence in Education:

• Future Trends: Integrating AI into education will enable the development of personalized learning environments meant to help students raise their language competency. These settings could comprise interactive courses depending on individual choices for learning and analysis of linguistic data.

• Case studies show that some self-learning apps assisted by AI could improve the educational process, hence increasing the interaction and personalization of it. According to a recent analysis of high school "impact of self-learning applications," student performance improved dramatically (Strubell et al, 2019: 3645).

4.3 Increased reliance on artificial intelligence:

AI is predicted to be used more in communicative and educational purposes, so improving human interactions with technology. AI investments are rising in line with corporate and research center belief on the capacity of such technologies to bring about positive change.

Generally speaking, future prospects involve creating AI systems more sensitive of social and cultural contexts in language. Furthermore, the interactions between robots and digital assistants will get better to be more conversational and natural (Bender and Koller 2020: 5185).

Suggestion for further research

Practitioners and researchers will have to keep assessing how AI affects language and pragmatics and guarantee the development of systems improving human understanding instead of reducing it. Maintaining technological developments and updating teaching and interaction techniques in line with these changes is crucial.

Conclusion

All things considered; AI is a useful took that will help us understand English language pragmatics. AI-based technologies present great chances to analyze linguistic data, enhance learning, and better interaction between people and machines. To guarantee the effective and ethical application of such technologies, nevertheless, issues with understanding implicit meanings, biases, and privacy have to be resolved. Understanding how to enhance human communication and language use requires first looking at how AI might fit pragmatics. Studies and research in this sector must keep improving the interaction between language and technology, therefore supporting the development of analytical tools supporting learning as well as cultural understanding and education tools.

The studies compiled the challenges, developments, and possibilities resulting from AI use in the study of pragmatic language. To improve the understanding of human language, it advises greater study on how to combine AI with more complex pragmatic language models.

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