



TERMIZ IQTISODIYOT VA  
SERVIS UNIVERSITETI

# TISU ILMIY TADQIQOTLARI XABARNOMASI

ILMIY-USLUBIY JURNAL  
ISSN 2992-9016

№1/2026

**Muassis:**  
TERMIZ IQTISODIYOT VA  
SERVIS UNIVERSITETI

**TISU ilmiy tadqiqotlari xabarnomasi**

**Ilmiy-uslubiy jurnal**

**Bosh muharrir:**

Sattarov Abdusamat  
Umurqulovich

**Bosh muharrir o'rinbosari:**

Qobulov Eshbolta Atamuratovich

**Mas'ul kotib:**

Turayev Baxtiyor Ergashevich

**Dizayner:**

Meyliqulov Shahboz  
Xolmamatovich

**Jurnal bir yilda to'rt marotaba  
nashr etiladi**

Jurnal O'zbekiston Respublikasi Prezidenti Administratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligining 2023-yil 1-martdagi № 066379-raqamli guvohnomasi bilan ro'yxatga olingan va O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi Oliy attestatsiya komissiyasi rayosatining 2025-yil 8-maydagi 370/5-sonli qarori bilan ro'yxatdan o'tkazilgan hamda iqtisodiyot fanlari bo'yicha dissertatsiyalarning asosiy ilmiy natijalarini chop etish tavsiya etilgan milliy ilmiy nashrlar ro'yxatiga kiritilgan.

Jurnal "Termiz Publishing center" MCHJ bosmaxonasida chop etildi.

Bosishga ruxsat etildi:

22.12. 2025.

Qog'oz bichimi: 60x84 1/8

"Times New Roman" garnitirulasi.

Ofset bosma.

Ofset bosma usulida bosildi.

Shartli bosma tabog'i: 11.

Adadi 100 nusxa.

Bahosi kelishilgan narxda.

Buyurtma № 4.

Jurnalning elektron shakli bilan

<https://scientific.tues.uz>

web saytida tanishish mumkin.

**Tahririyat manzili:**

Termiz sh., "Yulduz" MFY,  
"Ibn Sino" ko'chasi, 38B-uy.

## TAHRIR HAY'ATI A'ZOLARI:

Ixtisham Ul-Haq – i.f.d., prof. (Pokiston)

L. Narrada Gamage – i.f.d., prof. (Shri Lanka)

Maxmudov N.M. – i.f.d., prof.

Xudoyqulov S.K. – i.f.d., prof.

Pardayev J.M. – i.f.f.d., (PhD).

Absamatov A.E. – i.f.n., dots.

Eshkarayev S.Ch. – k.f.f.d. (PhD), dots.

Ruzmetov B. – i.f.d. prof.

Xudoyqulov X.X. – i.f.d. (DSc), prof.

Abdullayev I.S. – i.f.d., prof.

Xotamov O.Q. – i.f.d., prof.

Otamurodov Sh.N. – i.f.d. (DSc), dots.

Yarmatov Sh. Ch. - i.f.f.d. (PhD).

Mamadjanova T.A. – i.f.f.d. (PhD), dots.

Shodiyev A.A. – i.f.f.d. (PhD).

Jurayev X.A. – i.f.f.d. (PhD), dots.

Xakimov Z.I. – i.f.f.d. (PhD).

Amonov M.O. – i.f.f.d. (PhD).

Absamatov A.E. - i.f.f.d. (PhD).

Rahmatullayev B.Ch. – i.f.f.d. (PhD).

Namozov G'.Sh. – i.f.f.d. (PhD).

# MUNDARIJA

## **SH.E.BOBOMURATOVA**

O'zbekiston va uning chegara mamlakat hududlarida til siyosati.....4

## **D.MUQUMOVA**

Ja'far Muhammad Termiziyning "Mendagi Boysun" she'ri: lingvistik tahlil.....12

## **D.B.IBODULLAYEVA**

O'zbek va ingliz tillaridagi teatr atamalarining chog'ishtirma tahlili.....15

## **Z.M.AMIRKULOVA**

"Panoh" hikoyasida tarixiy voqelik va badiiy talqin uyg'unlashuvi.....18

## **M.A.MEYLIQULOVA**

O'quvchilarda adabiy nutqiy kompetensiyani rivojlantirish masalalari.....22

## **SH.A.DONAYEVA**

Boshlang'ich sinf o'quvchilarini o'qitishda 4K modelining ahamiyati.....25

## **G.E.TURAYEVA**

Texnologiyalashgan jamiyatda bo'lajak o'qituvchilarning axloqiy tarbiyasini shakllantirish .....28

## **M.X.XAYDAROVA**

Magistratura talabalarining mustaqil ta'lim faoliyatini tashkil etish.....31

## **F.A.XAYITOVA**

O'quvchilarda kreativ o'qish madaniyatini shakllantirishning milliy va jahon tajribasi.....35

## **D.R.YUNUSOV, J.I.UMIROV**

Fanni o'qitishda interfaol ta'lim metodlaridan foydalanish.....38

## **F.E.JOMONQULOVA, S.B.UZAKOVA**

Yoshlarni axborot xurujlaridan asrash, ularda axborot imunitetini shakllantirishda zamonaviy usullardan foydalanishning o'rne.....42

## **U.A.TASHBAYEVA**

Boshlang'ich sinflarda bolalar adabiyotini o'rgatishda mustaqil ta'lim topshiriqlaridan foydalanish metodikasi.....47

## **SH.T.TOSHOVA**

Talabalarda sog'lom turmush tarzi ko'nikmalarini takomillashtirishning didaktik imkoniyatlari.....51

## **R.I.ESONOVA, N.M.SALOXITDINOVA**

Boshlang'ich sinflarda tabiiy fanlarni 4K modeli asosida tashkil etish metodikasi va baholash mexanizmlari.....54

## **G.Z.ERMATOVA, G.E.TURAYEVA**

Elektron resurslar asosida ona tili va o'qish savodxonligi fanlarini o'qitish samaradorligini oshirish usullari.....58

## **D.D.NORQUVATOVA, N.M.SALOXITDINOVA**

STEAM yondashuvining boshlang'ich matematika ta'limidagi ahamiyati.....65

## **M.O.ZARIPOVA, N.M.SALOXITDINOVA**

Zamonaviy ta'limda baholash tizimlarining transformatsiyasi va uning ta'lim sifatiga ta'siri.....68

## **M.A.NORBOSHEVA, N.ABDIYEVA**

Giperaktiv bolalar bilan olib boriladigan psixologik-pedagogik ishlar.....72

## **G'.A.MAMARAJABOV**

Mustaqillik yillarida o'zbekistonda hunarmandchilikni rivojlantirishning huquqiy asoslari va amaliy tajriba.....76

## **T.J.YARMATOV, F.J. YARMATOV**

Mahmud Qoshg'ariyning "Devonu Lug'atit Turk" asari etnofolklor manba.....80

## **SH.T.YAKUBOVA**

Boshlang'ich sinf o'quvchilarida ekologik madaniyat shakllantirishning ilmiy-nazariy asoslari.....83

## **N.B.RAUPOVA**

Boshlang'ich sinf o'quvchilarining milliy qadriyatlariga bo'lgan munosabatini shakllantirish metodikasi ("Qutadg'u bilig" va "Hibat ul-haqoyiq" dostonlari namunalarini misolida).....86

## **M.SH.BURIYEVA**

The role of code-switching in Uzbekistan's diverse society: identity and cultural exchange.....91

## **Z.M.ALLAYEV**

Traditions of dream interpretations in linguoculturology.....96

## **Z.F.ERGASHEVA, G'.Y.SALOMOV**

Ona-tili va o'qish savodxonligi darslarida o'quvchilarning axborot bilan ishlash kompetensiyasini rivojlantirish metodikasi.....99

## **L.A.RAIMOV**

A comparative analysis of ai and human translation in advertising texts.....103



Termez University of Economics and Service Department of English philology

**Raimov Lazizjon Alisherovich**

E-mail: lazizjon\_raimov@tues.uz

## A COMPARATIVE ANALYSIS OF AI AND HUMAN TRANSLATION IN ADVERTISING TEXTS

### ABSTRACT

This study analyzes the effectiveness of artificial intelligence (AI) and human translation in advertising, where cultural sensitivity and persuasive impact are essential for global brand communication. AI-based translation offers advantages in speed, scalability, and cost efficiency but remains limited in conveying cultural nuance, emotional appeal, and stylistic intent. Human translators integrate linguistic competence with cultural and contextual awareness, enabling culturally appropriate and emotionally resonant advertising messages. A comparative review of existing research reveals significant differences in stylistic quality and audience reception, with human-translated content perceived as more authentic and trustworthy. The findings emphasize the continued relevance of human expertise in advertising translation and indicate that future development lies in hybrid models combining AI efficiency with human creativity and cultural sensitivity.

**Key words:** Automatic Translation, AI Limitations, Linguistic Experience, Cultural Awareness, Contextual Understanding, Stylistic Nuances, Human-AI Collaboration, Hybrid Translation Models, advertising translation, artificial intelligence, cultural nuance, stylistic intent, human translation, hybrid models.

## REKLAMA MATNLARIDA SUNIY INTELLEKT VA INSON TARJIMASINING QIYOSIY TAHLILI

### ANNOTATSIYA

Ushbu maqolada reklama matnlarining tarjima qilish jarayonida sun'iy intellekt texnologiyalari va inson tarjimasining samaradorligi qiyosiy jihatdan tahlil qilinadi. Reklama diskursida madaniy moslik, emotsional ta'sir va persuzivlik muhim omillar hisoblanadi. Tadqiqot davomida sun'iy intellekt asosidagi avtomatik tarjimaning tezkorlik va iqtisodiy samaradorlik jihatlari hamda inson tarjimasining lingvistik tajriba, madaniy kontekst va stilistik nozikliklarni uzatishdagi ustunliklari ko'rib chiqiladi. Ilmiy manbalar tahlili natijalari shuni ko'rsatadiki, sun'iy intellekt reklama tarjimasida samarali yordamchi vosita bo'lsa-da, murakkab kommunikativ va madaniy mazmuni to'liq ifodalashda cheklovlarga ega. Maqolada reklama tarjimasining kelajakdagi rivoji inson va sun'iy intellekt imkoniyatlarini uyg'unlashtiruvchi gibridd modellar bilan bog'liqligi asoslanadi.

**Tayanch so'zlar:** Avtomatik tarjima, SI cheklovlari, Lingvistik tajriba, Madaniy xabardorlik, Kontekstual tushunish, Stilistik nuanslar, Inson-SI hamkorligi, Gibridd tarjima.

## СРАВНИТЕЛЬНЫЙ АНАЛИЗ ПЕРЕВОДА РЕКЛАМНЫХ ТЕКСТОВ С ИСПОЛЬЗОВАНИЕМ ИИ И ЧЕЛОВЕКОМ

### АННОТАЦИЯ

В данном исследовании обсуждается эффективность и роли искусственного интеллекта (ИИ) в сравнении с человеческим переводом в жизненно важной области рекламы, где тонкая межкультурная коммуникация необходима для влияния на поведение потребителей и формирования лояльности к бренду на международных рынках. Хотя системы машинного перевода на базе ИИ предлагают значительные преимущества в скорости, масштабируемости и экономии затрат благодаря обработке огромных баз данных и программного обеспечения НЛП, они, как правило, не способны передать основные культурные нюансы, эмоциональный резонанс, стилистическую окраску и убеждающее намерение, присущие эффективным рекламным текстам. Профессиональные переводчики-люди, напротив, обладают лингвистическими способностями в сочетании с богатым чувством культурных нюансов и контекстуальной осведомленностью, что позволяет им создавать сообщения, которые не только точны, но и культурно приемлемы и

эмоционально резонансны, умело обращаясь с такими элементами, как юмор, идиоматические выражения и имидж бренда. Сравнительный анализ и оценка существующих исследований выявляют существенные различия в стилистическом использовании и восприятии аудиторией: клиенты склонны проявлять большее доверие и идентификацию с материалами, переведенными человеком, из-за их воспринимаемой аутентичности и эмоциональной связи. Искусственный интеллект демонстрирует превосходство в эффективности, однако его ограничения в обеспечении сложной коммуникации могут препятствовать привязанности к бренду и общей результативности. Результаты указывают на сохраняющуюся актуальность человеческой интуиции в переводе рекламы и предсказывают, что будущее развитие будет наблюдаться в интегративных гибридных моделях, сочетающих эффективность искусственного интеллекта с человеческим творчеством и культурной чувствительностью для максимизации глобальных маркетинговых коммуникаций.

**Ключевые слова:** Автоматический перевод, Ограничения ИИ, Лингвистический опыт, Культурная осведомленность, Контекстуальное понимание, Стилистические нюансы, Сотрудничество человека и ИИ, Гибридные модели перевода

### INTRODUCTION

The translation of advertising can be viewed as more than just an administrative task; it is at the core of any global marketing strategy. Advertising relies almost entirely upon effective intercultural communication, and subsequently provides the catalyst for influencing consumer behaviours within different geographic marketplaces. With commerce rapidly becoming globalised, it is increasingly necessary for brands to expand their approach from traditional 'translation' to 'transcreation'. Transcreation is the reorganisation and/or reworking of an advertising message from one language to another without changing the overall intent, mood, tone and context of that message. According to Moneus and Sahari (2024), the effectiveness of advertising lies in its ability to connect with the respective local audience, so that language becomes a bridge and not a hindrance.

The digital revolution has contributed to the advent of AI as a crucial influence on advertising. AI-based solutions (from Neural Machine Translation (NMT) to Large Language Models (LLMs)) are rapidly gaining acceptance as advertisers look to take advantage of the ability to scale very quickly with dramatically lower production costs. However, advertising is a medium largely built on the use of persuasion, irony and cultural subtext. Though NMT and LLMs can maintain syntactical accuracy at very high levels, very few of them have the capability of navigating through the sociolinguistic landscape associated with the transfer of advertising messages. Therefore, they can produce marketing messages that seem "uncanny" and/

or "hollow", which can potentially damage the relationship between the brand and its intended target audience.

**Methods.** A multi-dimensional comparative analysis framework was used for evaluating the support the various translating methodologies provide to the market. It was developed using data extracted from a combination of the most current academic literature (through 2024) and relevant industry case studies conducted over that same period. The procedure follows as:

- **Compare Linguistic Mapping:** This involves analysing how AI and humans approach the high-context linguistic characteristics (irony, colloquialism, and cultural metaphors) of any given language/culture.
- **Study of Technological Structure:** This part of the analysis looks at the differences between the output of pattern-based AI processes (e.g., Mohamed et al., 2024) compared with the cognitive-emotional processes used by human linguists.
- **Study of Empirical Consumer Data:** This supports the conclusion that quantitative survey data from Keegan et al. (2024) and Mikaleff et al. (2023) show the existence of a "Trust Deficit" when reviewing AI-generated content.
- **Case Study Compare:** This consolidates the translation-choice practices and their related entry successes into the following segments; Luxury, Beverage, and Sports.

**Results.** This comparative analysis shows that human translators provide a level of cultural understanding that AI will not be able to replicate. Advertising text often plays on "what is not said" – i.e., the cultural background that is assumed



to be understood by the local audience. Human translators are able to translate with a high degree of empathy, thus creating connections with specific audiences. For instance, humour and irony are two forms of expression that are very hard for AI to translate, as they often break the rules of linguistics rather than following them.

A study by Mohamed et al. (2024) highlights that AI has "saturated at achieving high syntactical accuracy," but suffers from a problem of being "stylistically flattened." AI models create outputs by predicting the most likely next word, which leads to a very generic type of translation. This generic nature creates a substantial disadvantage for AI in advertising because the purpose of advertising is to differentiate a brand from all others. Another issue with AI translations is that they do not demonstrate the emotional intelligence necessary to motivate a customer to purchase.

2024 empirical data shows a significant difference in the level of trust that Consumers placed on AI V Human generated translations. These areas were as follows:

- **Trust Deficit.** Consumers indicated a higher level of trust with human translations versus AI translations due to the "human-to-human" aspect of the human translation (Keegan et al,2024).
- **The levels of authenticity.** In a study conducted by Mikalef et al (2023), approximately 70% of the participants indicated that AI advertisements had 'functional, yet cold' and human-translated advertisements had 'authentic' and 'relatable' qualities.
- **Engagement Levels.** In certain B2B industries, human-translated ads that contained a high level of localised cultural references generated 30% higher engagement levels than machine translations.

**Discussion.** This analysis illustrates that, in most instances, the distinction between two words goes beyond semantics and is primarily based on emotion. According to Basha (2023), an individual translator possesses a conceptual understanding of a brand's emotional heart. For example, in a luxury setting, translating the term "cheap" to "affordable" or "exclusive" to "high-priced" requires deep knowledge of the brand's status within the social hierarchy. AI has little to no hierarchy of values on which basis to make these distinctions; thus, the end result is

that the "voice" of the brand will not be preserved (Hicham et al. 2023).

Without the ability to interpret or understand the deeper meaning of a complex cultural reference, AI can create a risk not only financially but reputationally. As such, a human translator functions as a "cultural filter" because they can easily recognize ugly, inappropriate wording or identify cultural taboos that might slip past an automated translator. A slogan that is successful in America, such as a "home run," has no emotional connection to a non-baseball-culture country. A human translator modifies a home-run metaphor to an equivalent one, such as a "winning goal" or a "perfect game"; therefore, they retain the emotionality of the original word used. As indicated by the current analysis, AI will be our partners, not our competition, moving forward (Peltier et al. 2024). According to Peltier et al. (2024), there's a "synergistic model" in which AI will be used to generate high volumes of low-stress content and produce first drafts rapidly using the AI layer while humans will create "high-touch" creative refinements to ensure the brand voice is maintained and an emotional experience occurs through the human layer.

**Conclusion.** Currently, while the speed at which AI translates is greatly improved (due to its ability to process massive amounts of data very quickly), it has not yet developed sufficient levels of persuasive ability or persuasiveness. The difficulties associated with human interaction, humour and cultural sensitivity are all things that can only be performed by humans, at this stage. Therefore, the success of globalised brands in 2026 will depend upon their willingness to use AI for efficiency purposes while at the same time relying on the creativity of humans as a way of developing long term emotional bonds with consumers.

According to Peltier et al. (2024), the solution to this issue may come from an integrated approach that utilises AI efficiency and combines this with human contextual sensitivity. In particular, Anayat & Rasool (2024) suggest that AI can be used during the early stages of translation, producing an initial draft, while the human translator uses their experience and knowledge to refine and adapt the translated text through "culturally-correct" methods so as to create a convincing piece of work of literature. In

addition, as Anayat & Rasool (2024) point out, understanding consumer responses to the produced hybrid translations will be critical to determining the effectiveness of the use of technology in marketing.

In conclusion, though AI can be fast, the subtleties of advertising still pose problems that current technology has not yet resolved completely because advertising relies heavily on culture and emotion. Human translators bring their own value to the development of inspiring and appealing advertising - this is something that AI cannot yet replicate. How we interact with each other, along with our interactions with machines, will be key to determining successful means of communication in a more integrated and globalized economy going forward.

### References

1. Moneus, A. M., & Sahari, Y. (2024). Artificial intelligence and human translation: A contrastive study based on legal texts. *Heliyon*, 10(6).
2. Mohamed, Y. A., et al. (2024). The impact of artificial intelligence on language translation: a review. *IEEE Access*, 12, 25553-25579.
3. Lee, T. K. (2024). Artificial intelligence and posthumanist translation: ChatGPT versus the translator. *Applied Linguistics Review*, 15(6), 2351-2372.
4. Keegan, B. J., et al. (2024). Implementing artificial intelligence in traditional B2B marketing practices. *Information Systems Frontiers*, 26(3), 1025-1039.
5. Hicham, N., et al. (2023). Strategic framework for leveraging artificial intelligence in future marketing decision-making. *Journal of Intelligent Management Decision*, 2(3), 139-150.
6. Barcaui, A., & Monat, A. (2023). Who is better in project planning? Generative artificial intelligence or project managers? *Project Leadership and Society*, 4, 100101.
7. Basha, M. (2023). Impact of artificial intelligence on marketing. *East Asian Journal of Multidisciplinary Research*, 2(3), 993-1004.
8. Manoharan, G., et al. (2024). *Artificial Intelligence in Marketing Applications*. Productivity Press.
9. Mikalef, P., et al. (2023). Artificial intelligence (AI) competencies for organizational performance. *Journal of Business Research*, 164, 113998.
10. Peltier, J. W., et al. (2024). Artificial intelligence in interactive marketing. *Journal of Research in Interactive Marketing*, 18(1), 54-90.
11. Anayat, S., & Rasool, G. (2024). Artificial intelligence marketing (AIM): connecting-the-dots using bibliometrics. *Journal of Marketing Theory and Practice*, 32(1), 114-135.
12. Azizovna U. B. (2022). The Actual State of the System for Developing the Media Culture of Foreign Language Teachers. *American Journal of Social and Humanitarian Research*, 3(8), 49-52.