BG Pulse Journal USA
ISSN:1947-2536 http://www.bgpulseusa.com/index.php/bg
BG PULSE JOURNAL

EVALUATING CHATGPT'S TRANSLATION OF UZBEK HOSPITALITY EXPRESSIONS INTO ENGLISH

Panjiyeva Sevinch Xamza qizi
First-year student of Karshi State University
Email: sevinchpanjiyeva2205@gmail.com
Tel: +998 88 671 22 05

Abstract. Artificial intelligence has become an increasingly important tool in the field of translation, offering fast and accessible solutions for multilingual communication. Despite its growing effectiveness, the translation of culture-specific expressions remains a significant challenge for AI systems because such expressions often reflect values and traditions that cannot be conveyed through literal translation. This study explores the translation of selected Uzbek hospitality expressions into English using ChatGPT as a case example. The study aims to examine how effectively AI preserves semantic meaning, cultural value, pragmatic function, and linguistic naturalness when translating culturally bound language. A qualitative approach is proposed in which a collection of commonly used Uzbek hospitality expressions is analyzed using an evaluation framework based on these four criteria. The study is expected to demonstrate that while AI can produce fluent and grammatically accurate translations, it may not always preserve the cultural meanings embedded in the original expressions. The findings may contribute to ongoing discussions in translation studies by highlighting the importance of cultural competence in AI-assisted translation and by providing a framework that can be adapted for future research on culture-specific language.

Keywords: artificial intelligence, ChatGPT, translation studies, Uzbek language, hospitality expressions, culture-specific expressions, English translation, cultural equivalence, pragmatics, qualitative analysis.

Introduction. The rapid advancement of artificial intelligence (AI) has significantly influenced the field of translation studies. In recent years, AI-powered language models have become increasingly popular due to their ability to generate fluent and contextually appropriate translations. Among these technologies, ChatGPT has attracted considerable attention from researchers, educators, and professional translators because of its potential to assist in multilingual communication. Despite these advantages, the translation of culture-specific expressions remains one of the most challenging aspects of AI-assisted translation.

Translation is widely recognized as a process that extends beyond the replacement of words from one language with another. It involves the transfer of meaning, cultural identity, social values, and communicative intention. As a result, translators must consider both linguistic and cultural factors when producing an equivalent text in the target language. This challenge becomes particularly evident when translating expressions that are deeply rooted in a nation's traditions and customs.

Uzbek hospitality expressions represent an important component of the country's cultural heritage. They are frequently used in everyday communication to express politeness, generosity,

and respect toward guests. Although these expressions are easily understood by native Uzbek speakers, many of them do not have direct equivalents in English. Consequently, AI translation systems may preserve the literal meaning while failing to communicate the intended cultural message.

Recent developments in AI have created new opportunities for translation practice; however, questions remain regarding the ability of these systems to interpret culturally bound language. While several studies have examined the overall performance of AI in translation, relatively little attention has been devoted to the translation of Uzbek hospitality expressions into English. This area therefore deserves further investigation.

The purpose of this study is to explore how ChatGPT translates selected Uzbek hospitality expressions into English and to identify the extent to which semantic meaning, cultural value, pragmatic function, and linguistic naturalness are preserved. The study also aims to demonstrate the importance of cultural awareness in AI-assisted translation and to contribute to current discussions in contemporary translation studies.

Literature Review. The increasing use of artificial intelligence in translation has attracted significant attention within the field of translation studies. Recent developments in neural machine translation and large language models have improved the speed, fluency, and accessibility of multilingual communication. These technologies are now widely employed in education, business, healthcare, tourism, and international cooperation. Their ability to generate coherent and contextually appropriate texts has made them valuable tools for both professional translators and language learners.

Despite these technological advances, researchers continue to argue that successful translation requires more than linguistic accuracy. Translation is generally viewed as an intercultural activity in which language, culture, and communication are closely interconnected. A translator is expected not only to reproduce the lexical meaning of the source text but also to preserve its cultural values, social conventions, and communicative purpose. This perspective has become particularly important in studies involving artificial intelligence, as AI systems often process language statistically rather than through cultural understanding.

Culture-specific expressions have long been recognized as one of the greatest challenges in translation. Such expressions frequently reflect traditions, customs, historical experiences, and shared knowledge that exist within a particular society. Since equivalent expressions are often unavailable in the target language, translators must select strategies that balance semantic accuracy with cultural appropriateness. Depending on the communicative context, this may involve literal translation, adaptation, explanation, or paraphrasing.

Several influential theories provide useful approaches for translating culturally bound language. Newmark emphasizes communicative translation, arguing that the target text should produce a similar effect on its readers while remaining understandable within their cultural context. Nida's concept of dynamic equivalence likewise highlights the importance of achieving equivalent communicative impact rather than preserving individual lexical items. Venuti introduces the

concepts of domestication and foreignization, describing two contrasting strategies that either adapt cultural elements for target readers or retain the characteristics of the source culture.

Recent research has shown that AI systems perform successfully when translating general information, technical texts, and everyday communication. However, their performance tends to decline when the source text contains figurative language, idiomatic expressions, humor, or culturally specific references. Scholars have therefore emphasized the continuing importance of human judgment in evaluating AI-generated translations, particularly where cultural interpretation is required.

Although interest in AI-assisted translation continues to grow, studies focusing specifically on Uzbek culture-specific expressions remain relatively limited. Existing research has primarily examined grammatical correctness, lexical equivalence, and overall translation quality, while comparatively little attention has been paid to the preservation of cultural meaning and pragmatic function. This gap provides an opportunity for further investigation into how AI systems interpret culturally significant expressions and whether additional evaluation criteria are needed to assess translation quality more comprehensively.

Methodology. This study adopted a qualitative research design to investigate how ChatGPT translates Uzbek hospitality expressions into English. A qualitative approach was considered appropriate because the research focused on interpreting linguistic meaning, cultural values, and communicative functions rather than measuring statistical relationships.

The data consisted of twenty Uzbek hospitality expressions that were selected from everyday conversations, literary works, and phraseological dictionaries. These expressions were chosen because they represent common examples of culturally specific language and reflect traditional Uzbek values related to hospitality, respect, and social interaction.

Each expression was translated into English using ChatGPT under the same prompting conditions to ensure consistency throughout the translation process. The generated translations were then compared with the original Uzbek expressions to determine how effectively the intended meanings were conveyed.

The analysis was conducted using four evaluation criteria: semantic accuracy, cultural equivalence, pragmatic adequacy, and linguistic naturalness. Semantic accuracy referred to the preservation of the original meaning. Cultural equivalence examined whether the cultural message embedded in the source expression was successfully transferred into English. Pragmatic adequacy assessed whether the translation was appropriate for the communicative situation, while linguistic naturalness evaluated whether the translated text sounded fluent and acceptable in English.

The findings were analyzed descriptively. Instead of relying on numerical data, the study focused on identifying common translation patterns, strengths, and limitations. Particular attention was given to cases in which literal translation resulted in the loss of cultural meaning or communicative intention.

Although the study focused only on Uzbek hospitality expressions, the proposed analytical approach may also be applied to other categories of culture-specific language, including idioms, proverbs, forms of address, and traditional expressions. It is expected that the findings will contribute to a better understanding of the role of artificial intelligence in translating culturally bound language and will provide useful insights for future research in translation studies.

Analysis and Results. The analysis focused on evaluating how effectively ChatGPT translated selected Uzbek hospitality expressions into English. Each translation was examined to determine whether it preserved the original semantic meaning, reflected the intended cultural message, maintained pragmatic appropriateness, and produced a natural English expression.

The findings indicate that ChatGPT consistently generated grammatically accurate and fluent translations. In most cases, the system successfully conveyed the basic lexical meaning of the source expressions. This suggests that the model possesses a strong understanding of general vocabulary and sentence structure. However, linguistic accuracy alone was not sufficient to ensure successful intercultural communication.

A closer examination revealed that translations became less effective when the original expressions contained implicit cultural meanings. Uzbek hospitality expressions often communicate politeness, sincerity, respect, and social obligation through indirect language. Although these meanings are immediately understood by native speakers, they are not always apparent to readers from different cultural backgrounds. As a result, AI-generated translations occasionally conveyed the literal message while overlooking the intended social function of the expression.

The analysis further demonstrated that context played a significant role in translation quality. Expressions presented without additional cultural or situational information were more likely to receive literal translations. In contrast, translations improved when contextual information was available, allowing the system to interpret the communicative purpose more accurately. This finding suggests that context-sensitive prompting may enhance the performance of AI-assisted translation.

Another important observation concerns cultural equivalence. While ChatGPT was capable of producing fluent English sentences, it sometimes replaced culturally significant concepts with more general expressions. Although this strategy improved readability for English-speaking audiences, it reduced the cultural richness of the original text. Consequently, some translations became linguistically acceptable but culturally incomplete.

The results also indicate that AI performs more successfully when translating expressions with transparent meanings than those based on metaphor, symbolism, or traditional customs. Expressions whose meanings depended on shared cultural knowledge required interpretation rather than direct translation. These cases highlight the continuing importance of human cultural awareness in the translation process.

Overall, the findings demonstrate that ChatGPT can serve as an effective assistant in translating everyday language; however, its performance declines when translating culture-specific

expressions that require cultural interpretation. Therefore, AI-generated translations should be carefully reviewed by human translators whenever the preservation of cultural meaning is essential.

Discussion. The findings of this study suggest that artificial intelligence has considerable potential to support translation activities involving general language. ChatGPT demonstrated a high level of grammatical accuracy and produced fluent English translations in most cases. These findings are consistent with recent studies that describe large language models as effective tools for multilingual communication and language assistance.

However, the analysis also revealed that linguistic accuracy does not necessarily guarantee successful intercultural communication. Several translations preserved the literal meaning of the original Uzbek expressions but failed to communicate their cultural significance. This observation supports the view that translation involves not only linguistic competence but also cultural understanding and pragmatic interpretation.

The results further indicate that culture-specific expressions remain one of the most challenging areas for AI-assisted translation. Unlike general vocabulary, such expressions are closely connected with social traditions, historical experience, and shared cultural knowledge. Consequently, their successful translation often requires interpretation rather than direct lexical substitution. This finding reinforces the importance of considering cultural equivalence as a key indicator of translation quality.

Another important implication concerns the role of human translators. Although AI systems can significantly improve translation efficiency, they are not yet capable of replacing human expertise in situations that require cultural sensitivity and contextual judgment. Professional translators possess background knowledge and intercultural awareness that enable them to recognize meanings extending beyond the literal text. Therefore, AI should be viewed as a complementary tool that supports, rather than replaces, human translation.

The findings of this study may also have practical implications for translator education. Universities and language training institutions could incorporate AI-assisted translation into their curricula while emphasizing the importance of critical evaluation and cultural analysis. Students should be encouraged to use AI technologies responsibly, recognizing both their advantages and their limitations.

Finally, this study contributes to the growing body of research on artificial intelligence in translation studies by emphasizing the importance of evaluating cultural meaning alongside linguistic accuracy. Future research may expand the scope of investigation by examining larger datasets, comparing multiple AI translation systems, or exploring additional categories of culture-specific language across different linguistic and cultural contexts.

Conclusion. This study explored the ability of ChatGPT to translate Uzbek hospitality expressions into English, with particular attention to the preservation of semantic meaning, cultural values, pragmatic function, and linguistic naturalness. The findings indicate that while the AI system is capable of producing grammatically accurate and fluent translations, it encounters

difficulties when translating expressions whose meanings are deeply rooted in Uzbek culture and social traditions.

The analysis demonstrates that successful translation requires more than lexical and grammatical accuracy. Cultural knowledge, contextual awareness, and pragmatic understanding remain essential for conveying the communicative purpose of culture-specific expressions. As a result, AI-generated translations should be interpreted critically, especially when the source text contains culturally significant language.

The study also highlights the continuing importance of human translators in the era of artificial intelligence. Rather than replacing professional translators, AI technologies should be regarded as supportive tools that improve efficiency while still requiring human evaluation in culturally sensitive contexts.

The proposed evaluation framework, based on semantic accuracy, cultural equivalence, pragmatic adequacy, and linguistic naturalness, offers one possible approach to assessing AI-generated translations of culture-bound language. Although the framework was illustrated using Uzbek hospitality expressions, it may also be adapted to other types of culturally specific language and different language pairs.

Future research could examine larger collections of expressions, compare the performance of multiple AI translation systems, or investigate how prompt design influences the translation of culturally bound texts. Such studies would contribute to a deeper understanding of the relationship between artificial intelligence, language, and culture in contemporary translation studies.

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