

**NAVIGATING TERMINOLOGICAL CHALLENGES IN  
TRANSLATING ENGLISH AND UZBEK ADVERTISING  
TEXTS IN THE AGE OF AI**

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***Abstract:*** *The translation of advertising texts between English and Uzbek presents complex terminological, cultural, and semantic challenges, particularly in the context of artificial intelligence (AI)-assisted translation. This study examines the primary obstacles encountered when translating advertising content across these two linguistically and culturally distinct languages. The research identifies three interconnected challenge domains: terminological gaps arising from culturally specific vocabulary and industry jargon, cultural nuances involving idioms, connotations, and aesthetic conventions, and semantic discrepancies rooted in polysemy and lexical incongruence. Furthermore, the paper investigates how AI translation tools, while efficient, often fail to capture the emotional resonance and cultural subtext essential to effective advertising. Findings suggest that hybrid models combining AI efficiency with human cultural expertise are necessary to achieve marketing effectiveness in multilingual contexts. The study underscores the critical importance of culturally adapted—not merely translated—advertising content for successful cross-linguistic communication between English and Uzbek markets.*

***Keywords:*** *advertising translation, terminological challenges, English-Uzbek translation, cultural adaptation, AI translation, semantic discrepancy, marketing localization, transcultural communication*

## **1. Introduction**

The translation of advertising texts from English to Uzbek and vice versa represents a crucial intersection of language, culture, and commercial effectiveness. With the advent of artificial intelligence (AI) in the translation process, the importance of addressing terminological challenges has become increasingly notable. Translating advertising content is not merely a linguistic exercise; rather, it embodies a complex interaction of semantic interpretation and cultural context, which can significantly influence the reception and effectiveness of marketing efforts. In this context, Aziza (2024) delineates the difficulties associated with AI-based translations, underscoring the need for a nuanced understanding of source and target cultures to ensure that advertising messages resonate appropriately.

Advertising is inherently a cultural product. The terminology employed in advertising texts is often derived from cultural references, idiomatic expressions, or industry-specific jargon that may not have direct equivalents in the target language. This is particularly pronounced in the English-Uzbek language pair, which is characterized by significant typological and cultural divergence. As highlighted by Alekseev and Turatali (2024), cultural nuances play a vital role in how terms are perceived by different audiences, making literal or AI-generated translations insufficient for effective communication.

This paper aims to examine the key terminological, cultural, and semantic challenges in translating advertising content between English and Uzbek, and to explore how AI translation technologies interact with and sometimes exacerbate these challenges. The study further proposes that effective advertising translation in this language pair requires culturally informed human oversight alongside AI tools.

## **2. Methods**

This study employs a qualitative, literature-based methodology, synthesizing existing scholarly research on advertising translation, AI-assisted translation tools, and English-Uzbek linguistic and cultural dynamics. A systematic review of peer-reviewed articles, conference proceedings, and academic monographs was conducted to identify recurring themes in terminological and

semantic challenges relevant to the English-Uzbek advertising translation context.

Source materials were selected based on their relevance to three key analytical domains: (1) terminological gaps and cultural connotations, (2) semantic discrepancies and lexical incongruence, and (3) the role and limitations of AI translation in advertising. Studies addressing these domains in the English-Uzbek context were prioritized, supplemented by comparative findings from related language pairs where Uzbek-specific research was limited. Analytical examples drawn from advertising texts were used to illustrate key theoretical points throughout the discussion.

### **3. Results**

#### **Terminological Challenges in English-Uzbek Advertising Translation**

Terminological challenges are inherent in the translation of advertising texts, as they encompass specialized vocabulary and phrases designed to evoke specific responses from the target audience. In English advertising, terminology is frequently derived from cultural references, idiomatic expressions, or industry-specific jargon that may not have direct equivalents in Uzbek. This discrepancy can lead to erroneous interpretations or, in the worst case, to a complete failure in transmitting the intended message. For example, terms that project luxury or exclusivity in English advertisements—such as “Premium” or “Custom”—may lack corresponding terms in Uzbek, risking a dilution of the intended brand perception.

Furthermore, the use of jargon and industry-specific advertising terminology can further complicate translation efforts. Terms that are common in English advertising may be unfamiliar within Uzbek cultural contexts, risking alienation of the consumer base. As Ahmadbek (2024) demonstrated in the analogous context of logistics terminology, functional-semantic problems arise when source-language terms carry operational specificity that does not map onto target-language equivalents. Translators must therefore carefully navigate this terminological landscape to ensure that key concepts not only convey precise meaning but also culturally resonate with the intended audience.

### **Cultural Nuances and Contextual Adaptation**

Cultural factors play a fundamental role in the translation of advertising texts between English and Uzbek, as these elements can significantly influence consumer perception and engagement. Advertising inherently relies on cultural references, idioms, and local customs that resonate with the audience. For example, as noted by Shakirova (2024), common idioms in English—such as “the ball is in your court”—may not have a direct Uzbek equivalent. Instead of conveying the intended message of personal responsibility or action, a literal translation can produce confusion or misinterpretation.

Cultural implications extend further to visual and aesthetic choices in advertising. Visual elements, colors, and symbolism carry varied meanings across cultures. For instance, white color symbolizes purity and peace in many Western cultures, but in Uzbekistan, it may carry connotations associated with mourning or death. Accordingly, the translation of advertising content must account for the full semiotic register of the source material, not only the linguistic content. Simonaggio’s research on tourism promotions further corroborates this finding, demonstrating that promotional materials incorporating Uzbek traditional values—such as communalism and hospitality—generate higher engagement rates than generic translational equivalents.

Additionally, an advertising campaign rooted in humor effective in English-language contexts may not translate well into Uzbek due to differing social norms regarding humor and satire. Advertisements employing cultural references specific to American sports or holidays, for example, may fail to resonate with Uzbek audiences lacking the relevant contextual background. Neglecting such cultural nuances can alienate potential customers, thereby reducing overall marketing effectiveness.

### **Semantic Discrepancies and Lexical Gaps**

Semantic discrepancies represent a significant challenge in the translation of advertising texts between English and Uzbek, particularly within AI-mediated translation contexts. Such discrepancies arise when specific terms or phrases lack

direct equivalents in the target language, leading to meaning shifts that can substantially alter the overall advertising message. As Ahmadbek (2024) illustrates through logistics terminology, functional-semantic problems emerge when source-language terms carry a specificity of meaning that cannot be straightforwardly rendered in the target language—a dynamic equally applicable in marketing translation.

A particularly prominent domain of semantic discrepancy involves culturally bound terms that carry specific connotations in English which do not carry equivalent weight in Uzbek. For instance, expressions intended to evoke nostalgia or happiness in a Western target demographic may lose their emotional impact when cultural connotations do not hold equal weight in the Uzbek lexicon. This is especially consequential in advertising, where emotional engagement is closely tied to purchase behavior. Rustamov et al. (2024) further identify lexical problems such as nuances relating to product quality, durability, or usability that may be diluted or misrepresented when precise contextual equivalents are unavailable in Uzbek.

Polysemy presents an additional layer of semantic complexity. Terms carrying multiple meanings create interpretive challenges for translators, especially in advertising texts where brevity and clarity are essential. Any linguistic ambiguity introduced through translation can obscure the intended message and lead to misaligned marketing outcomes. Furthermore, Ismoilova (2025) identifies that the semantic structure of social network marketing terminology—a domain closely related to advertising—shows significant structural divergence between English and Uzbek, with implications for how brand messages are constructed and received.

### **AI Translation and Marketing Effectiveness**

AI translation technologies offer unique opportunities for marketing professionals to localize content efficiently; however, they also introduce significant challenges related to cultural nuance and terminological discrepancy. Aziza (2024) argues that reliance on AI in advertising translation can lead to overly simplified outputs that overlook the complexities of cultural subtext and emotional resonance. While AI tools can process large volumes of text rapidly, they lack the nuanced

understanding of cultural references that skilled human translators possess.

Naeem et al. (2025) emphasize the need for context-aware translation processes that account for the cultural paradigms inherent in both source and target languages. They argue that direct translations frequently fail to encapsulate the cultural connotations associated with specific terms and phrases, thereby diluting the persuasive impact of the advertising message. Similarly, Ismoilova (2025) notes that AI algorithms are often trained on datasets that do not adequately reflect the full spectrum of cultural diversity, resulting in translations that may inadvertently misrepresent the original intention or fail to connect with the target audience.

When AI tools lack sufficient cultural sensitivity, the resulting advertisements may appear out of touch or even offensive to target demographics, generating the risk of alienating potential consumers rather than engaging them. This finding underscores the importance of integrating human oversight into AI-assisted translation workflows to ensure cultural relevance and semantic accuracy.

#### **4. Discussion**

The findings of this review converge on a central insight: effective advertising translation between English and Uzbek demands far more than linguistic transposition. It requires a simultaneous engagement with terminological precision, cultural context, and semantic fidelity—domains that current AI translation systems are ill-equipped to address in isolation. The three challenge domains identified in this study (terminological gaps, cultural nuances, and semantic discrepancies) are deeply interrelated and mutually reinforcing, such that a deficiency in one domain typically undermines performance in the others.

From a theoretical perspective, these findings align with Venuti's (1995) concept of foreignization and domestication in translation: advertising texts that retain too much source-culture orientation (foreignization) risk alienating Uzbek audiences, while those that are aggressively domesticated may lose brand identity or stylistic distinctiveness. The ideal approach lies in a carefully negotiated balance—one that requires human translators with deep bicultural competence to guide the process.

The implications for practice are significant. Modern approaches to cultural adaptation in AI-assisted translation increasingly involve hybrid models that leverage machine learning efficiency alongside human cultural expertise. Such hybrid approaches are particularly vital in the English-Uzbek context, where the linguistic and cultural distance between the two languages is substantial. Kosimova et al. (2024) offer a relevant parallel in their comparative study of medical practitioner titles in Uzbek and English, demonstrating that culturally embedded terminology requires interpretive human judgment that automated systems cannot replicate.

At the same time, it is important to acknowledge that the current literature on specifically English-Uzbek advertising translation is limited. Much of the existing scholarship addresses broader Central Asian or Turkic language translation contexts, meaning that some findings may require further empirical validation in the specific English-Uzbek domain. Future research employing corpus-based methods or experimental translation tasks would strengthen the evidentiary base for the recommendations advanced here.

### **5. Conclusion**

This paper has examined the principal terminological, cultural, and semantic challenges that characterize the translation of advertising texts between English and Uzbek, with particular attention to the role of AI translation technologies. The study demonstrates that effective advertising translation in this language pair requires a comprehensive understanding of cultural connotations, idiomatic structures, and lexical specificities that current AI systems cannot reliably produce independently.

The translation of English and Uzbek advertising texts thus involves navigating a landscape rich in terminological complexity, where cultural nuances and semantic discrepancies must be addressed with care. The effectiveness of marketing initiatives depends on an acute awareness of these factors, reinforcing the need for qualified human translators working in concert with advanced AI technologies. Hybrid models that combine computational efficiency with human cultural insight represent the most promising pathway toward marketing

communications that are both linguistically accurate and culturally resonant.

By developing greater awareness of cultural nuances and semantic discrepancies, marketers and translators can create more targeted, relevant, and impactful advertising content that resonates across different cultural groups. The intersection of AI technology and cultural adaptation thus represents a critical frontier in the pursuit of more effective marketing in an era of globalization and digital communication.

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