

ARTIFICIAL INTELLIGENCE AND THE HYBRIDIZATION OF EVERYDAY LANGUAGE: BETWEEN EFFICIENCY AND EXPRESSIVENESS

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Abstract

The article analyses the impact of artificial intelligence (AI) on communication, providing a detailed perspective on the evolution of this technology and its influence on everyday language through the analysis of hybrid varieties of the Romanian language, resulting from the frequent interaction with digital technologies.

Keywords: *artificial intelligence, natural language processing, human-machine communication, hybrid language, linguistic innovation, digital communication, language change, computational linguistics, ai-assisted writing, sociolinguistics and technology.*

1. INTRODUCTION

Communication is an essential element of human interaction, and the development of artificial intelligence technologies led to significant changes in this field. AI-assisted communication involves the use of algorithms and natural language processing (NLP) models to facilitate the generation, interpretation, and analysis of text and speech. From chatbots and virtual assistants to machine translation and content generation, AI plays an increasingly important role in the way we communicate. This automated communication has profound implications for the efficiency, personalization, and accessibility of information.

AI-assisted communication refers to the use of AI technologies to facilitate human interactions and to automate communication processes. This concept includes the use of natural language processing (NLP) models, machine learning, and speech recognition systems to improve the exchange of information between humans and automated systems. Concrete examples include chatbots, machine translation, and virtual

assistants, which optimize user experiences by providing quick and relevant responses.

Communication through artificial intelligence has become a crucial element in numerous industries, ranging from customer service and education to journalism and healthcare. It enables fast and efficient interactions, reduces operational costs, and increases accessibility to information. In a digitalized era, AI plays a fundamental role in the globalization of communication, facilitating the exchange of ideas and information at an international level. Moreover, the integration of AI into communication processes contributes to the personalization of user experiences, improving the relationships between companies and consumers.

2. THEORETICAL FOUNDATIONS

The evolution of artificial intelligence (AI) in the field of communication has been marked by significant progress that has transformed the way we interact with technology and the way technology interacts with us. This evolution can be divided into several key stages, each characterized by specific technological advancements that have profoundly changed the way we communicate.

In the early days of AI (the 1950s-1970s), researchers focused primarily on developing algorithms and the ability to solve complex problems, with little emphasis on natural language interaction or effective communication. During this period, efforts were directed toward creating models that could "understand" human language, but only through artificial, rule-based systems. This approach, however, was not

capable of processing the complexity of natural human language. One of the most notable achievements of this period was the development of **ELIZA** (1966), a program created by Joseph Weizenbaum, which could simulate a conversation with a psychotherapist (Weizenbaum, 1996). ELIZA used simple pattern-recognition techniques and generated responses based on predefined rules, but it did not truly understand the deeper meaning of conversations.

With the development of more advanced technologies (1980–2000), AI became increasingly capable of processing natural language (NLP – Natural Language Processing). During this period, researchers worked on building more sophisticated NLP models that relied on grammatical rules to understand sentence structure and perform translation or semantic analysis. Examples include generative grammars. The first speech recognition applications also emerged, allowing for simple interactions between humans and computers, although natural language processing remained limited (Nedelcu, 2013).

During the 2000–2010 period, machine learning and natural language processing (NLP) became more sophisticated, having a direct impact on AI-assisted communication. The first forms of chatbots appeared, using more advanced machine learning techniques in order to respond to user queries. These systems were able to recognize the intent behind questions and provide relevant answers, although limitations still existed. Google and Apple launched the first virtual assistants, such as Google Assistant and Siri, which were capable of understanding simple questions and executing voice-based commands. Throughout this period, deep learning began to be widely applied in natural language processing. Deep learning models significantly improved the ability of systems to understand and generate language.

The maturation of AI-assisted communication began around 2010 and continues to evolve today, marking a stage in which AI has become increasingly integrated into users' everyday lives. Technological advancements in the field of communication have enabled the emergence of advanced forms of human-machine interaction, based on an increasingly sophisticated

understanding of natural language (Vintilă-Rădulescu, 2005).

Natural language processing (NLP) models have undergone rapid development, evolving from systems capable of providing only automated responses into complex technologies capable of generating coherent, fluent, and seemingly natural conversations. At the same time, virtual assistants such as Amazon Alexa, Google Assistant, and Apple Siri have become increasingly advanced, acquiring the ability to perform a wide range of tasks—from simple commands, such as setting a reminder, to managing smart home devices, scheduling meetings, or providing personalized information. Today, these assistants are part of the daily digital experience of millions of users. At the same time, more and more companies are integrating chatbots into their services to optimize customer relations. These systems are used to quickly respond to frequently asked questions, provide real-time support, and improve the overall user experience. Finally, machine translation technologies such as Google Translate have made significant progress thanks to the use of neural networks and deep learning algorithms, offering translations that are considerably more accurate, natural, and contextually relevant than earlier versions.

Thus, the evolution of artificial intelligence in the field of communication has been marked by remarkable progress, from simple rule-based conversational interfaces to advanced systems that employ deep learning and complex language models (Jordan, 1978).

3. HUMAN-AI COMMUNICATION MODELS (CONVERSATIONAL INTERFACES, CHATBOTS, VIRTUAL ASSISTANTS)

The most notable forms of interaction between humans and artificial intelligence are the conversational interfaces, chatbots, and virtual assistants.

a) Conversational Interfaces

Conversational interfaces are systems of interaction between humans and computers that allow users to communicate in a natural way,

often through text or voice commands. These interfaces are designed to simulate human dialogue and are used in a variety of applications. Users can quickly obtain answers or complete tasks (for example, searching for information or placing an online order) and can interact with technology in a more human-like manner, without needing to learn complicated commands or navigate through menus.

b) Chatbots

Chatbots are computer programs designed to simulate conversations with human users, usually through text messages, but sometimes also through voice commands. They represent a form of conversational interface, with the main objective of ensuring automated and efficient communication. Chatbots are frequently used to handle basic assistance tasks, such as providing product information or processing orders, thereby reducing the workload of human agents. By offering instant assistance, they can quickly respond to questions or guide users through more complex processes. A common example is the interaction with chatbots integrated into websites or mobile applications, where they respond to customer requests related to order status or product specifications. In the field of education, chatbots are employed to accompany students in online courses, offering explanations, suggestions, or answers to questions related to assignments and academic content.

c) Virtual Assistants

Virtual assistants are AI-based systems capable of performing tasks in response to users’ voice or text commands. Unlike chatbots, which often operate within limited contexts, virtual assistants have the ability to carry out a wide range of tasks and to understand more complex conversational contexts, adapting to users’ needs in real time.

These assistants can be classified according to their mode of use. One major category is voice assistants, such as Siri (Apple), Google Assistant (Google), Alexa (Amazon), and Cortana (Microsoft), which recognize voice commands and can perform various actions—from managing calendars and controlling smart home devices to conducting online searches or providing weather updates. Another category consists of virtual assistants integrated into specialized applications, such as those designed for business environments, which facilitate tasks like scheduling meetings, sending emails, or supporting internal company processes.

The main purpose of these technologies is to automate everyday tasks, allowing users to save time and effort in completing daily activities. For example, assistants can set reminders, organize meetings, or control various functions of a smart home. At the same time, they enhance the overall user experience by providing a more natural and intuitive way of interaction, reducing the need to manually navigate through applications or complicated menus (OALD, 2010).

Table 1. Comparative Analysis of the Three Models

Model	Interaction	Technology applied	Examples	Objective
Conversational Interfaces	Text/voice	NLP, ML, Deep Learning	Chatbots, Voice assistants	Improving access and user experience
Chatbots	Text/voice	NLP, ML, Deep Learning	Customer support chatbots	Customer support, automated user interaction
Virtual Assistants	Text/voice	NLP, ML, Deep Learning	Siri, Google Assistant, Alexa	Complex automatism, control of daily tasks

4. ESSENTIAL TECHNOLOGIES: NLP (NATURAL LANGUAGE PROCESSING), MACHINE LEARNING, DEEP LEARNING

The essential technologies in the field of artificial intelligence, such as Natural Language

Processing (NLP), Machine Learning (ML), and Deep Learning (DL), have played a fundamental role in developing and improving the communication capabilities of intelligent systems. These technologies are interdependent and are used to create systems that can

understand, process, and generate human natural language in an efficient and meaningful way. Let us see how each of these technologies works and how they contribute to the evolution of AI-assisted communication.

a) Natural Language Processing (NLP)

NLP is the branch of artificial intelligence that deals with the interaction between computers and human language, enabling systems to understand, interpret, and generate human language in a meaningful way. NLP is essential for conversational interfaces and chatbots, but also for other applications that require text analysis. Google uses NLP to understand users' queries and provide the most relevant results. Virtual assistants (Siri, Alexa) rely on NLP to understand and respond to voice commands. Google Translate uses NLP to translate texts from one language to another while maintaining the correct meaning (Koehn, 2012).

b) Machine Learning (ML)

Machine learning is a branch of artificial intelligence that enables systems to learn from data and improve their performance without being explicitly programmed for each task. ML is essential in order to create models that can recognize patterns, predict outcomes, and continuously enhance performance based on prior experience. Virtual assistants such as Siri or Google Assistant use ML to gradually improve their ability to understand users' voice commands. Netflix, YouTube, and Amazon employ machine learning to analyse user behaviour and recommend movies, videos, or products. Machine learning is also widely used to analyse financial transactions and detect abnormal behaviours that may indicate fraud.

c) Deep Learning (DL)

Deep learning is a subcategory of machine learning that leverages complex artificial neural networks, inspired by the structure of the human brain, to learn and extract features from large and complex datasets. Deep learning technologies are used for facial recognition in images, such as in smartphone security technology or airport systems; they can also generate text that sounds highly natural or even create entirely new images based on descriptions.

All these technologies are interconnected and are often used together to build complex artificial intelligence systems. Today, they form the foundation of many modern applications, ranging from virtual assistants to personalized recommendations and autonomous vehicles (Graur-Vasilache, 2003).

5. THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ON EVERYDAY LANGUAGE

The impact of artificial intelligence on everyday language is already visible and continues to evolve rapidly. From simplifying communication to transforming the way we express and understand words, AI produces significant changes in the structure and use of language.

One of the most notable contributions of artificial intelligence is the automation and optimization of communication. Virtual assistants such as Siri, Alexa, and Google Assistant, as well as chatbots, facilitate quick and efficient interactions by instantly answering questions, translating texts, or completing sentences. These functionalities lead to a more simplified and concise form of language, adapted to the need for speed and accessibility in communication.

At the same time, AI influences vocabulary and daily expressions. Phrases such as "Hey Siri," "OK Google," or "use AI for..." are already integrated into common speech, while terms like "machine learning," "algorithm," or "big data" have entered the professional and technological language, reflecting the growing familiarity with these concepts.

AI tools for writing correction and enhancement, such as Grammarly or Google Docs, play an important role in how users construct their discourse. These applications not only provide grammatical and stylistic suggestions but also begin to influence the way we learn the language and how we use it in formal or informal contexts. On the other hand, there is also the risk that algorithmic suggestions may standardize personal expression and reduce the authenticity of language.

AI also influences social interactions through the algorithms integrated into messaging platforms and social media. These systems filter and promote content based on user interests, indirectly shaping the way we communicate. The messages and words we see or use may be influenced by these algorithmic selections, leading to a form of communication conditioned by technological preferences.

Another notable phenomenon is the emergence of hybrid linguistic varieties, particularly in the Romanian language, as a result of an intensive contact with artificial intelligence. These linguistic transformations are reflected in both written and spoken expression and are increasingly visible in areas such as education, the professional environment, and social media. Language adapts to digital interaction by integrating technical terms, anglicisms, or structures influenced by technological interfaces.

Technological Anglicisms and Digital Jargon

An immediate effect of the interaction with AI is the integration of a large number of anglicisms into everyday language. AI relies heavily on algorithms developed in English, and automatic translations often propagate hybrid linguistic structures.

Examples of frequently encountered hybrid expressions (Stoichițoiu-Ichim, 2006a; Stoichițoiu-Ichim, 2006b):

- “Am dat un search pe Google” instead of “Am căutat pe Google” (“I did a search on Google” instead of “I searched on Google”).
- “Îți trimit un request” instead of “Îți trimit o cerere” (“I’ll send you a request” instead of “I’ll send you an application/request”).
- “Dă-i un like și un follow” instead of “Apreciază și urmărește” (“Give it a like and a follow” instead of “Appreciate and follow”).

This type of hybridization is strongly influenced by social networks, where AI algorithms promote content in English, and users directly adopt terms without adapting them (Bota, 1978).

Syntactic Constructions Altered by Automatic Translations

Another type of hybridization arises from AI translations, which do not always preserve the naturalness of the Romanian language.

Examples of hybrid structures:

- “Are sens?” (from English “Does it make sense?”) instead of “Este logic?” (“Is it logical?”).
- “Aplică pentru un job” (from English “Apply for a job”) instead of “Depune o cerere pentru un loc de muncă” (“Submit an application for a job”).
- “Fac o diferență” (from English “Make a difference”) instead of “Au un impact” (“They have an impact”).

These structures are becoming increasingly common in everyday speech, especially among young people who are exposed daily to automatically generated content in English.

Hybridization through interaction with virtual assistants

Voice assistants such as Siri, Alexa, and Google Assistant influence the way users formulate their questions. In order to obtain precise answers, people tend to adopt a more direct and simplified style of communication, similar to the programmed language of AI.

Examples of phrases modified by interaction with AI:

- “Vremea mâine?” (“Weather tomorrow?”) instead of “Care este prognoza meteo pentru mâine?” (“What is the weather forecast for tomorrow?”).
- “Setează alarmă la 7 dimineața.” (“Set the alarm for 7 a.m.”) instead of “Poți să îmi setezi o alarmă la ora 7?” (“Can you set an alarm for 7 o’clock in the morning?”)
- “Definiție pentru cuvântul ‘hibridizare’.” (“Definition of the word hybridization”) instead of “Ce înseamnă hibridizare?”. (“What does hybridization mean?”)

These changes can lead to an excessive language simplification, affecting the expressiveness and nuances of communication.

The influence of AI on professional and academic language

In professional and academic environments, AI is widely used for content generation, grammar correction and communication optimization. This leads to a formalization of language, as well as the adoption of repetitive structures imposed by algorithms.

Examples:

- The excessive use of terms such as “*optimization*”, “*automation*”, and “*scalability*” in business language.
- Structures like “*In conclusion, it can be observed that...*” in academic articles partially generated by AI.
- Impersonal formulations taken from AI generators: “*It is recommended to implement measures to improve process efficiency.*”

This influence can result in the rigidification of discourse, where originality and personal style are diminished.

The expansion of visual and emotional language through AI

AI-integrated communication platforms promote emojis, GIFs, and predefined reactions as alternatives to written responses. This phenomenon leads to:

- A reduction in written communication in favour of visual elements (e.g., using 🤪 instead of saying “*That’s funny*”).
- An adaptation of language toward shorter and more expressive forms – for instance, “🔥”, “GG”, “LOL”.
- AI’s influence on the tone of conversations by suggesting personalized replies, as seen on messaging platforms (e.g., WhatsApp suggesting “*Thanks!*” or “*Perfect!*” as quick responses).

Artificial intelligence thus shapes everyday language through the adoption of anglicisms, the simplification of grammatical structures, the creation of a conversational style adapted to AI, and the development of a visual language based on emojis and automated reactions. In the long term, this hybridization may bring both positive effects—such as more efficient communication and the globalization of language—and challenges, including the loss of expressiveness and the distortion of natural grammatical structures. To maintain balance, it is essential for

users to be aware of these changes, to understand the impact of AI on language, and to preserve their linguistic authenticity by combining the benefits of technology with respect for the linguistic identity of the Romanian language.

6. CONCLUSIONS

The paper investigates the impact of artificial intelligence (AI) on human communication, with a focus on how digital technologies shape and transform everyday language. In the context of the increasingly frequent use of conversational interfaces, chatbots, and virtual assistants, AI-assisted communication has become an essential phenomenon in contemporary society (Jurafsky & Martin, 2023; Avram, 1997a). The study highlights both the benefits—efficiency, speed, personalization—and the associated risks, such as the loss of expressiveness and the homogenization of discourse.

The analysis centres on five major directions: the automation of linguistic interactions, the influence of vocabulary through anglicisms and technical terms, the modification of syntactic constructions under the influence of machine translation, the formalization of professional discourse, and the expansion of visual language through emojis and automated reactions. A clear trend of linguistic hybridization in the Romanian language is identified, raising concerns about excessive simplification and the distortion of natural language structures.

The impact of AI on language is therefore twofold: it streamlines interaction but may reduce the depth, expressiveness, and creativity of communication. To harness the potential of artificial intelligence constructively, there is a need for critical digital education that enables users to understand and filter AI’s linguistic influences, for the development of multilingual language models better adapted to the cultural and grammatical specificities of natural languages, and for the promotion of AI-assisted communication that respects the authenticity of human language and linguistic diversity.

Thus, we emphasize the necessity of a conscious and balanced use of artificial

intelligence in communication, through the development of critical digital competences and the integration of language models sensitive to the cultural and idiomatic context of each language. AI should not replace human expressiveness but rather support it, preserving the authenticity and diversity of language. In this way, AI-assisted communication can become an efficient and ethical mediation tool between humans and technology, contributing to a more fluid, yet more mindful, interaction in the globalized digital space.

In conclusion, artificial intelligence should not replace human expressiveness but instead support and amplify it in a controlled, reflective, and balanced manner (Avram, 1997b).

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