



TRANSLATION PROBLEMS OF ADVERTISING TEXTS VIA ARTIFICIAL INTELLIGENCE

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Annotation: The capabilities of machine translation are closely related to improving the modeling of the processes of understanding and generating texts in natural language, which traditionally refers to the problems of artificial intelligence. The article attempts to analyze the main approaches to the creation of machine translation technologies. It is concluded that they do not yet provide for the formation and use of dynamic models of the world, but are moving mainly in the direction of grammatically consistent translation of sequences of words.

Key words: machine translation; natural language; artificial intelligence; machine translation technologies.

The art of speech transformation, the art of mediation, the art of decision-making in an environment of uncertainty, translation is the work of the intellect, which involves not only linguistic knowledge, broad horizons, technological mastery, but also creativity, even cunning, dexterity and intelligence, as well as the ability to social and psychological adaptability. These and many other qualities form the cognitive portrait of a person who devotes his life to the service of translation - a form of verbal art - regardless of what historical era, for what purpose, in what language pair it is carried out. It is a process that involves creating a translation program using artificial intelligence algorithms, sharing different language databases and algorithms, testing and optimizing the program to translate from one language to another through a simple and user-friendly interface. makes it possible to translate. Machine translation is a common method for learning and translating many languages today. Machine translation studies the meaning, context and synonyms of any word, as well as the grammatical features of all languages. Additionally, structural deficiencies can be observed in several languages. One of the solutions to such problems and conflicts is the creation of software tools that implement machine translation based on artificial intelligence algorithms. It is part of artificial intelligence and provides good opportunities to facilitate multilingual learning and translation. The work of this service is to first analyze the text, and then rewrite this text according to its meaning. This provides good opportunities for the use of several forms of artificial intelligence that serve to structure, analyze and translate data. However, artificial intelligence-based machine translation has its drawbacks. Modern translation software is plagued by initial errors, problems maintaining structure and accuracy levels, and grammatical and semantic indicators of the language. Therefore, creating machine translation software based on artificial intelligence has its challenges, but also great opportunities. In recent years, more work has been done in this area, and more advanced software tools have been developed to make machine translation easier and more accurate.

Today, artificial intelligence (AI) and technologies based on it are widely used. These technologies can be used in several fields, including medicine, education, tourism, law, commerce and others. This article details the general understanding of SI and its technologies, their operating principles, their role in various fields, their challenges, and their future acceptance. Artificial intelligence is a technology that studies computer programs, mainly data analysis, analysis and general labeling. It works by collecting large amounts of data, statistics, information and documents through its own systems and algorithms, determining data based on them and displaying the results. Artificial intelligence, entrepreneurship, medicine, education

and many other areas are used.

With the help of artificial intelligence, you can automate some stages of creating creatives. For example, IBM has its own AI algorithm, Accelerator. It simplifies the personalization of creatives: Accelerator evaluates videos, calls to action, voiceovers, analyzes several hundred variables - and then compiles the materials into a new video for each segment of the target audience. The CTR (click through rate) for such creatives is 113% higher, and the effectiveness from start to finish of the campaign has increased by 120%. Another important AI technology is deepfake. Neural networks are trained on photo and video portraits, and then replace the model's face with the face of any desired person. The generated video is difficult to distinguish from the real one.

Artificial intelligence is a unique innovation in our lives. It can be used to perform many different functions, especially related to the field of marketing. So what can you do with AI in marketing? We suggest looking at several examples of how neural networks can be used in marketing and seeing their benefits.

Generation of advertising materials (videos, photos, texts)

The most common use of artificial intelligence for marketers is the generation of advertising materials, using various methods and algorithms. Videos, images and texts can be generated using AI.

Let's look at these methods in more detail:

Text generation. Marketing often uses AI to generate text. For example, to describe a product or product. The neural network also analyzes various data: product characteristics, data about competitors, customer reviews and much more. Based on this, informative and truly useful texts are generated. In the article "How to write advertising texts for social networks and how neural networks can help" you can read how to work with them, and in the article "32 verified queries to ChatGPT - to help SMM-ers" - what to write to make it easier for yourself to work with texts.

Image and video. To analyze large enough data such as images and videos, artificial intelligence can be used. Based on the data, AI creates suitable media files for future advertising or creatives for posts. For example, if you are advertising a beauty product, the neural network will create media files suitable for your niche.

For example, one of the convenient AI for creating texts is built into SMMplanner. He knows how to write texts for posts, draw up content plans and generate ideas. For users who have never worked with a neural network, there are tips - when you click on the field for entering a request, a list of options appears on how you can begin to formulate a task for ChatGPT, depending on the task.

That is, you simply go to the scheduled posting service, generate a new post in a couple of minutes using the assistant, assemble a visual using the built-in Canvas editor, and select the publication date and time. Ready. The post is published automatically at the specified time. You can learn more about the assistant's work on his page.

To learn how to improve images using neural networks, read the article "Improving photos using neural networks: quality, objects, noise, details."

Predicting customer behavior

Customer behavior forecasting using artificial intelligence is the analysis of data to determine likely future customer behavior based on data. With the help of algorithms, AI can analyze data such as purchases, interest rates and audience behavior on the site. Based on this, predictions can be made about how customers may behave in the future.

Predicting customer behavior using artificial intelligence has several applications in marketing:

Improving companies. Algorithms can identify the most likely groups of customers to respond to certain marketing offers and thus help optimize budgets and resources.

Improved advertising. Forecasting customer needs allows you to optimize advertising to achieve maximum efficiency of the service offered.

Improving the level of customer service. Based on AI predictions, discounts and terms can be offered to increase conversions and customer satisfaction.

Predicting customer behavior allows you to make better, data-driven decisions and improve customer interactions.

Artificial intelligence technologies can be actively used in marketing and communications if you monitor the process of its work and manage behavior. With the right approach, this will help you differentiate

yourself from competitors, notice opportunities for the company's development, increase customer comfort and find ways to solve the company's problems. Artificial intelligence cannot be as conscious as the human mind and intelligence; it cannot completely replace it. Checking the operation of the neural network is necessary because some of the information that the AI produces is unreliable. You need to carefully check all your interactions with the neural network.

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