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**ERASING AUTHOR'S STYLE AS A LINGUISTIC PROBLEM  
WITH USE OF ARTIFICIAL INTELLEGENCE TRANSLATION  
(BASED ON STUDENT TRANSLATIONS OF ADVERTISING TEXTS)**

**Несоблюдение авторского стиля как лингвистическая проблема  
при использовании нейросетевого перевода  
(на материале студенческих переводов рекламного текста)**

This work was conducted within the framework of the research program at the Communicator student research laboratory (2025/2026). The advent of artificial intelligence and machine translation systems has irrevocably altered the landscape of linguistic practice, presenting both unprecedented opportunities and profound challenges for the field of translation studies. One of the most pressing linguistic problems emerging from the uncritical reliance on these technologies is the systematic erosion of the author's unique style.

This phenomenon is observable in the educational context, as evidenced by the analysis of student translations of the iconic 1923 Jordan Playboy advertisement. The provided students' translations serve as a stark case study, demonstrating how the delegation of translation to algorithms leads to the flattening of rhetorical devices, and the ultimate loss of the text's soul.

This study addresses the fundamental research problem of authorial style erosion in AI-mediated translation, using the Jordan Playboy advertisement as a critical case study. Where human artistry crafts sophisticated metaphors and emotional cadence, AI systems demonstrate inherent limitations in processing aesthetic nuance beyond semantic transfer. The research systematically investigates stylistic choices through empirical analysis of translations, aiming to develop a theoretical framework for preserving textual authenticity in human-AI collaborative workflows. The student translations manifest this problem in several ways.

Firstly, there is a pervasive flattening of complex metaphors. The original's poetic «cross between greased lightning and the place where it hits» is rendered through a lens of literalness, producing awkward and often nonsensical variations. The AI, and by extension the student, fails to grasp that this is a metaphor for untameable, explosive speed and power. The stylistic bravery of the original text is replaced by a clumsy physical description, stripping the phrase of its evocative force.

Secondly, the erosion of style is evident in the impoverishment of lexicon and the introduction of stylistically inappropriate elements. The author's careful choice of words

like «quirt» (a short riding whip) is consistently and incorrectly translated as «хлыст» (whip) or, even more egregiously, «кнут» (a knout, a heavy, brutal whip), a word with harsh connotations utterly opposite to the romantic, cowboy ethos being cultivated. This is a direct result of AI's statistical approach to vocabulary, which selects the most frequent or superficially equivalent translation without regard for connotative harmony.

This leads to the third major issue: the destruction of the text's pragmatic function. The Jordan advertisement is a piece of persuasive art. By evoking a sense of wild, untamed elegance, it positions the Playboy not as a vehicle, but as a key to a desirable lifestyle. The student translations, filtered through AI, largely fail to perform this function. Words like «мертвый» (dead) and «безжизненный» (lifeless), used to translate «dull with things dead and stale», while semantically close, create a morbid, depressive tone that contradicts the advertisement's call to vibrant action. The stylistic missteps break the emotional spell, turning a compelling invitation into a confusing or off-putting statement.

In conclusion, this analysis demonstrates that uncritical AI use in translation creates more than just technical errors – it fundamentally threatens the preservation of authorial style. The algorithmic approach, lacking cultural and aesthetic discernment, flattens unique literary voices into generic text. The crucial insight for translators is that technology should augment, not replace, the deeply human processes of interpretation and creative expression.

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## **THE DOMINANCE OF ENGLISH AS AN INTERNATIONAL LANGUAGE AND ITS CULTURAL IMPLICATIONS**

### **Господство английского как международного языка и его культурные последствия**

Language has always been more than a mere tool for communication; it is the lens through which people perceive the world, and the primary vehicle for its traditions and values. The rise of English as the world's dominant lingua franca in the 21st century is, therefore, not merely a linguistic phenomenon but a transformative force with profound cultural implications. While it facilitates unprecedented global dialogue and access to knowledge, its prevalence also fosters linguistic inequality and subtle erosion of the world's diversity of thought. The objective of this study is to investigate the impact of English hegemony on other languages, its consequences for cultural identity and cognitive diversity.

The benefits of a common global language are undeniable, because it is a powerful force that breaks down barriers to information that were once insurmountable. English acts