

THE ROLE OF ARTIFICIAL INTELLIGENCE IN ENHANCING BUSINESS ENGLISH COMMUNICATION SKILLS

Vinnitsia National Technical University

Анотація

У цій статті обговорюється використання штучного інтелекту, зокрема великих мовних моделей (ВММ), таких як DeepL і ChatGPT, у перекладі та створенні бізнес-текстів. У ній підкреслюється, як це може допомогти людям поліпшити свої навички письма, а також проблеми, пов'язані зі специфічною галузеву термінологією, і важливість пост-редагування для забезпечення точності. Для вирішення цих проблем у професійному контексті пропонуються такі рішення, як паралельний переклад і використання простої англійської мови.

Ключові слова: штучний інтелект, великі мовні моделі, переклад, бізнес-тексти, DeepL, ChatGPT.

Abstract

This article discusses the use of AI, particularly large language models (LLMs) like DeepL and ChatGPT, in translating and generating business texts. It highlights how AI supported language tools can help people to improve their writing skills and addresses challenges with sector-specific terminology and the importance of post-editing to ensure accuracy. The paper proposes solutions such as parallel translation and Simple English to address these issues in professional contexts.

Keywords: artificial intelligence, large language models, translation, business texts, DeepL.

Introduction

With the release of ChatGPT [1], artificial intelligence (AI) and in particular Large Language Models (LLMs) made a leap forward. Suddenly, AI was able to write texts that linguists could not instantly identify as artificially created [2]. Before ChatGPT and DeepL [3], texts translated by digital tools, including chat bots, were easily identified because of the sterile and unnatural repetitive writing style. Languages are too complex to create sentences and paragraphs with an elaborate style from textbook rules. It needs millions of pages of text to train AIs and LLMs consider the entire text, not just a single sentence or paragraph.

Humans learn with every text they read and this learning process never ends. Many linguists make a living from consulting and selling trainings and books that aim on developing a feeling for good writing style, for example [4]. The subtle rules of good writing style are so inconspicuous and diverse that they cannot be condensed into always applicable rules. There exist hundreds of rules that may be applied. It needs deep neuronal learning to identify whatever there is to determine when to apply which rule. Basically, it is higher order correlation, like harmony and rhythm in music.

Using AI based tools like DeepL and ChatGPT to translate and write business texts can help companies and their personnel to overcome language barriers. However, AI tools can make errors. Special language used within a specific business sector is often not sufficiently included in the texts that were used to train the AI. In consequence, the AI may use incorrect terms that lexically are ok but do not comply to the ontology used in a specific business sector. People using these tools need to be aware of that.

Section 2 refers to selected literature on AI based language tools and their application for business texts. Approaches to solve incorrect translation and ontology problems are sketched in section 3. Section 4 presents some exemplary results for Ukrainian and English business texts showing the problems and the results if the sketched solution is applied. The summary in section 5 concludes the article

2. AI based language tools

Transformer-based AI made natural language processing (NLP) again popular and LLMs show superior performance [5, 6, 7]. This revolutionised the approach to automated language processing and the technology

now becomes increasingly integrated in different software tools.

Concerning the translation of texts and writing support, DeepL has set many records for machine translation quality since its release in August 2017 [3]. The authors of [8] conclude that DeepL achieved great improvements in translation accuracy and text fluency. The transformer architecture enhances contextual comprehension, and when it comes to handling specialist terminology, idiomatic phrases, and complex language structures, its large and varied training data set distinguishes it from more formal, rules based competitors. DeepL needs longer texts to perform best because it needs context to correctly identify the appropriate ontology and writing style. DeepL Write [9], launched in early 2023, seeks to become an English writing assistant.

With its release in November 2022, ChatGPT [1] gained tremendous attention. Especially because it is easily accessible and produces grammatically correct human-level writing quality. However, its focus on fluent texts may cause less accurate texts. Latter relates also to the possibility that AI sometimes invents facts and references that do not exist [10]. False contents result from the LLM, which focuses on fluent language understanding and generation rather than on accurate content. Invented facts are fatal for professional use.

A study on applying ChatGPT in medicine [11] recommends not to rush into implementation but to carefully introduce it and openly debate its risks and benefits. That is essentially required because ChatGPT cannot be held responsible for any harm it causes. The authors also address the potential biasedness of recommendations and the used language in case the training data is not perfectly diverse.

Finally, an Intellectual Properties Right (IPR) issue arises because yet there is no legal framework that determines who owns the rights on AI-generated work [12]. Using AI generated work and claiming that to be own work is fraud. Article 50 of the European Union's Artificial Intelligence Act [13] clearly states that any content generated or manipulated by AI must be disclosed as such. How that impacts the message transported to the audience of business English texts, for example in advertisements, needs to be considered.

Pure translation services like DeepL Translate build on texts provided by the user. Accordingly, the text itself is manipulated by AI, but hopefully not the content of the text. Latter remains the IPR of the author. Accordingly, the fact that the text was translated by an AI needs to be disclosed to preserve the IPR on the content with the original author.

3. Checking accuracy of AI generated texts

The best solution to overcome incorrect wording and translations is to train the AI to use only what is commonly used in a specific business sector. However, a single sector may not have the volume and diversity of texts required to sufficiently train their own AI.

The traditional solution is having an expert in the subject and the sector specific Business English who proofreads, and copy edits all generated English texts and translations. The drawback is that such experts are rare and often not affordable because they are over-skilled to perform proof-reading only. Finally, proof-reading is time consuming and introduces a communication time-lag that in many cases is not feasible, for example communication in business chats.

A more viable approach is using different tools in parallel and to do back-and-forth translation using different tools per direction. If the tools were trained on different text bases that should reveal improper usage of terms. Still, invented facts can be unmasked only by googling them. This appears to be the most applicable solution toward checking the performance of the assisting AI tool that shall help people to write Business English texts that are correctly received.

Another solution is to constrain the tools to using Simple English only. Thereby, all sector specific vocabulary is banned and the writing style is reduced to simple short sentences that can easily be translated word-by-word. The drawback is the poor style and the lengthy texts required to describe specific sectorial business terms in simple words. The resultant text is extremely wordy and boring to read. The wordy description of commonly used technical terms in Simple English can even cause the content of the text to become blurry, especially for people that are used to the correct terms because they use them on a daily basis.

4. Translation issue examples

In this section, the proposed methods and solutions for improving business English translations are explored in practice. Through real-life examples, divergences and issues of translation quality is highlight using different AI empowered translation tools, sector-specific language, and the application of Simple English. Tables 1 to 4 show some examples for back-and-forth translation using independent AI empowered tools, here ChatGTP and DeepL Translate in this order.

Table 1: Translation example 1

Original (English)	By using this service, you agree to our terms and conditions. Please review them carefully before proceeding.
Translated (Ukrainian)	Використовуючи цей сервіс, ви погоджуєтесь з нашими умовами та положеннями. Будь ласка, уважно ознайомтесь з ними перед тим, як продовжити.
Back-Translated (English)	By using this service, you agree to our terms and conditions. Please carefully review them before continuing.
Simple English	By using this service, you agree to our rules. Please read them carefully before moving forward.

In the first example, the main difference is the use of "continuing" instead of "proceeding". While both words have similar meanings, "proceeding" is often used in legal and formal contexts, whereas "continuing" might be seen as slightly less formal. However, the overall meaning is unchanged, and this minor shift in wording does not affect the clarity of the message.

When transcribed to Simple English, the language is simplified by using "rules" instead of "terms and conditions" and "moving forward" instead of "proceeding". The accuracy of the more specific terms is lost, making it accessible to a wider audience that might not know the specific terms. The tone is still polite and clear but less formal.

Table 2: Translation example 2

Original (English)	Our product is currently out of stock, but we expect to restock it by next week.
Translated (Ukrainian)	Наш продукт наразі відсутній на складі, але ми очікуємо його наявність наступного тижня.
Back-Translated (English)	Our product is currently unavailable, but we expect its availability next week.
Simple English	Our product is not available right now, but we hope to have it back in stock next week.

In Example 2, a message often found in on-line shops, the change from "out of stock" to "unavailable" leads to a broader interpretation of the product's status. "Out of stock" is a specific term related to inventory shortages, while "unavailable" could imply other issues, such as technical issues or a temporary discontinuation. This subtle shift can cause confusion for the customer, as they might assume a longer wait due to the more general term "unavailable".

Simplified, the text is more casual, less formal and easier to read and translate. The term "hope" might be interpreted as rather vague compared to "expect".

Table 3: Translation example 3

Original (English)	I certify that that the particulars given in this customs declaration are correct and that the listed items do not contain any dangerous articles prohibited by legislation or by postal or customs regulations.
Translated (Ukrainian)	Я засвідчую, що дані, зазначені в цій митній декларації, є правильними і що перелічені предмети не містять небезпечних речовин, заборонених законодавством або поштовими чи митними правилами.
Back-Translated (English)	I confirm that the information provided in this customs declaration is accurate and that the listed items do not contain hazardous substances prohibited by law or postal or customs rules.
Simple English	I confirm that the details in this customs form are correct. The listed items do not have any dangerous things that are not allowed by law or postal rules.

Example 3 refers to a common customs texts, representing a specific sector of high importance for many businesses. Even minor translation changes in this context can lead to legal or regulatory issues. The word "certify" is changed to "confirm", which is a weaker legal statement. Additionally, "particulars" becomes "information", which is less precise. "Dangerous articles" turns into "hazardous objects", which may have different legal implication. Small shifts in wording can alter the meaning and cause misunderstandings in legal and business contexts.

The Simple English translation of Example 3 removes complex legal terms and replaces them with easier words. "Certify" is changed to "confirm", which is simpler and more commonly used in everyday speech. "Particulars" becomes "details", making it clearer for a general audience. Additionally, "dangerous articles" is replaced with "dangerous things", which is more direct and understandable. While this version is easier to read,

it loses the formal and legal precision needed for official customs declarations.

Table 4: Translation example 4

Original (English)	When communicating with our chatbot you agree with the recording and processing of the communications as set out in our privacy policy.
Translated (Ukrainian)	Спілкуючись з нашим чат-ботом, ви погоджуєтесь на запис і обробку комунікацій відповідно до нашої політики конфіденційності.
Back-Translated (English)	When communicating with our chatbot, you agree to the recording and processing of communications in accordance with our privacy policy.
Simple English	When you chat with our bot, we save and use your messages as explained in our privacy rules.

Example 4 refers to private data usage conditions and policies, which is a crucial aspect of business operations, especially in legal and compliance-sensitive sectors. In this case, the back-translated text is quite close to the original, but there are small shifts in phrasing. "Agree with" becomes "agree to", which is a more natural English construction in this context. Additionally, "as set out" is replaced with "in accordance with", which is slightly more formal. While the meaning remains intact, these small differences could affect how a user perceives the level of formality and legal precision of the statement.

The Simple English version makes the message clearer and easier to understand by avoiding legal jargon. "Communicating" is replaced with "chat", a word that is more familiar to most users. "Recording and processing" is simplified to "save and use", making the actions more explicit. "Privacy policy" is changed to "privacy rules", which may be easier to grasp for a general audience. However, simplifying the wording may remove legal clarity, which is essential for privacy statements.

In all examples, the back-translated text is very close to the original. This is expectable because these sentences are very common and tuned to be clear and understandable. Most likely the AI's training texts included them manyfold in all languages. The main difference is that the back translation appears slightly less formal. Where this is a problem, for example for legal accuracy of terms, post editing is mandatory. However, the overall meaning is unchanged and the minor shifts in wording do not affect the clarity of the message. Similar are the results when these sentences are transcribed into Simple English. Terms from specific business sectors, for example as used by a florist or energy supplier, would be a bigger challenge. Still, the examples are sufficient to identify minor differences, and it is expectable that the divergences increase for less common sentences and sectorial terminologies.

Conclusions

DeepL and ChatGPT are powerful tools that can help in many situations. Derivatives become more and more integrated in on-line services and will soon replace call centres and copy-editing services. They have their own writing style derived from the sample sets they are trained on. The style is very good and maybe better than that of many real persons. In that sense, they can aid people with less sophisticated writing style by providing them good examples of proper style. However, no text written by an AI will reflect the personality and style of the person using the tool.

DeepL Translate can provide high quality translated texts, even beyond the quality of the original text provided in the native language of the person writing it. DeepL Write supports people directly in writing better English texts by recommending alternate formulations that it thinks to be better than the formulation of the original author. However, whether harmonising the writing style of people is a good idea in the long term, is a philosophic question. The answer to this question determines if AIs or humans will lead the further evolution of languages.

Grammar checkers and thesaurus libraries appear outdated if compared to the new AI powered tools. However, using AI to generate published texts is problematic when copyright issues arise. In any case, ChatGPT can effectively help to solve the green slate or empty page problem by providing a start. DeepL can bridge language barriers. But in any case, a person using AI tools should check and copy edit the provided text. First, to remove errors, inadequate terminology, and incorrect tone, for example by applying the checking sketched in Section 3. Second, to make the text his or her own work by adding an individual flavour. And finally, to improve the own writing skills by accepting better formulations and developing an own writing style.

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Форкалюк Марія Сергіївна — студентка групи ІАКІТР-24м, факультет інтелектуальних інформаційних технологій та автоматизації, Вінницький національний технічний університет, м.Вінниця, e-mail: forkmasha100@gmail.com

Науковий керівник: **Сабодощ Юлія Германівна** — кандидат педагогічних наук, доцент кафедри іноземних мов, Вінницький національний технічний університет, м. Вінниця

Maria Forkaliuk — student of the Department of Automation and Intelligent Information Technologies, Vinnytsia National Technical University, Vinnytsia, e-mail: forkmasha100@gmail.com

Supervisor: **Yuliia Sabadosh** — PhD in Pedagogical Sciences, Associate Professor of the Department of Foreign Languages, Vinnytsia National Technical University, Vinnytsia.