

Artificial Intelligence versus Human Intelligence in the Analysis of Context during the Translation Process: An Applied Study

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Abstract

Recently, power turn has emerged as a significant development in the translation field, particularly in the realm of machine translation. This shift has transitioned the practice from being exclusively human-driven to automated where machines are now competing with humans. Given that meaning serves as the driving force behind every translation process, context plays a pivotal role in enabling the translator to attain it. The present paper explores the importance of context in the comprehension process and examines artificial intelligence's capability to rival human intelligence in contextualization and accurately conveying meaning through translation. Within this endeavour, the researchers utilized the Deepl tool software to compare artificial intelligence-generated translations with those produced by humans. Our results reveal that a prevalent issue in artificial intelligence translation is the occurrence of 'translationese'.

Keywords: Artificial Intelligence, context, Deepl, human intelligence, meaning, translationese, translation process

ملخص

كان التحول التكنولوجي أهم حركة شهدتها الترجمة حديثاً، إذ أحدث ثورة في مجال الترجمة عموماً والترجمة الآلية خصوصاً، ونتج عنه انتقال عملية الترجمة من ممارسة بشرية بحتة إلى ممارسة آلية تتنافس فيها الآلة مع الإنسان. وحيث أن المعنى هو محرك عملية الترجمة والسياق هو السبيل لبلوغه، نتطرق من خلال هذه الورقة البحثية إلى أهمية السياق بأنواعه في عملية الفهم، ونحاول معاينة قدرات الذكاء الاصطناعي في مسايرة الذكاء البشري لاستنتاج السياق وتحصيل المعنى بالاعتماد على أداة "ديبل" في ترجمة بعض الأمثلة ومقارنتها بترجمات بشرية. وعلى إثر ذلك، لاحظنا أن أكثر ما يشوب الترجمة بالذكاء الاصطناعي ظاهرة "تشوش الترجمة".

كلمات مفتاحية: سياق، معنى، عملية الترجمة، ذكاء اصطناعي، ديبل، "تشوش الترجمة".

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Introduction

The Mid of the 20th century was a turning point in the history of translation. The latter emerged as an autonomous science with approaches, theories and strategies assisting translators to overcome the challenges encountered during the translation process.

Adopting the concept of intercultural communication, the interweaving of discourse and cultural factors, and the reliance of all discourse on its immediate situation in time and place, the realm of translation has witnessed various paradigmatic shifts.

Throughout the 1970s, there was a so-called 'pragmatic turn', which eventually progressed towards a cultural turn in the 1980s. It is worth mentioning that the cultural turn was the most decisive turning point the discipline has taken, as it was the basis of many translation approaches which take into account cultural effects.

By the 1990s, the emphasis shifted towards social aspects, and there was the 'sociological turn' known as the 'activist turn'. The crucial paradigm in the 2000s, the so-called 'power turn', enables translators to have several tools at their disposal to aid in the translation process.

Let it be acknowledged that the movements that translation has witnessed, except the power turn, have primarily concentrated on conveying meaning because the text - whether spoken or written - contains a message that the translator should transmit to the audience. In trying to identify the accurate meaning of the text, the translator unavoidably takes into consideration the different types of context.

Nevertheless, the responsibility of transmitting the message to the audience has shifted from human translators to Artificial Intelligence tools due to the development of Machine Translation (MT), which has historical roots tracing back to the 1940s.

Starting from the concept of context and its significance in interpreting the accurate meaning during the translation process, this study seeks to evaluate the capability and efficiency of Artificial Intelligence (AI) in gathering meanings within various contexts. Additionally, it aims to compare the capabilities of artificial intelligence and human intelligence in analyzing contextual elements and extracting meanings, as well as the accuracy of the translation process. This comparison intends to elucidate the extent to which AI can be considered a dependable resource for offering translation services to individuals and institutions. The research holds importance due to the growing utilization of AI tools in translation endeavors.

Hence, the present study is focused on addressing the following research question:

- How do context and its different types benefit human translators?

Up to what extent can artificial intelligence tools effectively communicate a message to the intended recipient, considering the various types of context?

To what extent can AI serve as a replacement for human translators?

Researchers believe that AI is advancing rapidly and saving time and effort in translation, as the world becomes increasingly interconnected by the economy and trade...etc. As the study contains a theoretical framework and an empirical one, it will be based on an analytical method helping to deal with the communicative translation approach, the context and Generative Artificial Intelligence. The comparative and critical methods will be used to compare and discuss translations of AI tools and human translators.

Literature Review

Communicative Translation Theory and the Importance of Context

Seleskovitch and Lederer (1997) argued that the translator has two primary responsibilities during the translation process. Firstly, he must act as a reader of the original text to grasp both its explicit and implicit meanings. Secondly, he must function as a writer who is responsible for transmitting this acquired comprehension to the target reader through a text that preserves the structural integrity and meaning of the original content. The reader role prioritizes comprehension, while the writer role underscores understanding, with meaning playing a central role in both capacities.

Translation is viewed as a communication process built on the principle that language serves as a means of interaction among individuals, to achieve mutual understanding. The key participants in this process include the author of the original text (referred to as the sender), the translator, and the receiver (referred to as the addressee). This process unfolds in the following manner: “The ADDRESSER sends a MESSAGE to the ADDRESSEE. To be operative the message requires a CONTEXT referred to (the “referent” in another, somewhat ambiguous, nomenclature), graspable by the addressee, and either verbal or capable of being verbalized” (Jakobson, 1987, pp. 62-94).

Basil and Mason (1990) have embraced a communicative translation approach. According to the authors, a translator may translate a literary work into the target language for intellectual or even aesthetic pleasure, or he or she may translate texts belonging to specialised fields to earn money. Regardless of the diverse content and aims of the texts being translated, the translator consistently engages in a communication process within a specific social framework, encountering varying challenges based on the nature of the text and the intent of the translation. However, Basil and Mason have stressed the key challenge facing the translator: the meaning, as understanding the source text is a crucial step for accurately rendering it in the target language.

Mounin (1963) also addressed the importance of grasping the connotative meaning of a word, highlighting that it encapsulates the entirety of its attributes. Additionally, Mounin (1963) categorized comprehension into four types. The first one is total comprehension, where an individual is acquainted with all the attributes linked to the word. The second type is decision-making comprehension, where one focuses only on the aspects that facilitate clear recognition of the concept. Implicit understanding is reached by utilizing the characteristics to deduce the implied meanings. Lastly, self-understanding occurs when we mentally depict a word based on its features.

According to Basil and Mason (1990), the linguistic theory developed by the British linguist Michael Halliday and his colleagues has made valuable contributions to the field of translation studies. The focus on context and its various types is a key concept underlying communication theory, with the primary goal being to effectively translate a text to meet the needs of the target audience or customer.

The Notion of Context

The term "context" extends beyond linguistic usage. Halliday (1999) pointed out that, initially, it was defined in terms of the words preceding and following a word, aiding in the understanding of its meaning and allowing for multiple interpretations of the same word. Over

time, this concept has transcended language boundaries to include tangible entities or abstract notions, such as the moral context of the day.

Khasanova (2023) stated that context is crucial in the process of communication, as it serves to convey information to the addressee correctly. Throughout the evolution of linguistic studies, the "context" has undergone various developments to become of different types. Halliday (1999) was the first to thoroughly discuss different contexts. The very trend was later embraced by Basil and Mason who addressed translation as a communicative process.

Types of Context

Halliday (1999), who pioneered a new approach to linguistics known as Systemic Functional Linguistics (SFL), drew inspiration from the contributions of John Rupert Firth, Bronislaw Malinowski, as well as Edward Sapir and Lee Whorf. He categorized context into three distinct types: linguistic context, situational context, and cultural context.

Halliday (1999) stated that situational context and cultural context are the same type but rather viewed from two different angles. Malinowski and Frith's perspective on language as a text gave rise to the concept of situational context. However, Sapir and Whorf deeply studied the cultural context in their work as they considered language as a system and part of every human culture.

Linguistic Context

In support of Firth's idea, Halliday (1999) claimed that the primary objective of linguistic analysis is the study of meaning, adding that meaning is obtained from the function carried out by the context. This notion has been central to contemporary linguistic research and, consequently, to translation studies.

In linguistic context, readers endeavor to comprehend a word's meaning by considering its relationship with the preceding and following words or phrases. John Catford (1965) introduced the term 'co-text' to explain this concept, highlighting that understanding this context leads to grasping the formal meaning.

Nida (1964) discussed the concept of linguistic context using the expression 'linguistic meaning' to which he dedicated an entire chapter. Nida highlighted that to understand the meaning of a word, one must consider its surrounding context within the language, noting that the meaning of a word may vary depending on the words it is used in conjunction with. As pointed out by Ben Amer (2022), the contextual use of language asserts that language is unique to humans.

Situational Context

Many linguists have studied the situational context to understand the accurate meaning of the text, unlike the linguistic context, which provides us with multiple meanings (polysemy), however, the first to adopt this expression was the anthropologist Halliday (1999) said that Malinowski was the first to deal with situational context as part of a study he carried out on the dialects and exotic languages spoken by the Trobriand Islanders. By situational context, Halliday (1999) maintained that he stresses the importance of studying the circumstances surrounding both written and spoken language to well understand the meaning of the text.

Influenced by Malinowski, the British linguist Firth proposed the situation as a type of context within a general theory of language. Firth (1935) highlighted the importance of meaning, pointing out that it has been studied in various fields such as philosophy, general linguistics, psychology, logic, criticism, and sociology. The linguist (1935) argued that

understanding the true meaning of a word necessitates consideration of its surrounding elements, particularly the context in which it is used.

Catford (1965) discussed the importance of the situational context in which linguistic elements are understood, emphasizing that the meaning of these elements can be determined through the identification of translation equivalents when communicating. Jakobson (1959) highlighted that translating a word is a method for determining its meaning. Consequently, he categorized the translation process into three types: intralingual translation, which involves substituting the word with another word from the same language; interlingual translation, where individuals may utilize the third type of translation, which entails substituting linguistic symbols with non-linguistic symbols.

Cultural Context

It is difficult to decouple context from culture because the two concepts refer to the same thing: «The culture is the paradigm of situation types- the total potential that lies behind each instance, and each class of instances» (Halliday, 1999, pp. 1-24). Considering the language as a system, the American linguist Edward Sapir implicitly mentioned the culture as a context, in his significant posthumous work edited by John Carroll: “The book [...] would have attempted to present the implications of linguistics for the clarification of our thinking about the external world of reality” (Whorf, 1956, p. 23). Therefore, Sapir’s view was the foundation stone of the ‘Sapir-Whorf hypothesis’, which is, as mentioned by Halliday (1999), the reciprocal relationship between language and culture. Meaning is the pivot around which the process of translation is centered.

Power turn and Generative Artificial Intelligence

Machines have come to dominate the translation process which is still perceived as a communicative process with the primary function of transmitting a message to the intended addressee. However, the parts of this process have changed; the translator, once purely human, has become software and applications developed by humans, and the language itself has changed.

Mlanguage of Globalization and Translation

In the 1990s, globalization brought changes at every level, and translation was no exception since it is influenced by the political, economic and even technological situations of the world. In addition to the virtual nature of the participants in the translation process, as highlighted by the British translator Hornby (2006), there have been notable shifts in the types and quality of texts, as well as the language employed for communication.

Hornby (2006) summarized the change occurring in the type of texts required for translation as well as in its language, by adopting the expression of the American Benjamin Barber who spoke in his famous article *Jihad vs McWorld*, stating that the language of the globalized world represents what is conveyed through the internet and which he called intellectual fast food.

In the communication process, the virtual nature of participants and the characteristics of translated texts have played a significant role in the development of a language tailored for globalization known as Mlanguage as coined by Hornby (2006). This language primarily consists of American English which is structured to prioritize abbreviations, symbols, and illustrations, along with other techniques that promote rapid comprehension.

The translator (2006) introduced the term "Lingua Franca English," describing a language that has been influenced by two key factors. The first factor is globalization, where

numerous terms have become part of daily usage among the population, following the advancements in global technology. The second factor is retribalization, which occurred after the collapse of Communism and the rise of new languages such as Bosnian and Croatian. This has led to the emergence of new terms that primarily represent unique national and cultural identities, and as a result, are not comprehensible to members of other communities.

According to Hornby (2006), the concept put forth by translation scholar Gideon Toury now pertains to language, namely that language encompasses everything that is collectively acknowledged and endorsed by society, following political, ethnic, or religious factors.

It is worth mentioning that the change in the translation process and its parts has led to a change in the required skills, as well as the tools on which the translator traditionally relied. This transition towards machine-based translation has occurred gradually through various stages.

A Historical Overview of Generative Artificial Intelligence

Before exploring the historical stages of the evolution of artificial intelligence, it is essential to first offer definitions of artificial intelligence and generative artificial intelligence to facilitate differentiation between the two.

The definitions provided by scientists for this technological evolution, that the world is experiencing, are numerous. According to Dugal (2024), Marvin Lee Minsky was one of the first scientists to define AI as a science which makes machines do things requiring high-level mental processes.

But the majority agree, as defined by Al-Khalifa (2023), that it involves the imitation by machines of human behaviors and functions, relying on a set of techniques and programs that assist in problem-solving and decision-making.

Al-Khalifa (2023) defined *Generative Artificial Intelligence* as a domain within the field of Artificial Intelligence that goes beyond the mere utilization and analysis of existing data. Instead, it is capable of producing texts, images, sounds, and other components that closely resemble those of human creation.

Artificial intelligence has progressed through various stages to achieve this level of creativity.

Development Phases of Generative Artificial Intelligence

Humans have continued to drive the advancement of artificial intelligence until it achieved its current state, despite the setbacks it encountered during its early stages.

In the field of translation, technological advancement through artificial intelligence has origins that can be traced back to the 1940s. During this time, the demand for translation services grew alongside the aim to promote knowledge sharing, study, and facilitate communication for various purposes.

According to Guidere (2010), the mid-twentieth century represented a significant shift in the translation process, aligning with the advancements in science globally and the contemporary political circumstances. The onset of the Cold War heightened the demand for translation services, particularly as the United States sought efficient encryption and translation systems to aid in foreign language teaching within the context of the ongoing Cold War.

Guidere (2010) also highlighted that Warren Weaver, an American computer scientist, conducted a study on the accuracy of machine translation in the late 1940s. This study involved raising a set of questions that later emerged as significant research areas, specifically focusing on the logical framework of languages.

The author (2010) stated that machine translation, from 1950 to 1960, was not widely adopted due to its failure to attain understanding. This was attributed to the oversight in the design of programs, which omitted the fundamental purpose of language as a medium for communication and idea exchange between individuals.

Guidere (2010) contended that during the 1960s, the internet became an extremely important communication tool; people communicated by email, voice calls and video, making the fragmentation and delocalization of industries, including the translation profession, a criterion for development and progress rather than a rare occurrence. Thus, Guidere (2010) maintained that both the computer and the internet have played a significant role in the achievements of language providers in multilingual projects that involve translators from various regions. This has also led to the creation of new forms of digital texts, like emails and chats, which necessitate translation.

As stated by Al-Khalifa (2023), this period indicated the initiation of implementing artificial intelligence systems that can produce original content, such as the AARON program created in 1981. This program utilizes Artificial Neural Networks to create digital artworks.

Al-Khalifa (2023) argued that artificial intelligence has made significant progress in this phase thanks to the emergence of new technologies created by humans, such as Generative Adversarial Networks (GANs) first introduced in 2014.

Al-Khalifa (2023) referred to this as the Generative Explosion Phase. The field of Generative AI has gained great importance within artificial intelligence, driven by the expanding amount and diversity of data as well as the enhanced capabilities and speed of computers. A well-known example is ChatGPT, introduced in 2022 by OpenAI, showcasing an advanced conversational language model capable of generating responses that closely resemble human speech. Stratis (2024) stated that ChatGPT has been a success due to the technique called reinforcement learning from human feedback using feedback and its user-friendly interface.

Of importance to mention is that this advancement does not negate the involvement of human input, as articulated by Hornby (2006), in which the ultimate product still falls under the purview of human translators for the tasks of proofreading and editing. It is crucial to acknowledge the benefits of artificial intelligence in terms of efficiency, time savings, and streamlining access to information from diverse sources.

Context Analysis: Human translation versus Machine Translation

Being bilingual is essential for a translator to effectively analyze the linguistic context of the text to be translated. This skill allows the translator to accurately understand the exact meaning of the text, since it is at the very heart of the translator's work, and to convey it in a way that aligns with the genius of the target language. Translators have to be bicultural and possess a deep understanding of the situational and cultural context when dealing with texts containing concepts reflecting societal customs, norms, and religious beliefs. This knowledge enables them to recognize the specific circumstances, time, and location influencing the choice of words. Familiarity with the cultural surroundings of these words is crucial in preventing translations that might be deemed unconventional or offensive in matters considered sensitive within the source or target language community.

Regarding the machine, given its ability to emulate human actions in analyzing and processing textual elements for translation, the effectiveness of these processes will become evident in the practical application of the study.

Methods and Materials

To effectively communicate the purpose of this paper in a straightforward and comprehensible way, the structure of the practical part of the study is outlined as follows:

1. Based on the linguistic combination of Arabic and English, this paper focuses on Arabic as the source language and English as the target language.
2. Within this study, our focus is solely on the Arabic verb (قَضَى) 'qada' which literally translates to “to judge” in English. We aim to underscore the importance of examining the context with its different types, to attain meaning and ensure the success of the translation process.
3. Only specific uses of the verb 'قضى' will be the focus of this study.
4. Within our examination of AI translation, we rely on Deepl, which, nowadays, stands as the most popular, extensively used, and effective intelligent software.
5. The human translations listed in the table below have been sourced from specialized dictionaries, English translations of the Qur'an, and our proprietary translations.
6. Studied examples will be listed in a table that includes the Latin transliteration of the Arabic words for the convenience of non-Arabic readers.

Table 1. The verb “قضى” (qada): Some contexts and translations

Source Text	Target Text	
	AI translation (Deepl)	Human Translation
1. قَضَى (qada): فعل	-Judged (Other translations: read, judge, rule, compare, measure, spent, led)	-To judge -Deliver sentence, -Condemn, -Pass judgement upon
2. قَضَى الرَّجُلُ (qada alrājulu)	-The man spent	- He died
3. قَضَى الرَّجُلُ نَحْبَهُ (qada alrājulu nahbahu)	-The man has died	-The man died
4. قَضَى وَطْرَهُ (qada waṭaruhu)	-Satisfied	-To gain one’s end - Fulfil a purpose
5. فَلَمَّا قَضَى زَيْدٌ مِنْهَا وَطْرًا زَوَّجْنَاكَهَا. الأحزاب (37) (falamā qada zaʿdu) (minhā waṭara ^a ḡa zawāj ⁿ ākahā)	-When Zayd had had his fill of her, we married you to her./ -When Zaid had finished his time with her, we married you to her.	-So when Zeyd had performed that necessary formality (of divorce) from her, We gave her unto thee in marriage... -So when Zayd had no longer any need for her, We married her to you...
6. قَضَى عَلَى الْأَخْضَرِ وَالْيَاسِ. (qada alay alākḡdari wālyābisi)	-He destroyed the green and the brown.	-To wreak havoc -To devastate -To destroy completely
7. فَاقْضِ مَا أَنْتَ قَاضٍ إِنَّمَا تَقْضِي هَذِهِ الْحَيَاةَ الدُّنْيَا. طه (72) (faiḡdi mā aānta qada ⁿ aīnāmā) (dhihi alḡayāfa aldūnyā ^a taḡdī h)	-Judge what you wish to judge, for you are only judging this worldly life.	-So decree whatever you are to decree. You can only decree for this worldly life.
8. فَقُلْتُ قَضَى لِهَجْرِكَ نَوْمَ عَيْنِي. (شعر) (faqultu qada lihajrika nawma) (aʿynī)	- So I said, ‘Your abandonment interrupted the sleep of my eyes.	- The line depicts the agony experienced by the poet as a result of separation rendering him unable to sleep.

Discussion

Upon examining the table provided, it becomes apparent how the interpretation of a single word changes and how its meaning shifts to various significances depending on whether it is used in a context-free or context-dependent manner.

Undoubtedly, it can be asserted that the contextual elements facilitate human comprehension of meaning resulting in translations that align with expectations. The provided table illustrates how AI managed to deliver translations in every instance, with varying levels of acceptability. Some met expectations while others fell far short.

This discrepancy is attributed to the intricacy of context, necessitating thorough analysis for accurate comprehension. Machines have significant progress ahead to equal humans in the realm of translation.

Regarding translation, when working with isolated words lacking context, it is common practice to utilize bilingual dictionaries as the most suitable method to identify the formal correspondent in the target language. In our first case, we tested the verb 'قَضَى' in isolation on the Deepl translation platform, and the past tense verb 'judged' was provided as the direct translation. Upon exploring alternative translations, options like 'read, judge, rule, compare, measure, spent, led' were presented. While some of these align with the intended meaning in particular contexts, others like 'measure' and 'compare' are less relevant to the verb's meaning, regardless of context.

In contrast, upon reviewing a bilingual lexicon (Arabic/English), we identified the following equivalents: to judge, deliver sentence, condemn, and pass judgement upon. It is common for dictionaries not to list all potential translations and alternatives extensively. However, they will undoubtedly provide options that have at least a partial connection with the intended word.

Moreover, it should be highlighted that Deepl failed to recognize that the Arabic verb in the past tense is utilized to indicate the infinitive form and is not directly related to the past tense when considered without context.

To facilitate comprehension and limit ambiguity for both the reader and translator, context is utilized to grasp the meaning. For instance, by connecting the verb 'قضى' with the word 'رجل', the context is established to aid the translator. Despite the incomplete interpretation provided by Deepl, such as 'the man spent his holiday somewhere' or 'the man spent his money on...', the human translator accurately conveyed the intended message. This is because the Arabic phrase carries a distinct and established meaning, recognized even in dictionaries, which is 'died'.

In Arabic, the phrase 'قضى الرجل نحبه' conveys the concept of death. It is observed that both Deepl and the human translator concur on the interpretation of death. Nonetheless, Deepl chose to utilize the present perfect tense. The present perfect tense is employed to indicate an action or situation that began in the past and has relevance to the present. By doing so, the meaning of the phrase is altered, creating an expectation in the reader for a present event linked to the man's death. In contrast, the human translator effectively utilized the Arabic past tense to convey a single event, staying faithful to the original meaning of the phrase.

Within the English language, the term "وטר" can be translated to (object, purpose, need) which signifies the need being fulfilled. When partnered with the word 'قضى', it forms the phrase "قضى وطره" indicating that the individual has acquired their desired outcome from a specific entity or action. It is essential to note that attaining one's goal may elicit feelings of

either satisfaction or dissatisfaction. Notably, the translation service Deepl did not accurately capture the essence of the verb as a human translator would, focusing instead on providing a detailed interpretation of the text following the verb. Thus, in this particular scenario, the human translation proved to be more precise.

Due to the limitation of relying solely on linguistic context, Deepl was unable to achieve a precise translation. As a result, we have chosen to supplement the phrases with situational and cultural contexts to evaluate how effectively the tool utilizes both to convey meaning accurately.

Because of its distinctive and delicate characteristics, the Qur'an is frequently considered untranslatable, which is why we have chosen a Quranic verse as an illustration.

Translators of the Quran usually simplify the meanings of the verses derived from exegesis and communicate the intended message in the target language.

Furthermore, the precise interpretation of verse 37 in Surat al-Ahzab can be grasped by considering its situational and cultural backgrounds in addition to its linguistic context.

Situational Context of the Verse

The revelation of Surah Al-Ahzab pertains to Prophet Muhammad's adoption of Zayd ibn Haritha, who later adopted the name Zayd ibn Muhammad (Zayd son of Muhammed). This adoption occurred prior to Zayd's marriage to the daughter of the Prophet's aunt. Following an incident that led to Zayd's decision to divorce her, the Prophet then married her after her divorce and the completion of 'iddah (waiting) period.

Cultural Context of the Verse

Upon the revelation of this noble surah, the practice of adoption in the "jāhiliyyah" (pre-Islamic Arabia) was terminated by the Islamic nation. This distinguished act was achieved by incorporating the prohibition of adoption into the Family Code, which is entirely derived from Islamic jurisprudence. In contrast, non-Muslim countries integrate the Family Code with the Civil Code and dedicate specific articles to address the regulations surrounding adoption and its related inheritance matters.

Prior to translating verses from the Holy Qur'an, a human translator carefully considers the context and handles the text cautiously to prevent any distortions or misinterpretations. Both human translations have offered a simplified interpretation of the verse, namely that after Zayd divorced his wife and the waiting period ended, the Prophet (PBUH) married her. Despite the second translation omitting the term 'divorce,' it still conveys a comprehensible message.

Deepl's translation was inaccurate as it failed to adhere to the precision of the Qur'anic text; it opted for a word-for-word translation that led to a distortion of the original text's meaning. In the initial rendition, « قضى زيد منها وطرا » was translated as 'when he had his fill of her', and in the subsequent one, it was rendered as 'when he had finished his time with her', both deviating significantly from the intended meaning.

The phrase "زوجناكها" which translates correctly in English to: "We married her to you" is articulated in a manner, "We married you to her", that conveys to the reader of the translated text the concept that, in Islam, we marry a man to a woman, when it would be more precise to state that we marry a woman to a man.

Consequently, the human translation was deemed satisfactory as it accurately conveyed the intended meaning to the reader, whereas DeepL's translation appeared to be pure translationese.

When it comes to this kind of ready-made expression, translators often utilize the technique known as equivalence, as described by Jean-Paul Vinay and John Darbelnet, to convey the meaning of idioms, proverbs, and culturally specific phrases from one language to another. This method is particularly effective in maintaining the cultural nuances of society by finding a corresponding sentence in the target language that captures the intended meaning, even if the linguistic elements differ.

The human translator achieved success in conveying the intended message by looking for an exact equivalent in English which is a commonly used expression that carries the meaning of the total elimination of something, that is to wreak havoc. Whereas DeepL has adopted a word-for-word translation: "قضى" = to destroy, "الأخضر" = the green, "اليابس" = the brown, and it seems that he has used this word as brown is one of the colors of soil. However, this literal translation resulted in a confusing translationese. Translators rely on interpreting the Qur'an by understanding its situational and cultural contexts to convey its meaning accurately to the target language.

Situational Context of Verse Number 72 of the Surah Taha (20)

This verse was revealed concerning the magicians who rejected to yield to Pharaoh after being shown the truth. They informed him that they were not concerned about the punishment he might inflict upon them in this worldly life as it is temporary and will eventually pass, whereas God's punishment is eternal and severe.

Cultural Context of the Verse

The verse is addressing the Unicity of Allah (God).

In comparing the two translations, both the machine and human translations were close to each other, with the discrepancy lying in the choice of verb utilized in the phrase. The human translator opted for the verb "to decree," signifying the issuance of an order or decree, whereas DeepL chose the verb "to judge," implying the issuance of a judgment. Although both verbs could potentially indicate a ruling either in favor of or against the condemned, the essence of the verse is a command for torture and crucifixion. Ultimately, both translators failed to accurately and effectively convey the intended meaning of the verse in the target language.

Poetry is regarded as a refined form of literary expression, and translators have held varying opinions on translation methodologies ever since translation began to be seen as pure art and craft. The absence of consensus on a standardized translation approach can be attributed to the essence of poetic composition, which is primarily characterized by artistry and inventiveness, relying heavily on visual imagery and spontaneous creativity. As a result, translators must consistently strive to uncover the concealed significance inherent in poetic lines.

The poetic line under discussion conveys an implicit meaning that symbolizes the anguish experienced by a romantic partner as a result of separation, leading to insomnia. Translating metaphorical expressions presents the translator with two fundamental options. The first option involves attempting to identify a figure of speech in the target language that conveys the same meaning as the original phrase. This approach aims to maintain the metaphorical essence desired by the writer while staying true to the text's meaning and structure, a concept known as the equivalence technique discussed by Vinay and Darbelnet.

Alternatively, if an equivalent cannot be found, the translator must convey the image's meaning in the target language while sacrificing fidelity to the structure of the original text to maintain fidelity to the intended meaning. DeepL's translation produced translationese due to its literal approach resulting in syntactically correct but logically incorrect output.

Conclusion

The primary aim of the study was to uncover the AI's capability in handling the contextual analysis aspect of the translation process and to assess its ability to parallel human intelligence in overcoming the challenges of translation.

Translation's power turn has advanced through various stages. Initially, there was a significant setback in the 1940s when machines struggled to grasp the original text's meaning. However, the advent of the Internet and subsequent technological revolution have shifted machine translation towards employing artificial intelligence, especially generative intelligence. This shift has notably enhanced the quality of translations being produced.

Utilizing DeepL, a tool that can translate complete texts by analyzing and comprehending their meanings, has demonstrated efficacy in certain instances where the linguistic context adequately enabled the human translator to grasp the intended meaning. Nevertheless, it failed to deliver accurate translations in scenarios where recognizing and respecting the social and cultural contexts were essential. The translations generated often exhibited confusion and an overemphasis on literal interpretation, resulting in the formation of weak sentences that do not align with the norms of the target language and fail to convey the intended meaning of the source language accurately.

Given that AI is currently incapable of accurately carrying out translation tasks, the responsibility of cross-cultural communication is the task of professional human translators. They are required to thoroughly review the translated content and ensure its accuracy before delivering it to the intended audience. Notably, this same idea was articulated, in the 1990s, by Jean-René Ladmiral (1994) in the article *The Translator and the Computer* and echoed, in the 2000s, by Mary Hornby in *The Turns of Translation*.

The power turn of translation has inspired the translator to develop additional skills, as competencies in writing, reading, and comprehension are now inadequate without being complemented by proficiency in computer skills and expertise in AI tools.

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Declaration of AI Use

Within this article, the DeepL translation tool was utilized in the practical part of the research to generate machine translations. These translations were then compared with human translations to assess the AI's capacity to consider the context for accurate translation.

Statement of Absence of Conflict of Interest

The authors mentioned above hereby solemnly declare that they are not and shall not be in any situation that could give rise to a conflict of interest in what concerns the findings and recommendations contained in this academic article.

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