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From Artificial Intelligence to dialogue
Artificial Intelligence as a bridge and/or barrier between languages and cultures

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Abstract

This poster aims to address AI as a tool in contact between different languages and cultures.

Based on the literature, this work explores views on AI tools and their use in an intercultural context.

The analysis shows that, despite some disadvantages, their usefulness is undeniable.

Keywords: artificial intelligence (AI); culture; interculturality; communication; translation

1. Introduction

Nowadays, the world has become more technological and intercultural, not only in business terms, but also in everyday life. Therefore, communication between people from different cultures has been inevitable and will continue to be so.

For this communication to be more agile and fluid, AI tools have become an aid in connecting these different contexts.

However, these tools can be interpreted in different ways: some claim that they are essential and beneficial, while others claim that they are pejorative and dangerous. This study shows both perspectives and how a balance can be achieved in the use of AI.

2. Theoretical context

In today's intercultural world, interactions with people from various cultures are inevitable and necessary. To keep up with this evolution, people need to have increasingly more skills in this area (Klimova & Chen, 2024).

AI is the ability of a computer system, through various tools, to "imitate human cognitive functions, such as learning and problem solving" (What is Artificial Intelligence? | Microsoft (Azure, n.d.).

In the context of communication, this tool can help on several levels, including intercultural communication, whether literally (such as Deepl—a translation website) or in a more comprehensive way, such as Zoom for online meetings (Amaro & Zhang, 2025). This has enabled more fluid interactions between individuals from different linguistic backgrounds (Shadiev et al., 2024).

According to Karakanta et al. (2017), some AI-based translation systems still face challenges when translating idiomatic and culturally specific expressions, which do not have direct translations.

As shown in Figure 1, due to the ease of access and use that some AI tools offer, they are criticized because, instead of facilitating the learning of a new language, they promote excessive dependence on the native language, hindering the learning of the target language (Merschel & Munné, 2022).

Problem learning between two different languages

Fig.1 How translation AI can hinder the learning process (developed using ChatGPT)

3. Methodology

This research took a theoretical-reflective approach, based on literature taken from websites such as Google Scholar and Research Gate, which study topics such as AI in contexts of:

Translation
- Amaro & Zhang (2025)

Cultural learning
- Yusuf & Sivanadhan (2025)
- Klimova & Chen (2024)

4. Results

As presented in the theoretical context, in Fig. 2 and in the referred studies, AI is shown to be a useful tool, with advantages but also disadvantages.

Amaro & Zhang (2025) state that AI tools bring more "efficiency and accessibility" to students who deal with translation daily. Yusuf & Sivanadhan (2025), in their study, give the example of simultaneous translation tools such as Google Translate in real time.

The results of the research by Klimova & Chen (2024) are consistent with the first study in the previous paragraph. They also report that AI allows for personalised feedback considering everyone's cultural background.

Finally, the authors agree that care must be taken when using these tools and that it is important to have human translators to ensure that both culture and language are expressed as faithfully as possible.

5. Final considerations

This project was challenging because there is a vast amount of information regarding AI currently available.

It is important to review the authors as deeply as possible to achieve a better analysis of this work.

Through this project, it was possible to understand how AI supports interculturalisation and translation processes. We can say that AI, although it has its pros and cons, if used with moderation, is an essential tool for interculturalisation and intercultural communication processes to flow better and more easily.

In the future, this topic could be explored in greater depth, from a more cultural perspective, since the fields of communication and culture cannot function independently.

Bridges	Barriers
Better communication	Difficulty in translating specific expressions
Translation support	Dependence on AI and the mother tongue
Global meetings	Possible difficulty/delay in learning due to laziness
More fluid interactions	--

Fig.2 Bridges and barriers of AI in an intercultural context (own elaboration)

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