



**Original Article**

**LANGUAGE OF ADVERTISEMENT IN THE AGE OF ARTIFICIAL INTELLIGENCE: A PARADIGM SHIFT**

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**Abstract:**

Language functions as a central tool of persuasion, cultural representation, and consumer engagement in advertising (Cook, 2001). The integration of Artificial Intelligence (AI) has significantly transformed advertising discourse, shifting it from mass-oriented and culturally collective forms to personalised, adaptive, and data-driven linguistic practices (Kaplan & Haenlein, 2019). In India's multilingual and digital ecosystem, AI enables conversational, emotionally responsive, and platform-specific language strategies. This paper analyses how AI reshapes advertising language in the Indian context, drawing examples from Amazon India, Flipkart, Zomato, Swiggy, BYJU'S, Paytm, and Spotify. It examines key shifts in personalization, conversational tone, emotional appeals, automation, and multilingual adaptation, while also addressing ethical concerns related to privacy, algorithmic bias, and linguistic homogenization (Fairclough, 2001; Zuboff, 2019). The study situates AI-mediated advertising as both a technological and socio-cultural phenomenon reflecting broader processes of digital transformation in contemporary India (Mehta, 2015).

**Keywords:** Artificial Intelligence; Advertising Language; Digital Transformation; Indian Digital Media; Personalization; AI Ethics

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**Introduction:**

Advertising discourse in India has undergone a profound transformation with the expansion of digital platforms, social media, and mobile technologies. Traditional advertising relied on collective address, shared cultural values, and

emotional appeal, evident in iconic slogans such as Amul's "Taste the goodness of Amul" and LIC's "Zindagi ke saath bhi, zindagi ke baad bhi." Such language fostered mass identification and cultural continuity (Cook, 2001). In contrast, contemporary digital advertising operates within fragmented, data-



driven communicative environments where language is continuously adapted to individual users.

With the rapid growth of smartphones, social networking, and e-commerce, new modes of brand–consumer interaction have emerged in India (Mehta, 2015). Artificial Intelligence now actively shapes both the production and circulation of advertising language by analysing user data and algorithmically optimizing content for engagement and conversion (Kaplan & Haenlein, 2019). Advertising language today extends beyond vocabulary and grammar to include tone, keywords, hashtags, emoji’s, and interactive cues. Examining these linguistic shifts is essential to understanding how digital transformation and societal change are reshaping advertising discourse in contemporary India.

#### **Literature Review:**

The study of advertising language has long emphasized the relationship between rhetoric, culture, and consumer behavior (Cook, 2001). Critical discourse scholars argue that language is a site of ideology and power, shaping and legitimizing social relations (Fairclough, 2001). Recent research on AI and marketing highlights automation, personalization, and predictive targeting as defining features of digital advertising (Kaplan & Haenlein, 2019; Liu et al., 2021). However, much of this scholarship focuses on technological efficiency rather than linguistic transformation.

In the Indian context, media scholars draw attention to the interaction of technology, market forces, and cultural politics in shaping public discourse (Mehta, 2015). Prasad (1998) demonstrates how popular media naturalizes ideology through narrative and language, a perspective relevant to contemporary advertising as well. Despite growing interest in AI-driven

communication, limited attention has been paid to how AI reshapes linguistic form and meaning in multilingual societies like India. This study addresses this gap by foregrounding language as a central analytical category in AI-mediated advertising.

#### **Methodology:**

The study employs a qualitative content analysis of AI-mediated advertisements from major digital platforms operating in India. Data were collected from publicly accessible sources, including social media advertisements, push notifications, e-commerce recommendations, and app notifications. Selected examples illustrate linguistic features such as personalization, conversational tone, emotional appeal, automation, and platform-specific adaptation. Secondary literature on AI and advertising was used to contextualize findings within broader academic debates (Liu et al., 2021).

#### **Personalization and Individualized Communication:**

Traditional Indian advertising employed mass-oriented language and collective appeals, as seen in Doordarshan’s “Desh ka apna channel” and BSNL’s “Connecting India.” AI-driven platforms such as Amazon India and Flipkart, however, use personalized messages like “You left something in your cart” or “Based on your recent search, you may like these products.” This shift from collective address to second-person pronouns represents a major linguistic transformation enabled by data analytics (Kaplan & Haenlein, 2019).

Location-based personalization further enhances contextual relevance. Zomato’s message—“Your favourite biryani place is delivering near you”—integrates spatial data into advertising language. Time-based personalization, such as



Swiggy's lunch and dinner notifications or festival-specific offers by e-commerce platforms, aligns advertising discourse with users' daily routines and emotional states, thereby increasing responsiveness (Liu et al., 2021).

#### **Conversational Tone and Informal Expression:**

AI-mediated advertisements increasingly adopt conversational and informal language, particularly on social media platforms. Brands such as Zomato and Swiggy use Hinglish expressions like “Khaana socha?” or “Midnight hunger? We're still awake,” mirroring everyday speech patterns. This conversational tone reduces hierarchical distance between brand and consumer, fostering familiarity and trust (Cook, 2001).

Similarly, Amul's topical hoardings employ humour and wordplay to comment on current events, creating a sense of immediacy and cultural participation. Cred's minimalist and teasing digital copy—“Not everyone gets it”—illustrates how informal language functions as an insider discourse, strengthening brand identity and audience engagement.

#### **Data-Driven Emotional Appeals:**

AI systems analyses user engagement data to identify emotional triggers such as urgency, aspiration, comfort, and nostalgia. E-commerce platforms frequently use urgency-based phrases like “Limited time offer” or “Selling out fast,” while ed-tech companies such as BYJU'S employ aspirational language—“Give your child the future they deserve.”

Spotify India's “Wrapped” campaign exemplifies data-driven emotional personalization by evoking nostalgia and self-identity through customized narratives. Similarly, food delivery apps use comforting language—“Long day at work? Your comfort food is just 20 minutes away”—to

create emotional reassurance. These strategies mark a shift from intuition-based persuasion to algorithmic emotional targeting (Liu et al., 2021).

#### **Automation and Standardization:**

Automation enables large-scale content generation through Natural Language Generation tools, resulting in standardized phrases such as “Recommended for you” or “Don't miss out.” Platforms like Amazon, Swiggy, and Netflix rely on fixed templates for product listings, promotional notifications, and recommendations. While automation improves efficiency and consistency, it also risks linguistic repetition and reduced creative diversity (Kaplan & Haenlein, 2019).

Standardization ensures brand coherence across platforms but can contribute to homogenized advertising language, particularly when performance metrics prioritize engagement over cultural specificity.

#### **Platform-Specific and Multilingual Adaptation:**

Advertising language adapts to platform norms and user expectations. On LinkedIn, a professional register dominates, while Instagram and Facebook favour informal, motivational language. AI also facilitates code-mixed expressions such as “Recharge karo, cashback pao,” reflecting India's linguistic hybridity.

Although multilingual adaptation enhances accessibility, regional language use often remains limited or event-based, raising concerns about linguistic equity in digital spaces (Mehta, 2015). This selective multilingualism reflects broader hierarchies within India's digital public sphere.

#### **Ethical and Socio-Cultural Implications:**

AI-driven advertising raises ethical concerns related to privacy, surveillance, and manipulation (Zuboff, 2019). From a critical discourse



perspective, advertising language both reflects and reproduces power relations and ideological norms (Fairclough, 2001). Habermas's concept of communicative rationality highlights the need for transparency and informed participation in public communication (Habermas, 1984).

Indian scholars emphasize the importance of culturally grounded and accountable media practices in a diverse society (Mehta, 2015; Prasad, 1998). Regulatory frameworks such as the Advertising Standards Council of India's influencer guidelines promote transparency and ethical responsibility in digital advertising. Balancing AI-driven efficiency with human oversight and media literacy is essential to preserving consumer autonomy and cultural plurality.

#### **Conclusion:**

The language of advertising in the age of artificial intelligence represents a decisive shift from traditional mass-oriented discourse. In India, AI-driven advertising increasingly employs personalized, conversational, and emotionally responsive language optimized through algorithms.

While these developments enhance engagement and communicative efficiency, they also raise critical concerns regarding privacy, creative autonomy, and linguistic diversity. Examining AI-mediated advertising language thus offers valuable insights into the evolving relationship between language, technology, and society in contemporary India.

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