LINGUISTIC AI-SERVICES
AS A TOOL FOR PRESERVING THE LANGUAGE NORM

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The relevance of the research is due to the fact that language is the basis of spiritual cultures [1], and the linguistic norm is an enduring value that "keeps the entire system of relations in balance, ensuring the stability of the language system" [2]. At the same time, in network communication practices, there is a weakening of language norms and even a complete rejection of them. A significant factor in this is modern information and communication technologies. The study of the means of saving the language norm in modern communications is the most important task. The technologies that have caused the crisis phenomena in the field of language and speech norms can and should be used as a tool to overcome this challenge. The purpose of the article is to substantiate the possibility of using linguistic AI services to preserve language and speech norms in modern communication.

Material and methods. The material of this article is the works on linguoculturology of domestic and foreign researchers, linguistic corpora of online publications, corpora of language errors. The methods used in the research process were experimental, descriptive, comparative, analytical.

Findings and their discussion. Processing is a system of diverse text transformations. Such transformations include both translation and correction of data. The reflection of this provision is associated with the active growth of the number of various online services for working with text.

In order to properly handle the service, you need to have some basic knowledge and skills. A large number of similar services mislead users. The question arises, which service and how to use it correctly?

In this work the features of the text processing services DeepL Write and You Write will be analyzed. They have a general purpose, but text processing is a much broader concept than it may initially seem and includes many components. The key purpose of these services is not just to change or generate text. The main criterion indicating the success of the completed task is the compliance of the result with the norms of the language in which it is written. The analysis is based on some criteria. These criteria are considered key when working with text processing: missing phrases, added phrases, untranslated phrases, wrong terminology, wrong translation, word order, format, punctuation, stylistics. However, not all of this group are considered relevant to us, since text processing does not always imply translation from one language to another. Therefore, the most significant are those that are responsible for the structural component.

Similar to the translator, Write uses deep learning neural network technology that captures the context and nuances of the original text to provide rephrasing suggestions and alternative word choices [3]. This is another step forward in how artificial intelligence technologies, particularly natural language processing, are being used to change the way people communicate with each other, which is a big issue at the moment.

Write claims features similar to those of a rewriting and paraphrasing tool, such as: fixing grammar and punctuation mistakes, choosing the tone of voice, being creative and rephrase entire sentences, expressing nuances through suggestions [4].

For example, take the sentence «Everything that is produced by man, especially with the use of synthetic materials, is more or less dangerous for nature and for himself». DeepL offers several options for how the phrase may look like. For example, «Everything made by humans, especially with the use of synthetic materials, is more or less dangerous for nature and for ourselves». Separate fragments of the expression can also be selected for editing. So «made by man» can turn into «man-made», «manufactured by man», «created by human», «human-produced». All the proposed options correspond to language norms and can serve as an assistant in a situation when we are at a loss how to use expressions and not break the rules.

Returning to the criteria for text processing, we can conclude that DeepL tries to make minimal changes to the structure of the text, based on the principle of working with synonymous series. It is permissible to change the order of words in order to give a stylistic coloring.

You Write, in turn, uses a large neural network model of machine learning to create a human-like text. The model is trained on a large number of real texts to create realistic and natural-sounding sentences. It contains a widget with options that let the user specify the length (essay, paragraph), the audience or receiver (students, teachers, or marketers), tone (persuasive, official, neutral), and the content of the message they want YouWrite to   generate [5].

To work, it is enough to introduce several supporting structures, as well as to clarify the characteristics. So, if we write «Synthetic materials made by man are dangerous for nature», choose paragraph length, professional tone and c students as receivers. Then we will get this option at the output: «Synthetic materials created by humans have a detrimental effect on the natural environment. Many of these materials are non-biodegradable and can take centuries to break down, leading to increased pollution in our air, water and soil. To protect nature from further damage it is important for us all to be mindful of our use of synthetic products in order to reduce their impact on the planet».

It is worth noting that the probability of an error in the formation of the text is acceptable, so you need to be especially careful and not rely solely on the service. However, over time, the probability of error decreases. This is due to the growth of the corpus of texts used as a base for the formation of the text. This is also the reason for the quality of the created text. Reliance on finished works reduces the likelihood of errors in the final version. Text corpora have recently aroused more interest as they serve as a reference base. They can be an excellent assistant when working with text in any language and in any thematic direction.

Conclusion. In the era of big data multidimensional services for working with texts are a prerequisite for a person to at least try to cope with an incommensurable amount of information. One of the difficulties with such interaction is the shift of emphasis from form to content. This problem can be solved with the help of text processing services. Such services are neither bad nor good, but they can be useful. The main thing is to be able to use them correctly. With a positive result, such services can become an excellent auxiliary element that preserves the stylistic unity of materials. They determine its compliance with modern language norms.

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