

The Evolution of Advertising Language in the Age of Generative AI: A Sociolinguistic Approach

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Abstract

The rapid advancement of generative AI has significantly transformed advertising language, reshaping communication strategies and consumer engagement. This study examines the linguistic shifts introduced by AI-generated advertisements through a sociolinguistic perspective. The research highlights how AI-driven advertising optimizes personalization and efficiency while often lacking the emotional depth and rhetorical nuance of human-crafted content. By comparing traditional and AI-generated advertising discourse, this study identifies emerging linguistic trends and their implications for audience reception and brand authenticity. Additionally, ethical concerns surrounding privacy and manipulation in AI-generated content are explored. The findings suggest that while AI enhances advertising scalability, balancing automation with human creativity remains crucial for maintaining consumer trust and engagement. This research contributes to the broader discourse on digital communication, providing insights into the evolving role of AI in shaping persuasive language.

Keywords:

Generative AI, Advertising Language, Sociolinguistics, Consumer Engagement

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Introduction

In the digital era, advertising language has continually evolved to reflect technological advancements and shifts in consumer behavior. From traditional print ads to the rise of digital marketing, the lexicon and structure of advertising messages have adapted to new mediums and audience expectations. The emergence of Generative Artificial Intelligence (Generative AI) marks a significant milestone in this evolution, fundamentally transforming how advertising content is generated, personalized, and disseminated. Generative AI, powered by advanced large language models (LLMs) such as OpenAI's GPT-4 and Google's Gemini, enables advertisers to craft hyper-personalized messages at unprecedented speed and scale. This shift not only raises questions about efficiency and creativity but also about the broader socio-linguistic implications of AI-generated language in advertising.

Existing research has explored various facets of Generative AI's impact on communication, linguistics, and advertising. Shien (2024) examines how language-generative AI tools are reshaping sociolinguistic dynamics, emphasizing the blurred boundaries between human and machine-generated discourse. Scolari (2024) takes a sociosemiotic approach, highlighting how AI-generated content influences meaning-making processes in digital communication. Meanwhile, Koh (2024) applies an interactional sociolinguistic framework to analyze human-machine interaction, providing insights into how AI-generated text is perceived and engaged with in digital advertising.

From a linguistic landscape perspective, Voss (2024) explores the affordances and challenges of AI in shaping linguistic environments, while Schneider (2024) critically evaluates the nature of "language" within large language models,

questioning whether AI truly understands language or merely mimics statistical patterns. In advertising-specific research, Baek (2023) discusses how Generative AI is revolutionizing digital advertising, with applications ranging from automated copywriting to adaptive content creation. Grewal et al. (2024) further illustrate how AI-driven marketing strategies enhance customer engagement and brand communication through personalized narratives. These studies underscore a crucial transformation: the increasing role of AI in reshaping advertising language and the necessity of sociolinguistic inquiry to understand its broader implications.

While previous research has examined the role of Generative AI in digital communication and advertising, there remains a gap in understanding the sociolinguistic evolution of advertising language in this new era. The novelty of this study lies in its holistic exploration of how AI-generated language alters discourse structures, rhetorical strategies, and consumer perceptions in advertising. Unlike prior works that focus on technological advancements or marketing effectiveness, this research delves into the linguistic and socio-semiotic dimensions of AI-generated advertising language, offering a nuanced analysis of its impact on meaning-making and consumer interpretation.

This study seeks to answer the following key questions:

1. How has the language of advertising evolved with the integration of Generative AI?
2. What are the sociolinguistic implications of AI-generated advertising content in terms of tone, style, and rhetorical structures?
3. How do consumers perceive and interpret AI-generated advertisements compared to human-crafted messages?
4. What ethical and communicative challenges arise from the widespread adoption of Generative AI in advertising?

This article aims to provide a comprehensive sociolinguistic analysis of the evolution of advertising language in the age of Generative AI. By bridging insights from sociolinguistics, semiotics, and digital marketing, this study seeks to uncover the underlying linguistic transformations driven

by AI-generated content. Through critical discourse analysis and case studies, this research will shed light on the broader implications of AI's role in shaping modern advertising narratives. Ultimately, this study contributes to the ongoing discourse on human-AI linguistic interactions and offers valuable insights for marketers, linguists, and policymakers navigating the complexities of AI-driven communication.

Research Methods

This research employs a qualitative sociolinguistic approach to analyze the evolution of advertising language in the age of Generative AI. The study focuses on how AI-generated advertising discourse influences consumer perceptions, engagement, and societal linguistic shifts (Fairclough, 2013).

The study adopts a mixed-methods research design, integrating qualitative content analysis and discourse analysis. This approach allows for an in-depth examination of AI-generated advertising content and its sociolinguistic impact (Gee, 2014). The qualitative aspect involves textual analysis of AI-generated advertisements, while the discourse analysis focuses on contextual meanings and sociocultural interpretations.

Primary data consists of AI-generated advertisements from digital marketing platforms such as Google Ads, Facebook Ads, and other automated content creation tools. Secondary data includes existing literature on sociolinguistics, artificial intelligence in marketing, and computational linguistics (Labov, 1972).

1. **Content Analysis:** AI-generated advertisements are categorized based on linguistic features, tone, and persuasion techniques to identify emerging patterns (Tannen, 2007).
2. **Discourse Analysis:** Contextual examination of AI-generated texts assesses their impact on consumer perception and engagement (Lakoff, 1987).
3. **Comparative Analysis:** A comparison between traditional and AI-generated advertising language highlights significant shifts in marketing communication (Eckert, 2000).

To ensure the reliability and validity of findings, multiple rounds of data verification are conducted. Expert reviews from sociolinguists and AI researchers further validate the interpretations and conclusions drawn from the data (Gumperz, 1982). This study follows ethical guidelines for research involving AI and digital content analysis. Informed consent is obtained from interview participants, and data privacy regulations are strictly adhered to when analyzing online advertisements (Bell, 2011).

Results and Discussion

The findings of this study reveal significant shifts in advertising language due to the influence of Generative AI. AI-generated advertisements demonstrate unique linguistic patterns, persuasive strategies, and discourse structures that distinguish them from traditional human-crafted advertisements. These changes impact both consumer engagement and brand communication strategies, reshaping the overall advertising landscape.

One of the most notable findings is the increasing reliance on data-driven language generation, where AI systems adapt messaging based on real-time consumer interactions. Unlike conventional advertising that follows pre-determined scripts, AI-generated content evolves dynamically, tailoring messages for specific audiences with high precision. This results in more personalized and interactive advertisements that align closely with consumer preferences and behaviors.

Furthermore, the study highlights how AI-generated advertisements often employ optimized syntactic structures, leveraging concise yet impactful phrasing. The use of emotionally charged words, persuasive rhetoric, and contextual adaptation suggests that AI systems have become highly proficient in mimicking human-like communication styles. However, the extent to which these AI-generated texts successfully establish trust and authenticity among consumers remains a critical area of discussion.

Beyond linguistic modifications, the findings indicate potential sociolinguistic implications, including shifts in consumer perception and engagement. The automation of advertising

language raises concerns about authenticity, ethical considerations, and the evolving role of human creativity in marketing. The discussion of these findings will further explore how Generative AI contributes to both opportunities and challenges in contemporary advertising.

Table 1: Comparison of traditional and ai-generated advertising

Feature	Traditional Advertising	AI-Generated Advertising
Content Creation	Human-crafted scripts	Data-driven, dynamic text
Personalization	Limited	High, audience-specific
Language Complexity	Fixed structure	Adaptive, optimized phrasing
Consumer Engagement	Passive	Interactive and personalized
Ethical Considerations	Lower AI influence	Raised concerns on authenticity

a. AI - Generated Advertising Language: Linguistic Patterns and Trends

The rise of Generative AI in advertising has led to the emergence of distinctive linguistic patterns that differ from traditional human-crafted advertisements. These patterns reveal new strategies in message structuring, persuasive techniques, and audience targeting. By analyzing AI-generated advertising language, we can better understand how automated systems are shaping modern marketing communications.

Linguistic Patterns in AI-Generated Advertisements

Research indicates that AI-generated advertisements tend to exhibit a high degree of coherence and adaptability. According to Lotze (2025), AI-generated text is designed to align with consumer expectations by employing data-driven syntax and sentiment analysis. This results in messages that are contextually relevant and emotionally appealing. Similarly, Scolari (2024) argues that AI-generated advertisements integrate sociosemiotic elements that enhance brand identity

through multimodal communication strategies.

A key linguistic trend in AI-generated advertisements is the strategic use of brevity and clarity. Studies by Baek (2023) and Grewal et al. (2024) highlight that AI systems optimize ad copy by favoring short, impactful phrases that maximize readability and engagement. This aligns with consumer preferences for quick and easily digestible content, especially in digital environments where attention spans are limited.

Another trend is the use of dynamic personalization. Koh (2024) discusses how AI-powered advertising adapts language in real time based on user interactions and behavioral data. Unlike static human-written advertisements, AI-generated content continuously evolves to match the tone and style preferred by target audiences, leading to increased engagement and conversion rates.

Persuasive Techniques in AI-Generated Ads

Persuasion is a critical aspect of advertising, and AI-generated content often employs rhetorical strategies similar to human-created ads. Shien (2024) notes that AI-generated advertisements frequently use emotive language and urgency cues, such as limited-time offers and personalized recommendations. Additionally, Schneider (2024) explores how AI incorporates narrative-driven storytelling, making advertisements more relatable and compelling to consumers.

Despite these advancements, concerns remain regarding authenticity and consumer trust. Agbon (2024) highlights the ethical implications of AI-driven marketing, particularly the risk of deceptive messaging and over-personalization. The balance between automation and transparency remains a central debate in the evolution of advertising language.

AI-generated advertising language represents a transformative shift in marketing communications. By leveraging linguistic patterns such as brevity, adaptability, and persuasive rhetoric, AI enhances the effectiveness of digital advertising. However, as AI continues to evolve, ongoing research is necessary to address ethical concerns and ensure that

automated advertising aligns with consumer expectations and regulatory standards.

b. Sociolinguistic Impacts of Generative AI in Advertising

The integration of generative AI in advertising has profound sociolinguistic implications. As AI systems generate content tailored to diverse audiences, they influence language use, identity representation, and social interactions. This section explores how AI-generated advertising impacts linguistic diversity, consumer perception, and ethical concerns in communication.

Linguistic Diversity and Standardization

Generative AI has the potential to both enhance and diminish linguistic diversity in advertising. On one hand, AI systems can generate multilingual and culturally nuanced content, making advertisements more accessible to global audiences (Kiaer, 2024). However, Schneider (2024) warns that over-reliance on AI models trained predominantly in major languages like English may contribute to linguistic homogenization, where minor languages and dialects are underrepresented.

Moreover, Koh (2024) highlights the tendency of AI to adopt standardized marketing language, reinforcing dominant discourse patterns and minimizing linguistic creativity. This standardization could lead to a loss of unique brand voices and reduce the richness of linguistic expression in advertising.

Consumer Perception and Engagement

AI-generated language influences how consumers perceive and engage with advertising content. Studies by Baek (2023) and Grewal et al. (2024) suggest that AI-generated ads often employ highly persuasive, data-driven language tailored to individual preferences. While this enhances personalization and engagement, it also raises concerns about manipulation and authenticity.

Shien (2024) emphasizes that AI-generated content can blur the lines between human and machine communication, leading to shifts in trust dynamics. Consumers may struggle to distinguish between AI-created and human-

written ads, potentially affecting brand credibility and consumer expectations of authenticity.

Ethical and Social Concerns

The sociolinguistic impact of AI in advertising also extends to ethical considerations. Agbon (2024) discusses the implications of AI-driven discourse in reinforcing biases present in training data, which could perpetuate stereotypes and discriminatory language. Voss (2024) raises concerns about AI's role in shaping consumer behavior, questioning whether hyper-personalized advertising contributes to informed decision-making or exploits vulnerabilities.

Additionally, Lotze (2025) examines the role of generative AI in redefining human-machine communication. The increasing prevalence of AI in advertising necessitates discussions on transparency, ethical AI deployment, and the responsibility of brands in maintaining ethical communication practices.

The sociolinguistic impacts of generative AI in advertising are multifaceted, affecting linguistic diversity, consumer perception, and ethical considerations. While AI-driven advertising offers opportunities for inclusivity and efficiency, it also presents challenges related to language standardization, authenticity, and bias. Future research should focus on mitigating these risks while leveraging AI's capabilities to foster diverse and responsible communication in advertising.

c. Effectiveness and Reception of AI-Generated Advertisements

The emergence of generative AI in advertising has transformed the way brands communicate with consumers. AI-generated advertisements promise efficiency, scalability, and personalization, but their effectiveness and reception remain key areas of exploration. This section evaluates how audiences perceive AI-driven marketing and assesses the impact of these advertisements on consumer behavior.

Effectiveness of AI-Generated Advertisements

AI-powered advertisements leverage data analytics and machine learning to create highly targeted

campaigns. According to Grewal et al. (2024), AI-generated content achieves increased engagement rates due to its ability to analyze consumer preferences and optimize message delivery. Studies indicate that AI-driven ads outperform traditional ads in terms of click-through rates, conversion rates, and return on investment (Baek, 2023).

Personalization plays a crucial role in effectiveness. Koh (2024) highlights that AI enables hyper-personalized advertising, making consumers feel directly addressed. However, excessive personalization can lead to concerns about privacy invasion, potentially diminishing consumer trust (Schneider, 2024).

Another advantage of AI-generated advertisements is adaptability. AI tools can quickly adjust messaging and visuals based on real-time feedback, ensuring that campaigns remain relevant (Hocutt, 2024). This agility allows brands to react to market trends efficiently, making AI-generated content more impactful in dynamic industries such as fashion and technology.

Consumer Reception and Trust

While AI-generated advertisements offer efficiency, consumer reception varies. Research by Shien (2024) suggests that audiences often struggle to differentiate between AI-created and human-crafted content. When AI-generated ads are indistinguishable from human-created ones, consumers may react positively, especially when the content aligns with their expectations and values.

However, concerns about authenticity and transparency persist. Voss (2024) argues that consumers are more likely to trust brands that disclose AI involvement in content creation. Transparency about AI usage can help mitigate skepticism and foster brand credibility.

Furthermore, generational differences influence reception. Younger consumers, particularly digital natives, tend to be more accepting of AI-generated advertisements, viewing them as innovative and engaging (Kiaer, 2024). Conversely, older demographics may exhibit resistance, preferring human-authored marketing materials due to perceived authenticity.

Challenges and Ethical Considerations

Despite its advantages, AI-generated advertising poses ethical challenges. Agbon (2024) highlights that AI-created content can inadvertently reinforce biases present in training data, leading to ethical concerns regarding representation and fairness. Additionally, Shien (2024) warns that excessive reliance on AI in advertising risks diminishing human creativity in marketing strategies.

Moreover, the fine line between personalization and manipulation remains a pressing issue. Overly targeted AI advertisements can feel intrusive, raising ethical questions about data privacy and consumer autonomy (Tran, 2024). Regulatory bodies and marketers must balance AI's capabilities with ethical responsibility to maintain consumer trust.

The effectiveness of AI-generated advertisements is evident in their ability to enhance engagement, personalize content, and adapt to market trends. However, consumer reception depends on trust, transparency, and ethical considerations. While AI-driven marketing presents immense potential, brands must navigate challenges related to authenticity, privacy, and bias to ensure sustainable and responsible AI integration in advertising.

d. Comparative Analysis: Traditional vs. AI-Generated Advertising Discourse

This section explores the key differences and similarities between traditional advertising discourse and AI-generated advertising language. By comparing various linguistic features, rhetorical strategies, and consumer reception, we aim to understand how AI influences advertising effectiveness.

Key Differences and Similarities

Traditional advertising has long been shaped by human creativity, intuition, and an understanding of cultural nuances. Advertisements created by humans tend to employ persuasive language, rhetorical techniques, and deep emotional appeals to captivate audiences. They rely heavily on storytelling, metaphors, and humor, elements that are carefully crafted to evoke a strong response from the consumer.

AI-generated advertising, on the other hand, is driven by data, algorithms, and machine learning models. It prioritizes efficiency, personalization, and scalability, often generating multiple variations of an advertisement tailored to specific audience segments. While AI is capable of mimicking human-like creativity, it sometimes lacks the depth and cultural sensitivity that human-generated content naturally possesses. This can lead to advertising that feels highly optimized but less emotionally resonant.

One major advantage of AI-generated advertising is its ability to analyze vast amounts of consumer data in real-time, allowing for hyper-personalized messages. Unlike traditional advertising, which often relies on broad demographic targeting, AI can tailor content to individual preferences, browsing behavior, and even real-time engagement metrics. This level of specificity increases the likelihood of consumer interaction and conversion.

However, AI-generated advertisements also present challenges. Consumers may perceive them as overly mechanical or lacking authenticity, especially when emotional appeal plays a crucial role in brand messaging. Studies (Grewal et al., 2024; Baek, 2023) have shown that while AI-generated ads can boost engagement rates, they sometimes struggle to establish long-term consumer trust. People are more likely to trust advertisements that feel genuinely crafted by humans rather than optimized by algorithms.

The effectiveness of AI-generated advertising

The effectiveness of AI-generated advertising depends on the context and target audience. In digital marketing environments where speed and personalization are crucial, AI can significantly outperform traditional methods. However, in industries where emotional connection and brand heritage play an essential role, human-generated advertising remains dominant. The key lies in striking a balance between AI efficiency and human creativity.

While traditional advertising remains a powerful tool for brand storytelling, AI offers unparalleled

adaptability. Companies may find success by integrating both approaches—leveraging AI for efficiency and personalization while retaining human insight for cultural relevance and emotional engagement.

Conclusion

This study has demonstrated that generative AI is reshaping advertising language by prioritizing data-driven optimization and hyper-personalization over traditional creativity and emotional appeal. While AI-generated advertisements are efficient and scalable, they often lack the authenticity and rhetorical depth found in human-crafted content, impacting consumer trust and engagement.

From a sociolinguistic standpoint, AI-driven advertising introduces new linguistic patterns that merge algorithmic precision with persuasive strategies. While personalization fosters inclusivity, ethical concerns regarding privacy and manipulation arise. The balance between automation and human oversight remains critical in ensuring effective communication and consumer connection.

Ultimately, the findings confirm that AI is a transformative force in advertising discourse, altering both linguistic structure and audience perception. Future research should explore hybrid models that integrate AI efficiency with human creativity to maintain authenticity and ethical integrity in advertising language.

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