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# “TEACHING CULTURE THROUGH TECHNOLOGY: ROLE OF ARTIFICIAL INTELLIGENCE IN ENGLISH LANGUAGE TEACHING AND LITERARY STUDIES.”

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## **Introduction :**

In an increasingly globalized world, language and culture are inseparable elements of communication and identity. English Language Teaching (ELT) has traditionally relied on human instruction to convey both linguistic skills and cultural awareness. Literary studies, similarly, have served as a window into cultural contexts, enabling critical interpretations of texts rooted in sociohistorical perspectives. Recent advances in artificial intelligence (AI) technologies have introduced transformative possibilities for pedagogy, offering adaptive and interactive tools that extend beyond conventional methodologies. This paper examines the role of AI in teaching culture through technology within ELT and literary studies, exploring how AI facilitates cultural competence, enhances learner engagement, and challenges educators to reimagine instructional paradigms.

**Keywords :** Artificial Intelligence; English Language Teaching; Literary Studies; Cultural Competence; Digital Pedagogy; Adaptive Learning; Computational Literary Analysis.

## **Theoretical Framework: Culture in Language and Literature Education**

Culture is understood as the shared practices, values, beliefs, and artifacts that shape the way individuals interpret the world (Byram 9). In language education, culture is not an add-on but a core component of communicative competence (Byram et al. 20). Literary studies function similarly; texts are not merely linguistic constructs, but cultural products that reflect historical, ideological, and aesthetic values (Rutherford 12). The integration of culture in pedagogy fosters critical thinking and intercultural sensitivity, both of which are essential for learners navigating multilingual environments.

## **Artificial Intelligence in Education :**

Artificial intelligence refers to computational systems capable of performing tasks that typically require human intelligence, including natural language processing, pattern recognition, and adaptive learning (Luckin et al. 45). AI applications in education—such as intelligent tutoring systems, virtual assistants, and adaptive assessment tools—offer personalized learning pathways. By analyzing learner data, AI can support differentiated instruction, provide immediate feedback, and create simulations that mirror real-world contexts (Woolf 278).



## **AI and Cultural Competence in English Language Teaching :**

AI enhances cultural learning in ELT in several key ways:

### **1. Adaptive Cultural Content Delivery :**

AI-driven platforms analyze learner proficiency and cultural knowledge, tailoring content that introduces culturally relevant scenarios. For example, chatbots can simulate dialogues in context-specific cultural settings, such as ordering food at an international café or understanding idiomatic expressions (Harmon 153). This adaptive delivery supports learners in internalizing culturally embedded language use.

### **2. Interactive Virtual Environments :**

Virtual reality (VR) and augmented reality (AR) systems powered by AI facilitate immersive experiences where learners interact with digital representations of cultural contexts. By navigating virtual environments like a British marketplace or an American classroom, students can engage linguistically and culturally in ways otherwise inaccessible in traditional classrooms (Chen and Chen 89).

### **3. Automated Feedback on Cultural Use :**

Language learning AI can assess not only grammatical accuracy but also appropriateness of cultural expressions. Intelligent tutoring systems can flag misunderstandings of cultural norms and offer corrective explanations grounded in contextualized examples, helping learners refine intercultural competence (Li et al. 202).

## **AI in Literary Studies: Interpretation and Cultural Insight**

AI technologies are increasingly used to support literary analysis by revealing patterns and cultural contexts within texts:

### **1. Text Mining and Cultural Patterns :**

AI-based text mining tools can identify thematic and cultural patterns across large corpora, helping scholars uncover historical trends and sociocultural markers that influence interpretation (Jockers 57). By computationally mapping narrative features, students gain insight into the cultural landscapes that inform literary production.

### **2. AI-Assisted Annotation and Commentary :**

Digital annotation platforms powered by machine learning can highlight culturally significant references and provide contextual information. For instance, AI can link textual mentions of cultural artifacts to historical archives, enriching students' understanding of cultural settings and allusions (Smith 121).

### **3. Collaborative Interpretation Through AI Platforms :**

Some AI tools facilitate collaborative annotations among learners, prompting discussions that foreground diverse cultural perspectives. Such collaborative spaces

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encourage critical engagement and cross-cultural interpretation, fostering deeper insight into literature as cultural discourse (Johnson 67).

### **Challenges and Ethical Considerations :**

Despite the promise of AI, its integration in culture-focused pedagogy presents challenges. There are concerns about cultural bias embedded within AI datasets, which may reinforce stereotypes rather than promote nuanced cultural understanding (Kumar 34). Additionally, over-reliance on AI may depersonalize aspects of instruction that benefit from human empathy and interpretative intuition, particularly in literary studies. Educators must ensure that AI complements rather than replaces human mediation in the classroom.

### **Conclusion :**

Artificial intelligence holds significant potential to enrich the teaching of culture in English language education and literary studies. By offering personalized learning experiences, facilitating immersive cultural interactions, and supporting complex textual analysis, AI enables learners to engage with language and literature in culturally meaningful ways.

However, educators must approach AI integration critically, mindful of ethical issues and the enduring value of human pedagogy. As technology evolves, the synergy between AI and cultural education will undoubtedly continue to shape innovative pathways for learners worldwide.

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