

ARTIFICIAL INTELLIGENCE IN COMMERCE: THE ROLE OF ENGLISH LITERATURE IN THE DIGITAL BUSINESS ERA

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Abstract

Artificial Intelligence (AI) has become an important technology in the field of commerce and is widely used in marketing, e-commerce, customer service, advertising, data analysis and business communication. While AI is generally associated with technology and business, its development also has significant connections with English Literature. Literature provides knowledge of language, human emotions, imagination, storytelling, creativity, culture and ethical thinking, which are important in AI-supported commercial communication. This article examines the role of English Literature in AI-supported commerce. It discusses how literary language and storytelling can be used to improve digital marketing, advertising, customer engagement and brand communication. It also considers the role of AI in generating commercial content and the importance of human creativity and ethical judgement. The study argues that combining AI technology with literary knowledge can lead to more effective and human-centered business communication.

Keywords: Artificial Intelligence, Commerce, English Literature, Digital Marketing, Storytelling, Business Communication, Consumer Behavior

1. Introduction

The rapid development of Artificial Intelligence has transformed many areas of modern life and commerce is one of the fields that has experienced significant changes due to AI. Businesses use AI to understand consumer behavior, recommend products, automate customer service, analyse market trends and create digital content. Generative AI has further expanded these possibilities by generating text, images, advertisements and other forms of communication.

Commerce, however, is not only concerned with buying and selling products, but also highly dependent on

communication. Businesses must communicate effectively with customers, employees, investors and other stakeholders. Advertising, product descriptions, websites, social media posts, emails and promotional campaigns all need to be expressed with appropriate language.

This is where English Literature becomes relevant. Literary studies develop interpretative, creative and imaginative skills, as well as emotional understanding, critical thinking and effective use of language. These skills can contribute to the development of effective commercial communication.

The connection between AI, Commerce and English Literature therefore presents an important interdisciplinary area of study. Technology can provide speed and efficiency while literary knowledge can contribute to creativity, human sensitivity and cultural understanding.

2. Artificial Intelligence in Commerce

Artificial Intelligence refers to computer systems that can perform tasks that are usually associated with human intelligence such as learning, reasoning, language processing, prediction and decision-making. In commerce, AI is increasingly used to improve business operations and customer experiences.

One major application is personalized marketing, where AI can analyze customer data and identify preferences, purchasing patterns and interests. Businesses can then provide personalized recommendations to customers.

AI is also widely used in customer service and chatbots and virtual assistants can answer common questions, provide product information and assist customers at any time.

Another important area is digital advertising, where AI can analyze large amounts of information and help businesses to identify appropriate audiences for advertising campaigns. Generative AI can also assist in creating advertising copy, product descriptions and social media content.

In e-commerce, AI supports product recommendations, search systems, customer interaction and business decision-making. Recent research has also shown that generative AI is being increasingly explored for customer experience, advertising, content creation and strategic decision-making in e-commerce.

However, technology alone cannot guarantee successful communication, and commercial messages must be meaningful, attractive, culturally appropriate and emotionally engaging.

3. English Literature and Business Communication

English Literature is traditionally studied as an academic discipline concerned with poetry, drama, fiction and other forms of creative expression, but literary education also develops transferable communication skills.

Literature can teach people to understand how language creates meaning, where a poem communicates an emotion through imagery and metaphor while a novel influences readers through characterization and narrative. Similarly, businesses use language to create particular impressions about their products and services.

A product description may provide information, but a carefully written description can build an emotional connection with the customer by using effective language.

Literature also develops critical reading skills and students can develop an understanding of tone, symbolism, irony, persuasion and hidden meanings. These skills can be applied in analysing advertisements and digital marketing content.

Literature also helps students to understand different cultures, social experiences and human emotions. In global

commerce, cultural sensitivity is essential as businesses communicate with customers from different backgrounds. Thus, English Literature can contribute to commerce by developing professionals who are not only technically competent but also capable of communicating creatively and sensitively.

4. Storytelling and Digital Marketing

Storytelling is one of the strongest connections between Literature and Commerce. Stories have traditionally been used in literature to communicate ideas and emotions and modern businesses also use storytelling to create memorable brands.

A successful advertisement often tells a small story, showing a problem, introducing a product as a solution and ending with a positive outcome. Such advertisements are more engaging than messages that simply list product features. Brand storytelling can create an emotional relationship between the company and the customer. Businesses may tell stories about their origins, values, employees, customers or social responsibilities. For example, instead of simply stating that a product is environmentally friendly, a company can tell the story of how the product was created, why sustainable materials were selected and how customers can contribute to environmental protection by purchasing it. AI can assist in generating different versions of such stories, but human literary knowledge is important as a story must be authentic and culturally appropriate. Literary techniques such as characterization, conflict, imagery, symbolism and narrative structure can therefore be applied to digital marketing.

5. Literary Devices in Advertising

Advertising frequently uses techniques that are closely related to literary expression. Understanding these techniques can help businesses to create effective promotional communication.

5.1 Metaphor

Metaphors compare one thing with another to create a strong impression. Advertisements may describe a product as a **"bridge to success"** or a **"key to confidence."**

5.2 Imagery

Imagery creates pictures in the minds of readers. Descriptions involving sight, sound, taste and touch can make products more attractive.

5.3 Repetition

Repetition makes slogans and brand messages memorable. Short and repeated phrases can remain in the customer's mind.

5.4 Symbolism

Symbols can communicate complex ideas quickly. A particular image may represent trust, freedom, success, youth or quality.

5.5 Emotional Appeal

Literature frequently explores emotions such as love, fear, hope, ambition and happiness. Advertising also uses these emotions to influence consumers.

AI systems can identify and generate many linguistic patterns, but human understanding is necessary to determine whether a particular expression is appropriate for a specific audience.

6. AI-Generated Content and Human Creativity

Generative AI has introduced new possibilities for commercial content creation. It can be used to generate advertisements, emails, product descriptions, social media posts and other forms of written communication.

The major advantage is speed and a business can generate multiple versions of a message in a short period. AI can also assist businesses to modify content for different audiences and platforms.

However, AI-generated content raises questions about originality and creativity. Literature reminds us that creativity is closely connected with human experience, imagination and cultural understanding. An AI system can generate content based on patterns in existing data, but human beings provide personal experience and emotional interpretation.

Therefore, AI should be considered a creative assistant rather than a complete replacement for human creativity.

A professional with knowledge of English Literature can review AI-generated content to improve tone, imagery, emotional appeal and cultural relevance. Human editing is particularly important when commercial communication involves sensitive social or cultural issues.

7. AI, Consumer Behavior and Language

Consumer behavior is an important area of commerce and businesses want to understand why people purchase particular products and how communication influences their decisions.

AI can analyse customer interactions, reviews, searches and purchasing behavior to identify consumer preferences. Language is an important part of this process and customer reviews and comments provide valuable information about satisfaction, expectations and attitudes. AI-based language-processing systems can analyse such textual information.

English Literature provides another perspective by encouraging close attention to language, tone and context. Literary interpretation teaches us that the same words may have different meanings depending on context.

A customer saying that a product is "interesting" may be expressing genuine appreciation, uncertainty or even criticism depending on the context. Human interpretation is important when analysing such communication.

Thus a combination of AI-based analysis and human linguistic understanding can provide a more complete picture of consumer behavior.

8. Ethical Issues in AI-Based Commercial Communication

The increasing use of AI in commerce also brings up ethical concerns. AI systems may generate inaccurate, biased or misleading information and businesses must ensure that AI-generated communication is reviewed before it reaches customers. Transparency is another important issue. Consumers may want to know whether they are communicating with a human employee or an AI system. Trust can be affected when businesses use AI without sufficient transparency. Privacy is also important as AI systems often depend on large amounts of consumer data. Businesses must use customer information responsibly and protect personal data.

English Literature contributes to ethical thinking by encouraging students to examine questions of identity, power, morality, society and human relationships. Literary works often explore the consequences of human decisions and technological change. Therefore, literary education can help future business professionals to think critically about the social and ethical consequences of AI.

9. Interdisciplinary Relationship between AI, Commerce and Literature

The relationship between the three fields can be understood through their different strengths:

Artificial Intelligence — Automation, data analysis, prediction and content generation

Commerce — Marketing, consumer behavior, business strategy and customer engagement

English Literature — Language, creativity, storytelling, empathy and critical thinking

AI provides technological capability, Commerce provides the practical business environment and English Literature contributes human-centered communication.

This interdisciplinary approach is particularly relevant in the digital business environment where businesses increasingly require employees who can combine technological awareness with communication skills.

An English Literature graduate can contribute to digital commerce through content writing, advertising, social media communication, brand storytelling, corporate communication and content editing.

Similarly, commerce students can benefit from literary approaches to language and communication, while literature students can develop employability by learning how their communication skills can be applied in digital business.

10. Educational Implications

The relationship between AI, Commerce and English Literature has important implications for higher education.

- English Literature departments can introduce topics such as
- AI-assisted content creation
- Digital storytelling
- Business communication
- Advertising language
- Social media writing
- Brand storytelling
- AI ethics
- Professional writing
- Digital communication

Students can be given practical activities such as analysing advertisements, generating brand stories, comparing human-written and AI-generated content, preparing product descriptions and evaluating the ethical aspects of AI communication.

Such activities can improve students' language proficiency, creativity, critical thinking and employability.

The aim should not be to replace traditional literary studies with technology, but to utilize technology to extend the practical applications of literary knowledge.

11. Future Scope

The relationship between AI and English Literature is likely to become increasingly significant as digital commerce expands and future research can examine topics such as AI-generated advertising, literary creativity and consumer responses to machine-generated content.

Researchers can also examine how consumers respond to human-written and AI-generated commercial messages. Another area of research is the role of cultural and literary knowledge in improving AI-generated communication. The future workplace may increasingly require professionals who have an understanding of both technology and human communication and therefore, the interdisciplinary education can help students to prepare for changing employment opportunities.

12. Conclusion

Artificial Intelligence has transformed modern commerce by improving marketing, customer service, data analysis, e-commerce and content creation. However, successful commerce is not only dependent on technology but also on effective communication.

English Literature has an important role to play in this changing environment as literary studies develop creativity, imagination, storytelling, emotional understanding, critical thinking and sensitivity to language. These qualities are important in advertising, branding and digital marketing.

The integration of AI, Commerce and English Literature can therefore create a human-centered approach to digital business. AI can provide speed, automation and analytical power, while literary knowledge can provide creativity and meaning. The future of commerce should not be considered as a choice between technology and the humanities, but the most effective approach is to bring them together. AI can generate and analyze language, but human beings give language meaning and emotion. This interdisciplinary relationship can provide new academic possibilities and improve the employability of English Literature students in the digital business era.

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