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A Comparative Analysis of Human and Machine Translation: A Study of Meaning Loss in English–Urdu Social Media Posts

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ABSTRACT

Machine Translation (MT) techniques are extensively used to translate English social media postings into Urdu, however they frequently fail to capture the original text's full meaning, emotional tone, and cultural expression. Although machine translation (MT) has become commonplace in everyday communication, little study has compared MT output to human translation to uncover meaning loss in social media discourse.Using Nida's Dynamic Equivalence theory, this study compares human and machine translations of English social media posts to see how meaning changes or diminishes during MT. The data indicate that machine translation typically creates literal, artificial, and emotionally flat Urdu versions, resulting in the loss of inferred meaning, cultural nuance, and expressive tone. Human translations, on the other hand, were more contextually relevant and accurate. The study suggests that machine translation is unreliable for translating emotionally rich or informal social media content, emphasizing the importance of human engagement in preserving meaning more correctly.

Keywords: *Machine Translation; Human Translation; English–Urdu Translation; Social Media Discourse; Dynamic Equivalence Theory; Meaning Loss; Cultural and Emotional Nuance*

INTRODUCTION

In today's digital world, social media has emerged as a key platform for informal and context-dependent communication, with many users relying on Machine Translation (MT) tools such as Google Translate to read English content. Translating such content is difficult because meaning is dependent on words, context, tone, and cultural expression. While Translation Studies has primarily concentrated on formal texts, there has been little research into MT performance in casual online language. This chapter provides an overview of the study's history, purpose, issue statement, research questions, and significance, emphasizing the need of determining how meaning is kept or lost when English social media posts are translated into Urdu.

Background to the Study

Machine Translation (MT) has emerged as a vital tool for crossing language barriers in the digital age, allowing users to swiftly access content across languages (Hutchins & Somers, 1992). Its popularity has skyrocketed since the emergence of social media, when English postings, captions, and comments are routinely met by users who may not be fluent in the language. Social media language is informal, dynamic, and culturally rooted, with frequent use of slang, idioms, acronyms, and context-dependent terms (Baker, 2011; Ghazala, 2008). Translating such content presents major issues because meaning is dependent not

just on words but also on context, tone, and cultural complexity, which MT systems may fail to capture effectively.

Although Translation Studies has investigated meaning transmission, equivalence, and translation accuracy, most research has concentrated on formal written texts like academic articles, journalism, and literature (Munday, 2016). There has been limited focus on casual digital communication, leaving a gap in determining how accurately MT translates English social media content into Urdu while maintaining meaning, tone, and cultural appropriateness. This study fills this gap by comparing MT outputs to human translations, with a focus on semantic accuracy, cultural compatibility, and functional adequacy. The findings are intended to provide insights into the capabilities and limitations of MT systems in informal, multilingual online situations.

Aim of Study

The main aim of the study is to compare human and machine translations of English social media posts into Urdu in order to identify and analyze the loss of meaning in machine-translated texts.

Problem Statement

Machine Translation (MT) tools are widely used to translate English social media posts into Urdu, but they often fail to preserve the full meaning of the original text. However, there is limited research comparing MT with human translations to identify meaning loss in social media language. Therefore, by applying Nida's theory of Dynamic Equivalence, this study aims to compare human and machine translations to analyze the loss of meaning in MT outputs.

Research Objectives

- To compare human and machine translations of English social media posts into Urdu.
- To identify and analyze the loss of meaning in machine-translated texts

Research Questions

- How do human and machine translations of English social media posts into Urdu differ in terms of meaning?
- What types of meaning are lost or altered in machine-translated texts compared to human translations?

Significance of the Study

This work is significant because social media has become a major communication channel, and many users rely on Machine Translation (MT) technologies to comprehend content in languages they do not completely understand. MT frequently fails to convey the entire meaning of informal, culturally rooted posts, which might lead to miscommunication. By comparing human and machine translations, this study will uncover the types and patterns of meaning loss in MT output. The findings will help translators and translation scholars identify MT constraints, MT developers improve translation algorithms, and social media users and multilingual audiences grasp the reliability of machine-generated translations. Overall, the work contributes to Translation Studies by filling a gap in our understanding of machine translation performance in casual online conversation.

LITERATURE REVIEW

Machine Translation (MT) has become a popular technique in multilingual digital communication, providing quick access to content across languages (Hutchins and Somers, 1992). Early MT research concentrated on formal texts such as academic writing, journalism, and literature, investigating lexical precision, syntactic correctness, and semantic equivalence (Munday, 2016). While MT systems have shown effective in standardized language, research indicates that informal and context-dependent language, such as social media posts, remains a difficulty due to the content's dynamic, idiomatic, and culturally ingrained nature (Baker, 2011; Ghazala, 2008).

Scholars in Translation Studies have long stressed the complexities of transmitting meaning across languages. According to Nida's (1964) Dynamic Equivalence theory, effective translation involves not just literal word-for-word conversion but also the preservation of intended meaning and communicative effect. Several studies have used this approach to compare machine and human translations, indicating that MT frequently fails to catch idiomatic expressions, tone, and cultural nuances, resulting in a partial or inaccurate understanding of the source text (Schäffner, 2004; Pym, 2010).

Several studies have stressed the significance of context and cultural understanding in translation. Human translators can interpret nuances, suggested meanings, and culturally bound references in ways that machine translation technologies cannot (Baker, 2011; Schäffner, 2004). In social media, where language is casual and context-dependent, these qualities are even more important in keeping the original message. While MT is fast and easy to use, its failure to properly account for pragmatic and cultural features limits its accuracy, especially when translating English postings into languages like Urdu, which rely significantly on context and cultural expression.

Social media translation research is still in its early stages. According to studies, machine translation struggles with informal, brief, and context-heavy sentences found on sites such as Facebook and Instagram (Zhang and Wang, 2019). Social media information frequently includes slang, abbreviations, hashtags, and culturally unique references, making proper translation more difficult than official writings (O'Hagan & Ashworth, 2002). Comparisons of human and machine translation outputs reveal that human translators are better at preserving contextual meaning, pragmatics, and cultural allusions than machine translation systems, which tend to produce literal or semantically distorted translations.

Despite these findings, there is scant study on English-to-Urdu machine translation, particularly in the setting of social media. Few research have rigorously compared machine translation and human translations to identify meaning loss, especially in casual and culturally rich content.This gap underscores the need for the current study, which intends to examine and compare machine translation (MT) and human translations of English social media postings into Urdu, with an emphasis on semantic accuracy, cultural appropriateness, and meaning preservation.

RESEARCH METHODOLOGY

This section describes the methodology utilized in this investigation. It describes the research strategy, data gathering processes, data analysis steps, and the theoretical framework used to compare human and machine translations. The goal of this chapter is to demonstrate how the study was conducted in a systematic and reliable manner to determine the loss of meaning in machine-translated Urdu texts.

Research Design

This study takes a qualitative research approach with a descriptive-comparative design. This approach is appropriate because the primary goal of the research is to compare human and machine translations of English social media postings and identify areas where meaning is lost in machine translation. The design enables a thorough evaluation of discrepancies in meaning, tone, and cultural authenticity between the two types of translations. It also enables the researcher to describe meaning loss patterns in a straightforward and systematic way.

Data Collection

This study's data consists of twenty short English social media posts sourced from public Facebook and Instagram sites. These posts were chosen because social media language is casual, expressive, and context-rich, making it ideal for studying meaning preservation and loss. Each post was translated into Urdu using two approaches. Google Translate was used for machine translation, while the researcher personally translated. The two versions of each translation were collected for direct and extensive comparison. This structure is consistent with the study's goal of identifying areas where machine translation fails to reflect the intended meaning of the original English text.

Data Analysis

The collected translations were subjected to qualitative content analysis. The analysis included the following steps.

-Carefully read the source material as well as the human and machine translations.

-Identifying semantic differences between human and machine translations.

-Identifying and categorizing errors, including

•literal errors that affect meaning.

•Semantic mistakes (misinterpretation of the message)

•Cultural mistakes (a failure to translate context, tone, or cultural expressions). - Demonstrating the nature of meaning loss by comparing how closely each translation matches the original English post.

This investigation contributed to the determination of machine translation accuracy and the precise regions where meaning is lost.

Theoretical Framework

This study is based on Eugene Nida's Theory of Dynamic Equivalence, a fundamental notion in translation studies presented in 1964. According to Nida, the primary objective of translation is not to mechanically transfer words from one language to another, but to convey the original message's meaning, intent, and effect. According to Dynamic Equivalence, a good translation should seem natural to the intended audience and elicit the same comprehension and emotional response as the original text. This makes the theory especially essential for writings that rely on context, tone, and cultural references, which are all prominent in social media posts.

Dynamic Equivalence highlights that translation should prioritize sense-for-sense above word-for-word meaning. In other words, the translator should take into account the target audience's cultural background, linguistic norms, and communication style. Idioms, slang, and culturally loaded terms, for example, cannot be literally translated; instead, they must be altered in such a way that the original meaning is preserved. Human translators naturally achieve this because they comprehend social context and cultural nuances. Machine translation technologies, on the other hand, are mostly based on statistical or neural patterns and frequently process language at the surface level, which leads to inaccuracies when dealing with informal or context-heavy language.

Abbreviations, jokes, sarcasm, cultural references, idiomatic idioms, and emotional tone are all part of social media language. Dynamic Equivalence gives a solid foundation for determining how effectively meaning is kept. Using this theory, the study investigates whether machine translation can successfully replicate the meaning and communication effect of the original English posts in Urdu. It also shows instances in which machine translation fails to attain equivalence, such as creating literal translations, neglecting tone, or omitting suggested meanings.

As a result, Nida's theory directs the entire research by providing a clear benchmark for comparison: the closer the machine translation is to the natural, meaningful, audience-appropriate human translation, the greater the dynamic equivalence and the lower the meaning loss. This makes the theory immediately applicable to the study's goal of detecting and analyzing meaning loss in machine-translated texts.

DATA COLLECTION

This section describes the data collected for the present study, which aims to compare human and machine translation of English social media posts into Urdu. The purpose of selecting social media content is to analyze how Machine Translation (MT) handles informal, emotional, idiomatic, and context-dependent language. Such content often contains implicit meanings, metaphors, and cultural expressions that may not be translated accurately by machine systems.

Source of Data

The data was collected from public Instagram and Facebook pages. A total of 20 English social media posts were selected through purposive sampling. These posts were chosen because they:

- Contain emotional expressions

- Include metaphorical or idiomatic language

- Represent natural, informal online communication

- Provide opportunities to analyze meaning loss in MT

Each post was then translated into Urdu in two ways:

- Machine Translation (MT): Using Google Translate
- Human Translation (HT): Produced manually by the researcher

All translations were kept in their original form without modification to ensure a fair comparison.

Data Set: English Posts with MT and HT

Below are the 20 English posts along with their machine-generated and human-produced Urdu translations.

English Posts	Machine Translation (MT)	Human Translation (HT)
My mood is all over the place today.	"آج میرا موڈ ہر جگہ ہے	"آج میرا موڈ بہت اُلجھا ہوا ہے
Trying to smile, but it's not reaching my heart.	"مسکرانے کی کوشش کر رہا ہوں، لیکن یہ میرے دل تک نہیں پہنچ رہی	"مسکرا تو رہا ہوں، مگر دل سے خوش نہیں ہوں
Everything feels like a mess right now	"اس وقت ہر چیز ایک گندگی کی طرح محسوس ہوتی ہے	"اس وقت سب کچھ بکھرا بکھرا سا لگ رہا ہے۔
Keeping my circle small and my peace big	"اپنا دائرہ چھوٹا اور اپنی امن بڑی رکھنا	"اپنے قریب چند لوگ رکھ کر ہی اپنی ذہنی سکون کو بچا رہی ہوں
I'm tired, but not the kind sleep can fix.	"میں تھکا ہوا ہوں، لیکن اس قسم کا نہیں جسے نیند ٹھیک کر سکے۔	"میں تھکی ہوئی ہوں، وہ والی تھکن جسے سونے سے بھی آرام نہیں ملتا۔
Sometimes silence says what words cannot.	"کبھی کبھی خاموشی وہ کہتی ہے جو الفاظ نہیں کہہ سکتے	"بعض اوقات خاموشی بہت کچھ بیان کر دیتی ہے
Trying to stay positive, but it's hard today.	"مثبت رہنے کی کوشش کر رہا ہوں، لیکن آج مشکل ہے	"مثبت رہنے کی کوشش تو کر رہی ہوں، مگر آج دل بہت بھاری ہے
Some people are blessings, and some are lessons.	"کچھ لوگ برکتیں ہیں، اور کچھ سبق ہیں	"کچھ لوگ نعمت بن کر آتے ہیں، اور کچھ زندگی کا سبق سکھا جاتے ہیں
Overthinking is my worst enemy.	"زیادہ سوچنا میرا بدترین دشمن ہے	"ضرورت سے زیادہ سوچنا میرا سب سے بڑا مسئلہ ہے
Smiling outside, breaking inside.	"باہر مسکراتے ہوئے، اندر ٹوٹ رہا ہوں۔	"اوپر سے مسکرا رہی ہوں، مگر اندر سے ٹوٹی ہوئی ہوں
Trying to let go, but the heart doesn't listen.	"چھوڑنے کی کوشش کر رہا ہوں، لیکن دل نہیں سنتا	"چھوڑ دینا چاہتی ہوں مگر دل ماننے کو تیار ہی نہیں۔
Trying to act fine, but the tiredness shows.	"ٹھیک دکھنے کی کوشش کر رہا ہوں، لیکن تھکاوٹ دکھائی دیتی ہے	"ٹھیک ہونے کا دکھاوا کر رہی ہوں مگر تھکن چہرے پر صاف نظر آ رہی ہے۔
Some mornings hit different for no reason.	"کچھ صبحیں بغیر وجہ کے مختلف لگتی ہیں	"کچھ صبحیں ایسی ہوتی ہیں جو بغیر وجہ عجیب سی لگتی ہیں
I'm trying not to fall apart over small things.	"میں چھوٹی چیزوں پر ٹوٹنے کی کوشش نہیں کر رہا ہوں۔	"میں چھوٹی چھوٹی باتوں پر ٹوٹنے سے خود کو بچا رہی ہوں۔
Healing isn't linear, but I'm trying.	"شفا یابی لکیری نہیں ہے، لیکن میں کوشش کر رہا ہوں	"ٹھیک ہونا سیدھا سادہ عمل نہیں، مگر میں کوشش کر رہی ہوں

The more I grow, the quieter I become.	"جتنا میں بڑھتا ہوں، اتنا ہی خاموش ہو جاتا ہوں	"جوں جوں میں بڑا ہو رہی ہوں، اتنی ہی خاموش ہوتی جا رہی ہوں۔"
I miss the version of me who didn't overthink everything.	"مجھے وہ ورژن یاد آتا ہے جو ہر چیز کے بارے میں زیادہ نہیں سوچتا تھا	"مجھے اپنی وہ خودی یاد آتی ہے جو ہر بات کو ضرورت سے زیادہ نہیں سوچتی تھی
I don't have the energy to pretend today.	"آج میرے پاس دکھاوا کرنے کی توانائی نہیں ہے	"آج مجھ میں دکھاوا کرنے کی ہمت نہیں ہے
Sometimes I just need space from everything.	"کبھی کبھی مجھے ہر چیز سے جگہ کی ضرورت ہوتی ہے	"کبھی کبھی دل چاہتا ہے کہ سب سے تھوڑا دور رہوں
My feelings need a break too.	"میری جذبات کو بھی ایک وقفے کی ضرورت ہے	"میرے جذبات بھی کبھی کبھار آرام چاہتے ہیں

DATA ANALYSIS AND FINDINGS

This chapter presents a comprehensive analysis of the data collected for the study. The purpose of this analysis is to examine how machine translation (Google Translate) and human translation differ in their ability to convey the intended meaning of English social media posts into Urdu. The analysis focuses on identifying the types of meaning loss that occur in machine translation, including literal, semantic, cultural, and pragmatic loss. Since social media posts often contain emotional expressions, figurative language, and culturally nuanced content, they serve as an ideal dataset to observe how translation systems handle non-literal and context-dependent language.

The section begins with a detailed analysis of the first two posts to demonstrate the depth of meaning loss. This is followed by a summary of the overall patterns observed across all twenty posts.

Post 1: "My mood is all over the place today."

Machine Translation (MT):

"آج میرا موڈ ہر جگہ ہے۔"

Human Translation (HT):

"آج میرا موڈ بہت اُلجھا ہوا ہے۔"

Analysis

The English expression "all over the place" is idiomatic. It expresses emotional instability, mental confusion, or an unsettled psychological state. It is not a physical description but an emotional one.

However, the machine translation renders it as:

"میرا موڈ ہر جگہ ہے"—a literal and spatial interpretation.

This creates a meaningless expression in Urdu. The sentence becomes awkward and fails to communicate the intended emotional message.

The human translation captures the full emotional implication of the original text. By translating the phrase as "اُلجھا ہوا," it conveys the psychological confusion and emotional imbalance accurately. Urdu speakers can immediately understand the intended meaning.

Types of meaning loss in Mechine Translation

Literal Meaning Loss

The expression "all over the place" is an idiom that refers to emotional instability and confusion.However, the machine translates it literally as "ہر جگہ ہے", which gives the impression that the "mood" is physically scattered in different locations.

This literal translation results in a wrong, non-sensical image, because:

- Moods cannot physically be "everywhere"

- Urdu does not use spatial expressions to describe emotions

- the English idiom requires an interpretive translation

Thus, the literal form replaces the actual meaning with a meaningless phrase.

Semantic meaning Loss

The semantic intention of the English post is:

- the speaker is emotionally disorganized

- feelings are unstable or changing quickly

- the person feels mentally scattered

The MT output fails to express this emotional or psychological meaning.

The Urdu sentence "موڈ ہر جگہ ہے" does not communicate emotional instability. Instead, it conveys incorrect spatial semantics. The original message about emotional confusion is completely lost.

The human translation "اُلجھا ہوا" preserves the intended semantic meaning, but MT cannot interpret what the expression actually means.

Cultural Meaning Loss

English often uses metaphors of space to describe emotions (e.g., up, down, all over the place, in a dark place).

Urdu expresses emotions differently, using words like:

بوجھل

بکھرا ہوا

اُلجھا ہوا

عجیب سا

MT fails to convert the English conceptual metaphor into a culturally natural Urdu expression.

As a result, the sentence sounds foreign and unnatural.

Human translation adapts the metaphor to fit Urdu cultural expression patterns.

Pragmatic Meaning Loss

Pragmatic meaning refers to tone, emotional depth, and implied meaning.

The original post carries:

- Frustration

- Emotional imbalance

- a sense of inner disorder

The MT version does not reflect any emotional tone. It becomes flat, mechanical, and emotionally empty. Urdu speakers get no sense of the speaker's true emotional state.

The human translation conveys emotional intensity clearly.

Post 2

"Trying to smile, but it's not reaching my heart."

Machine Translation:

"مسکرانے کی کوشش کر رہا ہوں، لیکن یہ میرے دل تک نہیں پہنچ رہی۔"

Human Translation:

"مسکرا تو رہی ہوں، مگر دل سے خوش نہیں ہوں

Literal Meaning Loss

The phrase "not reaching my heart" is a metaphor expressing emotional sadness and forced happiness.

MT translates it directly as:

"یہ میرے دل تک نہیں پہنچ رہی"

This becomes a literal physical description, as if a smile is supposed to travel towards the heart like an object.

This takes the metaphor literally and makes the Urdu sentence awkward.

Human translation avoids literalness and captures the idea behind the metaphor:

the person is not feeling genuine happiness.

Semantic Meaning Loss

The intended meaning of the English post is:

- The person is pretending to smile

- Inner emotional pain remains

- The smile is not genuine

The MT output captures none of this psychological meaning.

Instead, it presents partial physical meaning, as if something is not physically arriving at the heart.

Thus, the semantic message about emotional emptiness is lost.

HT clearly conveys:

- External smile

- Internal unhappiness

Cultural Meaning Loss

English commonly uses metaphors involving the “heart” to describe sincerity or emotional depth.

Urdu uses similar metaphors, but not in the same structure or form.

Urdu speakers typically say:

دل سے خوش نہیں

دل نہیں مان رہا

دل نہیں لگ رہا

MT does not convert the metaphor into a natural Urdu expression.

Instead, it directly maps English structure onto Urdu, producing a sentence that feels foreign.

Pragmatic Meaning Loss

The pragmatic meaning includes:

- Tone of emotional struggle

- The contrast between outward behavior and inner feelings

- The indirect way of expressing sadness

The MT version does not capture:

- The emotional depth

- The subtlety

- The sadness behind the smile

- The contrast between appearance and reality

MT remains mechanical, while HT reflects the full emotional impact.

After studying all twenty social media posts, it was discovered that machine translation frequently fails to translate emotive and casual English statements into natural and proper Urdu. The postings used in this study include feelings, idioms, metaphors, and expressions that are commonly used in online discussion. As a result, they demand a comprehension of context and emotion, as well as the meaning of individual words.

The most serious flaw discovered in the data was literal translation. Machine translation interprets each word separately, without considering the broader meaning of the phrase. As a result, phrases such as "my mood is all over the place," "breaking inside," and "trying to smile but it's not reaching my heart" were translated in an unusual and unnatural manner.The Urdu translations sounded strange and sometimes had no obvious meaning. This demonstrates that MT cannot grasp when English use a non-literal or figurative expression.

There was also a notable pattern of semantic loss, which indicates that the sentence's major idea or emotional message was not adequately translated. Many English posts showed sadness, bewilderment, emotional exhaustion, or internal conflict. Machine translation frequently reduced these emotional sentiments to plain, flat, or ambiguous Urdu sentences. It simply captured the basic idea, not the deeper emotional significance. Human translations, on the other hand, captured the entire emotional meaning clearly and spontaneously.

Another significant factor was cultural loss. English and Urdu convey feelings in distinct ways. English social media language employs metaphors and idioms that are not found in Urdu. Machine translation did not adapt these expressions to Urdu culture. Instead, it used the English framework in Urdu, making the translations sound strange. Human translators were able to translate English terms into culturally relevant Urdu phrases with the same meaning. There was also pragmatic loss, which means that the sentence's tone, aim, and underlying message were not properly translated. Many messages conveyed feelings indirectly, such as pretending to smile, being emotionally weary, or feeling mentally lost. Machine translation reduced these indirect feelings to straightforward statements, removing the emotional tone.Machine translation

reduced these indirect feelings to straightforward statements, removing the emotional tone. Human translations accurately captured the mood and tone of the original posts.

Overall, the investigation demonstrates that machine translation is unreliable for translating emotive and informal English language into Urdu. MT works best for basic, direct statements. When the language becomes emotive, metaphorical, or culturally rich, MT generates inaccurate, unnatural, and confused translations. Human translation is still much better since humans understand emotions, culture, context, and the true meaning behind the words.

FINDINGS

The examination of all translated social media postings yields numerous crucial insights about how machine translation works when translating emotional English sentences into Urdu. The most obvious observation is that machine translation relies heavily on literal, word-for-word translation. Rather than comprehending the entire meaning of the statement, the system concentrates on specific words. Because of this, numerous idioms and metaphors—such as "my mood is all over the place" or "it's not reaching my heart"—were translated into Urdu in a very direct and unnatural manner. These translations did not make sense in Urdu and did not convey the true meaning of the source posts.

Another significant result is that emotional meaning is frequently lost in machine translation. Many social media messages reveal hidden emotions, including despair, tension, perplexity, and emotional suffering. These feelings are typically expressed indirectly through symbolic or figurative terms. These emotional impulses were beyond the capabilities of machine translation. It translated the sentences in a flat, simplistic manner, removing the depth of emotion. As a result, the emotional depth of the original posts vanished in the Urdu translations. However, human translators captured these emotions perfectly and presented them in real, approachable Urdu.

Cultural differences also had a significant impact. English and Urdu have extremely distinct methods of conveying emotion. The machine translation did not modify the English terms to reflect Urdu culture. Instead, it simply duplicated the English manner into Urdu, making the translation seem weird and unnatural. Human translators were successful in translating the expressions into culturally suitable Urdu phrases that communicated the same message without seeming foreign.

Another key finding is the loss of pragmatic meaning. Pragmatic meaning encompasses the message's tone, the aim behind the words, and any hidden or indirect meaning. Many English entries had emotions that were not directly stated but conveyed through tone—for example, appearing to grin while feeling unhappy inside.Machine translation was unable to understand these implicit messages and instead produced direct, impersonal phrases. In contrast, human translation preserved the original post's emotional tone, indirect message, and expressive manner.

Overall, the data indicate that machine translation loses meaning on multiple levels, including literal meaning, emotional meaning, cultural meaning, and pragmatic meaning. Human translation did significantly better in all of these areas because it incorporates understanding, judgment, culture, and emotion. Machine translation is quick, but it cannot substitute human comprehension when the language is passionate, expressive, or complicated.

CONCLUSION

The conclusion of the study is that machine translation is not suitable or reliable for translating emotional, informal, or figurative English social media posts into Urdu. These posts often use idioms, metaphors, symbolic language, and personal feelings, which require understanding and interpretation. Machine translation does not have the ability to recognize emotional tone or cultural expression. It simply changes words from one language to another without thinking about the deeper meaning.

Because of this limitation, the machine translations in the dataset were often incorrect, unclear, unnatural, or completely different from the original meaning. The real message, emotional tone, and hidden feelings expressed in the English posts were not carried over properly into Urdu. This resulted in major meaning loss.

However, human translation turned out to be far more accurate. Human translators were able to comprehend Urdu speakers' cultural expectations, the posts' context, and the emotional intent behind the words. They didn't just translate words; they also translated concepts. Their translations were accurate in terms of emotion, meaning, and naturalness. This study concludes that machine translation is unreliable for texts that are expressive and emotional, even though it might be useful for short translations or extremely simple sentences. To maintain emotional truth and meaning, human translation is still required.

FUTURE RECOMMENDATIONS

Several suggestions can help enhance translation quality and direct future research based on the findings. First, more examples of informal and emotional language—particularly idioms, metaphors, and symbolic expressions—should be used to train machine translation systems. The system may learn from this that certain phrases shouldn't be translated literally. Second, more cultural awareness should be incorporated into machine translation tools.

Translations must take into account the cultural differences between Urdu and English when expressing emotions. Using machine translation as a supplementary tool instead of the primary translator is another suggestion. A human translator should always review and edit the output, especially when the text contains emotions or figurative meaning, even though machine translation can produce a fast draft.This combination can save time and improve translation quality.

Larger datasets, including posts from various social media sites like Instagram, TikTok, Twitter, and WhatsApp, should be investigated in future research. This will make it easier to spot additional trends in translation mistakes.To find out if similar mistakes happen, researchers can also examine machine translation between English and other regional languages (like Punjabi, Sindhi, Pashto, and Balochi).

Lastly, Urdu-focused machine translation tools that are trained on everyday language, idioms, cultural expressions, and emotive phrases must be developed. Future Urdu translations could be more organic and insightful with the aid of such tools. In order to use machine translation carefully and responsibly, researchers, translators, and students should also receive training on its advantages and disadvantages.

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