

Language in the **Age of AI**

The Evolving Role of LSPs in Managing **Trust, Risk, and Control**

A practical perspective on how AI is reshaping language, and what this means for organizations operating across multiple languages, regulated industries and high-stakes environments.



Executive Summary

Artificial intelligence has made multilingual content easier to produce than ever before. Translation, localization and content creation that once required days can now happen in seconds.

This shift has changed where organizations face the greatest challenge.



The question is no longer whether AI can generate language. It can. The greater challenge is ensuring that AI-generated content remains accurate, consistent, traceable and compliant as it moves through complex multilingual workflows.



For organizations operating in regulated industries, language is more than communication. It supports product documentation, regulatory submissions, technical instructions and legal obligations. When inconsistencies enter AI-assisted workflows, they can spread quickly across products, markets and languages, increasing operational and compliance risk.



This paper explores three connected shifts that are reshaping multilingual communication:

- How language evolves through AI-driven feedback loops that gradually influence terminology, writing style and communication patterns.
- How language is processed differently by people and large language models, creating new considerations for multilingual workflows.
- How language can be controlled through governance, structured processes and expert oversight to maintain quality, consistency and trust at scale.



Together, these perspectives demonstrate an important shift.

As AI makes language production more accessible, structured language management becomes more valuable. The role of a language solutions provider is expanding beyond translation delivery to helping organizations build multilingual operations that remain reliable, scalable and compliant.

Introduction: Beyond Speed and Cost

Most discussions about AI in language services focus on faster delivery, greater automation and lower costs. These benefits are real, but they represent only part of the picture.

The more significant change is not how quickly language can be produced. It is how language itself is evolving, how AI processes it, and how organizations need to manage it.

For many years, language solutions providers concentrated on improving production efficiency. Translation memories, terminology management, computer-assisted translation (CAT) tools and workflow automation all helped organizations produce multilingual content more consistently while maintaining quality.

AI has accelerated that process even further. Generating multilingual content is no longer the primary constraint.

Understanding this new environment requires looking at language from three complementary perspectives.

First, we examine how AI is influencing the way language evolves. Next, we explore how AI systems process language differently from people, creating new operational considerations for multilingual workflows. Finally, we consider the governance, quality controls and structured processes that help organizations maintain trust in AI-assisted multilingual communication.

Together, these shifts show why the future of language solutions is no longer defined solely by translation quality. It depends on an



AI solved the production problem, but in doing so, it created a control problem. The challenge has shifted from production to governance.

Organizations now face questions that extend beyond translation quality:

- How can terminology remain consistent across AI-assisted content?
- How can organizations maintain traceability when AI outputs are probabilistic rather than fully predictable?
- How can AI be integrated without increasing regulatory, operational or reputational risk?
- Who is accountable for multilingual content produced with increasing levels of automation?

These questions are particularly important for organizations in regulated industries, where language directly affects compliance, product safety, technical documentation and legal responsibility.

HOW LANGUAGE EVOLVES

Language is a living matter. It changes within the same culture, influenced by different jargons and social, political, or historical movements. The age of AI is making these changes faster and more significant.

Within these fast changes, one of the most important trends is the word drift: a gradual change in how a certain lexeme is understood and localized. It may refer to other linguistic features than mere lexemes.

Within the AI revolution we've been witnessing in the last few years, AI-generated language feeds back into human language.

It's important to highlight the term systematic because ML systems we've built to generate language now increasingly shape it, not just one language, but many.

Human-AI Language Loop



What is Word Drift?

Word drift is a gradual change in the way lexemes, idioms, and linguistic structures are used over a time interval. Before the AI shift, word drift typically happened via human interaction, culture, and geography. Those were the natural influences that used to form language patterns.

Today, however, AI tools generate incredible amounts of documentation, business correspondence, marketing content, and niche-related text. Given the vast amount of language data that AI tools have been fed, machines now influence language in a subtle but powerful manner.



A Shift in How Language Evolves

Ever since humankind started to speak, language has evolved through people.

This is the first time in history that it evolves through a feedback loop:

“ Humans train AI → AI generates language → Humans adopt patterns → Those patterns feed back into AI. ”

Trapped in a language loop, people start sounding more like robots. It doesn't necessarily have to be a negative thing in everyday communication. Apart from stylistic issues, it most commonly won't lead to any dramatic outcomes.



What Are We Already Seeing?

From a practical, day-to-day perspective, several patterns are emerging:

-  Increasing use of standardized, “safe” phrasing
-  Repetition of certain sentence structures
-  Neutral, flattened tone across different contexts
-  Reduced stylistic and regional variation
-  Convergence toward globally understandable language patterns.

Under the influence of the language patterns generated by AI tools, people now increasingly use phrases and lexemes that sound like artificial language. They don't do it on purpose, though. Exposure to such content leads to massive use of AI patterns.



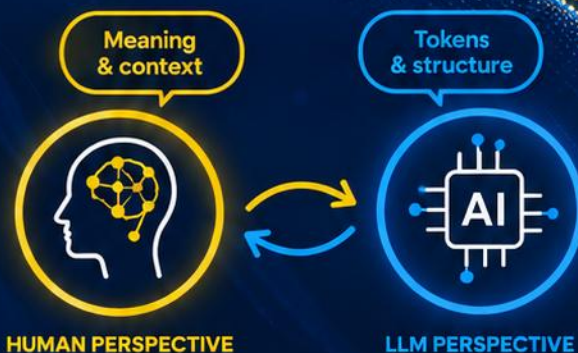
Language evolves through people. Now it also evolves through machines.

HOW LANGUAGE IS PROCESSED

1 Two Different Ways of Perceiving Language

For centuries (an audacious translator might even say millennia), we've been operating through word counts. We charged our translation work through word and character counts, as well. Our workflows revolved primarily around words and word counts. The translation industry was founded on a word as a unit of meaning. A human translator can recognise, translate, review, and approve words.

LLMs base their translation on tokens. But one token isn't necessarily one word. One word can contain more than one token.



2 Word Count vs Tokens: Meaning vs Structure

Where we see meaning and its potential layers, LLMs see structure that needs to be followed to break text into meaningful units, only to put them together in a new structure in another language. This new structure is called the translation.

Tokens are based on language morphology. One word can equal one token, but it doesn't have to be the case. For instance, the verb 'believe' is one token. Now things are getting complicated: 'believable' is still one word, but two tokens. An LLM would divide this adjective into 'believ-' and '-able'. And if we say 'unbelievable', an AI-powered translation tool would typically break it down into three tokens: 'un', 'believ', and 'able'. So, morphology plays a vital role in tokenization.

Word Count (Meaning)

-  Focus on meaning and context
-  One word = one unit of meaning (in most cases)
-  Aligned with human translation workflows

Tokens (Structure)

-  Based on language morphology
-  One word can equal one, two, or more tokens
-  Optimized for model processing and structure

3 Tokens vs Word Count in Practical Matters

Still, when you try to plug AI into real-world translation workflows, certain mismatches and misunderstandings start to happen.



Example 1: Pricing and Expectations

Until the last few years, a client would typically ask: "How many words?" The word count defined the budget, the deadlines, and the expectations.

Today, clients still might ask about the word count, but tech tools that may be used in translation operations work with tokens. This means that the basic unit of the technology and the basic unit of industry don't fully match.



Example 2: Segmentation

We often hear the sentence: "The system must comply with all applicable regulations." It refers to a single segment and one unit of responsibility in a TMS:

- One translation
- One review
- One approved version.

There's a certified translator or a team of translators responsible for delivering such a translation.

LLMs don't process such a sentence in the same way. For an AI translation solution, this is still only a sequence of tokens. That's why it's more difficult to track, reuse, and control a shared AI translation.



Example 3: Consistency

In traditional translation workflows, the same segment typically leads to the same translation. Such consistency is especially important in heavily regulated industries, such as the aforementioned life sciences or technology and manufacturing. In other words, wherever safety is the utmost feature, translation consistency and accuracy mustn't be compromised.

The thing is that in AI workflows, the same input may lead to similar but not identical output. In creative, more flexible contexts, such as marketing or game localization services, it can be uncomfortable, but not fatal. In highly regulated or documentation-heavy contexts, such glitches can lead to serious legal issues, let alone terrible outcomes in the field.



Example 4: Traceability

Translators and translation managers must make sure that in every translation, all the stakeholders know what has been changed, where the changes have been implemented, and why they have been applied in the first place.

Every modern TMS, based on words, makes this traceability possible. In token-based systems, such transparency isn't provided naturally, which leads to discrepancies.

4 Where Structure Becomes Critical

Translation management systems are still here because they ensure one critical factor: structure. LLMs and these systems aren't mutually exclusive, even though they operate on different engines.

Translation must be consistent; terminology must be constantly controlled; and changes must be traceable.



Translation must be **consistent**; terminology must be **constantly controlled**; and changes must be **traceable**.

HOW LANGUAGE IS CONTROLLED

From Producing Language...

For years, even decades, the core operations of an LSP were straightforward: translation services, localization services, and timely delivery. When necessary, we would provide some translation and localization consulting services, but the focus was on production.

We paid special attention to the Venn diagram of translation speed, volume, and cost per word.



...To Controlling It

Now, AI-powered translation services have become standard. LSPs and natural persons alike can generate content instantly, at scale, in various languages. Content production and translation have never been faster, speaking from a strictly technical point of view. What comes into the spotlight now is the way those translation processes and outputs are controlled.

In other words, who is sitting at the helm of these AI translations? Ideally, experienced and knowledgeable translators who know the procedures and know how to handle risks.

AI is a mere tool. Like any other tool, it can boost your productivity, but it comes with certain dangers.



Where the Risks Actually Show Up

Mistranslations are especially common when machines translate the same content across several languages. In some industries, such mistakes may lead only to misunderstandings.

But medical translation services, on the other hand, must be free of any errors. User manuals, as illustrated above, also need to be meticulous. When handling risk management translation, every term is sacred.

The risks in AI-driven translation hide in inconsistent terminology across documentation, as well. Such occurrences are especially dangerous in legal translations, where a lack of content alignment with local terminology may influence court decisions and other legal operations.

When such risk-inducing translation problems spread across systems, products, and regions, they can ruin LSPs' reputation and put their entire business operations at risk.

REAL-WORLD RISK AREAS



Medical & pharma



User manuals & technical docs



Legal translations



Systems, products & regions

LSPs Shifting Their Roles

So, the core role that LSPs need to play in this AI-driven ecosystem is complete translation control. We've always been controllers and verifiers of someone's translation. Back in the day, it was only humans. Then we started inspecting the joint efforts of human translators and machines. We should keep doing the same, only on a larger scale.

LSPs must follow their in-house and external procedures and standards to ensure trust, mitigate risks, and establish total control over our outputs.

Translated to our daily routines, we need to validate our content through the following checklist:

- 1 Is it consistent?
- 2 Is it aligned across systems?
- 3 Is it traceable?
- 4 Is it safe to use in a regulated environment?



Only translation outputs that tick all the boxes can be delivered to our clients.

Why Does This Matter Even More in Regulated Environments

We've mentioned user manuals, medicine, and law above. The list of heavily regulated industries doesn't end there. Pharmaceuticals, healthcare, life sciences as a whole, and trade agreements all demand precise, consistent, and auditable translation.

Inconsistencies incur compliance issues, legal penalties, and safety concerns. When AI translation services are scaling up fast, these risks grow along with it. Human control and pre-defined structure become essential in risk management.



Pharmaceuticals



Healthcare



Life sciences



Trade agreements

How Standards Establish Structure

Every LSP that wants to stay competitive in this brave new translation market must build meticulous internal procedures and adopt all the relevant external standards. A translation service provider must meet the requirements for ISO 18587. It's the international standard for post-editing of machine translation. Following the activities prescribed by this standard ensures that the LSP in question is an internationally competitive entity.

What's more, working with clients from the medical industry means that fulfilling ISO 13485 is a must. An international standard that refers to medical device quality management paves the way to winning over important clients from this niche.

In a nutshell, adopting various international standards promptly and adapting to their updates is the safest road to compliance for LSPs. When the procedures are in place, it's easier to establish control and traceability across different translations and industries.



ISO 18587

Post-editing of machine translation



ISO 13485

Medical device quality management



A New Road for Established LSPs

Language service providers that establish proper control over the translations and procedures are the ones that will stay in this game. As a matter of fact, a reliable human factor will be a deal breaker in an AI-saturated future.

INTEGRATING THE THREE SHIFTS

Language Evolution, AI Processing, and Human Control

The three shifts explored in this paper are often discussed independently. Organizations investigate how AI is changing language, how large language models process text, or how translation workflows should adapt to new technologies. In practice, however, these developments are closely connected. Understanding only one of them provides an incomplete picture.

Language is evolving under the influence of AI-generated content. AI systems process language differently from human experts. At the same time, organizations increasingly depend on structured governance to ensure that multilingual communication remains accurate, consistent, and compliant. These are not separate trends. They represent different dimensions of the same transformation.

Viewed together, they redefine what effective multilingual operations require.

Three Interconnected Dimensions

Every multilingual organization now operates at the intersection of three fundamental questions:

Dimension	Key Question	Primary Challenge
 Language Evolution	How is language changing?	Maintaining consistency as terminology and usage evolve
 Language Processing	How do AI systems interpret language?	Bridging the gap between human meaning and machine structure
 Language Control	How do we ensure reliable outcomes?	Establishing governance, traceability, and accountability

Each dimension influences the others.

As AI-generated content becomes more widespread, language naturally adapts to recurring patterns and expressions. Those evolving patterns become new training material for AI models, reinforcing the same linguistic tendencies through continuous feedback. At the same time, organizations depend on terminology consistency, regulatory compliance, and clear documentation to support their operations. Without structured oversight, these three forces begin to work against one another rather than together.

This is why multilingual communication should no longer be viewed as a series of isolated translation projects. It has become an operational process that requires coordination across people, technology, and governance.

From Individual Projects to Multilingual Systems

Many organizations have already integrated AI into parts of their localization workflows. The technology delivers measurable improvements in speed and productivity, particularly when processing high volumes of repetitive content. Yet faster content creation also increases the volume of language that must be validated, maintained, and governed.

Scaling production without scaling control introduces new operational risks. For example:

- AI-generated terminology may gradually diverge from approved company terminology.
- Similar source content may produce different outputs across projects and languages.
- Inconsistent wording can spread across technical documentation, user interfaces, regulatory submissions, and customer-facing materials.
- Traceability becomes more difficult when multiple AI systems contribute to multilingual content.

Individually, these inconsistencies may appear minor. Across thousands of documents, products, and markets, they accumulate into measurable operational complexity.

Organizations therefore benefit from treating multilingual communication as an integrated system rather than a sequence of independent deliverables. Technology generates language efficiently, while structured processes ensure that language remains accurate, aligned, and suitable for its intended purpose.

Building Resilient Multilingual Operations

Experience across regulated and documentation-intensive industries shows that sustainable AI adoption depends less on the selection of a particular model and more on the quality of the surrounding processes.

Effective multilingual operations typically combine:

- clearly defined terminology governance
- structured translation memories and linguistic assets
- AI-assisted production supported by expert review
- documented workflows with defined responsibilities
- quality assurance at every critical stage
- continuous monitoring and improvement

Each element reinforces the others. AI contributes speed and scalability, while expert linguists, language specialists, and operational processes provide context, validation, and accountability.

This balanced approach allows organizations to benefit from technological advances without compromising quality or increasing unnecessary risk.

A Strategic Perspective

Organizations that understand these three shifts gain more than operational efficiency. They establish a foundation for sustainable multilingual growth.

Rather than viewing AI as a replacement for language expertise, they recognize it as one component within a broader multilingual ecosystem. Success depends not only on producing language faster but on maintaining confidence in every piece of multilingual content throughout its lifecycle.

As language continues to evolve and AI capabilities mature, governance becomes a competitive advantage rather than an administrative requirement.

WHAT THIS MEANS FOR BUSINESS

Building Trust at Scale in the Age of AI

For many years, organizations evaluating language services focused primarily on familiar questions: How quickly can content be translated? How much will it cost? How many languages can be supported?

These questions remain important, but they are no longer sufficient.

As AI becomes part of everyday multilingual operations, business leaders increasingly face a different challenge. The objective is no longer simply to translate content. It is to ensure that multilingual communication remains reliable across products, departments, technologies, and international markets.

Trust has become an operational requirement.



1 A New Set of Business Priorities

Organizations expanding internationally must now manage multilingual content as a strategic business asset rather than a collection of individual translation projects.

This requires greater attention to areas that were previously considered secondary:

- ✓ terminology governance across products and regions
- ✓ consistency between human and AI-generated content
- ✓ transparent approval and validation processes
- ✓ traceability throughout multilingual workflows
- ✓ clearly defined responsibilities for quality assurance
- ✓ scalable processes that remain effective as content volumes grow

These capabilities reduce operational complexity while supporting sustainable international growth.

They also create resilience. When new products, regulations, or markets introduce additional linguistic requirements, organizations with structured multilingual operations can adapt more efficiently without rebuilding their processes from the beginning.

2 Why Governance Creates Business Value

Governance is often associated with compliance, but its business impact extends much further.

Consistent multilingual communication improves collaboration across global teams, reduces unnecessary revisions, shortens review cycles, and strengthens brand consistency in every market. It also lowers the likelihood of costly corrections that arise from inconsistent terminology or poorly controlled AI-generated content.

For organizations operating in regulated industries, structured governance supports another critical objective: reducing operational risk.

Whether producing technical documentation, medical device information, legal documentation, or customer-facing content, the ability to demonstrate consistency and traceability becomes increasingly valuable as regulatory expectations continue to evolve.

Quality is therefore not only a linguistic objective. It is an operational capability.

3 The Evolving Role of Language Solutions Partners

As AI automates more aspects of language production, the value of a language solutions partner shifts toward expertise that technology alone cannot provide.

This includes:

- ✓ designing multilingual workflows that integrate AI responsibly
- ✓ establishing terminology governance across complex organizations
- ✓ validating AI-generated output through subject-matter expertise
- ✓ ensuring compliance with industry-specific requirements
- ✓ maintaining quality through structured review and continuous improvement

Technology accelerates multilingual production. Human expertise ensures that multilingual communication continues to meet business objectives.

The most effective approach combines both.

Organizations increasingly need partners who understand not only language, but also governance, operational processes, quality management, and the practical realities of deploying AI within multilingual environments.

4 Preparing for the Next Stage of AI Adoption

Artificial intelligence will continue to evolve. Language models will become more capable, multilingual workflows more automated, and content volumes significantly larger.

These developments will increase efficiency, but they will also amplify the importance of control.

Organizations that establish structured multilingual operations today will be better prepared to adopt future technologies without sacrificing consistency, transparency, or quality. Rather than reacting to each technological advance individually, they will have governance frameworks capable of adapting alongside innovation.

The competitive advantage will belong not to those who generate the most content, but to those who can confidently manage multilingual communication at scale.

Conclusion

Artificial intelligence has transformed multilingual communication, but its greatest impact extends beyond translation speed or production efficiency.

Language is evolving through continuous interaction between people and AI systems. Language models process information differently from human experts, introducing new opportunities alongside new operational challenges. As multilingual content scales across organizations and markets, governance becomes essential for maintaining consistency, quality, and trust.

These three shifts – **language evolution, machine processing, and structured control** – define the future of multilingual operations.

Organizations that recognize this interconnected landscape are better positioned to reduce risk, support compliance, and create scalable workflows that combine technological efficiency with expert linguistic oversight.

The role of language expertise has not diminished. It has become more strategic. The need for human judgment, structured processes and accountable decision-making remains essential.



The future of multilingual communication will not be defined by technology alone.

It will be shaped by organizations that combine AI with governance, expertise, and operational discipline to build trust across every language, every market, and every stage of international growth.