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CONTACT LANGUAGE AND CHATGPT  
HOW DOES ARTIFICIAL INTELLIGENCE INTERPRET THE USE  
OF HUNGARIAN IN VOJVODINA?

**Abstract**

For decades, Hungarian linguists have researched the phenomena of Hungarian language use in Serbia (Vojvodina). However, with the spread of artificial intelligence, a knowledge gap has emerged, which was identified and possibly addressed by the online linguistic case study assessing the current possibilities of interpreting Hungarian language use in *Vojvodina* by ChatGPT (Balázs –Beke–Szűts, 2025), published in the July issue of Magyar Nyelvőr. This research report is an edited and condensed English version of the cited paper. The English language of the main text enables a generalised, objective presentation of the conducted empirical study and the drawing of scientific conclusions. For the sake of followability, the present English text presents the user prompts, which constitute the corpus of the empirical research, containing lexical elements and other characteristics from the Serbian language, in an unedited form, and then their colloquial interpretation by artificial intelligence.

**Keywords:** Vojvodina Hungarian language use, contact language, prompt, ChatGPT

**Introduction: Mediatised and Digital Language**

In the mediatised and digital world, language becomes mediatised *and* digital, technically fragmented, successive and segmental. It adapts to the characteristics and architecture of the medium. Its deep structure, which comprises successive discrete elements, makes this possible. This forms its structural and functional basis (Saussure 1966). “[T]he segmental (discrete) elements of language”, i.e. the speech sounds, “more precisely the »functional fictions« created from them – above all by the practice of writing that strives for economy, the phonemes, and the words built up from them” (Benczik 2001: 24; see also Benczik 2006: 12–16; Derrida 1976; Orbán 1994) are now genuinely digital in a (computational) technical sense. They are freed from their distinctive, meaning-bearing “corporeal” character (Benczik 2001: 24), and only segmentation, articulation, and articulation in a broader sense remain decisive. That is, they become disembodied. Digitalisation and, with it, virtualisation feed on the logic and abstraction potential of the linguistic code (Chomsky 2015).

The volatility of mediated *and* digital, or digitally recorded and transmitted language, even in its written form, evokes the semblance of live speech. Its fixation is more computational, graphematic, and digital than orthographic and grammatical. Literature refers to it with several names: secondary literacy, spontaneous literacy, and tertiary, even machine-like literacy (summary: Balázs G. 2024a; Arató–Balázs G. 2024b).

Verbal communication is developing and evolving on mushrooming online platforms. This speech in fluid writing (Assmann 2009: 156), “scriptorality” (Orbán 1998: 87), and creolisation, the infiltration of spoken language into writing, is a new kind of linguistic quality or way of being: “Today we still write, but on new devices we often write as if we were speaking (letter writing, internet chat), and SMS with the conciseness of telegraphs also characterises many spoken language manifestations. New linguistic effects and changes have begun, which create a new linguistic and thinking quality” (Balázs G. 2003: 18; see also Balázs G. 2023: 85, 102, 129; Ong 2010; Ferraris 2014). The mediatization of the lifeworld (Berger 2023) also absorbs language. Linguistics must necessarily reflect on the changes. This task and challenge of netlinguistics has been taking shape in Hungary since the late 1990s (Veszelszki 2017). The initial questions of Hungarian netlinguistics were still linguistic (language usage) (e.g. digital language innovation, then secondary literacy), but the research soon took on a cultural, anthropological character. It has now become clear that not only are communication-linguistic changes taking place, but signs of a new evolutionary “leap”, “runaway” are unfolding (Balázs G. 2023: 297–305).

### **Contact language and ChatGPT**

The immediacy and contingency that characterise live speech manifest themselves in various ways online. These include the appearance and proliferation of written and oral, i.e. voice messages formulated in contact languages, and sometimes specifically in mixed languages, on online platforms (Balázs L. 2023). A contact language or contact code is a language variant created as the interaction of two or more languages (Ladányi-Hrenek 2019: 78–79); in our case, the appearance of lexical and structural (inflectional structure) variables of the majority (Serbian) language in a minority language (the Hungarian language variant of the Serbian Vojvodina). A mixed language (or mixed language) is a contact language that develops as a result of intensive and isolated contact between groups of bilingual or multilingual speakers, and does not serve as an intermediary language, and is also characterised by the blending of lexical and grammatical features of the languages in

contact (Ladányi–Hrenek 2019: 71). It is important to note that in both cases, which are otherwise interconnected and even challenging to separate, the adopted linguistic phenomena usually remain outside the colloquial norm system. Their products and written representations were less observable and studyable before the spread of the internet, especially web 2.0 and social media (Szűts 2018: 305–421); analyses have so far only covered living and press language material. Information and linguistic gatekeepers stood in the way of their appearance and widespread use. They also played the role of a kind of linguistic censor. What did not meet the requirements of the standard language version only occasionally appeared in the press language, and it was also challenging to find it in everyday language.

Traditional gatekeepers have disappeared on the web, especially in social media (Szekfü 2007: 125–126). As a result, every user speaks, formulates and writes as they wish or know how. The space and possibilities for expression and publication are potentially endless. The pressure for normalisation is indeed decreasing – if not disappearing – and is manifesting in (micro)communities and small worlds (Kovács 2010, 2011; Barabási 2011; Balázs G. 2014, 2017b, 2023). Our previous important issues regarding normative press and media language are often questioned (Balázs 1997, 2000ab; 2017a). Linguistic, and sometimes stylistic, bubbles and echo chambers develop (Szűts 2018: 206; Harari 2018: 194; Pariser 2012), and their formation and consolidation are facilitated, among other things, by the algorithmic functioning of artificial intelligence (Kőkuti et. al. 2023). Contact and mixed language messages find their place and *raison d'être* online. This applies to both auditory and written content.

The ChatGPT generative artificial intelligence (AI), which has been available to a wide range of people for free since November 2022, and the use of the large language model has a significant impact on the communication processes and patterns between human-human and human-machine (Harari 2024: 179–268). The application's conversational capabilities contribute to this, effectively interpreting and generating linguistic messages and texts. This gives the user the impression of a conversation. The development of the indicated perceptual effect is also greatly facilitated by 'reating a machine response following a prompt, which, apart from solving complex and time-consuming tasks, only takes seconds. Still, its display in writing is done character by character, letter by letter. The application always tries to provide the experience of a live dialogue. Accordingly, the user feels the response is generated in real time, improving the communication experience (Csíkszentmihályi 1990; Szűts 2018: 339–342).

A diverse scientific discourse deals with various aspects of the phenomenon of AIS and, within them, large language models. However, the question of whether ChatGPT is capable, and if so, to what level and efficiency, of interpreting communications determined by the characteristics of individual language varieties, especially contact and mixed language features, has not yet been raised and then systematically discussed in the international literature. The online linguistic study assesses the current potential of artificial intelligence to interpret the Hungarian language use in Serbia (Vojvodina). Regarding the language variety in question, answering this question is of key importance since the language use of the given community beyond the political borders of Hungary is not left untouched by the contact and proximity to Serbian as the state language.<sup>1</sup> The most obvious and well-known examples of this are word borrowings, but other grammatical effects, such as syntactic and pragmatic, also occur. (For the Serbian and Vojvodina Hungarian language variants, see: Vukov Raffai 2019; Hódi 2021; Verbi Nyelvi Kutatóműhely 2025.)

Decoding and interpreting messages formulated in the contact language pose a challenge for the chatbot due to the “foreign” lexical elements and other grammatical features that occur in them, since the training data may be incomplete or limited. Of course, it is not the interpretation of the components originating from the Serbian language themselves that may pose a difficulty for the artificial intelligence, but their Hungarian context, i.e. their embeddedness. The prominent position of ChatGPT in the study is justified by its widespread use. (Our study continues similar previous research: Balázs, G.–Beke–Szűts 2024.)

The research treats contact language elements and other linguistic characteristics descriptively, i.e. it uses a value-neutral sociolinguistic approach.

### **Contact language prompts and their machine interpretation**

We publish the prompts included in the empirical research, formulated in the Hungarian contact language of Vojvodina, without any changes.<sup>2</sup> Our invited

<sup>1</sup> Of course, in the case of the Hungarian language, similar phenomena and tendencies can be observed in all cross-border, minority language and diaspora communities. However, this study focuses on various Serbian (Vojvodina) Hungarian languages.

<sup>2</sup> The example texts formulated by Benjámín Dudás, Emese Molnár, the Teacher Training Faculty of University of Újvidék is Szabadka, based on the Hungarian Language of Instruction, Teacher training, for the faculty quarterly communication major students. Our work also helped Lazar Slezák, the City of Sombor Administrative Office, a Serbian-Hungarian translator.

experimental subjects were not allowed to use the services of ChatGPT or other large language models when compiling them. They could only rely on their own linguistic and text-creation competence. They honestly acted like human agents, that is, they were not allowed to organise their complex cognitive functions into technical apparatuses. They were not given any information about the research question to avoid influencing their style. They had to meet only one criterion: to formulate their communication using lexical elements and features derived from the Serbian language, that is, in the Hungarian contact language of Vojvodina. Any content constraints did not limit them. The prompts created in this way paint an authentic picture of the characteristics of the given contact language. They do not represent the wide range of borrowed lexical and other elements used in the given language variant, but convey the characteristics. For the sake of authenticity, we did not correct the phonetic spelling or the use of suffixes in the transcription of words originating from the Serbian language occurring in the messages, and we also left the (conscious) reflection of dialectal elements intact. We did the same in the case of spelling errors and typos.

Following the user messages, we also present their interpretation by ChatGPT without any changes, then draw the scientific consequences. It is important to emphasise that the operation of the chatbot, especially during text generation, is partly probabilistic. Therefore, chance always plays a role in the process, the basis of which is provided by the random number generator algorithms used in the program. It is a directed randomness regulated by the model's parameters.

#### *Nr 1. prompt*

Értelmezd az alábbi szöveget: Képzeld voltam egy bazenos buliban múlt szombaton. A piát magunknak kellett vinni, és nem tudtam eldönteni, hogy limenkás sört vagy pelinkovácot vigyek, ezért az utóbbinál döntöttem, hogy jól teljen a zsurka. És nem hiszed el, de az eladónő elkérte tőlem a licsnámat, pedig szerintem olyan fiatalnak nem is nézek ki. Le voltam döbbenve, mondom ajde nézze meg, hogy hány éves vagyok. Aztán rájött, hogy nem kiskorúval van dolga. Végül megvettük a piát, aztán a buliban nagyon jól éreztük magunkat.

#### *Interpretation by AI*

Képzeld, múlt szombaton voltam egy medencés buliban. A piát magunknak kellett vinni, és nem tudtam eldönteni, hogy limonádés sört vagy pelinkovácot vigyek, végül az utóbbit választottam, hogy jól induljon a buli. És el se

hiszed, de az eladónő elkérte a személyimet, pedig szerintem nem nézek ki olyan fiatalnak. Teljesen ledöbbsentem, mondtam is neki, hogy nyugodtan nézze meg, hány éves vagyok. Aztán rájött, hogy nem vagyok kiskorú. Végül megvettük a piát, és a buliban nagyon jól éreztük magunkat.

*Nr. 2. prompt*

Értelmezd az alábbi szöveget: Szia, képzel ma elmentem patikát venni, és nem volt nálam a kárticám ezért nem tudtam fizetni. Mivel készpénz sem igazán volt nálam ezért elmentem a bankba. Ott nyilván kellett a licsnám meg valami potvrdát alá írni, hogy tudják pénzt kapni. Szóval már ez a cirkusz után nem csak patikát vettem, hanem hozzá egy trénerkát is meg egy majicát. Aztán mentem haza közben voltam boltban, vettem egy limenkás szokot meg kajának a péknél burekot. Kajáltam majd mentem edzeni, de ott meg lejárt a csanirám. Azt meg nem tudtam már ki fizetni mert apámnak vettem vettem szülinapjára egy slagot. Szóval tiszta káosz ez a mai nap, még majdnem fel buktam egy bankinába, de estére zsurka remélem jössz te is. Veled mizu?

*Interpretation by AI*

Szia, képzel el, ma elmentem gyógyszert venni, de nem volt nálam a bankkártyám, úgyhogy nem tudtam fizetni. Készpénzem se nagyon volt, ezért elmentem a bankba. Ott persze kellett a személyim, meg alá kellett írnom valami papírt, hogy tudjak pénzt felvenni. Na, miután ezen túl voltam, nem csak gyógyszert vettem, hanem egy melegítőnadrágot meg egy pólót is. Aztán hazafelé még beugrottam a boltba, vettem egy citromos üdítőt meg kajának a péknél bureket. Otthon ettem, utána mentem edzeni, de ott meg kiderült, hogy lejárt a bérletem. Azt már nem tudtam befizetni, mert apámnak vettem szülinapjára egy locsolócsövet. Szóval teljes káosz volt a mai nap, még majdnem elestem egy padkában is. De estére buli lesz, remélem te is jössz! Veled mi újság?

*Nr. 3. prompt*

Értelmezd az alábbi szöveget: Lejárt a licsnám, és be kellett mennem az opstinára, hogy meghosszabbítsák, meg ha már ott voltam, úgy gondoltam zsalizok a salteron, mer kaptam azt a papírt az odvodnjavanjeről, meg azt írja valami adósságom is van. Bemegyek a pizsárnicába, ott a goszpogya aszongya nekem, menjek a 62-es szobába. Kérdezi, kaptam e termint, mer ha nem, fognom kell a sort, mer sokan várnak a licsnára. Kérdezem tőle, hol kell termint foglalni, azt mondja az eupraván. Akkor elmentem az adósalterra,

hogy miért kell az odvodnjavanjet befizetnem, erre kiderült, hogy tartozok is vastagon, mert azt írja nekik, hogy csak a glavnicát fizettem be multkor, de a kamatot nem, amire ők aztán még tettek kamatot.

### *Interpretation by AI*

Lejárt a személyim, és be kellett mennem az önkormányzathoz, hogy meghosszabbítsák. Ha már ott voltam, gondoltam, utánanézek a pénzügyeknek is, mert kaptam egy papírt a vízelvezetési díjról, és azt is írták, hogy van valamilyen tartozásom. Bementem az ügyfélszolgálatra, ott a hölgy azt mondta, menjek a 62-es szobába. Megkérdezte, hogy van-e időpontom, mert ha nincs, akkor ki kell várnom a sort, mivel sokan várnak a személyi igazolványra. Megkérdeztem tőle, hol lehet időpontot kérni, azt mondta, az adminisztráción. Ezután elmentem a pénzügyi ügyintézőhöz, hogy megtudjam, miért kell befizetnem a vízelvezetési díjat. Kiderült, hogy tényleg van tartozásom, mert szerintük legutóbb csak a tökerészt fizettem be, a kamatot nem, és arra még további kamatot is rászámoltak.

### **Evaluation of AI-generated colloquial versions**

Differences can be observed mainly at the lexical level between the participants' (language users') texts in the experiment and the machine texts that interpret them. The prompts were written with the linguistic characteristics of the Hungarian language used in Vojvodina in mind. They are Hungarian language announcements, but they include numerous loanwords, phrases, hybrid forms and occasionally characteristic grammatical structures originating from Serbian. As a result, they do not meet all the expectations of the colloquial language. They are not standard, but Serbian (Vojvodina) contact language texts. The AI interpretation of the texts of the requested language users draws mainly from the vocabulary of the colloquial language and respects its rules. As mentioned above, ChatGPT's interpretation (translation) affected the lexical level to a decisive extent. ChatGPT translated the texts formulated in the Hungarian contact language of Vojvodina into the colloquial language; with significant lexical mistranslation (error) in some places.

The evaluation of colloquial messages can be implemented by considering the complex semantic horizon of the prompts formulated in the original, i.e. contact language. Suppose the chatbot managed to replace the hybrid source language loanword or other element with a target language with the same or at least similar meaning, together with contextual aspects, as far as possible. In that case, the transformation is considered authentic and precise. In other

cases, the result of the “colloquialisation” can be criticised. The decisive factor is therefore the examination and assessment of the equivalence in meaning.

A detailed evaluation of the colloquial versions generated by AI can be found in the original Hungarian study (Balázs, G.–Beke–Szűts 2025). Here, we present the results, i.e. the loanwords from Serbian and their interpretation by AI, in the form of a table. We show each element in its original grammatical form and spelling for authenticity. Authentic and accurate “colloquialisation” is marked with a check mark (✓), incorrect ones with a cross (✗). Both symbols are indicated when AI’s interpretation of a loanword from Serbian is only partially or approximately precise.

#### Evaluating AI’s interpretation of prompt #1

| Loanword from Serbian | Interpretation by AI |
|-----------------------|----------------------|
| bazenos               | medencés ✓           |
| limenkás              | limonádés ✗          |
| zsurka                | buli ✓               |
| licsnámat             | személyimet ✓        |
| ajde                  | mondtam is neki ✓    |

#### Evaluating AI’s interpretation of prompt #2

| Loanword from Serbian | Interpretation by AI |
|-----------------------|----------------------|
| patikát               | gyógyszert ✗         |
| kárticám              | bankkártyám ✓        |
| potvrdat              | papírt ✓ ✗           |
| trénerkát             | melegítőnadrágot ✓   |
| majicát               | pólót ✓              |

#### Evaluation of AI’s interpretation of prompt number 3

| Loanword, expression, and hybrid formulation from the Serbian language | Interpretation by AI               |
|------------------------------------------------------------------------|------------------------------------|
| licsnám, licsnára                                                      | személyim, személyi igazolványra ✓ |
| opstinára                                                              | önkormányzathoz ✓                  |
| zsalizok a salteron                                                    | utánanézek a pénzügyeknek ✗        |

|                                  |                                         |
|----------------------------------|-----------------------------------------|
| odvodnjavanjeről, odvodnjavanjet | vízvezetési díjról, vízvezetési díjat ✓ |
| azt írja                         | azt is írták ✓                          |
| piszarnicába                     | ügyfélszolgálatra ✓ ✗                   |
| goszpogya                        | hölgy ✓                                 |
| termint                          | időpontom, időpontot ✓                  |
| eupraván                         | adminisztráción ✓ ✗                     |
| licsnám, licsnára                | személyim, személyi igazolványra ✓      |
| opstinára                        | önkormányzathoz ✓                       |

In the case of the three prompts formulated in the Serbian (Vojvodina) Hungarian contact languages, the main challenge for ChatGPT was the interpretation of those components originating from the Serbian language that are arranged in an analogical network or are of an administrative or state administration nature, i.e., country-specific. The authentic translation of lexical elements of this latter type requires serious care and consideration, and also presupposes knowledge of local conditions.

### Summary and outlook

The corpus of our online linguistic case study was composed of prompts formulated in three Vojvodina Hungarian contact languages. Despite their limited number and length, the user messages reflect the main characteristics of the loanwords and other elements used in the given language variety. The research results are not representative, but somewhat indicative of the current interpretive potential of ChatGPT in Vojvodina Hungarian language use. However, the study factors and circumstances meet the scientific requirements of verifiability and repeatability.

In the coming years, various generative artificial intelligence applications and large language models will inevitably become part of work, entertainment and learning (Mollick 2024). The results of the abstracted online linguistic case study and its research report not only contribute to at least an approximate assessment of the current possibilities of interpreting Hungarian language use in Vojvodina by ChatGPT, but can also serve as a basis for developing and fine-tuning prompting techniques (Bognár 2023). The methodological framework applied in the case study also enables the continuation of research, focusing on other large language models, as well as contact or even mixed languages, and at the same time, performing comparative operations.

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