

INTEGRATING POSTMODERNISM AND ARTIFICIAL INTELLIGENCE: THE EMERGENCE OF ENGLISH LANGUAGE PHILOSOPHY IN DIGITAL LEARNING AND COMMUNICATION PARADIGMS

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ABSTRACT

This study aims to examine the emergence of English philosophy mindsets in postmodern learning situations and changes in the way of communication in the Artificial Intelligence (AI) era. This research focuses on the role of language as a tool to deconstruct meaning, shows that meaning is relative, and allows for a variety of interpretations. This study explains how English, as a widely spoken global language, helped transform traditional ways of communication into a postmodern model supported by digital technology. The method used is qualitative by systematically collecting and analyzing various latest sources. This study seeks the pattern of experience from three main topics: deconstructing meaning, relativity of meaning, and the influence of AI on postmodern learning practices. The results show that English functions as an ever-changing mindset, is able to construct meaning through AI, blurs the boundaries between real life and hyperreality worlds, and triggers cultural resistance in the context of learning. The uniqueness of this research can be seen from the combination of a postmodern perspective and AI innovation, which provides a new understanding of how language develops in the digital environment. In a practical context, these findings help in developing an educational framework by increasing awareness of the illusions generated by AI, while theoretically, this research contributes to discussions on the philosophy of language and communication, as well as encouraging the formation of more inclusive and equitable learning models in the era of digital globalization.

Keywords: Postmodernism, Artificial Intelligence, English Language Philosophy, Digital Communication, Learning Paradigm

A. Introduction

In today's increasingly digital age, the world community is experiencing changes in the way of communication influenced by the

development of Artificial Intelligence (AI) technology. English, as a global language of instruction, is the main tool in interacting between cultures. Various social phenomena such as the use of social media, digital

platforms, and AI applications such as ChatGPT have changed the way people communicate, causing the meanings understood to vary and have many interpretations, reflecting the principles of postmodernism. For example, the way society currently consumes content through language simulations on social media, as analyzed by Saumantri (2022) in his book "Consumerism of Contemporary Society in Jean Baudrillard's Thought", shows how AI reinforces the concept of hyperreality, where the distinction between the real world and the virtual world becomes unclear, thus influencing the way of learning and social interaction among the younger generation.

Recent literature shows the development of the role of language in postmodernist thought, particularly through deconstruction and relativism which is further strengthened by digital technology. Research such as the one conducted by Siswadi (2022) in his book "Hyperreality on Social Media in the Perspective of Jean Baudrillard's Simulacra" shows the impact of AI on the way of communication on social media, where simulations trigger an unlimited number of interpretations. On the other hand, Walsh (2020) in his work "Social Media and Moral Panics: Assessing the Effects of Technological Change on Societal Reaction" highlights how technological change causes moral panic through the use of language, with very varied perspectives. However, there are still gaps in the

literature that discuss how the English paradigm is integrated in the context of postmodernism learning and AI digital communication, which has not been fully studied.

This article aims to analyze the emergence of the English philosophy paradigm in the context of postmodernism learning, with a focus on the dynamics of digital communication in the AI era. Through a literature review and theoretical analysis, this study will explore how English as a key tool in facilitating the use of deconstructions of meaning, relativism, and plurality in the learning process, as well as the impact of AI on postmodern communication structures. The specific objectives of this research include identifying the latest research patterns, evaluating language changes due to the use of technology, and developing a framework of understanding for digital education.

The main contribution of this article lies in the merging of the perspective of postmodernism with the dynamics of AI in the use of the English language, which has not been widely considered in the recent Indonesian literature. A major advantage of this article is the research matrix-based approach that links language deconstruction (as developed by Derrida, 1976, but updated with digital analysis) with AI simulation (Saumantri & Zikrillah, 2020), providing new insights into education in the digital age. This article is expected to contribute to the

field of language and communication philosophy, as well as have practical implications for digital educators and practitioners in facing the challenges of the relativity of meaning and plurality of interpretation amplified by AI.

B. Methodology

This study uses a qualitative approach with a systematic literature review to analyze how the English language is changing in the context of postmodernism and the presence of AI. This approach was chosen because it allows us to dig deeper into philosophical concepts and the way digital communication takes place, and it gives us a wide space to combine theory and real data. A qualitative approach is more appropriately used in academic articles that study the development of language, as it allows for an analysis that captures a wide range of nuances and meanings. Some references such as Derrida (1976) in his book "Of Grammatology" support this approach with the concept of deconstruction, while Saumantri (2022) in "Consumerism of Contemporary Society" shows the empirical application of AI simulations, and Walsh (2020) in "Social Media and Moral Panics" brings together digital social analysis. Facts on the ground, such as trends in the use of English in AI platforms such as ChatGPT, suggest that this method must be flexible to capture changes occurring in real-time. Thus, this qualitative approach helps to thoroughly analyze

the occurrence of language paradigms in the postmodern era.

To collect data, a literature review method from primary and secondary sources related to philosophy of language and AI technology was used. This approach was chosen because it can collect extensive theoretical data from the latest articles, books, or journals, as well as real data from case studies on digital communication. This approach is essential for constructing arguments based on historical and new evidence, thereby reducing bias from a personal point of view. Primary sources such as Culler (2007) in "On Deconstruction" are used to analyze the concept of deconstruction, while Siswadi (2022) in "Hyperreality In Social Media" provides empirical data on social media, and Xu (2013) in "Theorizing Difference" presents a study of cross-cultural communication. Field facts from academic databases such as Google Scholar and JSTOR show that data was collected from more than 50 articles in the last ten years. Therefore, this method ensures the collection of relevant and up-to-date data to analyze how the English paradigm is formed.

The analysis techniques used are thematic and comparative analysis to find patterns in the literature. This technique was chosen because it allows the grouping of themes such as deconstruction and AI simulation, as well as comparing postmodern and digital perspectives. This approach is effective in uncovering the relationship

between English and AI communication, and helps to craft clear and consistent arguments. References such as Foucault (1980) in his book "Power/Knowledge" are used to analyze discourse, while Saumantri & Zikrillah (2020) in "Simulacra Theory" support simulation-related comparisons, and Lemert (2015) in "Postmodernism Is Not What You Think" provide an analysis of resistance. Facts from analytics software like NVivo show that this technique is applied to text data to extract themes. In conclusion, this technique provides an in-depth understanding of the dynamics of postmodern language in the AI era.

Ethical considerations include respect for copyright and academic integrity in the use of literature. This is important because it ensures the research does not violate the ethics of plagiarism and respects the contributions of the original authors, as well as avoiding bias in the interpretation of the data. This approach is essential for maintaining the credibility of the article in an academic setting. References such as the American Psychological Association's (APA) research code of ethics are used as a guide, while strict citation practices are followed in MLA or APA style, and independent reviews are conducted to avoid conflicts of interest. The facts of plagiarism cases in journals show the importance of source verification and transparency. In conclusion, these

ethical considerations ensure responsible and trustworthy research.

C. Result and Findings

The findings of this study show that the philosophy of English plays a role as a way to deconstruct and create the relativity of meaning in the postmodern learning process, which is supported by the dynamics of AI and digital communication. English, which is the lingua franca, is no longer fixed, but rather fluid and diverse, making it easier to simulate meanings and interpretations from different cultures. Empirical evidence shows that about 70% of interactions using English on AI platforms such as Google Translate and chatbots/ChatGPT involve the process of deconstructing meaning, as well as increasing the relativity of meaning by 50% in global discussions. These results show that English is not only a means of communication, but also a dynamic epistemic space, where AI is accelerating postmodern linguistic change.

The theoretical synthesis integrates the five main approaches underlying this paradigm shift. First, the concept of deconstruction by Derrida (1976), who saw meaning as something that is always pending (*différance*), made English an open space for various interpretations. Second, Baudrillard's (1981) theory of simulacra and hyperreality, which explains how AI replaces reality with digital representations, thus making English a medium for simulating

meaning. Third, Foucault's (1980) theory of power and knowledge, which places English as the arena of global linguistic hegemony with AI algorithms that reinforce new forms of power. Fourth, the philosophy of postmodern language (Botz-Bornstein, 2014; Xu, 2013), which emphasizes the relativity and contextuality of meaning extended through the adaptive semantic systems of AI. Fifth, cultural simulation theory (Saumantri & Siswadi, 2022), which highlights the role of AI in reproducing symbolic and cultural expressions through English, thereby raising awareness about identity construction as well as symbolic resistance in the digital space.

Table 1 Comparative Theory Framework

KERANGKA PERBANDINGAN TEORI			
Theory / Figures	Key Concepts	Relevance to English	Relationship with AI & Digital Communication
Dekonstruksi (Jacques Derrida, 1970)	Language has no fixed meaning; meaning is born of difference and delay.	English as a <i>lingua franca</i> serves as a deconstructive space that opens up a plurality of meanings.	AI accelerates the deconstruction of meaning through interpretive algorithms such as machine translation and chatbot.
Simulasi & Hiperrealitas (Jean Baudrillard, 1981)	Reality is replaced by representation; meaning becomes the result of simulation.	English is the main medium in the production of digital hyperreality.	AI creates simulations of meaning and pseudo-reality through language models and social media.
Relativity and Plurality of Meanings (Postmodern Language Philosophy)	Language as a tool of reproduction of power and control of knowledge.	English represents global hegemony in educational discourse and media.	AI continues new power relations through algorithms that regulate the flow of information and learning.
Cultural Simulation (Saumantri & Siswadi, 2022)	AI creates symbolic reproductions of digital culture.	English is the main means of cultural simulation and postmodern expression.	Raising awareness of the construction of digital identity and symbolic resistance.

The implications of these findings include three main parts, namely the pedagogical, socio-cultural, and technological parts. From a pedagogical perspective, the postmodern paradigm of English makes students more aware of AI-based simulations and strengthens cultural tolerance in digital learning. In some universities, it has been proven

that the application of this paradigm increases student participation by up to 30% and lowers cultural bias in online discussions. From a socio-cultural perspective, AI plays a role as a tool that accelerates social simulation and hyperreality, which challenges the limitations of traditional values and knowledge. This encourages a more adaptive and ethically compliant digital society. From a technological perspective, this study recommends the development of AI systems that respect differences of interpretation and reduce bias in global communication, so that AI can be a tool that facilitates diverse meanings, rather than a one-voice controller. This approach is in line with the views of Xu (2013) on intercultural dialogue and Saumantri & Zikrillah (2020) who focus on the role of AI in modern mass communication.

This research has several limitations. First, because it uses qualitative literature analysis, there are deficiencies in data validation and generalization in various language contexts. Second, this interpretive approach allows for subjectivity from the researcher. Third, the online survey used only received a response of 25%, so the data still needs to be improved in reliability. Similar things also come up in the research of Culler (2007) in the book *On Deconstruction* and Botz-Bornstein (2014) in *Believers and Secularists*, which tend to be too theoretical without strong empirical evidence. Therefore, although these findings make

conceptual contributions, further research with an empirical approach is needed to reinforce the truth and the likelihood of outcomes.

Future research is recommended to use a mixed methods approach to validate the English language paradigm in the context of AI more comprehensively. These approaches can include AI-linguistic experiments to measure changes in meaning, long-term studies to see the impact of machine learning on global communication, as well as analyzing the context of non-English languages to test the suitability of postmodern paradigms. Literature such as Jauhari (2017) in *Media Social: Hyperreality and Simulacra*, Haryono (2020) in *Falsehood of Life in Advertising Hyperreality*, and Zuhdi et al. (2021) in *Online Consumption Community Practices* show the potential for the development of empirical research with a broader socio-digital approach. In addition, the latest trends in machine learning provide opportunities for long-term research over the next five years, in order to understand the dynamics of language interaction and meaning in AI-based digital communication in a deeper and measurable way.

D. Conclusion

The summary of key findings shows that the English philosophy paradigm emerged as a tool for deconstructing and describing relativity in postmodernism learning,

supported by the dynamics of AI-based digital communication. This is significant because English makes room for a variety of explanations and simulations of meaning, changing the way traditional communication works. This approach is relevant to understand the development of language in the modern technological era. Reference books such as Derrida (1976) in *"Of Grammatology"* support the process of deconstruction, while Saumantri (2022) in *"Consumerism of Contemporary Society"* describe AI simulations, and Walsh (2020) in *"Social Media and Moral Panics"* reveal the emergence of moral panic. A survey on the use of English in AI showed a 40% increase in the relativity of meaning. In conclusion, these findings confirm that English is becoming a postmodern paradigm in the digital age.

The excellence of this research lies in the incorporation of the current literature with an in-depth analysis of the theme, allowing for a thorough understanding of the English language paradigm. This is important because this approach combines philosophical views and empirical data, providing new insights that were not discussed much before. This approach is relevant to address the shortcomings in the study of digital postmodernism. References such as Siswadi (2022) in *"Hyperreality in Social Media"* provide a strong empirical analysis, while Xu (2013) in *"Theorizing Difference in Intercultural Communication"* supports many versions of meaning, and

Lemert (2015) in "Postmodernism Is Not What You Think" emphasizes the existence of resistance. The research matrix survey shows systematic classification, with 90% accuracy in identifying patterns. In conclusion, this advantage makes this research innovative and practical in the field of philosophy of language.

The limitations of this study consist of the reliance on a literature review without extensive empirical primary data, which may hinder the generality of the results. This is important because qualitative analysis can be subjective, as well as the lack of presence of non-English languages in the research. This approach is also limited by limited access to the latest data. References such as Culler (2007) in "On Deconstruction" rely on theory, while Fitria (2016) in "Hyperreality in Social Media" are limited to specific examples, and Botz-Bornstein (2014) in "Believers and Secularists" criticize relativism without extensive empirical data. A limited survey showed a low participation of 25%. In conclusion, these limitations point to the need for mixed research to improve the validity of the study.

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