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## **THE TRANSITION FROM REAL TO VIRTUAL COMMUNICATION. ЕМОJI LANGUAGE**

### **Переход от реального общения к виртуальному. Язык эмодзи**

The purpose of the research is to study and analyze the influence of virtual communication, which has become an integral part of modern society and is likely to continue growing in its significance in the years to come. Alongside with this, the role of emoji language in virtual communication in general and in business communication in particular is taken into consideration.

To begin with, virtual communication refers to the exchange of information and ideas through technologies such as the Internet, video conferencing, and social media. It has become increasingly popular within recent years due to advancements in technology and the growing popularity of remote work and online education.

As for the obvious benefits of virtual communication, they are as follows: cost savings, time efficiency, and increased access to information and expertise from all over the world. Nevertheless, there are certain downsides we consider to be important to mention. According to the research, the following downsides can be outlined: lack of nonverbal communication (it cannot be argued that virtual communication lacks nonverbal signals), isolation (extended periods of virtual communication can lead to feelings of loneliness and, consequently, isolation), increased vulnerability to security threats (vulnerability to such security threats as hacking, for example), communication overload (a far bigger volume of messages and content than one can process). What is more, for some people social interaction turns into a bad habit. According to Edgar Snyder's statistics, 1 out of 4 car accidents in the US results from driving and texting simultaneously. We are inclined to suppose that the disadvantages mentioned above can be managed with appropriate planning, training, and technology, but the importance of being aware of them and controlling ourselves in this area should not be ignored as well.

It is common knowledge that the idiom "a picture is worth a thousand words" nowadays remains more relevant as ever before. In virtual communication, emoji language can help express emotional states and tone that would otherwise be lost in a message written with the help of letters only. Experience shows that emojis are quick and easy to use. Moreover, they are regarded as a convenient way to add a certain degree of expression to a message, making it more engaging. According to the statistics, 70% of people believe that images express their feelings far better than words.

As far as business is concerned, more conventional, or rather more “old-fashioned” professionals appear to be more hesitant to use emojis in the business sphere. For the younger generation, it seems quite natural to take advantage of the benefits of emojis in business interactions. Still, the survey which involved about 1,000 American employees revealed that 76% of participants use emojis in their professional communications and 78% of them say that using emojis makes them more likeable.

To sum up, virtual communication provides interlocutors with cost savings, time efficiency, and increased access to information, which is undoubtedly advantageous for entrepreneurship. In its turn, emoji language has become a powerful tool for virtual communication, as it helps clarify meaning and tone, promote emotional expression, and improve social connections. With the right approach, emojis are quite a successful addition to our casual ways of online interaction. The conducted research makes us believe that emojis as a part of virtual communication are here to stay, and businesses tend to continue to adopt these handy pics exponentially.

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## **EGYPT AND TURKEY AS POTENTIAL FOREIGN MARKETS OF THE REPUBLIC OF BELARUS**

### **Египет и Турция как потенциальные внешние рынки Республики Беларусь**

Choosing a potential sales market for organizations is always a difficult task. Currently, numerous sanctions have been imposed on Belarus by the United States, EU countries and others. Direct losses from the termination of exports to Europe this year amounted to about 6 billion US dollars. 80% of the losses were compensated as a result of increased exports to the markets of Russia and China [1]. However, the problem of reorientation of commodity flows from unfriendly countries to foreign markets of other countries is still very acute for Belarus. In this regard, the purpose of the conducted marketing research was to find and justify the possibility of increasing the export of domestic goods in the markets of countries such as Egypt and Turkey. These countries are potential trading partners for Belarus, but today the volume of exports to these countries is not large. In 2021, Belarusian exports to Egypt amounted to \$41.77 million US dollars, and to Turkey – 360.5 million US dollars. During the