

animals, strange worlds and ridiculous events create an atmosphere in which the audience can laugh at the absurdity of what is happening. It not only attracts attention, but also makes us think about social norms and traditions that we take for granted.

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THE IMPACT OF DIGITAL COMMUNICATION TECHNOLOGIES ON LANGUAGE EVOLUTION AND CULTURAL IDENTITY IN THE 21ST CENTURY

Влияние цифровых коммуникационных технологий на эволюцию языка и культурную идентичность в XXI веке

In the 21st century, digital communication technologies have fundamentally changed how individuals connect and express themselves. The development of social media platforms, messaging applications, and online discussion boards has had a strong influence on language evolution and cultural identity. The impact of digital communication technologies on language development extends beyond mere vocabulary changes. This article explores the impact of digital platforms on contemporary communication and its consequences for cultural identity.

Instant messaging and social media have changed language evolution and cultural identity in every aspect of daily life. Social media sites like Facebook, Instagram, TikTok, and Twitter, have transformed the way people communicate beyond national boundaries.

The growth of digital platforms has significantly impacted traditional ways of communicating. While email and phone calls have seen a decline in usage, instant messaging has gained popularity in organizational settings. According to reports, 75 % of US workers believe that instant messaging is quicker and more engaging than email, and the use of instant messaging has resulted in a 50 % decrease in email communication among workers [1].

A distinctive linguistic landscape associated with younger generations has developed as a result of the rise of digital platforms. Internet slang and abbreviations have become widespread, allowing users to share messages rapidly and effectively. Text abbreviations like «ETA» (estimated time of arrival) and «BRB» (be right back), have integrated into the digital vernacular. The abbreviated words and phrases save time and character, particularly when used in text messages or social media posts. Emojis are now used in nearly half of all conversation on digital platforms, showing their growing popularity. These linguistic developments demonstrate how digital communication tools are changing

our cognitive processes and communication patterns, reflecting the dynamic nature of language and mind.

Users often switch between languages or combine elements from different languages to express their identity and affiliate with specific communities. This phenomenon is especially noticeable on online platforms, where users use multilingual practices to navigate and assert their cultural identities in the digital sphere.

The ongoing development of digital communication technology is influencing modern communication styles, fostering linguistic diversity, and supporting worldwide linguistic trends. This transformation is not only changing how we communicate but also influencing cultural identity. Finding a balance between maintaining linguistic diversity and utilizing the advantages of digital communication is essential as we move forward. Ultimately, our capacity to utilize digital technologies while appreciating the diverse range of linguistic traditions around the world will probably determine how language develops in the future.

Reference

1. Determinants of instant messenger (IM) adoption and its effect on team performance: Mediating role of knowledge creation and quality communication / A.K. Tarofder, A. Haque, N. Nawaz [et al.] // PLOS ONE. – 2023. – URL: <https://doi.org/10.1371/journal.pone.0289168> (date of access: 01.11.2024).

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THE IMPACT OF LANGUAGE ON ADVERTISING AND CONSUMER PERCEPTION

Влияние языков на рекламу и восприятие потребителей

In order to reach and seduce their target audience, brands cannot ignore the influence of languages in their advertising communication. Indeed, the language chosen by brands to interact with different customers can affect the perception of the quality of services provided, as well as products that are sold, based precisely on the language used on the packaging or label. Before contacting different target groups in a particular language, several factors need to be carefully considered. The goal of the research is to analyze how the language used by brands in their advertising affects consumer perceptions of product and service quality.

Communication shapes our view of the world and our relationships with other people. Consequently, the languages we use to communicate also affect our perception of the