

communication to avoid conflicts and maintain relationships. Trust is often lacking in direct negotiations, as openly expressing emotions is discouraged. They use indirect phrasing, successive proposals, and observe reactions to evaluate the opponent's interests. Both face and dignity cultures are effective in negotiations. Face culture participants experience fewer emotions over time, making them less influenced than those with a dignity culture, providing an advantage in negotiations.

The culture of honor originated in the Middle East, North Africa, Latin America, and some Southern European countries, where people primarily engaged in livestock farming and had low population densities. To protect their herds from thieves, family provided crucial support, leading to a strong emphasis on family values as a distinctive feature of this culture. In places where honor is crucial, people prioritize protecting it. Disputes are seen as threats, leading to angry and aggressive reactions. Studies show they experience negative emotions more frequently, hindering cooperation during discussions or negotiations. Working with them requires building trust and reducing stress to foster effective communication.

Noted that cultural characteristics are generalizations and rarely pure. For instance, the USA and England, both dignity cultures, differ in negotiation styles. Americans are direct, open, and casual, often joking and using first names. Their negotiations are straightforward. In contrast, the English are restrained, rule-adhering, and formal, with titles important. Their negotiations are diplomatic and flexible.

As globalization and social-economic changes reduce cultural differences, it's wise to avoid overemphasizing cultural affiliations and stereotypes. Instead, focus on comprehensive analysis of both cultural attributes and personal characteristics of the counterpart, as well as the specific negotiation context.

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THE ROLE OF MEDIA DISCOURSE IN FORMING A CORPORATE IMAGE IN THE CONTEMPORARY BUSINESS ENVIRONMENT

Роль массмедийного дискурса в формировании корпоративного имиджа в современной деловой среде

With the development of information technologies and globalization, the work of mass media has become significantly modernized and expanded, which has led to the increasing use of the term mass media discourse.

Mass media discourse, or media discourse, is a specific form of socially significant communication transmitted through oral or written channels, in which discourse is directed toward an indirect reader, listener, or viewer [1].

The mass media serve as an intermediary between business and society, creating certain representations of corporate values, reliability, and social responsibility of companies.

The purpose of this study is to identify the peculiarities of the influence of mass media discourse on the processes of formation and actualization of the corporate image of an industrial enterprise.

The concept of corporate image is interpreted in the scientific literature as a set of perceptions and associations related to an organization in the minds of various groups of the public (V. Korolko, Ph. Kotler, A. Panasyuk) [2]. The image includes both rational and emotional components, reflecting not only the economic but also the social and ethical characteristics of a company's activities.

The digitalization of communications has radically transformed the mechanisms of interaction between business and society. The emergence of social networks, influencer marketing, and the platform-based media environment has led to the decentralization of media influence [3]. Nowadays, every user is capable of participating in the formation of a corporate image by transmitting their own interpretations of a brand.

Under these conditions, the role of traditional mass media is gradually giving way to hybrid formats, where journalistic and user-generated texts coexist, forming a polyphonic media discourse. Companies are compelled to develop reputation management strategies based on monitoring the information field and responding quickly to crisis situations.

The concept of an authentic image has become especially important, implying openness, social responsibility, and ethical behavior. Modern audiences tend to react negatively to overly «edited» corporate images, preferring naturalness and transparency in communication. Thus, mass media discourse becomes not merely a PR tool but a platform for dialogue between business and society.

In contemporary society, mass media discourse acts as a key mechanism in constructing the corporate image. The extent to which a company interacts effectively with the media environment determines its reputation, stability, and competitiveness. Digital transformation has strengthened the importance of open dialogue with the public, turning media communication into not only a means of promotion but also a tool for building trust.

References

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