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THE ROLE OF SOCIAL MEDIA IN INTERCULTURAL BUSINESS COMMUNICATION (USING THE EXAMPLE OF SOFT GREAT)

Социальные медиа как инструмент межкультурной коммуникации в международном бизнесе (на примере компании Soft Great)

Social media have become one of the most significant tools in the field of intercultural communication, enabling companies to transcend linguistic and geographical barriers while establishing trust and shared meaning with diverse audiences. For international IT firms, digital platforms are not merely channels for promotion, but strategic spaces where reputations are built and relationships are maintained. The purpose of this study is to analyze how international IT companies apply intercultural communication strategies in social media, using Soft Great as a case study. Soft Great, an international software development company operating in Europe, North America, and Asia, demonstrates how social media can be adapted to culturally distinct markets without compromising brand consistency.

The company's communication strategy is based on a hybrid approach that combines a unified global identity with localized content. Soft Great maintains consistent visual branding – minimalist aesthetics, coherent color schemes, and professional imagery – which supports recognition and trust across all regions. This reflects Kapferer's view that visual coherence is essential for sustaining a strong global brand. However, successful intercultural communication requires more than visual unity; it demands cultural adaptation. Therefore, the company adjusts tone, narrative structure, and visual symbols depending on cultural expectations and communication norms.

Content is oriented toward four core areas: expert publications, corporate culture, product updates, and HR communication. Expert posts play a crucial role in low-context cultures such as Germany or the United States, where audiences prioritize precision, transparency, and factual credibility. As Gudkov and Hofstede note, demonstrating expertise reduces uncertainty and functions as a neutral cultural bridge. In high-context cultures such as Japan and China, Soft Great prioritizes visual storytelling and emotional narratives – formats that align with indirect communication styles and symbolic meaning.

Interactive and community-based communication is another central element of the brand strategy. The company engages users through live sessions, comment-based conversations, and user-generated content. This approach, discussed by Sablina, transforms users from passive observers into active participants in the brand community,

strengthening engagement and emotional loyalty. Emotional storytelling in particular plays a universal role in building trust, as highlighted by Scott, who argues that digital brands succeed not by broadcasting information, but by creating emotional resonance.

Overall, Soft Great's experience confirms that effective intercultural communication in social media requires balancing global consistency with local relevance. The company's use of adaptive messaging, visual sensitivity, and interactive engagement illustrates how brands can cultivate cultural intelligence and build meaningful relationships with international audiences. The results of the analysis demonstrate that strategic localization, when combined with a strong global identity, enhances brand credibility and audience loyalty across culturally diverse markets.

References

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ABBREVIATIONS IN MODERN ENGLISH AND BUSINESS COMMUNICATION

Аббревиатуры в современном английском и бизнес-коммуникации

Language is a living system that constantly adapts to social, technological, and cultural changes. A key sign of this is the widespread use of abbreviations, which enable faster, more efficient communication and foster shared understanding within groups.

Abbreviations are shortened forms of longer expressions that have existed for centuries, though their use has grown with digital technology and global communication. Ancient scribes used symbols to save space, and later telegraph operators and journalists relied on abbreviations to fit messages into limited formats. Today, the same principle shapes emails, texts, and academic writing. Their main function remains the same – to reduce repetition, maintain clarity, and speed up communication.

Modern English includes many types of abbreviations. Graphic ones like «Dr.» or «kg» appear mainly in writing, while lexical shortenings such as «lab» or «exam» are used in both speech and text. Acronyms like NATO or NASA are read as words, and initialisms like BBC or FBI are spelled out. Over time, many become so common that their origins are forgotten [1].