

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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**M. Likhota**

**М. И. Лихота**

БГТУ (Минск)

*Научный руководитель Т. П. Радион*

## 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].

Abbreviations are vital in science, technology, and professional communication. In medicine, BP means «blood pressure», and HR means «heart rate». In IT, terms like AI, HTML, and USB are universal. Legal and academic writing also relies on abbreviations to standardize and clarify terminology [2].

Business English is especially rich in abbreviations. The world of business operates through contracts, reports, and negotiations that require concise and universally recognized language. Expressions such as CEO, CFO, and COO refer to executive positions and are understood in almost every international company. Departments are often identified by abbreviations like HR for Human Resources or R&D for Research and Development. Concepts of productivity and success are measured through terms like ROI, which stands for Return on Investment, and KPI, which means Key Performance Indicator. In internal communication, employees often use abbreviations like ASAP (as soon as possible), FYI (for your information), or HQ (headquarters) to simplify communication. The use of these terms shows not only linguistic efficiency but also the shared culture of corporations across the world [3].

Abbreviations can still cause confusion, especially for learners and translators, since one form may have several meanings. Context helps define the correct one – for example, HR can mean Human Resources or Heart Rate. Tautologies like «PIN number» or «ATM machine» should be avoided, as they repeat words already in the abbreviation.

Technology and the internet have accelerated the spread of new forms. Online language uses abbreviations like LOL («laugh out loud») or BTW («by the way»), showing the same desire for speed and simplicity. Formal and business contexts, however, maintain standardized sets to ensure clarity.

Abbreviations thus reflect the rhythm of modern life. They make communication faster and more precise in every sphere – business, science, or everyday talk. Mastering them means understanding how modern English expresses ideas with efficiency and clarity.

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