

## **SECTION 13.**

### **PHILOLOGY AND JOURNALISM**

---

**Maksymenko Danylo**

Student of Higher Education at the Faculty of Mechatronics and Computer Technologies  
*Kyiv National University of Technologies and Design, Ukraine*

**Lebedieva Svitlana** 

Senior Lecturer of the Department of Philology and Translation  
*Kyiv National University of Technologies and Design, Ukraine*

---

## **THE DIGITAL ERA OF BUSINESS COMMUNICATIONS**

In the contemporary digital era, the very nature of business communications has undergone a profound transformation. The rapid development of the Internet and the release of various electronic devices have become integral elements of modern lifestyle. The inherent volatility of the business environment in the age of Industry 4.0 is characterized by a high degree of dynamism and unpredictability [1]. A considerable number of companies are taking advantage of emerging opportunities to implement their own communication tools, thereby facilitating the rapid and effective exchange of information required for a diverse range of professional needs regardless of the geographical location of the individuals involved. The aforementioned tools are employed for a variety of purposes, including project management, monitoring employee performance, or drawing customers' attention to the company's activities. The shift from traditional to digital means of interaction not only results in the efficient use of a company's resources and time, but also facilitates the expansion of its network and the implementation of innovative solutions in a variety of areas.

In order to align themselves with the evolving dynamics of customer loyalty, modern companies are modifying their approach to market strategy formation [2]. This new methodology prioritizes customer engagement across various channels, including digital interaction and participation in the company's activities. The goal of this strategy is to foster deeper customer relationships and gain new insights.

The growth of business operations requires the adoption of universal communication channels. The use of English as a lingua franca in international business interplay facilitates efficiency in the workplace and mitigates the potential for misunderstandings within the team. Language becomes an important element in improving understanding and bridging linguistic and cultural differences [3].

In the twentieth century, as a consequence of the increasing sophistication of communication channels, business exchanges gradually moved away from exclusively relying on live meetings, telegraphic messages, and the sending of letters through traditional mail. The evolution of technology has rendered telephones and facsimile machines indispensable tools for the exchange of information. The arrival of email at the end of the 20th century had a significant impact on the transmission of information. In the context of developing new platforms, email remains the primary tool for formal business communication. The email enables the exchange of textual data and the attachment of files and links. The most commonly used platforms include Gmail, Outlook, and company-specific email systems.

In the early years of the 21st century, the Internet experienced a period of exponential growth. The rise of instant messaging and communication platforms has fundamentally altered the way individuals engage in daily interaction. Such platforms provide users with the ability to send various commands simultaneously, as well as create thematic channels or groups for sharing images, videos, files, and even voice and video messages. A considerable number of users have different applications installed on both their personal and work devices, including Telegram, Viber, and WhatsApp.

Video conferencing platforms such as Zoom and Microsoft Teams have become an indispensable component of modern business activity. These applications present a means of conducting virtual face-to-face meetings, webinars, and large-scale conferences in real time, regardless of the geographic locations of the participants. This feature makes it easier to organize remote work. Business interaction continues to evolve due to the integration of artificial intelligence (AI) into communication systems and applications. This has the effect of optimizing business processes and reducing the potential for errors and missteps.

The relevance of project management tools in the organization and monitoring of work progress has become increasingly important, particularly in contexts where a company is structured into multiple teams. These applications facilitate task control, enhance team collaboration, and facilitate the achievement of project deadlines. To illustrate, the Trello application employs a task card system that resembles a flat board with tasks. It enables teams to categorize tasks according to their degree of completion and to view them from the company's perspective. Another notable work organization application is Asana, which helps users to categorize projects into tasks and subtasks. The integrated calendar and timeline provide an overall view of the status and timing of tasks.

Cloud-based document sharing services are an indispensable element for modern businesses. They facilitate efficient file management, foster collaboration,

and ensure the security of sensitive information. These platforms allow users to store, share, and modify documents, spreadsheets, presentations, and other files in real time. One of the most well-known cloud services is Google Drive. For many companies, the key factor is its integration with other Google services, such as Google Docs and Google Sheets. Another significant cloud service is OneDrive, which is fully integrated with the Microsoft Office Suite, including the main software programs, Microsoft Word, Excel, PowerPoint, and others. OneDrive provides file storage in a cloud environment that can be accessed by multiple users for collaboration on projects created on any device.

Social media has become a vital tool for business communication. These platforms enable businesses to maintain customer relationships, develop their brand, and engage with a global audience. LinkedIn is an important resource for hiring employees and attracting customers to a business. LinkedIn pages offer a valuable opportunity to build business connections and keep colleagues and clients informed about the latest company news.

The social networking service X (Twitter) is one of the largest platforms for concise communication. Businesses use it for direct contact with all stakeholders. Furthermore, the service offers the option to view post statistics, which enables users to assess and evaluate the efficacy of their communication strategies.

The social network TikTok has become a highly influential platform, particularly in the context of business-to-consumer (B2C) relations. TikTok short videos provide a unique opportunity to reach a large audience. The platform's algorithms facilitate the distribution of content based on direct user engagement, offering small or new businesses an efficient pathway to gain instant popularity.

The contemporary art of productive interaction in the business environment is defined by a convergence of sophisticated digital technologies and computer-mediated communication with personalization of business networks, both internal and external. Such resources help demonstrate the value priorities that guide the company's actions and establish an emotional connection between the company and its stakeholders.

## References:

1. Lebediev, M. K. (2023). Industry 4.0 and the management of a higher education institution. *Гуманітарний і інноваційний ракурс професійної майстерності: пошуки молодих вчених: IX Всеукраїнська науково-практична конференція студентів, аспірантів та молодих учених, 15 грудня 2023 року, м. Одеса. Львів – Торунь* : Liha-Pres 177–179. DOI <https://doi.org/10.36059/978-966-397-357-9-49>
2. Cosa, M. (2024). Business digital transformation: strategy adaptation, communication and future agenda. *Journal of Strategy and Management*, 17(2), 244–259. DOI <https://doi.org/10.1108/JSMA-09-2023-0233>
3. Tan, Jia. (2024). English as a Lingua Franca in Global Business: Balancing Efficiency and Cultural Sensitivity. *Research Studies in English Language Teaching and Learning*. 2(2), 96–105. DOI: <https://doi.org/10.62583/rseltl.v2i2.42>