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LANGUAGE AS A NEW BUSINESS

The dominance of technological development nowadays, stimulates the mixture of the two separate fields: Linguistics and Entrepreneurship. The combination leads to the emergence of a new field called “Business Linguistics”.

Linguistics is the scientific study of language and its structure, meaning, and use. It can offer valuable insights and tools for businesses that want to communicate effectively, understand their customers, and leverage data.

This interaction represents the study of the language and its function in business and the linguistic component of business communication. In fact, Business linguistics as a branch of Applied Linguistics is a field that explores the specific functioning of language in a business context.

It examines its various uses in different activities and studies verbal and non-verbal aspects of business communication. The use of language in advertising, public relations, the special language techniques of sales and marketing illustrate the relationship between linguistics and entrepreneurship. It plays an important role through the teaching and learning of foreign languages for business purposes, as well as language in the workplace in multinational companies.

In fact, it interacts with various fields, such as media linguistics, studying the language of business media; legal linguistics, studying the language of contract and property law; and political linguistics, studying the language of socio-economic relations. In other words, it can help professionals and business people to develop their communication skills. Having the ability to communicate has become an important characteristic of a successful businessman and manager.

Being a strategic manager means knowing how to communicate. In addition, it contributes to the understanding of the nature of communication processes in their professional activities and, as a result, to the improvement of the communication efficiency of companies.

On the other hand, we are all consumers of goods and services produced and provided by business. Many people are either stakeholders or investors, so an understanding of the role of language in business communication will help everyone to understand the deeper meaning implied in advertising discourse.

The next step for a company is to launch a new product globally once it has generated significant sales in its local market. For any marketing campaign to be successful, however, several hurdles must be overcome. One of these is the localization of the core content of the promotional material. It relates to the environment where marketing occurs, which requires business translation. Business translation services, often referred to as language specialists, act as a link between service providers and potential clients.

Experts in Business Linguistics can help businessmen to use hidden argumentative and persuasive linguistic potentials and messages, to improve the positioning of their company and product publicly, to build and maintain a relationship with both existing and potential customers and shareholders.

Adopting a global language policy is not easy. Companies always stumble along the way. It's radical and will almost certainly be resisted by the workforce. Many employees may feel disadvantaged if the communication foreign language isn't as good as others. Team dynamics and performance can suffer and national pride can get in the way. In order to survive and thrive in a global economy, companies need to overcome language barriers.

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ПСИХОЛОГИЯ ЦВЕТА В МАРКЕТИНГЕ

Психология цвета – это изучение того, как цвета и их оттенки влияют на человеческое восприятие и поведение. В маркетинге и брендинге это помогает определить, как цвета влияют на впечатления потребителей о бренде и убеждают ли они их отдавать предпочтение конкретным брендам или совершать покупки.