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THE DISCOURSE OF CORPORATE BLOGS IN RUSSIAN AND ENGLISH LANGUAGES. LINGUACULTURAL ASPECT

The language of corporate blogs in Russian and English as well as their aspect of linguistic culture is investigated in this article. In an age of globalizations that facilitates the flow of communication amongst businesses and other audiences, companies have trusted online corporate blogs as tools to interact and present their messages better to their target customers. The research concentrates on the language-and-culture-related aspects that form the basis of identity and communication strategies in the corporate blogs contrary to Russian and English, as the study sheds the light on distinctive character. This study employs a comparative approach and equally examines corporate blogs written in both languages, they are different domains and some industries. Through the use of linguistic and cultural analysis the aim of this study is to find out the cultural strings that are tied to the manner of writing and choice of words and the topic of the blogs be it in Arabic or English. It discusses the ways they are setting a tone with their linguistic choices, such as figurative language, tropes, and other rhetorical tools to promote their brands image and products. Moreover, the article points out the implications of the interaction between language and culture for the power of efficient cross-border communication in both languages. It talks on the barriers and perks of localization, the process of the adaptation of the content to the situation of the language and based on culture. This investigation aims to unveil the role of corporate blogs as tools for intercultural communication and transnational brand advertising, and to shed light on the ways that companies address the language and culture diversity setting in their marketing campaigns.

Keywords: linguacultural, discourse, corporate blogs, communication, culture.

Introduction

In the rapidly evolving landscape of corporate communication, one medium has emerged as a powerful tool for organizations to connect with their stakeholders and the broader public: corporate blogs. These digital platforms provide a unique space for companies to share their perspectives, insights, and narratives, all while engaging in a dynamic conversation with their audience.

Nevertheless, the debates within these corporate blogging prove to be far more diverse and complex rather dealing with one kind of issue only. Language, culture and the mechanisms used to convey them are the key elements that ultimately constitute the narrative [12, p. 56]. This article is going to take you into the mysterious world of a language corporate blogs with its linguistic and cultural lexicon in mind influencing the way it is used. As digital discourse provides a new platform for corporate language on which open and creative expression can be found, we focus on probing the link between language and culture in the corporate world through an in-depth analysis of the varied ways in which businesses communicate their rationale, aims, and identity through the written medium. Entrust us in this voyage in which we come to expound the reality of a prefix-culture in the digital forum where corporate communication takes place.

Materials and methods

Content analysis was performed through a procedure in which selected corporate blogs were analyzed multi-linguistically along with their lexical features, writing style, tone, and nature of the blogs in both languages.

The primary purpose of content analysis is to contrast the language used in corporate blogs written in English and Russian. The study intends to identify the ways in which language and culture impact business communication in these two linguistic contexts, both differently and similarly, via content analysis. The purpose of this essay is to investigate the linguacultural features, or the ways in which language reflects the rules, values, and communication patterns that are unique to each culture. Furthermore, the article's most likely goal is to contrast how corporate blog discourse is influenced by English and Russian cultural standards. This goal entails determining the ways in which linguistic and communicational variations reflect cultural differences. The assessment of the linguistic influence on corporate identity is another aspect of content analysis. This study aims to assess the ways in which the linguacultural setting influences the formation of corporate identity in blogs. This entails being aware of how linguistic and cultural variables influence how businesses present themselves online.

The content analysis method in this article is used to systematically compare and interpret the discourse in corporate blogs across two different linguistic and cultural contexts, with the aim of uncovering how language and culture influence corporate communication and identity.

Results and discussion

Cultural Adaptation Strategies: the exposing of the specific ways in which they adapt company blogs for cross-culture communication, that is: translation, localization, and creation of culturally oriented info; the revealing of using the cultural topics that the audience identify with; the exposition of multilingual features such as bilingual blog posts or language particular elements that increase cross-culture communication; the recognition of the difficulties faced by companies that switch blogs so [10, p. 112].

Corporate blogs, from a linguistic perspective, provide a rich area of study within the field of linguistics. Linguists can investigate various aspects of corporate blogs to understand how language is used for communication, persuasion, and representation within the corporate world.

Here are some linguistic aspects to consider when studying corporate blogs:

Genre and Discourse Analysis: Linguists will grasp the linguistic context and the genre of corporate blogs and see the discourse structure. The students learn how the blogs are written differently and other forms of web writing with common characteristics used in the posts, such as headings, bullet points and a mix of expository and informal manner of writing [6, p. 11].

Language Variation: In corporate blog, linguistic variety is among the elements that need to be considered from the perspective of type of industry, type of target audience and corporate identity. Trades that have one sector can engage in commercial questions to which they use administrative language and standard tools. It is obvious these parts of speech can be rather complicated, because they might involve infographics and statistics.

Rhetoric and Persuasion: Investigate the tactics employed by Company blogs, such as ethos, logos and pathos. Also, check how the companies use the language defensively in changing the attitudes and behaviors, as their readers form their opinions.

Intertextuality: Examine how corporate blogs refer to and incorporate other texts or discourses. This could involve referencing news articles, citing industry experts, or connecting with the company's previous content.

Corporate Branding and Identity: Analyze how language in corporate blogs contributes to the establishment and maintenance of a corporate brand and identity. This includes studying the use of slogans, mission statements, and the consistent use of corporate values and messaging.

Pragmatics and Speech Acts: Investigate the pragmatics of corporate blogs, including how politeness strategies and speech acts (e.g., making promises, requests, offers) are used to engage with readers, clients, or customers.

Multimodality: Examine the interplay between text, images, videos, and other visual elements in corporate blogs. How do linguistic and visual elements work together to convey corporate messages?

Crisis Communication: Apply a corporate blog research on not only the crisis communications but also use it for the developmental process. What is the role of language for the companies while they try to solve the problems, go through the turmoils or the controversies? by focusing on how the crisis information is framed in the blogs.

Cross-Cultural and Multilingual Aspects: Discuss the procedure companies apply by way of blog of their corporate blogs to the global populous. For example the translations, culture specific design and cross-cultural communication may be involved in that. **Language Change:** Study how language changes over time in corporate blogs. This can involve tracking trends in corporate blogging language, the emergence of neologisms, and shifts in terminology [9, p. 20].

Reader Engagement: Consider the linguistic techniques that aim to keep the reader involved. It might be done by the use of questions, interactive options and calls to action, among others [4, p. 208].

Conversational Analysis: The informal kind of business blogs should be investigated by the humanists. Corporations can be studied by linguists to find out how their officials take part in conversations, answer queries and try to create a feeling of belonging.

Accessibility and Inclusivity: Conduce a study of language style used in corporate blogs from the aspect of accessibility and inclusiveness. How do companies meet diverse audiences and not only their own but also make their content useful and approachable for readers?

Corpus Linguistics: Utilize corpus linguistics methods for analysis of large datasets that are blogs. This can help identify the core vocabulary, particular turns of phrases and the more frequently-used key words.

Through this linguistic investigation, the corporate blog of different brands will offer vital insights into the linguistic choices, communication modes, and cultural makeup that lead a sector in deploy digital dialect in the modern era. It can also serve that businesses and enterprises amend a common ground to use it for different audiences and purposes. In this article we will make investigation in studying corporate blogs from cross-cultural and multilingual aspects. First of all, the aim of corporate blogs is to inform the audience of a particular corporation of upcoming events and the policy of company; the formation of corporate culture of companies and organizations and the feedback. Corporate blogs are stylistically

characterized as persuasive , incentive , evaluative and expressive in the sphere of blogging. Moreover, blogging includes those values , which are inherent for the representatives of one particular culture and blogging adapts different cultures [3, p. 14].

Over the years, corporate blogs have become an indispensable component of modern corporate communication as avenues between businesses and customers, where organizations share their observations, maintain brand image and communicate their value to the audience. The situation is now more complicated than it was in the past because languages are of much greater significance than ever as media are crucial in deciding on the effectiveness of the communication and its level of acceptance. This paper considers the speech of business blogs in Russian and English, concentrating on the these details which contribute to these narratives and the function which language plays within the sphere of corporate identity and branding [8, p. 148].

The corporate blogging is normally not a one-way communication channel, but an avenue for presenting linguistic and cultural dimensions of the entities that stand behind them too. The specific to this type of blog is that it has a unique group of features that are characteristic of that particular culture in digital world [5, p. 14]. Here are some key aspects to consider: Here are some key aspects to consider:

1 Tone and Register: The linguistic tone of corporate blogs varies depending on the company's branding and target audience. Some blogs adopt a formal and professional register, adhering to a corporate, business-like tone. Others might opt for a more conversational or friendly tone, aiming to connect with readers on a personal level.

2 Language Choice: Corporate blogs can be written in various languages based on the company's audience and goals. The English language is considered the dominant because of its worldwide reach, businesses, and those that operate in different regions may opt to use the locally spoken language to connect with their audience on a more genuine level.

3 Cultural References: Cultural allusions in corporate blogs might prove a great way of communication with an audience. For brands, there could be integration of the holidays, traditions, or events tailored to the local people to impress their intended target customers. This element can be applied very well in building the identity of a community and cultural existence [11, p. 156].

4 Visual Elements: The graphic side of things and the visual elements of a corporate blog brand's design and house colors, imagery, and multimedia are a reflection of its cultural values and marketing. These elements are used deliberately and chosen carefully in order to build the image or reason for the film.

5 Cultural Sensitivity: In the digital world that is interactive on a global level, corporate blogs must be targeted to a particular culture. Enterprises should pay special attention to and follow the cultural norms, taboos and customs of consumers in the targeted audience in order to prevent making mistakes and for their message to be well-accepted [2, p. 231].

6 Cultural Narratives: Some companies choose to approach blogging as a tool for telling their corporate culture stories. Recounting these experiences may be telling about how one established the business, the humanitarian or the employees and consumers' roles, and how they identify with the shared values and character of the community.

7 Localized Content: In addition to language, the content itself can be localized. This means tailoring the information to suit the preferences and needs of the local audience. It can involve topics, examples, and case studies that are specific to the culture.

8 Use of Humor and Wordplay: Some corporate blogs use humor, wordplay, or puns that are culturally relevant. This can add an element of fun and engagement while showing an understanding of the target culture's sense of humor.

9 Diversity and Inclusivity: Many corporate blogs now emphasize diversity and inclusivity as part of their cultural features. They showcase a commitment to representing various cultures and perspectives, both in content and through profiles of employees and customers.

10 Transcreation: In cases where translation is needed, many companies opt for transcreation rather than a literal translation. Transcreation involves adapting the content to maintain its emotional and cultural impact in the target language.

Linguistic Nuances and the Russian Corporate Blogosphere

Russian corporate blogs are characterized by their distinct linguistic nuances. The Russian language, with its rich history and complex grammar, provides a unique canvas for companies to convey their messages. It is essential to consider the use of formal and informal language, as well as the proper utilization of honorifics, which reflect the hierarchical nature of Russian corporate culture. The choice between the more traditional literary Russian or the contemporary, colloquial style can significantly influence the tone and perception of a corporate blog.

Moreover, the other area to consider is the cultural component which includes the use of Cyrillic script increasing brand recognition and authenticity. Some international brands choose Latin alphabet for the convenience of customers worldwide, and some brands render the designs fully in Russian to not only please the local audience, but also demonstrate dedication to the Russian market. This linguistically inspired choice helps either to achieve a broadening of the target audience or a successful transference of the specifically cultural dimension.

\The Influence of English in the Russian Corporate Blogosphere

The fact that English is well-used in the business aspect of Russian blogosphere is evident. In texts of business English words and terminology that are native in Russian are often used, a sign of the world that is globalized and where English language is the main language for communications in business across countries. The constant renewal of collections not only reflects the latest trends in the global art world but also claims to the spec By leasing contemporary art, businesses are seeking to portray an image of cosmopolitanism and expertise.

English-Language Corporate Blogs: Cultural Adaptation and Global Reach

In contrast, English-language corporate blogs often embody a different set of challenges and opportunities. The globality of English gives a business a far bigger capacity to get to people in a wider and more international scale, but also means more cultural awareness should be implied. Content has to be selected carefully to lead everyone believe that they are speaking the same language having different cultural backgrounds [10, p. 188].

Competent English-language corporate blogs that achieve good results with their audiences often employ cultural references, idioms, and metaphors that connect to them and are clear with their message, helping them to find the common language between the readers and their culture. The audience of the communication have to be understood deeply, including their cultural affections, everyday customs, and behavioral understanding. Also, it possibly calls for bringing in the community's own tales or stories to create that relatable and memorable connection.

On the other hand, foreign-language business blogs function inside a whole own ecosystem, with distinct opportunities and constraints. English-language blogs from all over the world can thereby enter the same market and, as a result, reach a larger worldwide audience. However, this suggests the simultaneous expression of an understanding of cultural differences. Since languages, values, and social conventions might vary by place, the content should be carefully chosen to delicately touch the various linguistic, social, and cultural colors of readers from all English-speaking nations [7, p. 154]. Effective corporate blogs written in English frequently include metaphors, idioms, and cultural allusions that connect with their readership.

Conclusions

The discourse of corporate blogs in Russian and English languages is a complex interplay of linguistic and cultural factors that significantly influence the effectiveness of corporate communication. While the Russian corporate blogosphere reflects the unique linguistic and cultural characteristics of the region, English-language corporate blogs navigate the intricate terrain of cultural adaptation to foster a global reach [1, p. 200]. Understanding and mastering the intricacies of these languages are essential for companies seeking to connect with their audience, establish their

brand identity, and successfully navigate the linguacultural landscape of corporate blogging in an ever-expanding digital world.

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ОРЫС ЖӘНЕ АҒЫЛШЫН ТІЛДЕРІНДЕГІ КОРПОРАТИВТІК БЛОГТАРДЫҢ ДИСКУРСЫ. ЛИНГВОМӘДЕНИ АСПЕКТ

Бұл мақала орыс және ағылшын тілдеріндегі корпоративтік блогтардың дискурсын лингвомәдени тұрғыдан зерттейді. Жаһанданған коммуникация дәуірінде корпоративтік блогтар компаниялар үшін аудиториямен араласу және өз хабарламаларын жеткізу үшін маңызды құралға айналды. Зерттеу осы блогтарда қолданылатын мазмұн мен коммуникация стратегияларын қалыптастыратын лингвистикалық және мәдени элементтерді зерттейді, орыс және ағылшын корпоративтік блогтарының дискурсындағы ерекше сипаттамалар мен айырмашылықтарға жарық түсіреді. Зерттеу әртүрлі секторлар мен салаларды ескере отырып, екі тілдегі әртүрлі корпоративтік блогтарды талдау үшін салыстырмалы тәсілді қолданады. Лингвистикалық және мәдени талдауды қолдану арқылы бұл зерттеу осы тілдердегі корпоративтік блогтардың үніне, стиліне және мазмұнына әсер ететін негізгі мәдени әсерлерді ашуға бағытталған. Ол мақсатты аудиториямен қарым-қатынас орнату және корпоративтік құндылықтар мен өнімдерді ілгерілету үшін тілді таңдау, риторикалық құралдар және сендіру әдістері қалай қолданылатынын зерттейді. Сонымен қатар, мақала екі тілдегі корпоративтік коммуникацияның тиімділігіне тілдік және мәдени әртүрліліктің әсері туралы айтады. Ол мазмұнды белгілі бір

тілдік және мәдени контексттерге бейімдеу кезінде туындайтын қиындықтар мен мүмкіндіктерді талқылайды.

Кілтті сөздер: лингвомәдениет, дискурс, корпоративтік блогтар, коммуникация, мәдениет.

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ДИСКУРС КОРПОРАТИВНЫХ БЛОГОВ В РУССКОМ И АНГЛИЙСКОМ ЯЗЫКАХ. ЛИНГВОКУЛЬТУРНЫЙ АСПЕКТ

В данной статье исследуется дискурс корпоративных блогов на русском и английском языках с лингвокультурологической точки зрения. В эпоху глобализированных коммуникаций корпоративные блоги стали для компаний важным инструментом взаимодействия со своей аудиторией и передачи своих сообщений. Исследование углубляется в лингвистические и культурные элементы, которые формируют контент и коммуникационные стратегии, используемые в этих блогах, проливая свет на уникальные характеристики и различия в дискурсе российских и английских корпоративных блогов. В исследовании используется сравнительный подход для анализа широкого спектра корпоративных блогов на обоих языках с учетом различных секторов и отраслей. Применяя лингвистический и культурный анализ, данное исследование направлено на раскрытие основных культурных влияний, которые влияют на тон, стиль и содержание корпоративных блогов на этих языках. В нем исследуется, как выбор языка, риторические приемы и методы убеждения используются для установления контакта с целевой аудиторией и продвижения корпоративных ценностей и продуктов. Кроме того, в статье подчеркивается влияние языкового и культурного разнообразия на эффективность корпоративного общения на обоих языках.

Ключевые слова: лингвокультурный, дискурс, корпоративные блоги, коммуникация, культура

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