

27. THE INFLUENCE OF DIGITAL TECHNOLOGIES ON COMMUNICATION

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This study examines the impact of digital technologies on language and communication, highlighting opportunities for global interconnectedness and the enhancement of language learning, as well as emerging challenges such as language simplification and the decline of formal communication skills. Additionally, it explores the prospects of virtual reality and artificial intelligence, emphasizing the importance of digital literacy and equal access to ensure the sustainable development of society in the digital age.

Digital advancements have radically changed the way we use language and communicate with others, providing both opportunities and challenges. Tools such as social media, video conferencing, and chat applications have accelerated global exchanges and expanded access, incorporating the words like "internet" and "emoji" into everyday speech. These technologies facilitate instant communication between people from different parts of the world, contributing to the creation of a global society. They have also revolutionized language learning – platform like Duolingo offer engaging, personalized lessons that enhance communication skills [1]. Through interactive exercises and adaptive teaching methods, users can effectively acquire new languages at their own pace. Moreover, digital technologies contribute to the spread of English as a universal means of communication, simplifying international interactions in business, science, and culture. This fosters the strengthening of cultural ties across borders, allowing people to better understand and appreciate the diversity of global cultures [2].

However, there are also drawbacks: informal language, such as the abbreviation "LOL," can disrupt formal communication. This leads to a blurring of the lines between official and everyday speech, which can negatively impact professional communication and writing skills. Text-based exchanges often lack non-verbal cues, such as intonation and body language, leading to misunderstandings and incorrect interpretations of the speakers' intentions. Moreover, the absence of personal contact can reduce the level of empathy and depth in communication [3]. Excessive screen time causes health problems such as stress, sleep disturbances, and reduced physical activity. Prolonged use of digital devices can lead to addiction and deteriorating mental health. The digital divide further complicates access to these technologies, exacerbating inequality in some areas. In the regions with limited access to the internet and modern devices, people face difficulties in learning and participating in global communications, which intensifies social and economic disparities.

Looking to the future, innovations such as virtual reality and artificial intelligence may further revolutionize communications, promising more immersive and effective ways to connect. Virtual reality provides immersion in environments where users can interact in three-dimensional spaces, making communication more intuitive and natural. Artificial intelligence, in its turn, enhances translation services and helps overcome language barriers, making communication more accessible to people with different language skills. However, to fully take advantage of the benefits and address the challenges, it is essential to use digital tools thoughtfully, balancing innovation with the preservation of clear and effective communication. It is important to develop digital literacy, ensure equal access to technologies, and maintain a balance between virtual and real-world interactions. According to the article "The Power of Connection: Exploring the Impact of Technology on Communication Across Borders" a key aspect is not only technological progress but also users' ability to adapt to the new forms of communication while maintaining the fundamental principles of effective interaction [4]. In conclusion, digital technologies continue to have a significant impact on language and communication, opening up new opportunities for learning and global interaction while also creating challenges that require careful consideration and strategic solutions. Only through the conscious use of technologies can

*61-я Научная Конференция Аспирантов, Магистрантов и Студентов БГУИР,
Минск, 2025*

we achieve a harmonious coexistence of innovation and traditional communication skills, ensuring the sustainable development of society in the digital age.

These advancements also enable real-time collaboration, allowing people to work together across different time zones without significant delays.

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