

For instance, partnering with local businesses can provide valuable insights into the market and help navigate regulatory complexities.

Conclusion

Managing international marketing is a complex task that requires careful consideration of cultural, legal, and economic factors. By employing strategies such as cultural adaptation, market research, and digital marketing, businesses can overcome challenges and achieve success in global markets. Continuous learning and adaptation are key to maintaining a competitive edge in the dynamic international marketing landscape. As global markets continue to evolve, the ability to navigate these complexities effectively will remain crucial for businesses seeking to thrive internationally.

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INTERNET SLANG AND INTERNET COMMUNICATION

The emergence of internet slang is a result of linguistic variation. Linguistic variation is a key concept in sociolinguistics and a characteristic of language, which means that there is more than one outlet that outputs the same language. Speakers may use distinct pronunciation (stress), word choice (vocabulary), or morphology and syntax. In this case, Internet slang is used as a

variant of literary language because it is usually associated with word choice, morphology, and syntax. Internet slang as a variant of literary language (e.g. Russian, Chinese, and German) is informal, irregular, and dynamic [1].

Internet slang often borrows foreign words, dialects, digital elements and icons; it also often uses paraphrasing, homonyms, thumbnails, duplication and other methods of word formation and unconventional syntax. Compared with literary language, Internet slang has an innovative and innovative well-being, and its use in advertising is very creative.

Internet slang is new, humorous and interesting, and it has qualities that attract attention, especially humor. In contrast, literary language is more reliable than non-literary language [2].

Thus, the results of many scientific studies on the use of Internet slang to improve general communication.

Internet Communication. There are a number of elements that make up internet conversations or internet slang that are used online today. It is said that in the early 80s in Calgary, Wayne Pearson first used the acronym LOL online while chatting with a friend.

In 1990, someone typed LMAO while playing Dungeons & Dragons online. The Oxford English Dictionary traces the use of OMG on the Internet to 1994 in an online reference to a television series (the first occurrence was in a 1917 letter from John Arbuthnot Fisher to Winston Churchill) [3].

But online conversations aren't all abbreviations. Other popular tactics include using excessive or no punctuation, writing emojis in lowercase, and skipping words in sentences because of character limits.

David Crystal, a linguist and author of *Internet Linguistics: A Student's Guide*, describes it as "a natural response to communicating online rather than verbally". When we speak to someone face to face, we can rely on nonverbal cues like facial expressions or hand gestures to convey the meaning we are saying, whereas in writing they cannot be conveyed in the same way. Thus, online communities use written and spoken languages to create convenient means of communication. For example, excessive punctuation is a way to pronounce your statement or question, or to convey a feeling of anger, suggestion, or excitement.

Gretchen McCulloch, whose book *Because the Internet: Understanding the New Rules of Language* was published earlier this year, goes into more detail about how online conversations help users convey their subtle voices. In a recent interview with *The Atlantic*, she said: "We no longer accept that writing must be lifeless, that it can only convey our tone crudely and inaccurately, or that subtle writing is the exclusive preserve of professionals. We are creating

new rules for typographic tone of voice. Not rules that are imposed from above, but rules that lead to the collective practice of a couple of billion social monkeys – rules that animate our social interactions” [4].

Not only that, but some channels, like Twitter, forced users to be more creative in American to fit everything they wanted to say into the original 140 characters. Tumblr popularized the use of capital letters and the elimination of punctuation to create a flow that is impossible when following the rules of writing. Despite the popularity of the Internet, such opportunities to make the written word more emotional or verbal are not new. As McCulloch points out in his book, writers such as James Joyce and E.E. Cummings have already broken the rules of grammar with the same goals.

While some might argue that online conversations and memes are corrupting language, both linguists disagree. Crystal argues that playing with online conversations and crafting styles that best suit their messages makes people much more “aware of the social and stylistic features and meanings of different genres and types of language.” McCulloch added: “All our texting and messaging helps us express ourselves better in writing” [5].

And not just writing. Internet slang, like memes, is set within the confines of chat rooms, social networks, or other online communities in which they were born. Admittedly, you probably wouldn’t use an internet acronym when talking to someone face to face, but you’ll have other phrases offline, like saying “I can’t even” when you’re speechless or in shock, or using words (the totally adorable tote-speak conversions are adorable) but that aren’t that unusual or weird-sounding.

Conclusion

So, language purists don’t have to worry about an internet phrasebook coming to a language and changing it completely, because it doesn’t take anything away from it. If anything, it helps it grow. How David Crystal came to be: Our language wardrobes now have a wider range of clothing than ever before.

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THE PROBLEM OF FOREST ROADS IN BELARUS

Today, the problem of forest roads is far from being the last one in connection with the powerful development of forestry capacities in the Republic of Belarus.

Until recently, the branches of the national economy directly related to the renewal and consumption of forest resources did not pay enough attention to the importance of transport development of forests. This has led to the fact that, due to the lack of access to logging areas, the hard-to-reach stock is not completely cut down and firefighting and reforestation measures are not always carried out on time, and sometimes operations for the transportation, storage and loading of wood raw materials are not carried out rationally.

As part of the implementation of the State Program for 2016-2020, 557.4 kilometers of forestry roads were built and put into operation, including 510.8 kilometers in the forestry fund of the Ministry of Forestry. The annual construction of more than 100 kilometers of forestry roads has improved the accessibility of forests and the efficiency of ecosystem services.

However, A further increase in the density of the road network in the forest fund is required, which currently stands at about 0.27 kilometers per 1 square kilometer. For comparison, this indicator in the in Finland (depending on the region) 1.2–3 kilometers per 1 square kilometer. According to experts, the effective density of roads in the forest fund for the Republic of Belarus should soon be about 0.5 kilometers per 1 square kilometer.