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COMMUNICATIVE STRATEGIES IN BUSINESS DISCOURSE (BASED ON THE CASE OF APPLE AND MICROSOFT COMPANIES)

Effective communication strategies are crucial to any organization's success. This article examines the communication strategies used by two influential IT companies, Apple and Microsoft, in the context of business discourse. Both companies prioritize clear and concise language, visual communication, emotional connection, transparency, and collaboration in their communication. They use these strategies to build their brands, establish trust, and promote cooperation. However, when it comes to crisis communication, Apple remains silent, while Microsoft takes a proactive approach. By analyzing the companies' strategies, this article highlights the importance of effective communication and demonstrates how it can contribute to an organization's success.

Keywords: *communication, communication strategies, business discourse, IT companies, language, collaboration, crisis communication*

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КОММУНИКАТИВНЫЕ СТРАТЕГИИ В ДЕЛОВОМ ДИСКУРСЕ (НА ПРИМЕРЕ КОМПАНИЙ APPLE И MICROSOFT)

Эффективные коммуникативные стратегии имеют решающее значение для успеха любой организации. В данной статье рассматриваются коммуникативные стратегии, используемые двумя влиятельными ИТ-компаниями, Apple и Microsoft, в контексте делового дискурса. Обе компании отдают приоритет четкому и лаконичному языку, визуальному общению, эмоциональной связи, прозрачности и сотрудничеству в общении. Они используют эти стратегии для создания своих брендов, установления доверия и развития сотрудничества. Однако, когда дело доходит до кризисной коммуникации, Apple хранит молчание, а Microsoft занимает активную позицию. Путем анализа стратегий компаний в этой статье подчеркивается важность эффективной коммуникации и демонстрируется, как она может способствовать успеху организации.

Ключевые слова: *коммуникация, коммуникативные стратегии, деловой дискурс, ИТ-компания, язык, сотрудничество, кризисная коммуникация*

Business communication is an essential part of any organization's success. Effective communication strategies are vital to building relationships, establishing trust, and promoting cooperation among employees, clients, and stakeholders. This article deals with communicative strategies used in business discourse in the context of two famous IT companies, i. e. Apple Inc. and Microsoft Corporation. We will discuss how these companies use various communication strategies to achieve their goals, build their brands, and promote collaboration among their stakeholders.

Apple and Microsoft are two of the world's most valuable and influential companies. Both companies are leaders in the technology industry and are known for their innovative products, such as the iPhone, iPad, and Mac (Apple), and Windows operating system and Office suite (Microsoft). Both companies have a strong brand image and are recognized globally. The communication strategies

used by these companies are aimed at maintaining their brand images and effective communication with their stakeholders [1].

Both Apple and Microsoft use clear and concise language in their communication to ensure that their message is easily understood by their audience. The companies' marketing materials, such as product descriptions and advertisements, use simple language and focus on the benefits of their products. This approach helps Apple and Microsoft connect with their customers and establish themselves as companies that prioritize user experience.

Both Apple and Microsoft are also known for their visual communication strategies. The companies' product designs are simple, elegant, and visually appealing. Both companies also use visual aids in their communication, such as infographics and videos, to convey complex information in a simple and engaging manner. This approach has helped both companies differentiate themselves from their competitors and create a unique brand image [2]

Both Apple and Microsoft's marketing and communication strategies focus on creating an emotional connection with their audience. The companies' advertisements often evoke emotions such as happiness, excitement, and awe. For example, Apple's *Shot on iPhone* campaign features user-generated photos and videos that demonstrate the capabilities of the iPhone camera. Similarly, Microsoft's *Empowering Us All* campaign features people with disabilities using Microsoft technology to achieve their goals. This approach helps both companies create a loyal customer base and strengthen their brand images [3]

Both Apple and Microsoft's communication strategies prioritize transparency. Both companies are known for their commitment to privacy and security, and they communicate this to their customers and stakeholders through various channels. For example, Apple's website includes a privacy page that explains how the company collects and uses user data. Similarly, Microsoft has a dedicated *Trust Center* webpage that explains its approach to privacy, security, and compliance. This approach has helped both companies build trust with their customers and stakeholders and maintain their reputation as responsible corporate citizens.

Both Apple and Microsoft's communication strategies also emphasize collaboration. Both companies work closely with their suppliers, developers, and partners to create innovative products and services. Apple also encourages collaboration among its employees, and its open office layout fosters teamwork and communication. Similarly, Microsoft has a strong focus on collaboration, with products such as *Teams*, which enables remote teamwork and communication. This approach helps both companies maintain their position as leaders in the technology industry and create a culture of innovation and collaboration.

In the context of crisis communication, both companies have different strategies. Apple usually responds to crises by remaining silent and letting the event run its course. The company's strict control over its messaging and image means that it is reluctant to engage in discussions that could harm its brand image. In contrast, Microsoft usually takes a proactive approach to crisis communication. The company often releases statements and engages with stakeholders to address concerns and issues. This approach helps Microsoft maintain its reputation as a responsible corporate citizen and builds trust with its customers and stakeholders [3]

Thus, the results of the brief analysis of the companies' strategies show that these two global companies use the same communication strategies in terms of language of communication, visual and marketing communication strategies, prioritize privacy, security and collaboration. The only difference in strategies that we observe is in crisis communication. In this case Apple is usually not involved in discussions due to reluctance to do harm to its brand image, while Microsoft is very active in its communicating and discussing sensitive issues with its customers and stakeholders.

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