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## THE ROLE OF ENGLISH IN THE PACKAGING INDUSTRY

Фурман А. С

Научный руководитель: преподаватель Новикова Е. А.  
Белорусский национальный технический университет

In the context of accelerating globalization and increasing international trade, the packaging industry plays a pivotal role in ensuring the safe, efficient, and marketable distribution of goods across borders. English, as the dominant global lingua franca, has emerged as a critical tool for communication within this industry, serving not only as a medium for conveying product information and regulatory compliance but also as a strategic asset in branding and consumer engagement. English has become the international language of business, science and technology. In packaging production, as well as in other industries, its use plays a key role. Packaging is not only a way to protect goods, but also an important element of marketing and communication with the consumer. English helps products to be marketable internationally, improves marketing efficiency, facilitates compliance with international standards (ISO, ASTM) and ensures successful collaboration between industry participants [1]. Proficiency in English also gives professionals access to up-to-date information and international events, facilitating professional development [2].

Given the rapid digitalization of packaging processes, including smart packaging and e-labeling, proficiency in English becomes even more essential for stakeholders aiming to integrate into global value chains. Therefore, examining the role of English in the packaging industry is not only timely but also imperative for understanding the linguistic dimensions of industrial competitiveness and innovation. International standards and regulations in the packaging industry are predominantly developed and published in English. Organizations such as the International Organization for Standardization (ISO) and the American Society for Testing and Materials (ASTM) set global benchmarks for packaging quality, safety, sustainability, and environmental impact. English thus serves not only as a vehicle for disseminating technical knowledge, but also as the lingua franca through which compliance and innovation are realized across borders.

Secondly, the packaging industry is inherently global, involving complex supply chains, multinational corporations, and cross-border collaboration. In this context, English functions as the primary language of communication among manufacturers, suppliers, logistics providers, and consumers. It facilitates coordination across different cultural and linguistic environments, enabling effective negotiation, knowledge exchange, and integration into global markets.

Moreover, packaging plays a crucial role in marketing and consumer engagement. English is frequently used on packaging not only to convey product information, but also to signal international credibility and brand identity. In many markets, the presence of English text is associated with product quality, reliability, and global relevance, enhancing the competitive position of companies. The development and training of professionals in the packaging industry increasingly depend on access to English-language resources, including technical literature, research publications, international conferences, and professional certification programs. As the industry adopts more advanced technologies—such as smart packaging, automation, and digital printing—the need for skilled specialists who can navigate English-language documentation and platforms becomes even more critical.

Therefore, the role of English in the packaging industry is not limited to linguistic function alone. It is a strategic enabler of global integration, standardization, innovation, and competitiveness. Given the increasing importance of sustainable packaging solutions and digital transformation, the relevance of English will continue to grow, making this topic particularly timely and significant for academic and practical exploration.

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