

PROFESSIONAL COMMUNICATION IN THE DIGITAL AGE: BENEFITS AND CHALLENGES OF USING INSTANT MESSAGING APPLICATIONS IN THE WORKPLACE

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Abstract

Professional communication in the digital age increasingly relies on the use of instant messaging applications that provide convenience and efficiency in exchanging information in the work environment. This article discusses the significant benefits of using instant messaging applications, including real-time communication, increased work efficiency, and cross-location collaboration that strengthens team connectivity. On the other hand, the use of these applications also presents challenges such as data security and privacy issues, disruption of concentration due to notifications, and difficulties in information management. Faced with these challenges, a wise approach is needed, prioritising best practices in digital security, time management, and communication ethics to optimise benefits without neglecting the risks involved.

Keywords: Professional Communication, Digital Age, Benefits, Challenges, Use of Instant Messaging Applications, World of Work.

Introduction

The development of information and communication technology has brought significant changes in various aspects of life, including the world of work. One of the most noticeable changes is the increased use of instant messaging applications as a professional communication tool. Instant messaging applications such as WhatsApp, Slack, Microsoft Teams, and so on have become an integral part of modern business communication. Speed, ease of access, and the ability to communicate in real-time are some of the main factors that make these applications in demand by companies (DeJeu, 2024).

The use of instant messaging applications has brought significant benefits to the world of work, especially in terms of communication efficiency. One of the main advantages is its ability to enable real-time communication between team members in different locations. This reduces the waiting time that is usually associated with email or other communication methods, so that decisions can be made faster and tasks can be completed more efficiently (Akpabio, 2021). In addition, features such as instant notifications, group chats, and voice or video calls enable more dynamic and interactive collaboration, which supports more effective team coordination (Massidda, 2025).

In addition to efficiency, instant messaging applications also offer flexibility that can increase productivity. Employees can stay connected with their colleagues and superiors from anywhere, whether they are travelling, working from home, or on duty outside the