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CULTURE OF BUSINESS COMMUNICATION AND ORGANIZATIONAL ETHICS IN THE PROFESSIONAL ACTIVITIES OF MANAGERS**Bohashko O.L. / Бoгашкo O.Л.***c.e.s., as. prof. / к.е.н., доцент*

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Abstract. *The article analyses the importance of organizational ethics and business culture in the professional activity of managers. The essence of the concept of “communication” was explored, which made it possible to name the peculiarities of the development of business communication in the context of the formation of organizational ethics. The displays that characterize the behaviour of a business woman have been identified. Methods are indicated that allow you to activate the process of forming a business culture in the professional activity of managers. The culturally specific and psychological characteristics of business communication are revealed and practical recommendations for effective business communication are given.*

Key words: *culture of business communication, communication, leadership, organizational ethics, management of organizations.*

Introduction.

The modern stage of the development of society is characterized by the expansion and deepening of relationships and interdependencies in interpersonal communication and joint activities. Human connections, relationships, interactions (social, economic, political) are becoming more complicated; requirements for the level of organizational culture and business communication in the management of organizations are increasing. There is a growing need to master the art of communication, communicative abilities and skills, rhetorical means and techniques that ensure success in communication and professional activity.

Moreover, this need is caused not only by the need to improve professional communication skills, but also by internal motivation for self-improvement and self-development: the desire to be significant, to realize and feel like a winner, to strive for success and leadership.

Main text.

The professionalism of a manager depends not only on his ability to manage, but also on his ability to build harmonious relationships in the work team and in society. Communication is a rather complex and multifaceted phenomenon, a necessary condition for human activity and the basis of society's existence.

The word «communication» comes from the Latin word «communication», which means «to share or transmit». Communication is the process by which one person (or group) shares and communicates information to another person or group so that people clearly understand each other. Communication is also any process in



which people exchange information, ideas and feelings [3, p. 135].

Summarizing, it can be argued that the essence of communication is that it helps us to understand ourselves, to maintain contact with other people, to understand and predict their reactions to situations, and also as a means by which to establish, expand and relationships are maintained. It is also important to note that communication is not just the transfer of information. It is providing clear information and receiving and understanding the message. The constant transfer of information, ideas, views and feelings between individuals and groups of people is an important tool of communication.

Culture of business communication – knowledge, skills, skills in the field of organization of human interaction in the business sphere, which allow to establish psychological contact with business partners, to achieve accurate perception and understanding in the process of communication, to predict the behaviour of business partners, to direct the behaviour of business partners to the desired result (Table 1).

Table 1 - Signs of a high level of human business communication culture

Personal qualities of a person with a high level of culture of business communication	
Empathy	the ability to see the world through the eyes of others, to understand it as they do
Goodwill	respect, sympathy, ability to understand people, willingness to support others
Authenticity	ability to be oneself in contacts with other people
Openness	sincerity, willingness to reveal one's inner world to others and have a firm conviction that this contributes to the establishment of healthy and strong relationships with others
Susceptibility	the ability to express one's feelings and the readiness to accept emotional expression from others
Specificity	the ability to talk about one's specific experiences, thoughts, actions, readiness to answer questions unambiguously
Proactiveness	the ability to establish contacts, the willingness to take action in a situation that requires active intervention, and not just wait for others to do something
Spontaneity	the ability to speak and act directly
Curiosity	research attitude to one's own life and behavior, willingness to accept any information from people about how they perceive you

Source: developed by the author based on the source [1; 2; 3]

Communicative culture plays a very significant role in business communication. Any business meeting, negotiation, dispute involves communication with other people. The communicative culture of business communication is a kind of etiquette accepted in the business world. Not only a special form of behavior appropriate to the situation, but also a system containing linguistic, logical, non-verbal, psychological components.

Business culture also implies the psychology of communication. After all, a business conversation and commercial negotiations are conducted according to different scenarios, as well as a business telephone conversation, business meetings, communication with colleagues, subordinates or managers. The principles of business communication are based on established rules of corporate culture and national traditions.

Language culture is an equally important component. The degree of language



perception by listeners depends on the level of language culture, which covers meaningful, expressive and motivating aspects.

In business communication, formality is achieved through the use of various grammatical and lexical means. The speaker (writer) must take care that the signs of his speech (sound of the word or signs of writing) are easy to perceive: clearly audible and visible. It is important to monitor diction. It is important that the language adequately reflects the given content, conveys the content, and in such a way that the form of the language helps to understand the content of the speech more easily.

It is necessary to keep in mind that the interlocutor may be less familiar with the subject of the conversation, and therefore it is necessary to provide him with missing information, which, perhaps, only in the opinion of the speaker himself, is already contained in the spoken words. It is necessary to pay due attention to ambiguity, use synonymy, remember the associative connections of words.

There are certain indicators of communication that characterize the speech of a business person:

1. Vocabulary. The wider it is, the brighter the speech will be and the greater the impression the speech will make on others.

2. Vocabulary, as a qualitative addition to the vocabulary. Spatial words and slang are perceived very negatively by listeners.

3. Pronunciation. It should be clear, expressive.

4. Stylistics of the language, which involves the correct order of words, the absence of redundant words and standard expressions.

5. Language grammar, as observance of general grammatical rules

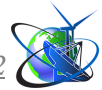
Any joint business involves communication and interaction of participants as a necessary means of ensuring its effectiveness. The peculiarities of business communication are that the partner in business communication always appears as a person significant for the subject, and the main task of business communication is productive cooperation.

The culture of business communication helps people organize joint activities, get to know each other better, and develop and form interpersonal relationships. And knowledge of its foundations and norms, without a doubt, in the modern world is the key to the success of any business person.

Organizational ethics is a distinctive feature of every organization and a decisive factor in the success of the entire team, since values can be directly or indirectly reflected in such important elements of managers' activities as efficiency (effectiveness), competence, competitiveness, innovativeness, professionalism, teamwork, care for employees, etc. [2, p. 114].

The formation of a culture of business relations is the key to the stability and successful functioning of the organization, as this process solves many social and psychological problems. The manager is responsible for ensuring a favourable microclimate in the team, personal and professional self-realization of all specialists. The organization and creation of conditions for the cohesive work of the institution's team, the success of the development of interaction with society depends on it.

Most often, the subjects responsible for communication, respectively the civil



servant (as the transmitter) and the citizen (as the receiver of the message), have clear goals: the transmitter seeks to inform, persuade, direct, capture interest and be effective, and the receiver must seek to be attentive, understand, remember and assimilate information. However, in contrast to informing, the transfer of information in the case of effective communication should be two-way (from the transmitter to the receiver and vice versa) [3, p. 137].

Summary and conclusions.

The culture of business communication is a necessary condition that organizes and coordinates the activities of business process participants. Mastering it allows you to alleviate many organizational and methodical problems, creates favourable conditions for each member of the organization's team, contributes to the improvement of the organization's image and positive reputation.

Therefore, the effectiveness of business communication in the management of organizations depends on many factors, in particular:

- Ethics (communicative barriers arising from the clash of cultures; traditions of business communication that differ);
- Cultural studies and ethno psychology (communicative barriers arising from an unsuccessful combination of some ethnic characteristics);
- Conflict studies (different possibilities of empathy; differences in the values of different cultures, certain strategies for getting out of a conflict situation, etc.).

Based on the above, it is necessary to develop the following linguistic skills of a participant in business communication:

- formulate communication goals and objectives;
- organize communication, conduct negotiations and manage the meeting;
- use communicative strategies, tactics, skills and techniques of business communication;
- prove and justify, argue and convince.

All of the above should constitute the communicative competence of a participant in business communication in the management of organizations.

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Анотація. У статті проаналізовано значення організаційної етики та культури ділового спілкування в професійній діяльності менеджерів. Досліджено сутність поняття «комунікація», що дало змогу окреслити особливості розвитку ділового спілкування в контексті формування організаційної етики. Запропоновано показники, що характеризують мовлення ділової людини. Вказано методи, що дозволяють активізувати процес формування культури ділового спілкування в професійній діяльності менеджерів. Розкрито культурно-специфічні та психологічні особливості ділової комунікації, надано практичні рекомендації для ефективного ділового спілкування.

Ключові слова: культура ділового спілкування, комунікація, лідерство, організаційна етика, менеджмент організацій.

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