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COMMUNICATIVE COMPETENCE OF SPECIALISTS

This article is devoted to the formation of business communicative competence of future specialists. Due to the ever-increasing intensity of communication in different areas the study of the phenomenon of business communication is particularly relevant today. The specificity and the complexity of the problems that arise here result from the fact that communication is carried out in incompatible, mostly cultural stereotypes of thinking and behavior, including interaction in professional situations. Communication needs to be effective in any sphere of life. The authors consider communicative competence as professionally necessary, and this proves the urgency of the problem. Communicative competence is seen as the ability to work effectively in a work team, the ability to take into account the individual psychological and national characteristics of a communication partner, use business etiquette, manage conflict and interact fruitfully in cooperation. Business communication involves a constant flow of information. It is the essence of management. The basic functions of management (Planning, Organizing, Staffing, Directing, and Controlling) cannot be fulfilled well without effective communication. Feedback is an integral part of business communication. Business communication is subordinated to the interests of business, the success of which depends on compliance with the rules of legal nature and the rules of interpersonal communication. The authors identified models of business communication. In the practice of business communication, there are models of business communications that are relevant to a particular situation and are implemented depending on the interests of people's activity. The authors consider the essence and importance of business communications as one of the components of the management process. They analyze and systematize the tasks of business communication, study the types of business communications that have different styles of information transfer, and define the functions of business communications of the enterprise. It is established that it is necessary to have a certain set of ideas, knowledge, information about the principles of business communication to achieve high results of any kind of commercial activity. It has been proven that the ability to successfully conduct business negotiations, competent conclusion of business agreements has become an integral part of the professional culture of managers at all levels. The authors also outline ways to improve internal business communications that will ensure the effective operation of the organization and its positive image.

Keywords: business communication models, conversation, group, manager, modern business communication.

Ганна Шмелькова, Наталя Надточій. Комунікативна компетентність фахівців. Автори розглядають сутність та важливість ділової комунікації як одного зі складників процесу управління. Аналізуються та систематизуються завдання ділового спілкування. У статті вивчаються різні види ділового спілкування. Автори розглядають комунікативну компетентність як професійно необхідну, і саме це доводить актуальність проблеми. Комунікативна компетентність розглядається як уміння ефективно співпрацювати у робочій команді, здатність враховувати індивідуально-психологічні та національні особливості партнера зі спілкування, використовувати норми ділового етикету, керувати конфліктом та плідно взаємодіяти в рамках співпраці. Встановлено, що для досягнення високих результатів комерційної діяльності практично будь-якого виду необхідно володіти певним набором знань, інформації про принципи ділового спілкування. Доведено, що вміння успішно вести ділові переговори, грамотне укладання господарських договорів стало невід'ємною частиною професійної культури менеджерів усіх рівнів. Окреслено шляхи вдосконалення внутрішньої ділової комунікації, які забезпечать ефективну роботу організації та її позитивний імідж. Через постійно зростаючу інтенсивність спілкування в різних сферах дослідження феномена ділового спілкування сьогодні є особливо важливим. Специфіка та складність проблем, що виникають тут, пояснюється тим, що спілкування здійснюється у несумісних, переважно культурних стереотипах мислення та поведінки, включаючи взаємодію у професійних ситуаціях. Спілкування має бути ефективним у будь-якій сфері людського життя. Ділове спілкування передбачає постійний потік інформації. Це сутність управління. Основні функції управління (планування, організація, укомплектування персоналом, керівництво та контроль) неможливо добре виконувати без ефективного спілкування. Зворотній зв'язок є невід'ємною частиною ділового спілкування.

Ключові слова: бесіда, група, менеджер, моделі ділового спілкування, сучасне ділове спілкування.

Анна Шмелькова, Наталья Надточій. Коммуникативная компетентность специалистов. Авторы рассматривают сущность и важность деловой коммуникации как одной из составляющих процесса управления. Анализируются и систематизируются задачи делового общения. В статье изучаются различные виды делового общения, разные стили передачи информации. Авторы рассматривают коммуникативную компетентность как профессионально необходимую, и именно это доказывает актуальность проблемы. Коммуникативная компетентность рассматривается как умение эффективно сотрудничать в рабочей команде, способность учитывать индивидуальные психологические и национальные особенности партнера по общению, использовать нормы делового этикета, управлять конфликтом и плодотворно взаимодействовать в рамках сотрудничества. Установлено, что для достижения высоких результатов коммерческой деятельности практически любого вида необходимо обладать определенным набором знаний, информации о принципах делового общения.

Доказано, что умение успешно вести деловые переговоры, грамотное заключение хозяйственных договоров стало неотъемлемой частью профессиональной культуры менеджеров всех уровней. Определены пути совершенствования внутренней деловой коммуникации, которые обеспечат эффективную работу организации и ее положительный имидж. Из-за постоянно растущей интенсивности общения в различных сферах исследование феномена делового общения сегодня особенно важно. Специфика и сложность проблем, возникающих здесь, объясняется тем, что общение осуществляется в соответствии с несовместимыми, преимущественно культурными стереотипами мышления и поведения, включая взаимодействие в профессиональных ситуациях. Общение должно быть эффективным в любой сфере жизни человека. Деловое общение предполагает постоянный поток информации. Это сущность управления. Основные функции управления (планирование, организация, укомплектование персоналом, руководство и контроль) невозможно хорошо выполнять без эффективного общения. Обратная связь является неотъемлемой частью делового общения.

Ключевые слова: беседа, группа, менеджер, модели делового общения, современное деловое общение.

Problem statement. Communication is a process that can be studied by different fields of science: Psychology, Philosophy, Sociology, Pedagogy, Linguistics. It is a form of activity that is carried out between people as equal partners and leads to the emergence of mental contact, which is seen in the exchanging of information, interaction, mutual experience, and mutual understanding.

Human communication always underlies social life since the natural way of human existence is its connection with other people. As a participant of social interaction, a person does not live in a world of isolated light or color spots, sounds or touches; he lives in the world of things, objects, and forms, in the world of difficult situations [5], where even silence becomes communicatively meaningful [3], where any violation or non-observance of the norms of speech behavior can create misunderstanding, discomfort, conflict, even a communicative breakdown [6].

The most important components of the professional training of university students are the development and improvement of the foundations of business communication. Knowing the field of business communication, modern specialists can present themselves effectively, manage the process of professional activities, manage themselves, take responsibility in crises, establish contacts with people successfully,

conduct business negotiations, provide psychological influence on partners, form a positive image of the company, etc.

University students are future managers and they work in various fields of professional activity. A manager should have a high level of education, be well acquainted with modern technologies, economics, organization of production. However, young specialists experience serious difficulties in business interaction.

Analysis of recent research and publications. One of the first theoretical models of social communication was proposed by Aristotle, who identified its components such as orator, language, audience. But in the scientific literature, this term has been widely used only since the beginning of the XX century.

F. Taylor became the first researcher of communication processes in the organization. Not surprisingly, his ideas about the nature of communications in the enterprise were still very simplistic. Communication flows in the organization, in his opinion, should be strictly tied to a position, a social role that an employee performs in an enterprise. These flows should be predominantly unidirectional, vertical in nature, should be directed only from top to bottom, from the leader to the subordinate [3].

The system approach to communications in the organizations proceeds from the fact that information communications between various system units of the organization are the main point in its functioning. The creation, retrieval, and processing of information are essential for the effective operation of these links. We can say that all organizational systems are essentially communicative. Considering the organization as an open system, systems communication theories focus not only on internal organizational relations but also on the interaction of the organization with the external environment, the study of information flows from other organizations, including state and public institutions. At the same time, communications of different nature are distinguished as informative, external, and internal. The system approach analyzes various information flows, the role of formal and informal channels, as well as the quality of decisions, their dependence on the functioning of the communication system.

According to N. Konopleva, business communication as the most important sphere of communication involves the exchange of activities, information, and experience to achieve a certain result, solve a specific problem or achieve a specific goal [1]. The success and effectiveness of

joint activities largely depend on the nature of business interaction. Only by mastering the basics of business communication one can count on a positive result of interaction with business partners, on the achievement of mutual understanding and productive cooperation.

Statement of the article's objectives. The result of practice indicates that training of future specialists at a university is aimed primarily at obtaining basic professional competencies while the actual practice requires not only good professional but also communicative knowledge, abilities, skills, and formed communicative qualities of a person.

In the process of business communication, communication acts as a social control mechanism that allows people to receive and transmit information that is necessary for the implementation of any action, communicative intention, decision-making. Such a process acts as a means of uniting business partners for a joint communicative process of solving a problem, generating ideas, and developing joint solutions. In business communication, there is a transfer of specific methods of activity, assessments, opinions, judgments, while business partners strive to express and understand each other's emotional experiences, show themselves from their best side, demonstrate their personal, intellectual, and psychological abilities, and interest in a partner.

The main results. Mental contact characterizes communication as bilateral activities involving not only the relationship between people but also empathy, mutual exchange of emotions. In communication, one can distinguish: a) instrumental focus: to fulfill a socially significant task, to work, to result; b) personal orientation: satisfaction of personal needs.

Psychologists note that communication can simultaneously fulfill different tasks: sharing information and demonstrating a relationship with each other, mutual influence, compassion, and mutual understanding. The versatility of communication makes it possible to highlight its following aspects:

1) information and communication (communication is considered as a type of personal communication, during which information is exchanged);

2) interactive (communication is analyzed as interaction individuals in the process of cooperation);

3) epistemological (a person acts as a subject and an object in social cognition);

4) axiological (the study of communication as a process of values exchange);

5) normative (identifying the place and role of communication in the process of normative regulation of the behavior of individuals, as well as the process of transferring and consolidation of norms in everyday consciousness, the real functioning of stereotypes of behavior);

6) semiotic (communication acts as a specific sign system, on the one hand, and an intermediary in the functioning various sign systems, on the other);

7) the social and practical aspect of communication, where the process is viewed as an exchange of performance results, abilities, skills [2: 212].

Starting communication, interacting with each other, people usually pursue specific goals. They are: – exchange or transfer of information; – the formation of skills and abilities or development of professional qualities; – the formation of an attitude towards oneself, towards other people, towards the society in general; – exchanging of activities, innovative techniques, tools, technologies; – implementation of correction, change in the motivation of behavior; – exchange of emotions.

There are such types of communication as interpersonal, business, special professional and scientific, socio-political, and informational and communicative, etc. The ways of interaction depend on the goals of communication, on the characteristics of an organization, the emotional mood of partners, the level of their culture. Communication is a triune process that includes communication, interaction, and perception.

Communication is used to collect, analyze, and systematize information both within the enterprise and outside, taking into consideration the necessary level of interaction with business partners, competing firms, consumers, suppliers, financiers, customers. To convey information, people use verbal (words) signs and non-verbal (facial expressions, pantomime, gestures, distancing, spatial drawing, intonation, etc.). Effective communication requires people to understand each other, so they should speak the same language, have a common social experience. Poor knowledge of the “language” of partners may lead not only to misunderstanding but also to financial miscalculations.

The context of communication can be expressed by a statement, question, or urge that obscures or demonstrates personal goals and

ulterior motives. Communication involves feedback and understanding, with responsibility more on its sender. So, for example, the comprehensibility of information in business practice is the main condition for its efficiency. Any company is interested in the strategy to be clear to the partners. Advertising, intentions, promotions that have been carried out by some enterprises, but misunderstood by business partners or consumers, can lead to financial collapse, competitiveness, breaking up of business relationships.

For communication to be effective, dialogical, the following conditions must be observed:

1) equality of psychological positions of social subjects regardless of their social status;

2) equality in the recognition of the active communicative role of each other;

3) equality in psychological mutual support.

Thus, the main idea of any interaction is that each participant retains his or her autonomy and can provide self-regulation of their communicative actions. Interaction consists of actions that, consequently, consist of the following elements: an acting subject, an object of the action or a subject to which the influence is directed, means or instruments of influence, a method of action or a useful method of means of influence, the reaction of a person to whom it affects, or the result of an action.

As a result of studying at university, the graduate should:

– build communication effectively using various speech techniques;

– create the text of the public cultural performance's speech competently;

– create written business texts in compliance with the rules of business correspondence (acts, contracts, memos, reports, letters of inquiry, offers, letters of claim and responses to these types of letters, etc.);

– to speak publicly in various business and social situations, relying on rules and regulations of business communication;

– analyze situations of verbal communication, identifying the components of successful/unsuccessful verbal and non-verbal behavior.

It is very important as the message can create or change the attitude of the audience towards the subject of communication. American scientist D. Clapper noticed that the mass media often influence a

person not directly but through a complex multistage system of various circumstances and reasons, which he called “factors-intermediaries” [8]. It includes:

- a person’s predisposition to the perception of this or that information (ideas, knowledge, norms, values);
- a person’s belonging to any social group with its moral, political, environmental, and other values and norms;
- the interpersonal nature in the distribution of the content of mass communications, message replication received from various sources by different people;
- the influence of “opinion” leaders, socially active people, on dissemination and evaluation of information.

D. Clapper also notes that the reason for the effect, that can be produced on an audience is not the product itself, demonstrated through mass communication, but those attitudes, opinions, and positions that were formed by them from the audience and confirmed messages from the air [8].

At the same time, this model cannot be considered complete without diagnostics that show the effectiveness of the communication process. To analyze its entire completeness, it is necessary to consider such positions as the effect of communication and feedback.

The effect of communication is some changes in the communicator’s behavior that occur as a result of receiving a message.

Experts identify three main types of communicative results:

- a) changes in knowledge;
- b) changes in attitudes, changes in stable audience’s perceptions;
- c) changes in the behavior of the recipient of information (implement purchase, take part in the vote, change one’s point of view, improve labor discipline, etc).

The degree of achievement of the communication goal can be assessed by indicators such as the number of letters and calls, change in sales volume, acceptance (cancellation) of political or administrative solutions. The effectiveness of communication is due to: – the nature of the source of information; – features of the form of business communication and the content of the messages; – the environment in which people receive information.

Feedback is the communicator’s reaction to the message of the source. Feedback is what makes communication a two-way process,

since having received information about the communicator's reaction, another person takes it into account, adjusting their actions and goals.

Feedback can be positive when the desired outcome of the message has been reached, and negative, informing the source of the information that the desired message result has not been achieved.

The first step in professional development that a graduate will need to overcome is the successful completion of professional job interviews. This is where the inability to communicate and express your thoughts correctly can become an obstacle to getting a job. Technologies of games are a unique form of modern education that allows to interest, captivate and activate all psychological processes and functions of the student. The value of this technology lies in the fact that there is no direct learning in them, but only conditions are created for the assimilation and practical consolidation of knowledge. In a very short period, it is necessary to interest the audience, convey the necessary information, and be understood. This approach enables the student to show their oratorical abilities, to show work with the text, to acquire public speaking skills, to master the techniques of working with the audience, methods of psychological influence (persuasion, suggestion, infection).

Conclusion. Business communication is a specific activity, and therefore the content of each communicative form (for example, lectures, reports, discussions, etc), as well as each speech structure (conclusion, opinion, replica, a critical remark, etc) depend on the communicative intention and the expected result. Each specific professional goal requires the content of the communication that allows it to be carried out and achieve the required results. The formation of communication skills among future specialists is a key to professional success and the formation of a high-level proficiency. A modern expert with deep knowledge is a key to the successful work of any company or enterprise.

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