

"CONCEPT OF BUSINESS ETHICS AND BUSINESS COMMUNICATION"

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Annotation: This article provides information on the topic "Business etiquette: personal and written communication." The types and principles of business communication are given.

Key words: Business etiquette, business conversation. written and unwritten norms, welcoming speech, presentation, report at a conference, meeting, report, reference, business letter, order, instruction, order, statement, contract

Ethical business communication negotiations. Business communication is a complex multifaceted process of developing contacts between people in the official sphere. Its participants act in official statuses and are focused on achieving the goal, specific tasks. A specific feature of the named process is regulation, i.e. obedience to the established restrictions, which are determined by national and cultural traditions, professional ethical principles. Known "written" and "unwritten" norms of behavior in a given situation of official contact. The accepted order and form of treatment in the service is called business etiquette. Its main function is the formation of rules that promote mutual understanding of people. Business etiquette includes two groups of rules:

norms in force in the field of communication between equal in status, members of the same team (horizontal);

instructions that determine the nature of the contact between the leader and the subordinate (vertical);

A general requirement is a friendly and helpful attitude towards all work colleagues, partners, regardless of personal likes and dislikes. The regulation of business interaction is also expressed in attention to speech. It is imperative to observe speech etiquette - the norms of linguistic behavior developed by society, typical ready-made "formulas" that allow you to organize etiquette situations of greetings, requests, gratitude, etc. (e.g. "hello", "be kind", "may I apologize", "nice to meet you"). These sustainable structures are selected taking into account social, age, psychological characteristics. Communication as interaction assumes that people establish contact with each other, exchange certain information in order to build joint activities, cooperation. In order for communication as an interaction to occur without problems, it should consist of the following steps:

Establishing contact (acquaintance) involves understanding another person, presenting oneself to another person;

Orientation in a communication situation, understanding what is happening, holding a pause;

Discussion of the problem of interest;

Solution to the problem;

Ending a contact (leaving it).

Service contacts should be built on a partnership basis, proceeding from mutual requests and needs, from the interests of the cause. Undoubtedly, such cooperation increases labor and creative activity. Concepts and types of business communication. Business communication is a complex multifaceted process of developing contacts between people in the official sphere. Its participants act in official statuses and are focused on achieving the goal, specific tasks. According to the method of information exchange, oral and written business communication are distinguished. Oral communication is monologue and dialogue. Monologues include a welcome speech, a sales presentation, an advertisement, a report at a conference, a meeting, a meeting, and other informational monologues. Dialogues involve the participation of several participants. It can be a business conversation - a small contact on a specific topic, usually one. A business conversation is a discussion of an issue, usually accompanied by the adoption of a specific decision. Business negotiations - a discussion with the aim of making a decision on the issue under discussion, as well as a discussion, a meeting, an interview, a telephone conversation, a press conference. Written business communication is a protocol, report, certificate, business letter, order, instruction, order, statement, contract and other official documents. Business communication can be divided into types according to many more principles and indicators. For example, corporate communication involves a deep process of interaction, during which a common corporate culture is developed. In turn, corporate communication can be divided into verbal and non-verbal. Verbal (from Latin *verbalis* - verbal) is carried out with the help of words, non-verbal - with the help of gestures, looks, facial expressions. The types of corporate communication also include business conversation, public speaking, negotiations, discussions, discussions, reception. All these types of business communication fulfill certain goals: Organization of joint activities;

knowing each other;

Achievement of a certain result;

Development of interpersonal relationships.

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