

THE CONCEPT OF BUSINESS ETIQUETTE AND BUSINESS COMMUNICATION

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ABSTRACT	KEYWORDS
This article provides information on the topic "Business etiquette: personal and written communication". The types and principles of business communication are given.	Business etiquette, business conversation. written" and "unwritten" norms, welcoming speech, presentation, report at a conference, meeting, report, reference, business letter, order, instruction, order, application, contract

Introduction:

Business communication is a complex multifaceted process of developing contacts between people in the service sphere. Its participants act in official statuses and are focused on achieving the goal, specific tasks. A specific feature of this process is regulation, i.e. obedience to established restrictions, which are determined by national and cultural traditions, professional ethical principles. There are 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 to form rules that promote mutual understanding between people. Business etiquette includes two groups of rules: norms in force in the sphere of communication between equals in status, members of the same collective (horizontal);

instructions that determine the nature of the contact between the manager and the subordinate (vertical); A common requirement is a friendly and helpful attitude towards all colleagues, partners, regardless of personal likes and dislikes. The regulation of business interaction is also expressed in attention to speech. Be sure to observe speech etiquette - the norms of language behavior developed by society, typical ready-made "formulas" that allow you to organize etiquette situations of greetings, requests, gratitude, etc. (for example, "hello", "be kind", "allow me to apologize", "happy to meet you"). These stable 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 interaction to occur without problems, it should consist of the following stages:

Establishing contact (acquaintance), involves understanding another person, introducing yourself to another person;

Orientation in the situation of communication, comprehension of what is happening, excerpt of a pause;

Discussion of the problem of interest;

Problem solving;

End (exit) contact.

Official contacts should be built on a partnership basis, based on mutual requests and needs, from the interests of the business. 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 service 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 a monologue and dialogue. Monologues include a welcoming speech, a trade presentation, advertising, a report at a conference, meeting, 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 in order to make a decision on the issue under discussion, as well as a discussion, meeting, interview, telephone conversation, press conference. Written business communication is a protocol, a report, a certificate, a business letter, an order, an instruction, an order, a statement, a 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;

Knowledge another other;

Achieving a certain result;

Development of interpersonal relationships.

During the conversation, it is necessary to maintain self-control, good mood and benevolence, an educated and well-mannered person is recognized by modesty. He avoids bragging about his knowledge and acquaintances with the "right" people.

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