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Master's Qualificiation Paper:

LINGUISTIC AND SOCIOCULTURAL FEATURES OF ENGLISH BUSINESS COMMUNICATION

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INTRODUCTION

The study of problems of intercultural communication is one of the most popular and important areas of modern scientific research of communication processes.

Business communication is a relatively new branch of modern human sciences that has emerged under the influence of many other fields, including philosophy, ethics, sociology, psychology, communication science, cultural studies and more.

With the development of international trade, communication between people from different cultures has become a daily occurrence (phenomenon). Scholars find more and more new evidence that people are more similar in their internal, moral, ethical dimension and differ mainly in external manifestations, customs, etc. One of the main areas of practical search for neutralizing these differences has become the business sector, where the feasibility of any innovation, new idea, can be proved quickly and easily - by making big profits, achieving greater efficiency.

In the process of globalization in the field of science and politics, the efforts of scientists, transnational organizations and governments of different countries, aimed at mutual understanding and dialogue, are growing. It is becoming increasingly apparent that this requires not only more intensive study of foreign languages, but also an understanding of other people's customs and cultures in the process of learning the business communication.

Different domains of business communication have been researched by F.Briggs, R.D. Clarke, S.R. Covey, L.Ekroth, L.Ferrer, E.Shriberg, T.K.Gamble, M.Gamble, N.Gerber, R.I.Gesher, M.D.Winer, C.B.Gussenhoven, G.Harper, D.House, B.Lampton, A.Lieb, N.Payne, N.Qubein, L.Ramsey, A.Taylor, T.Rosegrant, A.Meyer, B.T.Samples, A.Thompson, A.J.Vasile, H.K.Mintz and many others.

In business circles, the idea was established that specialists in the field of international business contacts should be proficient in professional communication languages, including both international and national-cultural components.

Thus, **the relevance of our research** is due to interest in studying the features of the language of business communication and is caused, first of all, by the awareness of the practical needs of international-class specialists in the field of business with knowledge of culture, traditions, habits, specifics of speech etiquette and behavior of one or another nationality.

The aim of the diploma paper is to identify linguistic and sociocultural features of business communication.

The following **tasks** are to be solved:

– to describe communication as social activity;

– to investigate the types of business communication;

– to study meetings and negotiations as the forms of business communication;

– to identify the verbal and non-verbal features of English business communication;

– to investigate the cross-cultural aspect of business communication.

In our work, an attempt was made to investigate and identify the national identity of verbal and non-verbal means in international business communication, taking into account the ethnic and cultural characteristics of the countries of the studied foreign language in order to prevent possible communicative failures and failures in situations of business communication.

The **object** of the research is business communication.

The **subject** of the research is the verbal and non-verbal features of international business communication.

The study attempts to identify the national identity of verbal and non-verbal means of business communication on the basis of the English language in order to prevent possible communicative failures. This is the **novelty** of the study.

The practical value of the research lies in the possibility of using the results of the research in courses in communication theory, lexicology, stylistics, special courses in discourse analysis, communication science, sociolinguistics, and speech culture. The results of the work will help to improve the communicative competence of businessman.

Materials for the investigation are the footages of business meetings and negotiations.

Structurally the Paper consists of introduction, 2 chapters, conclusions to each chapter, general conclusions, resume and the list of references.

Chapter One is concerned with the notion communication and its types, description of the main features of communication. It also deals with the notion and types of business communication. Besides, we described the types of meetings and negotiation strategies.

Chapter Two is devoted to the analysis of linguistic features of business communication. What is more, the sociocultural aspects were described by us.

CHAPTER 1. BUSINESS COMMUNICATION AS SOCIAL ACTIVITY

1.1 Communication as social and business activity

One of the leading factors in the emergence and existence of culture is communication. All human life in one way or another is connected with communication, which lies practically at the basis of everything that people do. Nowadays, with the development of the new technologies, the phenomenon of globalization takes place. Thus, communication becomes one of the main channels of sending and receiving the information in all spheres, including business.

According to John Durham Peters, the Latin word communicatio, rooted in communicare meaning "to impart, share or make common" as well as in munus meaning "gifts or duties offered publicly", did not signify the general arts of human connection via symbols, nor did it suggest the hope for some kind of mutual recognition," but "generally involved tangibles," stylistic devices employed by an orator to assume "the hypothetical voice of the adversary or audience". The notion of communication in ancient Rome, as well as the previous notion of rhetoric in ancient Greece, did not refer to transfer, to transmission, to interaction or to dialogue, but rather pointed to acknowledging and performing specific social functions and group memberships, or to knowing and utilizing concrete technical devices for conveying specific social functions and group memberships.

There are various definitions and meaning interpreted by different scholars. T.S. Matthews says that Communication is something so difficult that we can never put it in simple words. But we do need a definition to understand the concept. In his book Communication in Business, Peter Little defines communication as the process by which information is transmitted between individuals and/ or organizations so that an understandable response results. W.H. Newman and C.F. Summer Jr. defines communication as, "Communication is an exchange of facts, ideas, opinions, or emotions by two or more persons".

One definition of communication is "any act by which one person gives to or receives from another person information about that person's needs, desires,

perceptions, knowledge, or affective states. Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or non-linguistic forms, and may occur through spoken or other modes."

According to Keith Davis, 'The process of passing the information and understanding from one person to another."Communication is something so simple and difficult that we can never put it in simple words," says T.S. Mathews.

Another very simple definition of 'communication' has been provided by W.H. Newman and C.F. Summer Jr: "Communication is an exchange of facts, ideas, opinions, or emotions by two or more persons."

Communication is a multifaceted process in which the following main functions can be distinguished: communicative, interactive, perceptual. The communicative function is a variety of forms and means of exchange and transfer of information, through which it becomes possible to enrich the experience, accumulate knowledge, master the activity, coordinate actions and mutual understanding of people. The interactive function involves contacts between people, which are not limited to information transfer needs only. Communication always implies some influence on other people, some changes of their behavior and activity. In this case, the interactive function of communication, the function of influencing other people, is revealed. Furthermore, the perceptual function. The information received by the interlocutors during the contacts on different channels makes it possible to make a more or less objective impression that he or she is a communication partner, to penetrate into his inner world, to understand the motives of behavior, habits, attitudes to the facts of reality. The adequate psychological portrait of the subject of communication is formed depending on the objective and subjective factors and includes the action of three important mechanisms of human perception: identification, reflection and interpretation.

The diversity of communication functions undoubtedly gives rise to a considerable number of its types. Given the multidimensional nature of communication, it is possible to classify its types by the following features:

1. With the participation or non-participation of verbal means: verbal and non-verbal (facial expressions, gestures, posture, etc.).

2. By the form of presentation of language means: oral, written.

3. By the theme: political, scientific, religious, philosophical, educational-pedagogical, educational, household.

4. By the purpose: business and entertainment.

5. By the number of participants: internal (communicator communicates with himself), interpersonal (communicate with two), group (3-5 participants), public (20 or more), mass (directed not at a certain individual, but at large masses of people and most often with the help of mass media).

F.S. Batsevich in the textbook "Fundamentals of Communicative Linguistics" presents the classification of communication by the following criteria:

1.   Depending on the forms of embodiment of linguistic means - external communication (oral, written), internal (human-self dialogue).

2.   By the method of interaction between the communicators: monologic, dialogical, poliological;

3.   By the specificity of communication channels: direct communication (face to face); mediated communication (notes, printed matter, telephone, radio, television, Internet, etc.);

4.   By the way of organization - spontaneous (casual meeting) and organized (meetings, conferences, etc.);

The communication process is the exchange of information between two and more people whose purpose is to understand the subject under consideration. To understand this process better, you need to understand the basic elements and stages of the communication process.

The communication process at the enterprises consists of six interrelated elements:

•   sender / encoder - the person who generates the idea or collects and transmits information;

- message - information decoded with the help of symbols;

- channel - means of information transmission;

- recipient / decoder - the person to whom this information is send and who is ready to accept it;

- perception;

- feedback.

In the exchange of information, the sender and the recipient pass several interconnected steps in the communication process. Their job is to create messages and use a channel to transmit it in such a way that both parties understood one original idea. This is difficult because each stage is also the point at which the content can be distorted or lost. Typically, interrelated steps include: idea generation, coding and channel selection, transmission, decoding.

Idea generation. The exchange of information begins with formulation of an idea or selection of information. The sender carries the responsibility for creating a message in a form that is capable to convey the idea to the recipient most accurately. The process of transferring thoughts into a message is called encoding. And since communication is a process of coming to an understanding, efforts to obtain it must be made on both sides. However, the sender takes the primary responsibility. His job is to find and apply the communicative symbols and skills, both verbal and non-verbal, that will help the recipient to understand the message correctly. The sender must mentally see the idea that it sends with the eyes of the recipient.

Coding and channel selection. Before submitting an idea, the sender must encode it with the help of symbols, words, intonation and gestures. Such encoding turns the idea into a message. Some messages may be relatively simple, such as a stop sign, approval, or denial. Others can be more complex, so they are more difficult to convey, for example, a message to the crew about the need for extra-curricular work. It may be difficult for all workers to understand this message, as there is going to be a lot of questions, even protests are possible. At the same time, the sender must select the channel that is related to the type of symbols used for communication.

Well-known channels include: transmission of spoken and written materials, electronic devices (computer networks, email, video tapes, etc). If the channel is not suitable for the physical embodiment of symbols, transmission is not possible. For example, an artist's painting is not suitable for telecommunication. It is also impossible to simultaneously communicate with all employees together. If the channel is partially in line with the idea, sharing information will be less effective.

Neither method of communication has universal advantages over the other, so the choice of the method of transmitting a message cannot be restricted by a single channel. In most cases, it is appropriate to combine two or more means of communication. Often, after the oral conversation, the executives make a written summary, a synopsis. In other cases – they hand a written message and explain its essence orally to enhance the positive perception.

Transmission. At this point, the sender uses the channel to deliver the message (coded idea or set of ideas) to the recipient. It is a physical transmission of a message that is sometimes identified with the communication process.

Decoding. After receiving the message, you need to understand it. Decoding is the process of decoding the symbols of the sender into the recipient's language.

The effectiveness and nature of the perception of the message by the recipient is affected by the following factors:

- the recipient's knowledge of the subject of the message;
- the probability that the recipient perceives both the message and the sender in a proper way;
- the experience of communication of the sender with the recipient;
- Ability to listen and give the feedback.

If the characters selected by the sender have a similar meaning to the recipient, he will know exactly what the sender meant when formulating its idea. In this case, it can be considered that the communication was effective and achieved its goal.

Feedback. One of the most important elements the process is its perception, which they reach setting up two-way communication. A special role is played by

feedback, which shows the recipient's response to the message. A feedback plays a particularly important role, as it shows the recipient's response to the message. Feedback can be verbal or non-verbal; written or oral. With its help we can evaluate the effectiveness of our communication.

The transference of any information is possible only through signs, or rather - sign systems. In this case, we distinguish verbal (speech is used as a sign system) and non-verbal (various non-speech sign systems are used) communications. In verbal communication, two types of speech are singled out - oral and written.

In oral communication, both the parties to the process, i.e., sender and receiver, exchange their ideas through oral words either in face-to-face communication or through any mechanical or electrical device, such as telephone, etc. Oral communication is very helpful in face-to-face two-way communication where persons can exchange their feelings fully and clarity regarding any doubt or ambiguity may be sought. It has, as such, very high degree of potentiality for speedy and complete interchange of information. Possibility of gestural communication being used along with oral one increases the effectiveness of this type of communication since actions speak louder than words. Important points may be emphasized through actions. Rank and file employees as well as supervisors and even managers often prefer oral communication. They enjoy the opportunity to ask questions and to participate. Face-to-face oral communication is sometimes supplemented by public address systems that permit managers to speak directly to workers in the workshop. Oral communication suffers from the disadvantages of absence of any permanent record of communication. Sometimes, it becomes time-consuming especially in meetings and conferences when after various deliberations, nothing concrete comes out. Sometimes, oral communication is not taken seriously by the receiver and basic objective of communication in this case is not achieved. There is also a possibility that the spoken words are not clearly heard or understood.

The most important features of oral communication are:

1. It is produced by the human language apparatus (vocal cords, tongue, mouth) and is perceived by ear. It's a language stream, not a "chain" of graphic characters.

2. Oral speech is also characterized by such a feature as unpreparedness, spontaneity. After all, a person's oral speech is a semi-conscious process: one rarely thinks about how one speaks, and one does not always think about what one is saying when starting to speak. Only to participate in the discussion of a particular issue at meetings, meetings can be specially prepared before speaking. Little attention is paid to the form of expression. But there are common forms of greetings, farewells, conversations about the weather, and other household topics.

3. Another feature is the redundant information. It is contained in intonation, in facial expressions, gestures, and most importantly - in the circumstances of live communication of speakers. Sometimes a pause in a conversation carries more information than anything previously stated.

Communication in writing – written words, graphs, diagrams, pictures, etc. may take the form of letters, circulars, notes, manuals, etc. Examples of typical written communication, in industry include the following:

• Memo: A memo is a written message sent to someone working in the same organization.

• Letters: A letter is a written message sent to someone outside the organization; it also can be sent by computer via commercial electronic mail networks, such as MCI or CompuServe.

• E-mail (electronic mail): E-mail is a message transmitted electronically over a computer network most often connected by cable, telephone lines, or satellites. The recipient's computer receives and stores the message almost instantaneously after it is sent. The recipient may read, respond to, file, or discard the message - all without the use of paper.

• Reports: A report is an orderly and objective presentation of information that assists in decision-making and problem solving. Examples of common business

reports include policies and procedures, status reports, minutes of meetings, financial reports, personnel evaluations, press releases, and computer printouts.

• Miscellaneous: Other examples of written communication include contracts, sales literature, newsletters, and bulletin - board notices.

Writing is crucial in the modern organization because it serves as the major source of documentation. A speech may make a striking impression, but a memorandum leaves a permanent record for others to refer to in the future in case memory fails or a dispute arises.

The communication efforts may be minimized by simultaneous communication to various points such as through circulars, etc. It also enables the communication to take place between distantly placed parties without much cost. Written communication is more orderly and binding on subordinates and superiors to take suitable actions in the organization. Written communication, however, suffers from major drawbacks. It is very time-consuming both in terms of preparing the message and in terms of understanding the message. There is a greater chance of communication being misunderstood. Sometimes it is costlier in comparison to oral communication.

Each of the different media of communication has its strengths and weaknesses which determine its uses and suitability for communication in any particular context. Thus, in some cases, oral communication might be useful while in others, written communication may be necessary, as both of these have their own relative merits and demerits, as discussed above. As such, one cannot depend upon a particular medium of communication and both of these media are complementary to each other. That is why, in practice, both these media are used. Oral communication, however, is more useful where the subject-matter is complex and a final decision requires deliberations from the persons concerned. Moreover, in day-to-day business and in routine types of activities, oral communication may be relied upon. Where the messages are to be kept for future reference, written communication is the only one possibility.

Non-verbal communication is the type of communication which is characterized by the usage of non-verbal behavior and non-verbal communication as the main means of information transference, organization of interaction, forming an image, thinking about a partner, influencing the person.

Conforming to Business dictionary, it is behavior and elements of speech aside from the words themselves that transmit meaning. Non-verbal communication includes pitch, speed, tone and volume of voice, gestures and facial expressions, body posture, stance, and proximity to the listener, eye movements and contact, and dress and appearance.

Research suggests that only 5 percent effect is produced by the spoken word, 45 percent by the tone, inflexion, and other elements of voice, and 50 percent by body language, movements, eye contact, etc.

According to Gareth R. Jones and Jennifer M. George's book, Contemporary Management, nonverbal communication is "the encoding of messages by means of facial expressions, body language, and styles of dress."

According to Walter Mischel, Yuichi Shoda, and Ronald E. Smith's book, Introduction to Personality, people can look at other's faces and naturally obtain information about "happiness, surprise, fear, anger, disgust/contempt, interest and sadness." It does not take special training to recognize basic forms of nonverbal communication. However, it may take more extensive training to become self-aware of how you are portraying your nonverbal communication to others.

Non-verbal cues can be inborn or acquired: transmitted genetically or raised in an appropriate cultural environment. When interpreting non-verbal means of communication, one should pay attention to the national traditions of the interlocutors, as they may have different meanings or shades of meaning among the representatives of different nations. Much of our non-verbal behavior is acquired. Many gestures and movements are influenced by the cultural environment.

Non-verbal communication is usually used in, tandem with verbal communication. In most cases it is complementary to what is being said verbally. This is done using non-verbal communication as a tool to:

1. restate the verbal communication

2. accentuate the verbal communication

3. Substitute verbal communication (using a clenched fist, V sign, thumbs-up, etc.)

4. Regulate the flow of the communication process (by a nod or a shake of the person's head. Etc.)

However, in some cases, non-verbal communication may also be used to contradict the verbal communication. For example, an offer to help made with a smile means exactly the opposite of one made with a grimace or frown. In the first case, the communicator conveys his willingness to help, whereas in the second case, the frown conveys that the communicator does not really want to help.

According to Bridwhistell, in face-to-face communication, the spoken words account for less than 35% of the message decoded by the communicated, while the non-verbal cues transmitted by the communicated account for the remaining 65% or more. Due to this, it is essential to keep track of the information being transmitted by one via non-verbal channels.

Non-verbal means of communication are divided into visual, acoustic, olfactory and chronemics.

When we talk about the **visual signs** in non-verbal communication, it should be noted that this is a set of forms, which are manifested directly by the movements of the human body, gestures, posture, facial expressions, gaze, etc.

The most often studied sub area of nonverbal communication is kinesics, or body movements. We can define kinesics as the study of the body's physical movements. In other words, it is the way the body communicates without words, that is, through various movements of its parts. When we study kinesics, we specifically look for inner states of emotion as expressed through different parts of the body and their physical movements.

By far, the face is where we look for most expressions of what is going on inside us. Within the facial area, the eyes tell us much more than other facial features. Thus, we look to the face and eyes when we want to determine much of the meaning

behind body language and nonverbal communication. For example, consider the facial expressions you associate with happiness, surprise, fear, anger, and sadness. All of the facial parts combined tell you something about what is happening to create the expressions you see.

Mimicry demonstrates all changes in facial expression during communication that can mean sadness, joy, pleasure, fear, contempt, and more. According to scientists, facial expressions set 55 components, the combination of which is able to transfer up to 20 000 values. Conscious control over facial expressions helps a person to enhance the content of the message, to hide or contain their emotions. Coordinated with words, or congruent, facial expressions are almost imperceptible.

Furthermore, the facial feature to which we look most for meaning is the eyes. The eyes, along with the eyebrows, upper and lower eyelids, and size of pupils, convey certain inner body states. Eyebrows with upper and lower eyelids raised combined with dilated pupils – a wide-eyed effect – tells us that the person is excited, surprised, or frightened. The opposite effect, eyebrows with upper and lower eyelids closed (less white space exposed) combined with constricted pupils – a beady-eyed look – tell us that the person is angry, intense, or in pain. When these eye features are put together with other facial parts, we infer about the person's inner state.

While eye patterns communicate to us, eye contact (gazing) and movements are also meaningful. If we look at someone or something for a long period of time, we show our intensity of interest. Brief eye contact generally reveals embarrassment, timidity, or nervousness. Of course, eye contact and movement must be placed within the context of other facial expressions and body movements to get a total meaning. Yet eye contact and eye movements indeed help significantly in the filtering process.

In addition to the face and eyes, other body parts move and convey meaning. We refer to these movements as gestures – the physical movements of arms, legs, hands, torso, and head. Because we have just examined the face and eyes, we will exclude the head for the moment and concentrate on other body movements.

Researchers who study gestures generally believe that gestures are made relationally; that is, they are used not individually but in relation to another person. Thus, certain gestures have meaning at particular times in an interpersonal situation – at the beginning, middle, and end of the interchange. To get the true meaning of the gestures used in an interpersonal relationship, we must look at the specific situation of the relationship.

The author of many books on non-verbal communication components, David Lewis identifies five groups of gestures, depending on their purpose:

1. Illustrator gestures – help to explain the words spoken, amplify the key and as a result moments are better remembered. The intensity of gesture depends on the temperament and when it is very different, the interlocutors feel uncomfortable, although they not often can understand the cause of this condition. The use of illustrator gestures is culturally conditioned. The main difference is the intensity of gestures. Thus, residents of the Mediterranean actively using gestures than the nations of Central and Northern Europe.

2. Gestures-regulators. One such gesture is handshake, a traditional and ancient form of greeting. The difference in views on the handshake of foreigners should be taken into account. Handshake can be very informative, especially its intensity and duration. For example, when meeting with Asian partners, you should not clench their palms hard and for too long. On the contrary, Western European and American entrepreneurs cannot tolerate sluggish handshakes because they value athleticism and energy. You should press their hand vigorously and forcefully.

3. Gestures-emblems – are used to express a person's physical or mental state, but they have a specific meaning in different countries. These include, for example, the American symbol "OK", which is quite common today in many countries of the world, which means "all is well", "all right" and is transmitted by the thumb and forefinger, which seem to form the letter "o".

However, this gesture cannot be considered conventional. For example, in France it can mean "zero", and in Japan - money.

4. Gesture adapters usually accompany our feelings and emotions. They resemble children's reactions and manifest themselves in situations of stress, excitement, become the first signs of worrying about someting. So, if a person is upset, he or she can pull the earlobe or clothing, and in difficult cases - scratch the back of his neck.

5. Affecting gestures express the emotional state of a person, his attitude to events (pity, joy, openness, sincerity). Gestures that express the internal state of a person are usually not controlled and expressed by most people in a similar way.

Posture – an arbitrary or deliberate position of the human body, which can testify to the emotional and mental state of the person, his physical health, manners, disposition to the interlocutor. Posture is the least controlled form of non-verbal communication. Today there are up to 1000 poses that can be acquired by the human body. Posture can be used to determine a participant's degree of attention or involvement, the difference in status between communicators, and the level of fondness a person has for the other communicator, depending on body "openness". Studies investigating the impact of posture on interpersonal relationships suggest that mirror-image congruent postures, where one person's left side is parallel to the other person's right side, leads to favorable perception of communicators and positive speech; a person who displays a forward lean or decreases a backward lean also signifies positive sentiment during communication.

One more area is appearance. By appearance, we mean clothing, hair, and adornments such as jewelry, cosmetics, and the like. At first glance, it may seem that appearance is unrelated to body movements. Closer inspection, however, reveals that appearance relates to how the face, eyes, gestures, posture, and shapes – all those aspects of body language we have mentioned – are perceived. The types of clothing that an individual wears convey nonverbal cues about his or her personality, background and financial status, and how others will respond to them. An

individual's clothing style can demonstrate their culture, mood, level of confidence, interests, age, authority, and values/beliefs.

Proxemics as a type of non-verbal communication, which indicates cultural differences in the use of space, is also an important source of information. A special issue in cross-cultural contacts are personal and social distance, because different cultures have their own rules of proxemics. For example, residents of the East usually communicate at a fairly close distance (representatives of contact culture), Americans or Europeans have a rather negative perception of another person's interference in their personal area. Everyone has the right to decide for himself at what distance to communicate, to whom to admit to his personal area.

According to Edward T. Hall, the amount of space we maintain between ourselves and the persons with whom we are communicating shows the importance of the science of proxemics. In this process, it is seen how we feel towards the others at that particular time. Within American culture Hall defines four primary distance zones: (1) intimate (touching to eighteen inches) distance, (2) personal (eighteen inches to four feet) distance, (3) social (four to twelve feet) distance, and (4) public (more than twelve feet) distance. Intimate distance is considered appropriate for familiar relationships and indicates closeness and trust. Personal distance is still close but keeps another "at arm's length" and is considered the most comfortable distance for most of our interpersonal contact, while social distance is used for the kind of communication that occurs in business relationships and, sometimes, in the classroom. Public distance occurs in situations where two-way communication is not desirable or possible.

Still another type of nonverbal communication is known as paralanguage, or paralinguistic. By paralanguage, we mean how a person says something. Paralanguage involves the "how" of a speaker's voice rather than the "what" of the words. Scholars in the area of paralanguage note that as senders and receivers we have certain expectancies about how things should sound. Such stereotypes, whether real or imagined, affect the type of meaning sent and received through voice patterns. More specifically, people infer back ground factors (race, occupation, etc.), physical

appearance (e.g., age, height, gender), and personality (introversion, social orientation, etc.), when they evaluate voice patterns.

Olfactory means of non-verbal communication. These include the odors (body, cosmetics, dishes, etc.) used in communication. Odors are of great importance in interpersonal communication because they affect the overall impression of the person. Cultural differences in olfactory can cause a serious cross-cultural conflict. After all, the aroma used by representatives of one culture may be totally unacceptable to others. It is known, for example, that in American homes the smell of eggs is usual, in contrast it causes disgust of the Asians immediately.

Chronemics (use of time) is a very important element of non-verbal communication, in particular in international relations. It carries information about the specifics of understanding time - as understood by representatives of a particular nation. Monochrome cultures (Germany, USA, UK, Northern European countries) have a linear system of time - at the same time people do only one thing, consistently moving to the other. For their representatives, time is a form of organization of human activity, realization of the principle of respecting a colleague (punctuality). Polychronic cultures (United Arab Emirates, India, Latin America, etc.) have a flexible attitude to time, appreciating, above all, interpersonal relationships: communicating with a person is more important than time. At the same time, their representatives can handle several things at once; the agenda, the punctuality are of little importance to them.

So, the primary merit of non-verbal communication is that it helps convey the true meaning of the communication. In most cases, it reinforces verbal communication although this is not always the case. Non-verbal communication is also easily visible and improves the atmosphere by lending a personal touch to the communication.

Thus, we have seen that a great deal of the communication which we transmit has to do with not only spoken or written words but also with a number of visual nonverbal cues which we (often subconsciously) transmit.

1.2   Business communication and its types

In the life of most people, everyday communication prevails - the most common arises at home, in the family, in everyday life. Significant place in human life is also occupied by business communication related to work and service.

With the development of international trade and global ties in the field of science and politics, the efforts of scientists, national organizations and governments of different countries are increasing in order to deepen mutual understanding and establish dialogue. It is becoming increasingly apparent that this requires not only a more intensive and full-scale study of foreign languages, but also an understanding of other people's customs and cultures. The effectiveness of international business contacts depends, among other parameters, on knowledge of international standards and the national specifics of business communication.

Business communication today penetrates into all spheres of public life. Companies of all forms of ownership, private individuals enter into commercial, business relations. Competency in business communication is directly related to success or failure in any business: science, art, production, trade. This is especially true for managers, entrepreneurs, production organizers, people employed in the field of management and business. Negotiation skills are a part of their professional image.

Business communication is a complex multifaceted process of communication between people in the service sector, focused on achieving a goal and solving specific problems. A specific feature of this process is regulation, i.e., submission to established rules and principles, which are determined by national and cultural traditions, ethical behavior. The members are in special official statuses.

Business communication is the process of establishing and developing contacts between people that arises from the need for their joint activity. The content of business communication is the exchange of information and experience, which involves achieving a specific goal and solving a specific problem.

Business communication is carried out both between equals in status, and between the leader and subordinate. A general rule is considered to have a friendly

and helpful attitude towards all colleagues and partners, regardless of personal likes and dislikes.

Business communication is characterized by interaction in which partners establish contact, exchange certain information in the process of joint activities.

Business communication consists of the following steps:

1) Establishment of the contact (acquaintance - introducing yourself to another person);

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

3) Discussion of a problem of interest; the exchange of arguments;

4) a mutually beneficial solution to the problem;

5) End of the contact (exit from it).

Professional contacts should be built on the principles of partnership, proceeding from mutual requests and needs, from business interests. Undoubtedly, such cooperation increases labor and creative activity, and it is an important factor in the technological process of production, business.

The specificity of business communication is that in the process of interaction, partnerships, based on the principles of mutual respect and trust, are established.

Another specific feature of business communication is its regularity, i.e., subordination to established rules and principles of interaction. The regulation of business communication is also expressed in attention to speech. It is important to know and be able to use the accepted norms of business etiquette — etiquette formulas, clichés, depending on the specific situation of communication.

These rules are determined by the type of business communication, its form, degree of formality, and those specific goals and objectives that partners face. These rules are determined by national and cultural traditions, social norms of behavior. They are recorded, drawn up in the form of a protocol (business, diplomatic), exist in the form of generally accepted norms of social behavior, in the form of etiquette requirements.

Another feature of business communication is strict adherence to the certain role by the participants of the process. In everyday life, we also act various roles: a wife, a husband, a father, a mother, a seller, a buyer, etc. During the day, our roles can change several times. The same thing happens in business communication, where participants in this process have to try on different roles depending on the situation (to be a boss, subordinate, colleague, partner, specialist, etc.). Compliance with the role in business communication regularizes, stabilizes and facilitates the work process, thereby it leads to the achievement of the goal.

The features of business communication include the increased responsibility of participants for its result. The ability to correctly formulate the purpose of cooperation, determine the interests of partners, build the rationale for their own position and select appropriate replica situations leads to successful business interaction.

Therefore, such personal qualities as commitment, organization, fidelity to the word, as well as observance of moral and ethical standards and principles acquire special significance in business communication.

Particular attention is paid to the use by its participants of verbal and non-verbal means. In business communication, swear words and obscene expressions, colloquialisms are not allowed, the use of words of a limited sphere of use (jargon, dialectisms, archaisms, etc.) is undesirable.

Therefore, good communication skills are crucial for the success of any organization. From an individual's point of view proficiency in writing and speaking skills helps the individual to acquire a job, perform well, and earn promotions. If one decides to go into business, writing and speaking skills will help him promote his product, manage his employees among other things. The same skills also help him achieve his personal and social goals.

Within the organization, information may be transmitted from superiors to subordinates (downward communication), from subordinates to superiors (upward communication), among people at the same level on the organizational chart (horizontal communication), and among people in different departments within the

organization (cross-channel communication). These four types of communication make up the organization's formal communication network.

Downward Communication. In most organizations the largest numbers of vertical communications move downward - from someone of higher authority to someone of lower authority. For example, at Anuro's Systems, Rohit Mishra sends a memo to Neelima Shrikhande about a computer report; she, in turn, confers with Eric Fox. Through written and oral channels, information regarding job performance, policies and procedures, day-today operations, and other organizational information is communicated.

Higher - level management communicates with lower-level employees through such means as memos, conferences, telephone conversations, company newsletters, policy manuals, bulletin- board announcements, and videotapes. One of the problems with written downward communication is that management may assume that what is sent downward is received and understood. Unfortunately, that is not always the case.

Upward Communication. Upward communication is the flow of information from lower-level employees to upper-level employees. For example, Jean Tate sends a monthly status report to the president regarding human resources actions for the month, and Neelima responds to Rohit's memo regarding the computer report. Upward communication can take the form of memos, conferences, reports, suggestion systems, employee surveys, or union publications, among others.

Upward communication is important because it provides higher management with the information needed for decision-making. It also cultivates employee loyalty by giving employees an opportunity to be heard, to air their grievances, and to offer suggestions. Finally, upward communication provides the feedback necessary to let supervisors know whether subordinates received and understood messages that were sent downward.

Horizontal Communication. Horizontal communication is the flow of information among peers within the same work unit. For example, the administration

division holds a weekly staff meeting at which the three managers (jean, Larry, and Eric) exchange information about the status of their operations.

Horizontal communication is important to help coordinate work assignments, share information on plans and activities, negotiate differences, and develop interpersonal support, thereby creating a more cohesive work unit. More the Individuals or departments within an organization interact with each other to accomplish their objectives; the more frequent and intense will be the horizontal communication.

The most common form of horizontal communication is the committee meeting, where most coordination, sharing of information, and problem solving take place. Intense competition for scarce resources, lack of trust among coworkers, or concerns about job security or promotions can sometimes create barriers to the free flow of horizontal information.

Cross-Channel Communication. Cross-channel communication is the exchange of information among employees in different work units who are neither subordinate nor superior to each other. For example, each year a payroll clerk in Jean Tate's department sends out a request to all company employees for updated information about the number of exemptions they claim on their tax forms.

Staff specialists use cross-channel communications frequently because their responsibilities typically involve many departments within the organizations. Because they lack line authority to direct those with whom they communicate, they must often rely on their persuasive skills, as, for instance, when the human resources department encourages employees to complete a job -satisfaction questionnaire.

The Informal Communication Network. The informal communication network (grapevine) transmits information through nonofficial channels within the organization.

The informal communication network (or the grapevine, as it is called) is the transmission of information through nonofficial channels within the organization. Carpooling to work, waiting to use the photocopies, jogging at noon, in the cafeteria during lunch, or chatting at a local PTA meeting - wherever workers come together,

they are likely to hear and pass on information about possible happenings in the organization. Employees often say that the grapevine is their most frequent source of information on company plans and performance. In one recent survey of 451 executives, 91% reported that employees typically use the grapevine for information on company "bad news" such as layoffs and takeovers. Office politics was cited as a grapevine topic by 73%, whereas only 41% said their employees turned to the grapevine for "good news."

• Most of the information passed along the grapevine (about 80%) is business related, and most of it (75% to 95%) is accurate.

• The grapevine is pervasive. It exists at all levels in the organization - from corporate boardroom to the assembly line.

• Information moves rapidly along the grapevine.

• The grapevine is most active when change is taking place and when one's need to know or level of fear is highest -during layoffs, plant closings, acquisitions, mergers, and the like.

• The grapevine is a normal, often vital, part of every organization.

Rather than trying to eliminate the grapevine (a futile effort), competent managers accept its existence and pay attention to it. They act promptly to counteract false rumors. Most of all, they use the formal communication network (including meetings, memos, newsletters, and bulletin boards) to ensure that all news - positive and negative - gets out to employees as quickly and as completely as possible. The free flow of information within the organization not only stops rumors; it's simply good business.

Internal-operational communication consists of the structured communication within the organization that directly relates to achieving the organization's work goals. By structured we mean that such communication is built into the organization's plan of operation. By organization's work goals we mean the organization's primary reason for being—to sell insurance, to manufacture nuts and bolts, to construct buildings, and the like.

The Typical Company, to use a familiar example, has as its major work goals the making and selling of what sits. To achieve these work goals, it has an established plan of operation, in which communication plays a major role. More specifically, each typical employee has an assignment within the plan. In order for the plan to work, some communicating must be done. Some of the assignments require certain working information. In order for all assignments to be performed as a harmonious and unified effort, certain coordinating information must be communicated. All of this information flow is internal-operational communication. Specifically, internal-operational communication is carried out through any number of structured activities. In the Typical Company, for example, much of the internal-operational information is entered into the company computer from executive workstations to become part of Typical's database. From the database, programmed reports are developed to give each operations department the information it needs. Then the reports are communicated back to specific workstations; for example, sales reports and inventory records combine to communicate production needs to the production planning department. Finally, the production planning department communicates these-needs to the various production departments through a strategically planned work schedule. Within each production unit and among production units, of course, additional communicating must go on. Superiors make decisions and transmit them to subordinates. Departments exchange information, and workers communicate working information with one another. Memorandums are written, reports are prepared, and conversations are held—all in the process of coordinating efforts and supplying the information needed for achieving the organization's goals. In every company division and in every activity, similar internal-operational communication occurs.

External-operational communication is that part of an organization's structured communication concerned with achieving the organization's work goals that is conducted with people and groups outside the organization. It is the organization's communication with its publics — suppliers, service companies, customers, and the general public. Into this category fall all of the organization's

efforts at direct selling— sales representatives, sales spiels, descriptive brochures, telephone call backs, follow-up service calls, and the like. Also included are all of the organization's advertising efforts — for what is advertising but a deliberate, structured communication with an organization's public. Radio and television messages, newspaper and magazine space advertising, and point-of-purchase display material obviously play a role in the organization's plan for achieving its work objective. Also in this category is everything the organization does to enhance its public relations. These activities include the organization's planned publicity, the civic-mindedness of its management, the courtesy of its employees, and the condition of its physical plant. All these and many more communication efforts combine to make up the organization's external-operational communication. The extreme importance of an organization's external communication hardly requires supporting comment. Certainly it is obvious that any business organization depends on outside people and groups for its success. It is an elementary principle of business because a business organization's success depends on its ability to satisfy customers' needs, the organization must communicate effectively with these customers. It is equally elementary that in today's complex business society, organizations depend on one another in the manufacture and distribution of goods as well as the sale of services. This interdependence necessarily creates needs for communication. Like internal communications, these outside communications are vital to an organization's operation.

So, business communication is one of the important kinds of communication which is a backbone of any industry. Thus by studying various types of business communication and their role in an industry, we come to know how important it is to have effective business communication which acts as a tool to make progress in any business endeavour. Communication is the lifeline of day to day living as well as business. Any successful organisation creates a formal communication structure to enable smooth functioning. New employees are indoctrinated on the various aspects of organisational communication.

1.3 Meeting as a form of business communication

Business meetings are a purposeful type of communication for the aim of making decisions on the basis of analysis of the opinions and statements of their participants. These include briefings, conferences, business conversations and negotiations. Executives and specialists spend 20-30 percent of their working time on them.

Today enterprises, institutions, organizations are built on the economic, political, professional, business communications, that fundamentally determine their success in today's employment market. There is no profession that does not require the competence in business communication, even in the field of technology, mechanisms, gadgets, requires indirect communication with by their creator.

However, experience shows that today business meetings do not always have the expected effect due to their incorrect organization and technology (unpreparedness, large number of participants, unreasonable duration of reports, poor decision making, etc.).

Business meetings can be divided into six types depending on the purpose of their holding:

- Status Update Meetings
- Decision-Making Meetings
- Problem-Solving Meetings
- Team-Building Meetings
- Information-Sharing Meetings
- Innovation Meetings

Status Update Meetings

The primary purpose of status update meetings is to update and align a team or department on the current state of a project or overall direction of the group. Often this involves contributions from each participant which then leads to a group discussion involving any problem solving, decision making, prioritization or task assignment necessary to move forward.

It is important that meeting members make contributions not only when sharing their own information but also when listening to updates. Status update meetings are most effective when participants take an active role in aligning their individual goals, as well as the team goals, with the goals of the company. To do this, participants should listen closely to all other participants and ask questions or raise concerns when they arise. This increases mutual understanding and support throughout the group.

Status update meetings are classified based on who the participants are. There are two general types: within group and across group. Status update meetings within a group involve all team members, focusing on reporting progress and aligning goals, timelines, and tasks relevant to their specific project or team.

Status update meetings across multiple groups involve team leaders representing and reporting similar things on behalf of their team to other representatives. Their overarching mandate is to inform each other and align the different groups' work with each other, as well as with the goals of the company. In large organizations, across group meetings are especially important. Without them, it can be extremely difficult for information to spread effectively.

Great status update meetings not only keep everyone informed and on task, but they can also save valuable work time, and reduce frustration among team members. Keeping a focus on participant engagement and meeting efficiency is key to successfully using status update meetings as a vital communication channel for the team.

Decision-Making Meetings

The vast majority of business decisions are made in meetings. While small decisions are made in all kinds of meetings, the more important decisions often get their own dedicated meetings.

There are different types of group decision making processes, and care should be taken to choose a process that best matches the situation. A decision making process can include group activities like information gathering and sharing, brainstorming solutions, evaluating options, ranking preferences, and voting on the

final options. Goals for a decision-oriented meeting can vary a little based on the type of decision being made, but they are always centered on coming to a consensus about a future plan.

By involving a group in making a decision you can rely on collective intelligence; knowledge beyond what is possible with individual decision makers. Because each participant has unique information and perspectives, combining group information leads to more informed decisions. However, it is important to use meetings designed specifically for group decisions efficiently, to not waste the group members' time.

Problem-Solving Meetings

Problem Solving Meetings are oriented around solving either a specific or general problem, and are perhaps the most complex and varied type of meetings.

Whether the meeting is addressing an identified problem, or it is focusing on creating strategies and plans to navigate the future, there are a rich arsenal of group processes that can be used. Scopes and priorities need to be defined, opportunities and threats need to be identified, and possible solutions should be brainstormed, evaluated, and agreed upon. At problem solving meetings the outcome is often an important decision and thus these meetings can be crucial to the development of a team or product. If the wrong action is chosen, it could be hugely damaging.

The goal underlying these meetings is to leave with a new strategy designed to counter a current issue preventing or hindering the team's progress. The key objective for problem solving meetings is to find the most optimal solution or reach the best compromise that can resolve an issue facing the group or organization. In order to do this the group first has to identify possible solutions, and then evaluate these based on relevant requirements and criteria.

What truly is the most optimal solution can vary a lot, depending on the setting and situation. It is important to clearly define what the problem is, as well as agree on key criteria for the solution, in order to start identifying possible options.

Sometimes the best solution is the quickest one, other times it is the one that requires the least resources, while other times the solution that brings the most long

term benefits is the best alternative. If all planning decisions were made by one person, not only would the choices be uninformed, there would also be little unity around team goals and direction.

Problem solving meetings should be oriented around issues that affect and are only resolvable by the team. If a problem is the responsibility of, or can be fixed by one person, a group meeting is likely a waste of time. However, when a singular person's decision affects that of the entire team, it may be worth it.

The significance of a problem and the amount of group time spent solving it should be considered before calling forth any group problem solving meeting. The participant roles found in a problem solving meeting tend to vary more than most other meeting types. This is because problem solving meetings exist across such a large variety of contexts and group.

The best way to approach a problem solving meeting is to first properly define the problem and the restrictions of potential solutions. Before brainstorming solutions, evaluate them, and decide on the best one.

Team-Building Meetings

One of the best ways to get everyone on your team working well together, and moving towards the same goals, is to conduct regularly team building meetings.

These meetings can be critical components in establishing your team culture, which is a key element to productivity and success. Team building meetings also let you bring everyone up to speed on what's happening and why, which helps strengthen team communications, boosting productivity, and streamlining processes.

The overarching goals for team building meetings is to improve the way the team members work together. This can be done by fostering a collaborative environment, connecting team members who may not see each other that often, and aligning everyone's efforts towards the same goal.

Team building meetings are great channels for communicating your overall team goals and strategy. They also give team members an opportunity to present how they will contribute to reaching these goals. This is invaluable because it gives

team members an opportunity to gain a deeper understanding of where they fit and how they depend on each other to achieve the overall goals.

Team building meetings can have great benefits for your team's communication, productivity, and work satisfaction. However, if team members bring issues like work conflicts and lack of engagement into the team building process, it can backfire and weaken the team rather than strengthen it.

As with any other meeting, planning ahead is the best way to ensure good use of participants' time and successful outcomes.

Information-sharing meetings

Presentations, panel debates, keynotes, workshops, and lectures are all examples of information sharing meetings. The primary goal of these meetings is for the speaker to share information with the attendees.

At information sharing meetings attendees have historically been passive listeners. With new interactive technologies, taking advantage of personal smart devices and cloud computing, attendees can easily be engaged with the speaker and the subject in a variety of ways. This takes attendees from passive spectators to active participants, making the meeting more engaging, enjoyable, and effective for all.

Depending on the setting, there are several goals that would lead you to choose an information sharing meeting format. Sometimes the presenter is presenting information in order to persuade the group, while other times the intention might be more educational. Meeting goals may also differ based on the content and provider of information. Often the setting is a larger group, like a conference or a panel discussion audience, where the primary goal is to educate the audience on a topic relevant to them. Other times the setting is smaller groups, like workshops and training sessions.

The biggest challenge in information sharing meetings is to keep audience members engaged and involved throughout the presentation, so they take in the information being shared and learn from it. Various techniques and technologies can be used to engage and involve audience members in a presentation. Another key

challenge is finding the proper dynamic between presenter and audience. Often, there can be a disconnect between the two. This can be caused by the presenter not knowing enough about his or her audience, causing issues like presenting content that is either too complex or too basic, or focusing on issues that are less interesting to the audience, while not going in depth on the issues that truly interest them. This disconnect can cause the audience to become disengaged and bored, which in turn frustrates the presenter.

Innovation Meetings

The idea behind innovation meetings is that participants will build off of one another's ideas, creating a product of their collective intelligence that is better than what each of them could have come up with on their own.

Even if no one member of the team has a brilliant idea, much better ones can result from sharing and combining insights from people with complementary insights and experience. Innovation meetings and creative meetings often start with thinking outside the box; brainstorming, associating, and sharing ideas in a broad scope. Meeting participants can then use various techniques and processes to reduce the diverse pool of ideas to a more focused short list. Through ranking, evaluations, and decision making, the most suitable idea, or ideas, are identified, and recommendations and tasks can be assigned.

Innovation meetings typically happen at the beginning of a project timeline, where the final goal has not yet been defined or refined. The most driven teams usually have their goals and direction aligned early on in the process. Thus, especially with smaller teams, it is often helpful in the long run to include as many team members as possible in the early planning process. This way, everyone feels ownership and responsibility for the goal, you can tap into everyone's knowledge and expertise, and no one feels that they are assigned to work on something they did not agree with.

At innovation meetings it is important to have a variety of perspectives and experiences present. True innovation is often a result of combining elements and approaches from at least two different fields. It can be beneficial to include a few

participants that are less familiar with the area that you seek to innovate, to provide a fresh perspective and potentially question stale assumptions.

One crucial role to innovation meetings in particular is that of a note taker. Not only should ideas be written down, but comments and concerns brought up in the discussion about ideas should also be recorded. All too often, the first choice of ideas don't work out. In this case, rather than brainstorming all over again, a team can simply refer back to their meeting report in order to see what the next best ideas were and begin working on them right away.

Innovation usually starts with broad, creative thinking, often in the form of a brainstorm in which many ideas are generated and shared. These suggestions are then narrowed down into a more concise list which can be refined, evaluated, and discussed in order to highlight the drawbacks and benefits of each idea. Through group assessment, evaluations, and various voting methods, a final choice is made and a best path is determined. Once this has been done, steps for bringing this idea to life can be discussed and tasks can be assigned to members of the team.

An integral part of a successful meeting is the ability to recognize the psychological types of interlocutors, to navigate correctly in each stage of communication, to choose the appropriate forms and methods of discussing problems appropriate to the purpose. The classification of types of people, proposed by the psychologist A. Ehides, can come in handy to those who are involved in business meetings and use conversations to solve business problems. It divides people into seven psychotypic groups and describes the characteristics of each of them.

The first group includes decent, disciplined people, those who define a clear order for themselves and others, and abide it. Their meticulousness is sometimes annoying, but they do everything in full and on time. Sometimes they are aggressive, but they can restrain themselves. They can be trusted, held responsible for solving specific issues.

The second group includes people who live happily and stand out for their kindness and sensitivity. They have many acquaintances, are sociable and very

mobile. While talking to them, you can get a variety of interesting information. However, at the same time, their actions lack clarity and precision. If they borrow money, they will forget to give it back, if they promise something, they cannot do it.

The third group includes people who have good taste, elegance and plasticity. They stand out for their artistry, they can make contacts, they can find a way out of a difficult situation. Perfectly organize receptions, presentations, meetings, but they can fail serious or analytical work.

The fourth group includes people who are not very contact. It is a type of emotionally cold people with developed associative thinking. Among them are many talented artists, scientists, inventors and more. They are generators of ideas, able to offer different options for solving problems, to find non-standard solutions, but it is difficult to communicate with them. Their vital energy is self-directed.

The fifth group is made up of people who are often called sentimental. They are responsive, timid, shy, vulnerable, able to sympathize, bring an atmosphere of humanity, hope. When there are difficulties in work or personal affairs, people of this type try to help first of all.

The sixth group is the conformists, whose representatives are best at implementing other people's ideas. They are usually easy to follow in the opinion of others. Without asking, not thinking, the conformists easily agree to execute the task. People of this psychotype can sometimes make an independent decision, but they mostly wait to be told when, what, and how to do it.

According to A. Ehides, the seventh group includes people who cannot do business and be managers. These are unstable people who easily change their mind, distrustful. When talking to them, it is difficult to be sure of the positive result after the conversation.

All in all, every meeting, and even more so a business one, is held for a specific purpose. Communication in business practice is usually supported by mutual interest. A meeting is organized to meet the interest of the parties.

1.4   Negotiation strategies and tactics

Negotiations are an integral part of our daily lives. Negotiating accompanies any joint activity. The purpose of negotiations is usually to reach an agreement on the participation of the parties in activities, the results of which will be used for mutual benefit. Business negotiations are conducted within the framework of the business of the participants and have a narrower task - to reach an agreement on a mutually beneficial exchange of resources, joint investment of resources, and distribution of profits from joint activities.

Negotiations are carried out in verbal form. This requires the participants of communication not only to be literate, but also to follow the ethics of verbal communication. In addition, an important role is played by gestures and facial expressions which accompany our speech. The particular importance of knowledge of non-verbal aspects of communication acquires holding negotiations with foreign partners from other cultures and religions. The most important thing is the ability to listen to the interlocutor, to constantly pay attention and encourage one with awards, i.e. to point out the positive qualities, help the self-assertion of the negotiating partner.

In business negotiations, the parties often have directly opposite goals, and in this case the task of each is to complete the negotiations with an agreement that serves his interests. To show firmness in the main, being flexible, discussing secondary issues is perhaps the main task of negotiations. To give in to the insignificant and insist on the main thing, to compromise on one issue in exchange for a concession on another: it is very similar to a chess game, but negotiations are a game in which the most prepared and skillful wins.

There are two approaches to negotiations: confrontational and partnership.

A confrontational approach to negotiations is a confrontation between the parties, and the table at which they are held is a kind of battlefield where the negotiators are "soldiers", their main task is to win. The degree of such confrontation varies: from striving to achieve as much as possible to trying not only to get the maximum possible, but also not to allow partners to realize their interests.

The partnership approach is implemented through a joint analysis of the problems with the partner and the search for a mutually acceptable solution, in which both participants have its benefits.

Negotiating is one of the most important aspects of the activity of each company. "Any negotiations are a special kind of joint activity of two or more people aimed at resolving the common problems facing them. They are held because the interests of the parties partially coincide. If there was no such coincidence, negotiations would simply be impossible, but with full coincidence they would not be needed."

In order for negotiations to be successful, the parties must take into account each other's interests, the identity of the partner, his vision of the problem, etc. For this, it is advisable to obtain comprehensive information about the partner even before the start of negotiations.

Negotiations can be internal (between the leaders of one firm) and external (aimed at interacting with other firms). In addition, several types of negotiations are distinguished depending on the goals: they can be aimed at continuing existing relations or changing them; normalization of relations in case of conflict; redistribution of duties, etc.

It is generally believed that negotiations are only needed to come to an agreement. In general, this statement is true. Negotiations are needed in order to discuss with a partner a problem that is of mutual interest and make a joint decision. However, negotiations are sometimes used for other purposes. In this sense, negotiations can perform different functions, which must be taken into account when communicating with a partner. For example, the parties are interested in exchanging views, points of view, but are not ready for any reason for joint actions or decisions, considering them, say, unprofitable or premature. In this case, the negotiation function will be informational. In general, these are not negotiations, but rather pre-negotiations.

Close to the information is the function associated with the establishment of new connections and relationships - communicative. Here, the main task is also to

exchange points of view and information. Therefore, we can talk about a single information and communication function. Regardless of the nature, type, etc., of specific negotiations, this function is necessarily presented in any negotiations.

Other essential negotiation functions include regulation, control, and coordination. These functions, in contrast to the information and communication function, are implemented, as a rule, in the presence of well-established relations of partners, usually in cases where there are already agreements and negotiations are ongoing regarding the implementation of previously achieved joint decisions.

The success of the negotiations depends entirely on how well you are prepared for them. Prior to the start of negotiations, it is necessary to have their model developed:

- clearly imagine the subject of negotiations and the problem under discussion. The initiative in the negotiations will be with the one who knows and understands the problem better;

- it is imperative to draw up a sample program, a scenario for the course of negotiations. Depending on the difficulty of the negotiations, there may be several projects;

- to outline the moments of the intransigence, as well as problems, where it is possible, to give in if a deadlock suddenly arises in negotiations;

- determine for yourself the upper and lower levels of compromise on issues that, in your opinion, will cause the most heated discussion.

A negotiator may be a buyer or seller, a customer or supplier, a boss or employee, a business partner, a diplomat, or a civil servant. People do not negotiate only in business life but also in personal life. People cannot avoid negotiations. A negotiator may be a spouse, friend, parent or child. In all these cases the negotiating skills strongly influences the ability to get ahead in both organizational life and in other interpersonal relationships (Acuff, 2008). Negotiators influence the negotiation process with their own experience and negotiating skills (Ghauri and Usunier, 2003).

Before even starting to negotiate negotiator should work out his BATNA. A BATNA is negotiators Best Alternative To a Negotiated Agreement (The term is created by Ury and Fisher, 1981). When people work out their best alternative in a negotiation they are calculating their walk-away position (Mills, 2005). For negotiator to know his BATNA gives him a sense of clarity in any negotiation. But the clarity comes only from having a realistic and balanced view of negotiator's alternatives (Lyons, 2007). Lyons gives an excellent advice not to go into the negotiation thinking, 'I'll see what the other party offers and then think about my alternatives'. Armed with a strong BATNA a person can negotiate with confidence and power. A BATNA involves three stages: First, a negotiator should list everything he could do if he does not reach agreement. Second, he should explore his best options and try to improve on them. Finally, he should choose the best option. That is his BATNA.

Some authors describe negotiation as a zero-sum transaction which means that one gains result only from another's equivalent loses. In zero-sum game there is only one winner but there can be many losers. Actually, a negotiation will end in one of four possible outcomes: lose-lose, win-lose, win-win, or no outcome. In no outcome there are no consequences, negative or positive.

Lose-Lose

Some people cannot stand the situation if they lose a negotiation. They spend so much time and energy to make the one who won earlier to bleed but it usually leads to a situation of lose-lose. In lose-lose situations neither party achieves their needs or wants. Stark (2003) gave a common example of a lose-lose negotiation which is a labor strike in which a management and labor unions cannot come to a satisfactory agreement. Almost always in a labor strike everybody loses. The employee loses, the company loses and the most tragically, the customer loses. In a lose-lose negotiation it is unlikely that either counterpart would come back to a negotiating table with the same counterpart in the future.

Win-Lose

Win-Lose or Lose-Win situation is also called as a zero-sum game. Good example of a zero-sum situation would be a chess game. In chess there is one winner and one loser. Adding one positive to one negative the result is zero. The feeling of the loser is not pleasant because he has to walk away without having met his wants or needs (Stark, 2003). Usually win-lose situations lead to a result that the loser is not willing to negotiate with the winner in the future.

Win-Win

Getting what the negotiator wanted after a negotiation does not mean that he won and the other participant lose. There is a possibility to win-win situation where both parties win which is the ideal outcome for almost all negotiations. Good negotiators find a balance between each party's objectives to create a win-win outcome (Black, 2009).

No outcome

The forth possible result of a negotiation is 'no outcome' which means that neither party wins or loses. In these situations, negotiators cannot come to terms that is suitable for both parties (win-win) and the best thing is just walk away and try to find another person with whom to agree. Some people see the 'no outcome' result as either win-win or lose-lose. In these circumstances win-win result happens when both parties find another person to make the deal with and in lose-lose situations both parties wasted their precious time in the negotiation and also after that trying to find another dealer. Sometimes the best option is the walk-away option. Giving up and walking away may first look like a failure. But in fact, they have walked away before any harm and irreversible transaction. In any negotiation there is a limit to how much should be sacrificed and it may be wise to walk away (Harvey, 2008). Before entering the negotiation table, the negotiator should set his walk-away point and he will not end up making a bad deal.

An effective process includes managing the negotiation's overall strategy or approach, its stages, and the specific tactics used (Adler, 2002). Developing negotiation skills is an essential part of moving up the career ladder (Black, 2009).

Franck Acuff (2008, 39) suggests the following 10 negotiation strategies that will work anywhere:

1. Plan the negotiation

2. Adopt a win-win approach

3. Maintain high aspirations

4. Use language that is simple and accessible

5. Ask lots of questions, then listen with your eyes and ears

6. Build solid relationships

7. Maintain personal integrity

8. Converse concessions

9. Be patient

10. Be culturally literate and adapt to the negotiating strategies of the host country environment

All things considered, negotiations are an integral part of business contacts. In addition to a good knowledge of the subject of discussion, it is necessary to master the technique of negotiating, to receive certain professional training. So, the ability to communicate with a business partner, understanding the psychology of another person, the interests of another organization can be considered one of the determining factors in the process of conducting business negotiations.

Conclusions to chapter 1

Communication is the basic element of human interaction that allows people to establish, maintain and improve contact with others.

Communication is one of the vital parts of the organizational structure. It refers not only to the content but also to the feelings and emotions conveyed in an interaction. Thus, to communicate effectively we must keep an eye on both the verbal and nonverbal cues that we transmit.

Business communication skills are critical to the success of any organization despite its size, geographical location, and its mission. Business communication is interlinked with internal culture and external image of any organization. So it is the determining factor to communication inside the organization.

Business communication can be internal and external. While in internal communication information flow goes upwards, downwards, horizontally and diagonally within the organizational structure, in external communication the information exchange goes both within the organization and outside of it.

Verbal communication in business relations is realized in the form of meetings and negotiations. We can distinguish various types of meetings, such as Status Update, Decision-Making, Problem-Solving, Team-Building, Information-Sharing and Innovation Meetings.

Moreover, an integral part of a successful meeting is the ability to recognize the psychological types of interlocutors, to navigate correctly in each stage of communication, to choose the appropriate forms and methods of discussing problems appropriate to the purpose.

Negotiations are an integral part of our daily lives. Negotiating accompanies any joint activity. The purpose of negotiations is usually to reach an agreement on the participation of the parties in activities, the results of which will be used for mutual benefit.

Business negotiations imply a new subject of discussion every time, but still something constant is the very order of the negotiation process.

Negotiation will end in one of four possible outcomes: lose-lose, win-lose, win-win, or no outcome. Also, we enumerated 10 negotiation strategies, which can help a person to achieve the best results at negotiations.

CHAPTER 2. LINGUISTIC ASPECTS OF BUSINESS COMMUNICATION

2.1 Verbal and non-verbal features of business communication

Business communication is the process of establishing and developing contacts between people that arises from the need for their joint activity. The content of business communication is the exchange of information and experience, which involves achieving a specific goal and solving a specific problem.

Every business, whether it has 2 employees or 2,000, has meetings as a regular part of getting things done. Although employees can communicate with one another in an organization in many different ways, business meetings — if they are conducted the right way — can be incredibly effective and efficient.

Meetings are not only one of the most important ways for employees to communicate within organizations, but they're also the way that teams get their work done. Although individual team members work on tasks outside of meetings, team meetings give members the opportunity to come together to determine the team's goals, its plans for achieving its goals, and who will do what — and when.

Each manager has to take part in negotiations, particularly with customers or business partners, including foreign ones. Negotiation is an exchange of views, which is usually conducted by representatives of two or more parties for a particular business purpose. They are held at different levels and with different numbers of participants.

After analyzing some business meetings and negotiations, we came to the conclusion that business communication has specific verbal and non-verbal features.

To start with, business English has the common characteristics in lexical, syntactic and grammatical features with other language varieties. But it should be mentioned that Business English has a number of characters in the business areas such as trade, tourism and finance, ect.

Using the accurate professional vocabulary is the most important feature of Business English. Therefore, here are some common examples of ….

There are some examples to demonstrate the specialization of Business English vocabulary as follows: Commonly used terms of C. W. O (cash with order), B/L (bill of lading), L/C (letter of credit), W. P. A (with particular average), C. O. D (cash on delivery), bad debt, blue chip, and so on. Besides, there are some other examples in international trade, For example, quotation and offer, including a lot of ways such as D/A (documents against acceptance), T/T(telegraphic transfer), D/D (documents against payment), and so on.

Firstly, there are some common words and phrases, which, according to the stage of meeting, are widely used:

- Welcoming and thanking: *OK, so let me start by welcoming you all to; Thanks a lot for ..., and thanks also for ...; Your support is very much appreciated; That would be really useful, thanks.*

- Signalling different stages of the meeting: *I'm going to begin with a brief presentation now on ...; Right ... so that brings me to the end of the presentation. Are there any questions?; OK, so if nobody has any more questions at this stage ... no? ... I'd like to move on to the next point on the agenda, which is ...*

- Asking somebody to be more specific: *Bruno, what exactly is it that you're worried about?; What would you say are the main issues related to ...?; What would you say are the main issues?*

- Keeping the meeting focused on the agenda*: Well, hang on a second, I don't think we should be going into this much detail at this stage; Remember, we've only got an hour today; Perhaps we can come back to identifying very specific recommendations at our next meeting; We can certainly talk about ... then; OK, well, I think that's really a question for ...; All I know is that ..., but I can't say anything about ...*

While negotiating, parties also use some common phrases to convey some information. For example:

Beginning the Negotiation and Setting the Agenda:

- *Let's start by having a look at the agenda.*

- *Before we begin, shall we have a look at the main points on the agenda?*

- *Should we have a look at the main points for today's discussion?*

Listening and Asking for Proposals:

- *What are your views on…?*

- *Do you have any suggestions for…?*

- *Would you like to suggest a course of action for…?*

- *How do you feel about…?*

- *How does that sound?*

Making Suggestions and Proposals:

- *We think the best way is to…*

- *We propose/recommend that…*

- *So what are you proposing?*

- *Do you have a better suggestion?*

Agreeing with Proposals:

- *I agree with your suggestion.*

- *I think your proposal is acceptable.*

- *That sounds great to us.*

Disagreeing with Proposals and Giving Reasons for Disagreement:

- *I have some reservations about…*

- *Unfortunately, our position is different from yours.*

- *I'm afraid we can't agree on…*

Compromising:

- *We might be able to work on…, if you could…*

- *We could offer you…, if you think you can agree on…*

- *Offering you… is the best we can do right now. However, we'd need your approval on…*

- *In exchange for…, would you agree to…?*

Clarifying:

- *Let me make sure I got your point.*

- *I'm not sure I understood your position. Could you please tell me again how you feel about…?*

- *I just want to make sure I got this part straight.*
  Concluding:

- *Let's look at what we decided to do.*

- *Shall we try to sum up the main points of our discussion?*

- *Let's sum this up really quickly to make sure we are on the same page.*

Business English is characterized primarily by the presence of passive constructions, complex and impersonal sentences: "A meeting will be held tomorrow at 9.30 a.m. in conference room 308 to brainstorm ideas for this new substance, and to discuss the further development. Your participation would be appreciated."

For clarity, businessmen try to use words only in direct dictionary meaning.

The use of words in a figurative sense, metaphors and hyperbole is not welcome, since not everyone is able to appreciate your sense of humor and correctly understandthe meaning. For example, instead of "Our boss's head is spinning with ideas" this sentence is used – "Our boss has a lot of ideas."

Furthermore, the encoded character of language symbols belongs to the integrating features of all the subcodes of official style. Accordingly, abbreviations, conventional symbols and contractions are often used. The most common abbreviations are: C&F (Cost and Freight), C&I (Cost and Insurance), ltd. (limited), Inc. (incorporated), encl. (enclosed), et al. (and others), v.v. (quite the opposite), EHO (European Head Office), f.o.b. (free on board), CEO (Chief Executive Officer), etc.

Body language in business and in personal communication is proven to have a significant impact on the way that we perceive others. The body language which is used with the consumers, stakeholders and employees can even form a part of the brand communication strategy and alter business identity.

For example, the employees at the meeting were having their shoulders back, spine straight, and their hands were on the table in the open way. This mean that they were engaged, listening, felt positive and were ready to absorb information.

What is more, someone was continually looking at the clock during the conversation, for instance, this is a clear sign that the discussion was taking too long.

2.2   Cross-cultural aspect of business communication

Interaction with foreign business partners is always the clash of different cultures. The traditions and customs of business communication and the values inherent partners are reflected in business communication and the process of its implementation, as well as the results. It is the lack of awareness of this, that contacts with representatives of different countries lead to misunderstandings and sometimes conflicts. Foreign economic activity manager should assume that the process of concluding any international agreement will necessarily be influenced by the culture of the country. [8, c. 41].

In 1936, Dale Carnegie wrote: "The success of a person in her financial affairs is 15% dependent on her professional knowledge and 85% on her ability to communicate with people." [3, c. 102].

Expanding cultural contacts, borrowing cultural values, and migrating people from one culture to another significantly influence the culture of business relationships. On the one hand, the development of the sphere of educational communication leads to the fact that the Chinese or Japanese, having been educated in France, perceive the peculiarities of French behavior [2, p. 56].

On the other hand, the interpenetration of national styles forms the corresponding common traditions, norms in the sphere of business culture. Therefore, considering the peculiarities of business relations in different countries of the world, it is inappropriate to absolutize the influence of national styles on the process, such as negotiation.

Internationalization, trans-border trade and cross cultural business are all terms that have been coined over the past decades to reflect the reality of the world economy. Growth and success in today's global economy depend on being able to work internationally.

The business environment has inreasingly expanded outside single nations or regions of the world to encompass many differing countries (Sims 2007). Understanding the globalisation of business practices is an important area and researchers and academics have been studying the subject of business in multicultural settings for decades.

The pioneer in the study of cross-cultural differences in business is American anthropologist E. Hall. In Europe, the results of G. Hofstede's study conducted for IBM have become widely publicized. He identified dimensions of interculturalism affecting the business world: distance to power, collectivism /individualism, female /male, avoidance of uncertainty; long-term /short-term orientation, and identified items that are important to the British in their interactions with other cultures:

• definition of comfort zone, kinesthetic, visual contact;

• time: the culture is polychronic or monochronic, observing deadlines:

• collectivism / individualism: how decisions are made - individually / collectively;

• public and private spheres: how far socialization goes into business;

• straightforwardness and politeness: circling around a topic or getting down to business immediately;

• status: when it is advisable to apply for the first name and indicate the title;

• presentation style: more importantly, style or content; where and when humor is appropriate.

The differences of cultures can be quite significant and relate to language, etiquette rules, stereotypes of behavior, use of certain means of communication. Engaging with foreign partners is always a clash of different national cultures. It is because of the lack of awareness of this that contacts with representatives of different countries lead to misunderstandings and sometimes conflicts. At the stage of

implementation of contacts, certain peculiarities of individual nations are revealed. These features should be taken into account when preparing for any negotiations with foreigners, and to adjust their actions accordingly [7, p. 91].

The time factor in business relationships is of great importance. Depending on it, business cultures are divided into:

a) monochronous. their representatives especially value time for both their own and their business partners ("time is money"). Therefore, they are punctual, demanding for business meetings and adhering to their agenda;

b) polychronic (flexible). Punctuality, the timing of the arrangements are not particularly important to their representatives, they value meetings where several issues can be discussed at the same time.

A significant factor in intercultural communication is a difference in views on the acceptability or unacceptability of emotions. In this regard, they distinguish between the expressive culture of business relationships for which emotionality is the norm and the moderate business culture that favors rational ways of interaction.

The problem of cross-cultural communication is particularly acute when people with significant differences in views of the world, customs, morals, business etiquette, attitudes towards women, etc. come together. Such situations arise between representatives of, for example, European, American and Arab cultures.

Arabic model of business communication

In its essence, the Arabic culture of business communication is expressive and polychronic. The Muslim spirituality plays an important role, customs which should to be known and respected in general terms, as it is one of the preconditions for future business success. In general, it is focused on establishing a friendly relationship with partners, not an agreement.

The culture of Arab greetings involves a complex ceremony. Arabs can repeatedly ask you about health, business, etc., and they do not consider it obscene. It is desirable to answer them as concisely as possible, since for the Arabs repeated interrogations accompanied by an appeal to Allah, the wishes of health and happiness are a common form of politeness.

What is more, in establishing contacts with Arab businessmen, age and gender barriers should be mentioned. Businessmen from Saudi Arabia, for example, are not used to see women in business.

When referring to an Arab partner, one must always use his name and rank: the common appeal "doctor", not less often - "sheikh" (title of a wealthy, influential elderly man). The strategy of the negotiation process of Arab-businessmen with foreign partners is characterized by giving preference to the pre-treatment of problems before their clarification during the conversation. An important element of it is the traditional Arabian "trade".

Arab businessmen are not particularly punctual. At a business meeting time, they can take unplanned visitors, relatives, solve family problems, and this will not be considered as disrespect to a partner. Negotiations can be interrupted by calls, intervention by the secretary who brings the papers to the signature, etc.

In terms of proxemics, Arab communication culture is a contact one. When communicating with each other, Arabic people get as close as possible to each other - at a distance of 20-35 cm.

Asian model of business communication

Business culture in Asian business is classified as emotionally restrained, monochronic, with the exception of India, which is quite flexible about the time factor. In this region, religion has a significant impact on all spheres of society, including ethics and etiquette, and therefore the culture of business communication. The most common religions in the Asian cultural region are Buddhism, Hinduism, Confucianism. China, Japan and India are the most prominent representatives of the Asian model of business communication.

Features of business communication in China

As a matter of fact, in all situations, the Chinese behave quite moderate, they are not characterized by strong emotions and enthusiasm. During the acquaintance, the Chinese exchange business cards, greet them with a handshake (first shake hands with the most honorable representative of the Chinese delegation).

When applying in China, they also use ranks (president, count) or job titles (director, chairman, etc.). Like in the Arabian world, Chinese business is focused firstly on the relations, and then on an agreement.

In the process of negotiation, the Chinese usually choose the tactic of expectancy, trying first to find out the partner's intentions, to analyze the conditions made by him and so on. They express their own position at the end of the meeting. The negotiation process with the Chinese is very difficult. But if certain agreements are reached with them, they will endeavor to fulfill all the commitments they have made.

In communication process, the distance between people will be close to 50 sm.

Business culture of Japan

The culture of business communication in Japan is very similar to Chinese, since its main imperative here is to establish a "spirit of friendship" and the principle of extreme politeness.

The basis of Japanese business culture is the principle of rigid subordination. As in China, human status here is determined by age, rank and gender. In interpersonal relationships, the Japanese adhere to the principle of "senior - junior", which is conditioned by status and age factors (even if you are older just for one year you automatically receive a higher status). It's difficult for Europeans to establish partnerships with Japanese and Korean businessmen who are negative about women in business. In their countries, women rarely hold high positions and traditionally belong to low-status social groups. Their positions on the tender issue can even cause cross-cultural conflicts.

The business communication culture in Japan has many limitations, the neglect of which is associated with the risk of ending any relationship. Japanese etiquette, above all, requires punctuality, respect for status, absence of any affect in relationships. In order not to be late, the Japanese can arrive for negotiations long before the set time.

In communication with representatives of contrasting cultures, in particular with the inhabitants of the Western European or Eastern European regions, the Japanese have been practicing handshakes recently. It should be remembered that Japanese culture is fundamentally remote and non-contact. The maximum distance between Japanese interlocutors is 40-60 cm, which prevents any hugging, kissing, holding hands. Direct long-term eye contact, the Japanese are likely to interpret as a desire to intimidate or as a manifestation of hostility, should also be avoided. Many Europeans, Americans are surprised by the supernatural calmness and inviolability of the Japanese.

Traditions of business communication in Indian society

India's business culture is characterized as relationship oriented, emotionally restrained and polychronic. Indian society is a society with strong corporate ties, established religious traditions. Therefore, in India, they first establish a friendly relationship and then conclude contracts.

To succeed in the Indian market, you should be patient, choose a reliable local partner, and know the local customs and traditions. Indian polychronicity to Europeans may seem strange, since no one in this country is in a hurry, including the business meetings.

India's culture is restrained, distant. This affects even the culture of greeting. Middle-class representatives do not usually give men a hand to greet. Men and women do not touch each other in public.

Specificity of business communication in leading European countries

In almost all European countries, business people follow the formalities. It is most noticeable in Germany, France, Italy. Business culture of many northern European countries, especially Germany, Great Britain focused on agreement, and European business culture of the South (Spain, Italy) focused on relationships. In general, there is a pattern: the more expressive the culture, the more the business sphere depends on interpersonal relationships and informal contacts. In addition, the inhabitants of southern Europe are more prone to polychronicity, that is, rather

responsible for time. Europe's most respected business cultures, where the time factor is particularly valued, are British and German.

Business relations in Great Britain

The English national character has nothing to do with emotionality, its basic qualities are rationality, restraint and coldness in relationships. The British have a deep sense of respect for the person, especially his property and personal time, tact, dislike the categorical judgments.

In business negotiations, the British are pragmatic: responsive and willing to respond to a partner's initiative. However, long-term monologues are adversely affected because they consider them as a form of pressure on the interlocutor or partner. In business relationships they despise cunning, treachery, value honest interaction, carefully follow all formalities, especially in communication (forms of treatment "Mr." and "Mrs." should be used until they offer less formal communication). The British businessmen successfully avoid talking in sharp angles. They are more prone to compromise, indirect statements.

The British speak quietly. The distance between the interlocutors should be approximately 50 centimeters. Even in informal communication, the British are restrained, as a rule, and they always have a positive attitude towards the interlocutor. In conversations one value listening and in business relationships – punctuality.

German Business World

Business representatives in Germany are vivid representatives of the restrained, polychronic culture of business relationships. They prefer formalized situations set up to deal. No other country appreciates punctuality as it does in Germany.

Much attention is paid to the protocol and the use of their titles when addressing. It is therefore desirable to clarify the titles and ranks of all members of their delegation before beginning negotiations with them. To a large extent, this is due to the presence of academic titles among managers. The distance between the interlocutors should be approximately 50 centimeters.

The South Germans are known to be more expressive than the North Germans, but they all show a remarkable ability to contain their emotions: they are a little gestured, miserly on facial expressions. German partners especially value straightforward relationships, non-veiled statements.

In the negotiations, the German partners are more positive about the real starting price than the tactics of "knocking down the price from high to low." They tend to think about the problem for a long time before making a decision, necessarily consult with specialists on a specific issue.

Features of French business culture

As France is one of the hierarchical cultures of Western Europe, its businessmen are predominantly relationship-oriented. Business negotiations with them are complicated by the specificity of the French communicative culture, traditional French snobbery: being convinced of their superiority, the French try to convince representatives of other cultures.

The French culture is quite contact: here, they are kissing ladies hands, and criticize those who underestimate or ignore it. The significant features of french culture is a gaze. If, for example, a British man looks at another person as if through a glass - as if they were not introduced to the glass, then the French look in the eye from the first minute of conversation. Throughout the communication, the interlocutor is examined, but it is not unobtrusive so he does not feel uncomfortable.

The French do not like silent people. Their pace of speech is quite fast. They are good at arguing, proving their point of view, using non-standard expressions, elegant, sophisticated construction of phrases. humor appeals to them, they are willingly telling the jokes.

Negotiations in France are scheduled to be at 11.00 in the morning. However, punctuality is not the most important thing for the French. The higher the position of a person in society is, the more he is prone to be late. In business contacts, the French pay much attention to consultations, prior approvals, so the documents they have prepared are always correct and accurate.

The American model of business relations

American business culture is a monochronous, moderately expressive, business-oriented, transaction-oriented business culture. Americans are quite pragmatic, they have a self-confidence, cruelty. They are persistent in achieving the goal, so immediately after meeting a potential partner and establishing a friendly atmosphere, they try to get down to business.

In communication, Americans are quite open-minded, they do not like the underlined formality. They are polite, tactful, reasonable, and they do not take into account the age and social status of the interlocutor. The distance during the conversation is quite large.

With regard to the style of business negotiations, it should be borne in mind that American colleagues will be more receptive to the presentation if it will be conducted in a professional way, with good English language and illustrative examples. They will ask a lot of questions; they like to bargain.

Quite common American tactic in business negotiations is pressure on the partner. Communication should begin with "Mr." or "Mrs." Most likely, US partners will suggest addressing with a name.

Americans welcome is a strong handshake. A business card is offered at the end of the meeting. The exchange of business cards can be a striking example of the contrast between different business cultures. If in Japan and China (countries with a formal culture) business card exchange is an important element of business etiquette, Americans do not attach much importance to this process.

In forming the strategy of negotiations it is needed to get acquainted with the negotiating context. When planning the international business talks, preparation is usually more complex than between the subjects of the same country or regional negotiations. The analysis of the global scientific literature revealed a lack of research on the impact of cross-cultural context of the negotiations to the negotiation process and outcome.

Conclusions to chapter 2

Due to the research, we revealed the common phrases and expressions of business communication. Also, there are some specific non verbal means of communication.

Various misunderstandings in negotiations may occur among the same culture of the negotiating parties also, in the case of negotiation between different cultures it is necessary to know the basic elements of the incompatibility of the negotiating parties. In the international business communication can take place misperceptions of symbols of different cultures. As the negotiation process without communication is impossible, therefore, impact of culture on the international business negotiations is significant.

In this chapter we made a research of the sociocultural features of business communication. International business communication is a complex process mediated by the value incompatibility of national business cultures. It should be in such a way to prevent any intercultural conflict caused by the collision of different perceptions.

In international business, Arab, Asian and American models of business communication are distinguished, which are specified by relevant national business cultures and differ significantly in verbal and non-verbal sense.

GENERAL CONCLUSIONS

Communication is neither transmission of message nor message itself. It is the mutual exchange of understanding, originating with the receiver.

In the process of communication, information is transmitted not only through verbal sign systems, but also through non-verbal sign systems, which include "body language", that is, sign language, movements, facial expressions, etc. The importance of studying non-verbal communicative phenomena is evidenced by the fact that almost two-thirds of all information is transmitted through non-verbal channels of communication, psychologists say. In addition, if there is a contradiction between the verbal and non-verbal message, the non-verbal message is preferred to the recipient in the perception of this information. In the scientific literature, there are four groups of basic non-verbal communication to which it relates

Business Communication is a field of communication, which is clearly determinated by the professional areas of its applications in an economically performing environment.

Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms.

Negotiations are an exchange of views that is usually conducted by representatives of two parties for a specific business purpose. They are held at different levels with different numbers of participants.

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