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**STANDARD OF SPEECH AND BUSINESS COMMUNICATION**

The education guidance for students of all specialties

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**Lecture 1**

**COMMUNICATIVE QUALITIES OF THE SPEECH.**

**SPECIFICS OF NATIONAL LANGUAGE**

**Plan:**

1. Characteristic of the concept "standard of speech".

2. Types of communication. Components of successful communication.

3. National language and its components.

4. Language norm. Dictionaries of Russian.

5. Functional styles.

**1. Characteristic of the concept "standard of speech"**

The ability to express the thoughts accurately and clearly, to speak competently, the ability not only to catch attention with the speech, but also to influence listeners, possession of the standard of speech – a peculiar characteristic of professional aptitude for people of the most various professions: diplomats, lawyers, politicians, teachers of schools and higher education institutions, radio and television broadcasters, managers, journalists. It is important to own the standard of speech to everyone who by the nature of the activity deals with people, who organizes and directs their work, conducts business negotiations, brings up, cares about their health, provides various services to people.

Under “standard of speech” we understand:

* possession of standards of the literary language in its oral and written forms;
* ability to choose and organize language means which in a certain situation of communication promote achievement of objectives of communication
* respect for ethics of communication.

Thus, the standard of speech contains three components: standard, communicative and ethical. The standard of speech assumes, first of all, accuracy of the speech, that is respect for standards of the literary language which are considered by its speakers (speaking and writing) as "ideal", as a sample. The language norm is the central concept of language culture, and the standard aspect of the standard of speech is considered one of the major. The concept "standard of speech" it is connected with regularities and features of functioning of language, and also with speech activity in all its variety. The standard of speech develops skills of selection and use of linguistic means in the course of communication, it helps to create a conscientious attitude to their use in speech practice according to communicative tasks. The choice of linguistic means, necessary for this purpose, – a basis of communicative aspect of the standard of speech. Communicative practicability is considered to be one of the main categories of the theory of the standard of speech, therefore it is important to know the main communicative qualities of the speech which make the best impact on the addressee taking into account a definite situation, goals and tasks. There are: accuracy, clearness, wealth and variety of the speech, its purity and expressiveness.

The accuracy of speech – the strict conformity of words to describe objects, phenomena of reality.The paronyms (the words close in writing, in pronunciation, but different in value) can become a source of mistakes: the diplomat – the student, an act – offense, the excavator – the escalator. Logicality is the sequence, consistency of the statement according to laws of logic. Establishment of logical communications in the offer and in the text. Relevance is the use in the speech of the language units answering the purpose, a situation, conditions, content of communication. Clearness of the speech is a clarity, availability of the speech to those to whom it is addressed. Purity means absence in the speech of elements alien to the literary language (dialect, professional, slangy, etc.). It is necessary to use terminology accuratelly, replacing whenever possible foreign-language words with Russians (instead of consensus – a consent, instead of escalation – gradual increase and under.). Most often the contamination of oral speech occurs due to use of unnecessary words: well, this most, here, well, estimate and so on. Expressiveness of the speech is called the quality resulting from realization of the expressive opportunities put in language. Expressiveness can be created by language units of all levels (expressional words, intonation, catchwords, proverbs, sayings, etc.). The wealth is wide and free use of language units in the speeches allowing to express optimum information. The ethical aspect of the standard of speech orders knowledge and application of rules of language behavior in concrete situations. Ethical standards of communication are understood as speech etiquette (speech formulas of a greeting, a request, a question, gratitude, etc.).

The task of the person coming into contact with other people consists in finding optimized means which will promote communication achievement of goals for each concrete situation. The standard of speech helps to seize the corresponding skills. One of the main objectives of the standard of speech – protection of the literary language. Linguists note that this task is a deal of national importance as the literary language, along with unity of the territory, historical and economic life, - one of the factors uniting the nation in a whole. The general culture and intelligence of the person is reflected in the speech. The standard of speech of the person shows his respect and the kind attitude towards the addressee.

**Types of communication**

An individual or even the whole society can’t exist without communication. Communication for the person is his habitat. Without communication formation of the identity of the person, his education, intellectual development, adaptation to life is impossible. Communication is necessary for people, both in the course of joint work, and for maintenance of the interpersonal relations, rest, emotional unloading, intellectual and art creativity. Ability to communicate - is the natural quality of any person given by nature, and at the same time is a difficult art assuming constant improvement. Communication represents process of interaction of persons and social groups in which there is an exchange of activity, information, experience, skills and results of activity. In the course of communication social experience is passed on and acquired, there is a change of structure and essence of the interacting subjects, a variety of human identity is formed, there is a socialization of the personality. Communication exists not only because of social necessity, but also for personal the needs of individuals, social or public.In communication the individual obtains not only rational information, forms, ways of cogitative activity, but also by means of imitation and loan, empathy and identifications acquires human emotions, moods, behavior forms. Communication is many-sided and can perform very various functions. The main functions are following:

• communicative (to report, establish connection, to talk) consists in exchange of necessary information;

• interactive (between, among, inside – action) – function of the organization

interactions, i.e. choice of a kind of activity, distribution of duties and control of their performance, influence on mood, behavior, beliefs of the partner in communication;

• perceptual (perception) – establishment of mutual understanding in the course of activity.

It is necessary to recognize such division conditional as in each act of communication its different functions at the same time can be shown.

Communication becomes possible if all its units are available (the components composed) and everyone accurately carries out the part assigned to it.

Units of communication are:

• its participants (they are called communicants);

• communication subject;

• it’s means (verbal and nonverbal).

In linguistics and psychology there are different classifications of types of communication which do not contradict, and supplement each other rather. Linguists put in a classification basis:

• "contact of masks" - formal communication, purposeless to understand and consider features of the identity of the interlocutor;

• primitive communication which is established depending on practical need;

• formal and role communication, contents and which means are regulated by social roles;

• the business communication assuming the account, both interests of business, and private interests;

• spiritual interpersonal communication of friends;

• the manipulative communication directed to extraction of benefit from the interlocutor;

the secular communication directed to maintenance of the relations pointless according to contents.

Business communication is understood as the speech interaction of partners in the business sphere which is carried out in a written or oral form within official style. Communicants consider features of the identity of each other, seek to understand character and mood, but at the same time interests of business dominate over possible personal sympathies or antipathies. The code of business communication is implemented in various forms of business communications, the business conversation and telephone conversation, a meeting, business correspondence, etc. are basic of which. Household communication is the most widespread type of interaction of people. Its sphere is a family, friends, transport, shops, spectacular institutions, etc. Practice shows that in household communication of the person the greatest number of failures and even the conflicts traps. How to avoid them and to make household communication effective?

**2. Components of successful communication**

What communication can be considered effective – that one which leads to the achievement of goals. However the purposes of communication can be different:

• Information. It is the purpose - to convey the information to the interlocutor and to receive confirmation that it is received.

• Subject. It is the purpose - to receive something, to learn, change in behavior of the interlocutor.

• Communicative. It is the purpose - to create certain relations with the interlocutor. It is possible to allocate such kinds of the communicative purposes: to come into contact, to develop contact, to keep in touch, resume contact, to finish contact.

Success of any communication depends on all speech processes - it is the full way from a thought to the sounding public word. Its classical scheme consists of five parts:

1. To find what to tell;

2. To arrange what was found;

3. To give it the verbal form;

4. To approve all this in memory;

5. To say.

Success and efficiency will be guaranteed to communication if speaker achieves a goal (or is more whole) and keeps balance of the relations with the interlocutor, that is remains with it in the normal relations.

**3. National language and its components before communication**

National language - common throughout the nation, covering all spheres of human activity in speech. Russian – is national language of Russian people, a state language of one of the largest countries of the world – the Russian Federation. Together with the English, French, Spanish, Chinese and Arab language of the United Nations. Today three hundred million people speak Russian, and it takes the fourth place in the world. National language as a property of the people exists in several forms. There are: a popular speech (the speech illiterate or not enough competent layers of urban population), territorial and social dialects (dialects), a slang (the speech of separate professional, social groups for the purpose of language isolation) and the literary language.

**Popular speech –** one of forms of national Russian which has no own signs of the system organization and is characterized by a set of the language forms breaking standards of the literary language. For example: the driver to put, a sentence, del, on the beach, etc.

**Slang** – the speech of social and professional groups of the people united by a community of occupations, interests, a social position, etc. There is slang of musicians, actors, students, athletes, hunters, etc. The slang includes a slang and language of a slang – the speech of bottoms of society, the criminal world, etc.

**The dialect** is the steady form of language characteristic of inhabitants of this or that area, it is the most ancient form of language. Territorial dialects exist only in an oral form, serve for everyday communication. They differ from a slang and a popular speech in the fact that have the whole set of phonetic, grammatical and lexical distinctions. For example: onions – an onion. Social dialects – the dialects of separate groups generated by social, class, professional and production heterogeneity of society.

The highest form of national language is literary - language the rated, serving cultural needs of the people, language of fiction, science, the press, radio, theater, public institutions. The literary language – system of elements of language, the speech means which are selected from national language and processed by the masters of the word, public figures who are given by scientists. These means are perceived as exemplary and common. Serving various spheres of human activity, the literary language possesses the following signs:

1. Obrabotannost; (when the language is worked-out by the speaker)

"Pushkin was the first who perfectly understood it, - M. Gorky wrote, - he also showed the first, to properly use speech material of the people as it is necessary to process it".

2. Existence of an oral and written form, and also two versions – book and colloquial;

Oral and written forms of the literary language differ in four parameters:

professional and production heterogeneity of society.

• Form of realization

Names «oral – written» demonstrate that the first – is the sounding speech, and the second – is graphically used. This is their main distinction. Both the oral, and written forms are take into account their own norms and characteristics: oral – orthoepic, written – spelling and punctuation.

• Attitude towards the addressee.

The written language is usually turned to the absent person.

• Generation of a form.

Speech is created on the spot. Writing unlike speaking has an opportunity to improve the written text, you can return to written text, add, reduce, change, correct.

• Nature of perception of an oral and written language.

The written language is calculated on visual perception. Oral speech is perceived aurally.

At realization of each of forms of the literary language writing or speaking selects for expression of the thoughts of the word, a combination of words, makes offers. Depending on of what material the speech is under construction, it gains book or colloquial character.

Bookish way of speaking serves political, legislative, scientific spheres of communication (the congresses, symposiums, conferences, meetings, meetings), and informal conversation is used at semi-official meetings, meetings, on informal or semi-official anniversaries, celebrations, friendly feasts, meetings, at confidential conversations of the chief with subordinates, in everyday, domestic surroundings. Bookish way of speaking is under construction on standards of the literary language, their violation is inadmissible. Informal conversation is not so strict in respect for standards of the literary language. In it it’s allowed to use forms which are qualified in dictionaries as colloquial.

Existence of functional styles. The term functional style underlines that kinds of the literary language allocate on the basis of that function (role) which is performed by language in each case. Polyfunctionality of the literary language caused emergence of variable units at all levels.

4. Alternativeness of language units. Variability of language units, wealth and a variety of a lexicological and phraseological and grammatical synonimy distinguish the literary language, are its signs.

5. Normativnost. Norms exist both for written, and for oral speech. For example, norms aktsentologichesky (accent), orthoepic (pronunciation) belong to oral speech; norms spelling (spelling), punctuation are characteristic of a written language. Norms are word-formation, lexical, morphological, syntactic have to be observed in an oral and written language.

**4. Language norm**

Language norm (norm literary) are rules of use of speech means during a certain period of development of the literary language, that is the rule of a pronunciation, word usage, use of traditionally developed grammatical, stylistic and other language means accepted in public and language practice. The norm is obligatory both for oral, and for a written language and covers all parties of language.

Signs of standard of the literary language: relative stability, all-common use, all-obligation, compliance to the use, tradition and opportunities of language system. Language norms – the historical phenomenon. Sources of change of standards of the literary language are various: informal conversation, local dialects, popular speech, professional slang, other languages. Options of norms are reflected in dictionaries of the modern literary language. For example, in "The dictionary of the modern Russian literary language" as equal accent versions of such words how to normalize and normalize, thinking and thinking are fixed. Some versions of words are given with the corresponding marks: cottage cheese and (colloquial) cottage cheese, the contract and (it is simple.) contract.

Language norms are not invented by scientists. They reflect the natural processes and the phenomena occurring in language and are supported by speech practice. Works of classic writers and modern writers, the analysis of language of mass media, the standard modern use, data of live and biographical polls, scientific research of scientists-linguists belong to the main sources of language norm.

**Dictionaries of Russian language**

To improve the speech, it is necessary to expand a lexicon, to seize standards of the literary language. Also linguistic reference books of Russian language serve as a good help. The lexicography is the section of linguistics, dealing with issues of drawing up dictionaries and their studying. Dictionaries carry out a role of the mentor whom it is possible to ask any question. In dictionaries it is possible to check the correct use of words, their grammatical forms, rules of a pronunciation, word formation, use of terminology, etc. There are hundreds of dictionaries which can be divided into two types conditionally:

There are hundreds of dictionaries which can be divided into two types conditionally:

1. Encyclopedic;

2. Linguistic (philological).

The encyclopedia explains objects, phenomena of the world, communicates information about various events, such as: Big Soviet encyclopedia, Medical encyclopedia, philosophical dictionary, political dictionary. In linguistic lexical meanings of words are explained, standards of their spelling, a pronunciation are specified. Linguistic dictionaries are in turn subdivided into two types: bilingual, i.e. translated which we use at a learning of foreign language (the Russian-English dictionary, etc.) and monolingual. Important type of the monolingual dictionary is the explanatory dictionary containing words with an explanation of their values, the grammatical and stylistic characteristic. The richness of information and compactness of a form combines the most widespread, the sustained many editions "Dictionary of Russian" of S. I. Ojegov and "The explanatory dictionary of Russian" of S. I. Ojegov and N.Yu.Shvedova. "The explanatory dictionary of living great Russian language" of V. I. Dahl became the known part of cultural baggage of the Russian people, the encyclopedia of his life. For the first time it was published in 1863-1866 and from those was repeatedly republished.

There are also dictionaries of synonyms, antonyms, homonyms, paronyms and dictionaries of new words; dictionaries of compatibility (lexical), grammatical dictionaries and dictionaries of correctness (difficulties); word-formation, dialect, frequency and return word books (dictionaries of personal names); dictionaries of foreign words, terminological dictionaries. To find quickly answers to the questions arising in oral speech, to avoid mistakes in a pronunciation, an accent, formation of forms of the word, it is necessary to address orthoepic dictionaries, dictionaries of accents, and also dictionaries references on the standard of speech. For example, "The new orthoepic dictionary of Russian" of T. D. Ivanova contains 40 000 words. "The dictionary reference on Russian" A. N. Tikhonova gives certificates of a pronunciation and writing of 26 thousand words of Russian, hard cases of formation of their forms, their word formation.

**5. Functional styles**

Our speech in an official situation (a performance at a scientific conference, at a business meeting) differs from that which is used in an informal situation (a conversation at the holiday table, friendly chat, etc.).

Depending on the purposes and tasks which are put and solved in the course of communication there is a selection of various language means. The different kinds of the uniform literary language called by functional styles are created as a result. Functional style – a kind of the literary language in which language acts in this or that socially important sphere of public and speech practice of people and which feature are caused by features of communication in this sphere.

Usually distinguish the following functional styles:

• scientific,

• official,

• publicistic,

• colloquial and everyday,

• literary and art.

Possession of functional styles is a necessary component of culture of the professional speech of the diplomat, politician, teacher, journalist, lawyer, director.

**Scientific style** – science language. Main lines of scientific style: active use of special and terminological lexicon; prevalence of abstract lexicon over concrete; lack of colloquial and common lexicon; desuetude of words with emotional and expressional and estimated coloring. Distinctive feature of the written scientific language is that texts may contain not only language information, but also various formulas, symbols, the table, schedules, etc. The following kinds of scientific style are allocated: actually scientific (monograph, article, report, term paper, thesis, etc.); scientific and informative (paper, summary, abstract etc.); scientific help (dictionary, reference book, catalog); scientific and educational (textbook, methodical grant, lecture, etc); popular scientific (sketch, book, article).

**Official style** serves the sphere of business relations between state institutions, organizations, between legal entities and individuals. The system of official style is made by language means of three types: 1) having corresponding functional and style coloring (lexicon and phraseology), for example: claimant, defendant, protocol, etc.);

2) neutral, interstyle, and also all-book, language means;

3) language means, neutral on the stylistic coloring, but on common use degree in officially – official style become its "sign", for example: to raise a question, to express the disagreement.

Characteristics of official style: compactness of a statement; commonality of an arrangement of material; wide use of terms, nomenclature names; almost total absence of emotional and expressional speech means; weak individualization of style. Officially – the official style is implemented in texts of various genres (the charter, the law, the order, the complaint, the recipe, the statement, etc.). Genres officially – official style perform the information, ordering, stating function in various spheres of action. In this regard the main form of realization of this style is written.

**Journalistic style**. Publicist style – historically developed functional kind of the literary language serving the wide sphere of the public relations: political, economic, it is moral – ethical, cultural, religious other. This style is widely used in socially – political literature, periodicals (newspapers, magazines), radio - and telecasts (the speech on a meeting, a performance at a meeting, a festive event, in a court room, etc.). The greatest distribution within publicist style was gained by its version therefore in linguistic literature it quite often call journalese. Researchers allocate two main functions of publicist style – informative (the message, transfer of new information) and influencing (rendering the convincing influence on the addressee, propaganda, promotion). The purpose of the publicist text – to make desirable impact on reason and feelings of the reader, the listener, to adjust it definitely.

Characteristic of publicist style are: estimation, appeal and dispute. It distinguishes it from other styles of the literary language, for example, scientific and officially – business.

Treat the main signs of publicist style:

1. The use of standard, clichéd means of language (to play a role, securities market, reforms, unpredictable consequences, etc.).

2. Active use of expressional, expressive, emotional speech means, creation of ladders and stylistic figures, application of the logician – composite forms and receptions (headings, alternation of the narration, description and reasoning, introduction of different types of someone else's speech, etc.).

3. A wide variety used socially – political lexicon and phraseology (administration, the government, deputies, etc.), loan words (the sponsor, the clip, the summit, corruption, the Deputy Prime Minister, the presentation, etc.).

4. Combination of the words carried, on the one hand, to high, book lexicon (fatherland, homeland, patriotism, to realize, creation, etc.), with another – to the colloquial, lowered, colloquial, even slangy lexicon (bucks, a lawlessness, rush, a get-together, to do out off, to bump off, across the pond, big shot, showdown, etc.).

**Colloquial and everyday style**. Colloquial style is used in the sphere of household communication; it is pertinent in the sphere of the everyday and professional informal relations. The prevailing speech form – oral (a conversation, a conversation), but use of colloquial style and in some genres of a written language – personal diaries, notes, private letters is possible. In texts of colloquial style more than in texts of other styles communication function, or communicative is implemented. It is possible to carry to the main properties of texts of colloquial style: informality; ease; unpreparedness of communication, lack of preliminary selection of language means; use of gestures, mimicry; dependence on a situation, the characteristics and relationship speaking; smaller degree of a regulation in comparison with book styles. As colloquial texts have mainly oral form, a special role is played by means of phonetic level – intonation, a pause, a rhythm, tempo of speech, a logical accent. Texts of colloquial style are characterized incomplete, sometimes by a vague pronunciation of sounds, syllables, fluent tempo of speech. Main features of informal conversation: unpreparedness, spontaneity; direct character of the speech act; great influence extralinguistic (extra language factors); wide use of everyday and emotionally – expressional lexicon and phraseology.

Functional styles are open systems. Borders between them are very mobile. It is very important to know and feel language features of each functional style, it was able to use speech means of different styles depending on a situation of communication and statements are more whole.

**QUESTIONS FOR SELF-CHECKING.**

1. Give definition of the standard of speech.

2. Give the reasoned answer to a question: "What free possession of the speech for success of professional activity matters?".

3. What is the communication?

4. What types of communication you know?

5. Name the components of successful communication.

6. What language is called national? Name its versions.

7. What is "literary language"?

8. What is language norm?

9. What dictionaries of Russian you know?

10. What styles of the speech are called functional?

11. List functional styles known to you.

**Lecture 2**

**LAWS OF COMMUNICATION**

**Plan:**

1. What is laws of communication (communicative laws)? Their specifics.

2. Fundamental laws of communication:

3. Basic rules of communication.

4. Main methods of communication.

1**. What is laws of communication**

Success of communication, as well as any activity, depends on knowledge of laws and regularities of this process. We understand the steady relations and interrelations between components of a communicative situation repeating in different communicative situations as laws of communication irrespective of who participates in communication.

The general laws of communication (communicative laws) describe what occurs between interlocutors in the course of communication, answer the question "what occurs in the course of communication?". Communicative laws are implemented in communication irrespective of who says about what, for what purpose, in what situation etc.

2. **Fundamental laws of communication**

**Law of mirror development of communication:** the interlocutor in the course of communication imitates style of communication of the interlocutor. It becomes the person automatically, practically without consciousness control.

**Law of dependence of result of communication on the volume of communicative efforts**: the more communicative efforts it is spent, the efficiency of communication is higher.

**The law of the progressing impatience of listeners:** the longer the speaker speaks, the bigger inattention and impatience are shown by listeners.

**The law of falling of intelligence of audience with increasing of its size:** the more you listen to people, the average intelligence of audience is lower. Sometimes this phenomenon is called effect of crowd: when there is a lot of listeners, they begin "to think" worse though the personal intelligence of each certain person at the same time, of course, remains.

**Law of primary rejection of the new idea:** the new, unusual idea told the interlocutor at the first moment is rejected by him. In other words, if the person suddenly obtains information which contradicts the opinion which developed at him at the moment or representation, then the first thought which comes to its mind - that this information is wrong, reported it is not right, this idea is harmful, it is not necessary to accept it.

**Law of a rhythm of communication**: a ratio of speaking and silence in the speech of each person - a constant. It means that it is necessary to tell to each person in day certain time and certain time to be silent.

**Law of speech self-influence:** verbal expression of the idea or emotion forms this idea or emotion at speaking. From practice it is known long ago that verbal expression of some thought allows the person to become stronger in this thought, to finally understand it for itself. If the person by the own words explains something to the interlocutor, he understands for himself an essence of told better. Cf. an old teacher's joke - the teacher speaks to the pupil: "- Ivan, I’ve already 20 times explained to you, I’ve understood myself already, and you still understand nothing"!

**Law of rejection of public criticism**: the person tears away public criticism in the address. Any person has a high internal self-assessment. All of us internally consider ourselves very clever, knowing and right thing doing. For this reason any receiving, criticism or uninvited council in the course of communication is perceived by us at least watchfully - as attempt at our independence, demonstrative doubt in our competence and ability to make independent decisions. In conditions when the criticism is carried out in the presence of other people, it is rejected practically in 100% of cases.

**The law of trust to simple words** (the law of communicative simplicity): the it is simpler your thoughts and words, the better you are understood and trust more. Simplicity of contents and a form in communication - guarantee of communicative success. You speak simply, give simple advice - and people will follow you, will believe you. People better perceive the simple truth because this truth is more clear, habitual to them. Many of the simple truth are eternal and therefore the appeal to them guarantees interest of interlocutors and their attention. Interest in the eternal and simple truth at people is constant. The appeal to the simple truth - a populism basis in policy.

**Law of an attraction of criticism**: the more you are allocated from people around, the more about you talk scandal and the more people criticize your actions. The allocated person always becomes an object of special attention and "attracts" to himself criticism. A. Schopenhauer wrote: "The above you rise over crowd, the you draw bigger attention, the more about you will talk scandal".

**Law of communicative remarks**: if the interlocutor in communication breaks some communicative norms, other interlocutor has desire to make it the remark, to correct it, to force to change his communicative behavior. So, if the interlocutor begins to shout at us, we always want to tell him: - Stop to shout! If he began to speak quietly, we want to tell: - Speak louder! If he begins to order, dispose, we speak: - And why you order here? We speak to the hesitating person: - More safely, do not hesitate! To the boaster: - What you bragged away?, etc.

**The law of the accelerated distribution of negative information**: "Bad messages do not lie on the place". Negative, frightening, capable information tends to entail changes in the status of people to more fast distribution in groups of communication, than information of positive character. It is connected with special attention of people to the negative facts - owing to what positive quickly is accepted by people to norm and ceases to be discussed.

**The law of distortion of information by its transfer** ("the law of chinese whispers"): any transmitted data is distorted in the course of the transfer to degrees directly proportional to number of the transferring her faces. It means that what through bigger number of people transmits this or that information, to those a high probability of distortion of this information.

**Law of a deviation of public criticism**: when the public criticism someone on this or that question is carried out, and at the same time there is a person who has similar shortcomings, but it personally is not criticized at present, this person from himself practically always allocates for the critic, considering that "at it - absolutely another". The person does not apply to himself criticism by analogy.

**Law of detailed discussion of trifles**: people concentrate on discussion of insignificant questions more willingly and are ready to find for it more for time, than discussion of important problems. The American sociologist and the writer S. Parkinson gives a convincing example of operation of this law: discussion of allocation of the multimillion credit for constructions of the atomic reactor takes management of the company two minutes, and a discussion on a problem of the statement of the sum of 35 shillings a month on coffee for meetings of a certain committee - hour and a quarter.

**Law of speech strengthening of emotions**: emotional shouts of the person increase the emotion experienced by him.

**Law of speech absorption of emotion**: at the coherent story about the experienced emotion it is absorbed by the speech and disappears.

**Law of emotional suppression of logic**: in the conditions of emotional excitement of people badly speaks and badly understands the speech turned to it.

**3. Basic rules of communication**

It is necessary to differentiate the general laws of communication and the rule of communication.

Rules of communication are developed in the society of the recommendation about communication. Many of them are reflected in proverbs, sayings, aphorisms (Know Bol and speak to exchange; A fly won’t get into a closed mouth; Be able to joke, be able and to cease; Noise to the right not to be; Speaking A little, you will hear more, etc.). Rules of communication reflect developed in the society of idea of how it is necessary to conduct communication in this or that communicative situation as it is better to conduct communication. Rules of communication are developed by society and supported by welfare tradition of this society. They are acquired by people by observation and imitation people around, and also by purposeful training. Rules which well and long ago are acquired by people are implemented by them in communication almost automatically, without consciousness control.

Having studied these or those rules, it is possible to apply them consciously to achieve a definite purpose in communication, and it gives big advantage in communication to the one who knows these rules.

So, here are the basic rules:

• Communication as equals, without roughness and servility.

• Respect of personal opinion of the interlocutor.

• Lack of desire to find out who is right and who is guilty.

• Communication at the level of requests, but not orders.

• Search of compromise solutions.

• Ability to appreciate the solution of another.

• Ability to accept experience of others.

If the person does not know how to get into conversation, then it is necessary to choose any interesting subject for a conversation and time when the interlocutor is not busy with some work. Always it is necessary to remember that other person - not such as you, and it is necessary to be able to look at things his eyes, especially in conflict situations.

**4. Main methods of communication**

These are concrete recommendations for increase in efficiency of communication. For example, the rule "Approach to the Interlocutor Increases Efficiency of Speech Impact on It" is implemented in practice of communication in the form of the following receptions: "Approach closer!", "Interfere in personal space of the interlocutor!", "Touch the interlocutor!"

The following receptions promote establishment of the relations of mutual understanding:

1. Visual contact, and also smile and other means of nonverbal communication. Smile sincerely and avoid to apply the gestures establishing barriers (you do not sit in a pose a leg for a leg, do not cross a hand, do not turn away from the interlocutor);
2. handshake. Physical contact – an important point of establishment of the relations. Your handshake has to inform of your valid desire "to come nearer" and "touch" it other person;
3. verbal greeting. Your greeting has to correspond to a situation in which you meet for implementation of intentions. You can address the partner in a name if it corresponds to a situation. In Russia it is accepted to call the partner in a name and a middle name;
4. the first words of a greeting which have to correspond to rules of business etiquette, but it is desirable in the form of open questions (for example: "what?», «when?», «how?");
5. your relation. Be sincerely interested in interaction. Your relation will provide good communication if you show sincere interest and respect for the partner;
6. your behavior. Ask open questions. Listen carefully. Partially use answers of the partner for statement of the following questions. Give the partner important or necessary information on yourself. Ask the partner to express the opinion on the discussed problem. Use situationally pertinent humour;
7. accurate communication. Use short, but clear statements on the substance of a communication subject; finish the phrases with questions, use ties for affirmative answers
8. adequacy and speed. At the good balanced relations of partners there is a regular alternation of responsibility for speed installation. Try to correspond to the partner in speech speed, intonations, a breath rhythm, gestures, poses
9. establishment of trust. The most effective way of formation of the confidential relations is your honesty; be honest concerning your fears, weak points, motives. If there is such information, then it is better to share it with the partner, than he learns about it from other sources

The person needs to be communicatively competent and the nobility the laws and rules given above. Effective communication, culture of communication should study as diploma bases as to ability to read and write. Because it - really the literacy necessary for everyone: all of us make daily a set of the gross blunders which do our life, already hard, even more difficult. All of us time do remarks unfamiliar, we give advice to those who do not ask us, we criticize people at witnesses and we do a lot it that categorically it is impossible to do under laws of communication in civilized society. All this prevents us to achieve results at work, it prevents us to live normally in a family, to communicate with children, to relatives and not really close people, conducts to the raise of communication conflicts. It is considered that our business contacts will be successful in 7 cases of 10 if we own also rules of business communication.

**QUESTIONS FOR SELF-CHECKING**

1. What is laws of communication?

2. In what their feature?

3. List fundamental laws of communication.

4. What is rules of communication? What do they differ from laws of communication in?

5. What rules of communication you know?

6. What is methods of communication?

7. What receptions promote establishment of the relations of mutual understanding?

**Lecture 3**

**COMMUNICATIVE BARRIERS**

**Plan:**

1. What is communicative barriers and why they appear?

2. Logical barrier and ways of its overcoming.

3. Stylistic barrier and ways of its overcoming.

4. Semantic barrier and ways of its overcoming.

5. Phonetic barrier and ways of its overcoming.

**1. What is communicative barriers and why they appear?**

People speak to be understood. However not always, even speaking one language, people understand each other. Why it occurs? Why sometimes people seize someone’s meaning at once, and sometimes can’t understand each other, despite on any explanations? What does interfere us to understand each other? In business communication between partners there can be absolutely specific communicative barriers, obstacles complicating understanding of other person. Reasons of their appearance are various: specifics of intelligence communicating, degree of knowledge of a subject of a conversation, personal psychological specifics. Besides, communicative barriers can appear because of absence between interlocutors of the same understanding of a situation of communication. Also social, political, professional, religious, educational and other distinctions can serve as the reason of misunderstanding between people.

**2. Logical barrier**

Every person has it’s own point of view at the world, situation, problem. Therefore at communication between partners there can be a logical barrier. To understand what was said, it is necessary to catch, first of all, the intention speaking and it is correct to interpret them. The thought arises from various needs of the person connected with inclinations, motives, emotions and so forth. Therefore behind each thought there is a motive, that is for the sake of what we speak. The motive is also the first instance in generation of the speech. It becomes final instance in the return process - process of perception and understanding of the statement as the partner understands not so much a thought and the speech, how many for the sake of what it is told.

Before introducing the idea aloud, the person as if at first "packs" it into the internal speech, and then expresses it aloud. Process of transformation of a thought into the word is called verbalization. Allocating in a speech flow of the word, listening deciphers their values, comprehending, thus, meaning of the verbal message. The understanding of words is represented the most elementary operation of decoding of the statement. However it is necessary to remember that difficulties arise because the concrete situation has significant effect on judgment of words in real communication. For understanding of information it is necessary to correlate any statement with reality, otherwise in real communication communicative misunderstanding are possible here.

The main problem put in misunderstanding is connected with features of thinking of communicating. The logical barrier arises more often at partners with an unequal type of thinking. Cogitative activity at people is various, the width, flexibility, speed, criticality, originality of mind at all are shown differently. Operations of thinking are used by people with different degree of depth, and so far one goes deep into the developed analysis of a problem, another, having collected superficial information, already has the ready answer or the decision which value, sometimes, leaves much to be desired. Depending on what operations, types and forms a thinking prevail in intelligence of each of partners, they communicate at the level or understanding or misunderstanding, that is there is a logical barrier. The understanding of that what your interlocutor what his personal features will help to break a logical barrier in communication.

Each businessman needs psychological competence which will allow to perceive more adequately other people, to classify their psychotypes, to predict actions. The psychotype is a model of behavioural structure of the personality and her interaction with the environment. Knowledge of psychotypes of partners in communication gives the chance to define not only the strategy of communicative process, but also tactics of the behavior during interaction. Very useful to businessmen and businessmen, managers and specialists in negotiating, lawyers can have the psychogeometrical approach to a typology developed by the American psychologist Susan Delklinger (USA) and described in the book "Psychogeometry for Managers" by A. A. Alekseev and L. A. Gromova. Authors define psychogeometry as the unique practical system of the analysis of the personality allowing:

• to define on the spot a form and type of the personality - as the, and the partner in communication;

• to give the detailed characteristic of personal qualities and particularities of behavior of the person in language clear to everyone;

• to make the scenario of behavior for each form of the personality in typical situations.

The psychodiagnostics on the basis of the psychogeometrical test does not demand profound psychological knowledge as it is carried out, as a rule, by observation or the analysis of preventively collected information.

Thus, the logical barrier in business communication can arise when business partners differ on features of cogitative activity and do not consider it necessary to consider specifics of the partner in communication. It is possible to break a logical barrier in only one way: to consider features of the partner, trying to understand how he built the conclusions and in what divergences consist.

Except told a lot of things in understanding of information depends also on that, how competently, it is clear and laconically we state the thoughts, carrying out verbalization. Remember the main reasons complicating information transfer from one partner to another:

• inaccuracy of the statement;

• imperfection of code conversion of thoughts in words;

• inappropriate use of professional terms;

• incorrect interpretation of intentions of the interlocutor;

• excessive use of foreign words;

• incomplete informing partner;

• quick rate of a statement of information;

• existence of semantic gaps and jumps of a thought;

• incomplete concentration of attention.

**3. Stylistic barrier**

Style is the relation of data representation form to its contents, from here - overcoming this barrier is connected with compliance of a form to contents. Action of this barrier comes down to the fact that style characteristics of information "packed" into a verbal form can interfere with her perception. Style can be inappropriate, too heavy or light, not corresponding to a situation and intentions of the partner. To be well perceived, it is necessary to state accurately information, the main arguments, arguments confirming them to structure information so that it was a interrelated and one thought as if followed from another.

There are two main receptions of structuring information in business interaction: rule of a frame and rule of a chain. The essence of the rule of a frame consists that the beginning and the end of any business conversation have to be accurately outlined. At the beginning the purposes and intentions are, as a rule, reported, prospects and an expectations, possible results, the results have to be summed up at the end, conclusions concerning the realized or unrealized hopes and expectations are drawn, the retrospective is shown.

It promotes not only the best understanding and perception of information, but also storing as there is a psychological phenomenon which many famous speakers brilliantly use: people memorize best of all the beginning and the end, and the beginning promotes emergence of sympathy or hostility and it, in turn, influences hearing and trust to the partner. The last information remains in memory, therefore, the formulated conclusions at the end of a performance and are that basic that is memorized usually by audience. In daily communication the rule of a frame is broken rather often. As it was already noted, some partners, having begun a conversation concerning one intention, often forget about it and finish a conversation already absolutely in other occasion. Such situations are widespread and arise at business meetings, meetings, meetings, discussions, conversations and so forth. With this reorganization in the content of a conversation business communication becomes for many unsatisfactory: it is unknown of what agreed to what result came why began this conversation, and, above all - it is necessary to come back to this problem again and again to spend working hours.

Following the rule of a frame, the participant of business interaction can be absolutely confident, that what is necessary, that is the most important will be remembered: purposes and intentions, results and conclusions. As practice of business communication shows, extent of achievement of goals and the expected results, than ways of this achievement is more important for its participants. Therefore when colleagues are interested in destiny of any negotiations, a business meeting, they, as a rule, are interested not in how they passed, and with what they ended. Whether it managed to partners to achieve the planned objective: to draw the line, having got unilateral concessions; to create necessary public opinion; to show the image or the corporate style, etc. Business communication then only is also constructive when there is an expected result.

The rule of a chain defines "internal" structuring the statement. It is that information, necessary for the analysis of a problem, should not represent a shapeless heap of various data, ill-matched on form and content. Necessary data have to be built as appropriate, connected in a chain on any signs. Ways of connection of information chains can be various. It is possible to use for this word "first, secondly, thirdly".

In other cases the information can be located as follows: at first - to tell the most important; then - to state the basic following on the importance; further - to provide less significant information. The offered plot of business communication can be built also in "logical chains", for example: "if it so, then arises the following conclusion", "time we agree with it, therefore, it too truly". Using the rule of a chain at business interaction, we not only order, we connect, we will organize contents, but also we facilitate to the partner perception and understanding of information, and also her storing. Quality of a chain has to meet expectations of the partner, and its "look" can be chosen depending on his preferences and opportunities, that is intellectual opportunities and personal potential.

It is very important at interaction and the sequence of transfer of all information in general. The wrong organization of the message generates a stylistic barrier between communicating. The message is perceived better when it is constructed as follows:

• from attention to interest;

• from interest to basic provisions;

• from basic provisions to objections and questions;

• answers, conclusions, summarization.

The stylistic barrier arises and when the form of communication and its maintenance do not correspond each other, for example: invited to a conversation, and instead of dialogue there was a unilateral monologue, or on a meeting where the live propaganda speech is supposed, made reports on the written text. Such plots, unfortunately, meet in real practice of communication, they cause not only dissatisfaction, but also misunderstanding of the information because the negative emotions accompanying such communication do not allow to listen carefully, disturb concentration. And, at last, the stylistic barrier arises and when at oral communication information is transferred by functional and book language. Scientific and office style is more clear when reading, his perception is aurally complicated. To a tokm it is proved that the phrase consisting of 4-14 words, 15-18 words is best of all remembered - it is already worse, 18-25 words - highly, and the phrase numbering over 30 words aurally practically is not perceived. Therefore for overcoming a stylistic barrier it is necessary not only to structure well information, to use the contents adequate to a form, but also to speak briefly, at that speed and a rhythm which is most relevant to this situation and suits the business partner.

**4. Semantic barrier**

Semantic and linguistic, that is semantic barriers can be caused by the various reasons: first, this incongruity of thesauruses, that is the linguistic dictionary of language with full semantic information, a limited lexicon at one of partners and rich - at another, secondly, social, cultural, psychological, national, religious and other distinctions. When the partner understood absolutely not that he was told, or that, but not in that sense, then it is possible to record a semantic barrier which leads to inefficient communication. Most of business partners often underestimate a difference of thesauruses, proceeding from the assumption "time it is clear to me, it is clear also to another". To minimize misunderstanding, it is necessary or to speak "one language with the partner", or in advance to agree about the key moments, or to constantly ask the partner on whether it is clear to it what there is a speech about, but such communication demands bigger time.

To break a semantic barrier, it is necessary to understand features of the partner and to speak with it as if "one language", using lexicon, clear for it; the words having different values need to be explained: in what sense you used this or that word.

It is important to remember that some words, for example such as exclusive, people in a lexicon have an attraction, an alternative, and understanding - No, therefore, expediently, using foreign words or professional lexicon, to explain the meaning of what was said or to replace these words with others, more clear also.

And, at last, it is necessary to remember also that language norms, specifics of our speech have to change depending on that to whom the statement is turned. In real business communication we should act constantly in any role professional, interpersonal or urgent at the moment. At foreign office - you the guest and at the same time the business partner, in the - the owner, in hairdressing salon - the client, etc. The social role is the example of the behavior which is standardly approved by society expected from everyone taking this position. A social position, either the status - formally established or silently recognized place of the individual in hierarchy of social group. The concepts "role" and "status" are interconnected. The status as if answers the question "who is the personality?", and a role - "that it does?". The speech behavior in business interaction by all means has to consider laws of status and role communication. Status and role communication is based on unwritten norms and on expectations of the fact that each business partner will respect the speech rules peculiar to his situation in society, in the world of business and determined by the nature of relationship with the interlocutor. Such representations are typical therefore on their basis there are stereotypes of role behavior. Knowledge of these nuances allows each person to use various rhetorical abilities, effective speech strategy and tactics in communication with others. The semantic barrier arises also because of distinctions in speech behavior of representatives of different cultures. It is necessary to interact with people differentially because language not only one people, but also one social group differs from language of other group, and its use in the speech is influenced by the individual potential of the personality, including character.

**5. Phonetic barrier**

In process of communication there is often a phonetic barrier, that is the obstacle created by specifics of the speech of speaking. To avoid this barrier, it is necessary to speak clearly, rather loudly. It is known that performance of these conditions improves understanding of information, optimizes business communication. Phonetic barriers arise every time when speed and speed of the speech, quality of diction and a pronunciation do not correspond to a communication situation.

If you explain something to the person by loud voice, the understanding will be almost blocked at once. All attention of the person to whom the flow of the indignant words is directed concentrates not on sense of the explanation, and on the relation speaking to the partner. In result (as protective reaction) there is a shift of attention. It blocks analyzing activity of a brain, and the words addressed to the listening partner, are not realized of Understanding is blocked. In business communication that it was effective, such behavior is unacceptable with one, on the other hand. If your partner raises the voice, in such situation it is expedient to use the following means, for example, to tell: "If you quietly speak, I am better than you I will understand". This phrase, as a rule, does not cause reciprocal aggressive reaction of the partner, and helps it to be reconstructed and to correctly explain the problem.

In general tone of a voice is of great importance for understanding of a context. Doing these or those accents, placing different accents, we can change the maintenance of a thought. For example, phrase: "We have to solve this problem in common", placing different accents, we can attach different significance. The logical accent allows the partner to understand more precisely the heard thought if it is absent or is made incorrectly, the sense of a speech design can be apprehended inadequately.

The phonetic barrier at listening arises every time when the partner has an illegible diction, a bad articulation. Distract from contents of the speech of the voice telling almost all nonverbal manifestations which quite often accompany process of speaking: giggling, snickers, and so forth, and also near speech manifestations of "hm-m-m-m", "e-e-e-e" and so on.

Hearing listening and the mistakes connected with violation of standards of language (statement of an accent, coordination of words, creation of offers) irritates.

So that to break a phonetic barrier at the listener, business people need to work as much as possible on themselves, not only mastering ways of effective verbalization, but also constantly thinking of how words and phrases are pronounced as accents are placed.

Remember some rules of successful communication:

1. The understanding of your statement is connected with a design of offers. Long offers complicate understanding of the speech aurally.

2. Use short offers (8-15 words). The unions "and", "as" "that", "but", "because", etc. try not to use. Short offers are always more clear.

3. The voice is the strongest tool of belief. Expressiveness of a voice is perceived by the partner not so much reason, how many feeling. Your voice causes sympathy or antipathy. Monotony of the speech often is the reason of failure in business communication.

4. Use pauses, they interrupt a flow of the speech and perform psychological functions: strengthen attention, calm, underline what was told.

5. Qualitative and quantitative characteristics of your dictionary (lexicon) strengthen influence of statement, increase efficiency of communication. For reference: on average the passive dictionary of the adult (words which memory can use) consists depending on education level of 30000 - 50000 words. The active dictionary (words which use at the spontaneous speech) consists of 3000-12 000 words.

6. It is recommended to a thicket to use in the speech verbs, but not nouns. Verbs give to the statement presentation, and nouns mostly - semantic value, besides it usually happens abstract. Under words "school", "feather", "house", "car" everyone can imagine the corresponding subject with concrete individual differences. Use of verbs helps to form a concrete picture of not clear representation. You do whenever possible without adjectives - they attach to the speech personal significance.

7. The verb becomes more live if you in the statement use its active form, but not passive. For example: "I invited him", but not "He was invited by me". The passive influences is impersonal, creates a distance between partners and bears minimal emotional loading.

8. It is not necessary to use in the speech of the formulation like "according to it is possible to understand that...", and also statements, including subjunctive mood: "I would tell", "I would believe...", "I would be...", "I would have to …", they do not express a resolute act, and create a distance between interlocutors rather.

9. The serious problem arises when the partner not up to the end understands sense of a statement or otherwise interprets sense of the word or all statement. The partner either expands value of the told word, or narrows. Than the concept is more abstract, especially widely it can be interpreted. Therefore it is already necessary to explain at the very beginning of the conversation a concept, having told the partner what you specifically understand as it.

**QUESTIONS FOR SELF-CHECKING.**

1. What is communicative barriers, and what reasons of their emergence?

2. What main characteristics of a logical barrier and way of its overcoming?

3. Call the main reasons complicating information transfer.

4. What main characteristics of a stylistic barrier and way of its overcoming.

5. "The rule of a frame", "The rule of a chain" - what is meant by these concepts?

6. What main characteristics of a semantic barrier and way of its overcoming?

7. Call the causes of a phonetic barrier and a way of its overcoming.

8. How to make speech communication successful?

**Lecture 4**

**SKILLS OF BUSINESS COMMUNICATION**

**Plan**

1. Business communication.

2. Features of business communication.

3. Types of business communication.

4. General provisions of conducting business communication.

5. Questions in business communication.

**1. Business communication**

The Business Communication (BC) is such interaction of people which is aimed to the solution of a certain task (production, scientific-commercial, etc.), i.e. the purpose of business interaction is somewhere outside of communication process. Mutual understanding, coherence of actions and clearness of the priorities depend on quality of business communication.

Business communication is a difficult multidimensional development of contacts between people in the office sphere. Its participants act in the official statuses and are focused on achievement of goals and specific objectives.

Business communication can be presented through three aspects:

• perception (a complete image of other person which is formed on the basis of assessment of his appearance and behavior);

• communication (exchange of information, significant for participants of communication);

• interaction (impact on the partner, the introduction in business and other relations).

The principles of activity of any social organization (firm, establishment) make essential impact on behavior of the individuals entering it.

**2. Specifics of business communication**

1. A rigid regulation of the purposes and motives of communication, ways of implementation of contacts between employees: the standard of behavior in the form of steady structure of the formal rights and duties to which it has to follow standardly is assigned to each worker in the organization. Therefore business communication formalized, detached, "cold". Respectively concerning speech behavior it is expected that exchange of data between employees has not personal character and it is subordinated to the joint solution of an office task.

2. Hierarchy of creation of the organization: between divisions and employees the relations of submission, dependence, inequality are fixed. A consequence of action of this principle for speech communication appears: first, active use of verbal means of demonstration of the social status by participants of business communication, secondly, an information transfer problem on links of a hierarchical pyramid and according to efficiency of feedback.

It is recognized that efficiency of distribution of business information "across" the rule, is very high. The people working at the same level take of each other "the hint", they do not need a detailed and detailed explanation of an essence of a task. Efficiency of vertical communication (i.e. up and down hierarchical levels) is much lower. This results from the fact that at a way of passing of information from the source (speaking) to the addressee at any hierarchically organized management there are intermediary links. Other reason causing low efficiency of vertical communication is connected with belief that it is not obligatory for subordinate to know about a situation at the enterprise at all in general, they have to carry out put: before them tasks to execute the made decisions and not to ask excess questions.

3. Need for special efforts on work incentives that is explained by objective discrepancy of behavior and feeling of the person in the organization. The human nature is incompatible with rigid hierarchical structure and formalization of organizational processes therefore the administrative actions directed to satisfaction of psychological and emotional needs of workers, maintenance of their interest in the performed work, creations of effect of participation in the made decisions are necessary. Ways of motivation of work of personnel are different types of moral and material encouragement, promotion, professional development at the expense of the organization, etc. the made decisions and not to ask excess questions.

4. Observance of speech etiquette – the standards of language behavior, standard ready "formulas" allowing to organize etiquette situations of a greeting, a request, gratitude, etc. developed by society is obligatory (hello, may I introduce myself, be so kind as).

U have to pass following stages to make the BC efffective:

• contact installation (acquaintance), representation of to another;

• orientation in communication situations, judgment of the events, endurance of a pause;

• discussion of the interesting problem;

• solution;

• completion of contact (an exit from it).

Character of requirements to speech communication in the business environment:

- Accurately define the purposes of the message.

- Do the message clear and available to perception by different groups of workers: you find concrete illustrations of the general concepts, develop the general idea, using striking examples. - do messages whenever possible short and compressed, refuse excessive information, draw attention of employees only to those problems which concern them specifically.

- In a conversation with employees conform to the rules of active hearing, show them signals of your understanding and readiness for joint actions.

Thus, the provided rules equally have to be followed as in a conversation between two business interlocutors, and at group communication.

**3. Types of business communication**

While exchanging of information we can distinguish oral and written BC. Oral types of business communication are divided on monological and dialogical.

Monological types are: greeting speech; trade speech (advertising); information speech; the report (at a meeting, a meeting). Dialogical types:

• a business conversation – short-term contact of two or more interlocutors, mainly on one subject.

• the business conversation is a conversation between two interlocutors, according to its participants can and have to take specific features of the personality, motives, speech characteristics of each other into account, i.e. communication has interpersonal character and assumes various ways of speech and nonverbal influence of partners at each other.

• the business meeting - is necessary for acceleration of decision-making and increase in their validity, for effective exchange of opinions and experience, faster bringing specific objectives to the performer and emotional impact on personnel of the organization.

• negotiations – discussion for the purpose of conclusion of agreement on any question. Achievement of goals of negotiations is always connected with development of the joint program of actions on any activity.

• an interview – the conversation with the journalist intended for the press, radio, television.

• a press conference – a conversation with journalists.

• telephone conversation (distant) is contact on time, but distant in space and the communication of interlocutors mediated by special technical means. Respectively lack of visual contact increases load of an oral and speech handshaking of partners in communication.

Written types of BC are numerous in-house documents: business letter, protocol, report, reference, report and explanatory note, act, statements, contract, charter, provision, instructions, decisions, order, instruction, order, power of attorney, etc.

**4. General rules of conducting business communication**

1. Punctuality (do everything in time). Only the behavior of the person doing everything in time is standard. Delay prevent work and are a sign that it is impossible to rely on the person.

2. Confidentiality (do not say too much). Secrets of corporation or the concrete transaction need to be stored as carefully as the mysteries of personal character. It is impossible to retell heard from the colleague, the head or the subordinate about their office activity or private life.

3. Courtesy, goodwill, affability in any situation with clients, colleagues, the head.

4. Attention to people around (think also of others, and not just yourself). Respect opinion of others, try to understand why they had this or that point of view. Always listen to criticism and councils of colleagues, the administration. Self-confidence should not you prevent to be modest.

5. Appearance (put on as it is necessary). Put on appropriate situations.

6. Literacy (you speak and write in good language).

Ten precepts of the competent speech:

• Know a conversation subject. Than you will be better to be guided in a topic of conversation, especially interesting it will turn out.

• You are respectful to the interlocutor. The respect affects in very many things. This special attention to the interlocutor, and also your appearance, hairstyle, mood, etc.

• Own skill of logical accents, pauses and a sign language.

• Use the live speech: metaphors, images, comparisons. They diversify your speech, will give a necessary shade to the main words.

• Avoid language templates and the worn-out expressions, and also filler words.

• Use personal charm.

• Avoid accent and mix of languages.

• Do not abuse the privilege of the speaker: do not deceive the interlocutor, do not disguise the truth.

• Use technology of dramatization of the speech: acceleration and delay of its speed, increase in a voice, change of its timbre.

• Remember that your integrity, mind and humanity have the big force of influence.

Basic elements of preparation for business negotiations: definition of a subject (problems) of negotiations, search of partners for their decision, explanation of the interests and interests of partners, development of the plan and program of negotiations, selection of experts in structure of delegation, the solution of organizational issues and execution of necessary documents.

The course of negotiations keeps within the following scheme: beginning of a conversation → exchange of information → argument and counterargument → development and decision-making → completion of negotiations.

Six basic rules of building relations between partners in business communication deserve attention:

1. Rationality. It is necessary to behave frostily. Uncontrollable emotions have an adverse effect on negotiation process and ability of adoption of reasonable, mutually advantageous decisions.

2. Understanding. The inattention to the point of view of the partner limits possibilities of development of mutually acceptable decisions.

3. Communication. If your business partners do not show big interest, nevertheless try to hold consultations with them. It will allow to keep and improve the relations.

4. Reliability. False information weakens argument force, and also adversely influences business reputation.

5. Avoid mentor tone. To inadmissibly teach business partners. The belief method has to be the main method.

6. Acceptance. Try to accept other party and be open to learn something new about the business partner.

**5. Questions in business communication**

Success of negotiations in many respects depends on ability to ask questions and to receive irrefragable answers on them. There are following types of questions:

• Information questions are intended for collecting data which are necessary for drawing up idea of any question.

• It is important to use control questions during any conversation to find out whether the interlocutor understands you. "What do you think about it? Whether" "You think the same as me?"

• The directing questions are necessary when you do not want to allow the interlocutor to impose you the undesirable direction of a conversation. By means of such questions you can operate the course of negotiations and send them to the necessary course.

• Loaded questions allow to establish that is wanted actually by your partner and whether truly he understands a situation. To provoke – means to throw down a challenge, to incite. These questions can be begun so: "You are sure that you will be able …?", "You really consider that …?"

• Alternative questions present to the interlocutor an option. The number of options should not exceed three. Such questions assume prompt replies. "When there will be our meeting – on Tuesday, on Wednesday or on Thursday?"

• The confirming questions are asked to come for mutual understanding. If several times agreed with you, then on the resolving issue it will be answered in the affirmative too. "You hold the same opinion that …?"

• Counter questions are directed to gradual narrowing of a conversation and brings the partner in negotiations to the final decision. It is considered impolite to hit question with a question, however the counter question is reception which use can give considerable advantages.

• Fact-finding questions are intended for identification opinion of the business partner in the considered problem. These are the questions demanding the developed answer. "On what effect you count at adoption of this decision?"

• The concluding questions are directed to the fastest positive completion of negotiations. At the same time at first it is better to ask one-two confirming questions.

**QUESTIONS FOR SELF-CHECKING**

1. What is the business communication?

2. What features of business communication? What does it differ from daily communication in?

3. What types of business communication (on a way of exchange of information) you know?

4. To what principles it is necessary to adhere in business communication?

5. What scheme of conducting business negotiations?

6. What types of questions it is expedient to use in business communication? Why?

**Lecture 5**

**DISPUTE AS A TYPE OF BUSINESS COMMUNICATION**

**Plan:**

1. Dispute as type of business communication.

2. Classification of disputes.

3. Discussion, polemic, debate as kinds of a dispute.

4. Policy strokes of a dispute. Types of arguments.

5. Psychological aspects of belief.

**1. Dispute as type of business communication**

The dispute as a type of business communication represents important mean of solving of the questions causing disagreements. Even if disputing sides do not reach agreement, during the dispute they understand better the positions of both sides.

The dispute – is exchange of opinions, positions during when every side defends it’s point of view, at the same time opponents tend to understand the discussed problems and seek to disprove arguments of other party.

Every businessman, if he is expert in any activity, has to be able competently and fruitfully discuss the vital problems, prove and convince, to prove his point of view and to disprove opinion of the opponent, to own all genres of polemic skills. The businessman has to be able to convince others of correctness of the views stated to them and, respectively, to be able to convince the opponent to necessary behaviour.

**2. Classification of disputes**

There are different types of a dispute. Success of a dispute, its constructive character, the pragmatical solution of questions depend, first of all, on that type of a dispute to which its participants gave preference. Distinguish three types of a dispute: ad red (to the purpose), ad rem (upon) and ad hominem (to opinion of crowd, to the person).

**Ad red** (to the purpose) is a dispute in which participants have a common goal in which implementation everyone is interested, but does not agree with that way of its achievement which is offered by the opponent. In this situation each participant perceives a problem in own way, and offers which he formulates have pluses and minuses. In such situation disputing sides, as a rule, by negotiations find a compromise, and come to consensus. It is a kind of dispute, where the truth – is the main subject – and both sides are interested in achievement of goals.

**Ad rem** (by the fact) is a dispute over an occasion of some event, the fact. The facts can accepted or not, but without any comments. It is known that people treat any facts in own way, and sometimes it has no relation to the valid state of affairs. Here it is necessary to refuse personal comments and to discuss only the facts.

**Ad homipem** (to opinion of crowd, to the person) is a dispute with the purpose to convince listeners and to force them to accept a certain point of view. At the same time try to explain irrational behavior of the person from the point of view of categories rational - fair and unfair, the good and bad, beautiful and ugly, the truth and a lie. As in the nature of such values does not exist, they are thought out by people, naturally, of any truth in such dispute cannot be born, just everyone expresses the version, opinion. At the same time the last type of a dispute is most widespread and first of all it is possible to prove anything and, in particular, to justify any act.

Disputes of ad hominem are won by the one who owns receptions of a dispute better (it is possible to win a dispute, even being wrong in essence, and to look right in the opinion of listeners); from the point of view of development of the effective decision such dispute is useless and infinite.

Thus, disputes can be subdivided into those which purpose is achievement of the truth, and that which ultimate goal is the victory over the opponent.

**3. Discussion, polemic, debate as kinds of a dispute**

In real practice of business communication its such forms as a discussion, polemic, a debate, a dispute and similar to them ways of justification of opinion, often are considered as synonyms. Actually they differ from each other in a technique, structure, composition, the mechanism of exchange of opinions.

**Discussion** – one of the most important forms of communication, a method of the solution of controversial problems and a peculiar way of knowledge. She allows to understand better what is not fully clear and did not find still convincing justification. And even if participants of a discussion do not reach as a result agreement, they definitely reach during the discussion of the best mutual understanding. A direct problem of a discussion – achievement of a certain degree of a consent of its participants concerning the discussed thesis.

**Polemic** significantly differs from a discussion in the relation both the purpose, and the applied means. The Ancient Greek word “polemikos” which means "aggressive, hostile" is the cornerstone of the term "polemic". Polemic is a confrontation, opposition, an antagonism of the parties, the ideas and speeches. Polemic can be determined as fight of essentially opposite opinions by this or that question, it is a public dispute with the purpose to protect, argue the point of view and to disprove opinion of the opponent.

If participants of a discussion, comparing contradictory judgments, try to establish the truth, do attempts to come to a consensus or to a compromise, then the purpose of participants of polemic – not achievement of a consent, but a victory over other party, the statement of own point of view. This distinction of the purposes and means of a discussion and polemic is the cornerstone of the fact that the opposite side in a discussion is called usually as "opponent", and in polemic – "opponent".

**Debate**, debate are communicative means of carrying out such forms of business communication as meetings, conferences, meetings. They arise, as a rule, at discussion of reports, messages, performances and other types of information.

**4. Policy strokes of a dispute. Types of arguments.**

Let's give some of policy strokes of a dispute:

1. The dispute is a verbal duel and as in any fight, in it the initiative is very valuable. In a dispute it is important who sets its subject as specifically it is defined. It is necessary to be able to lead the course of a dispute over the scenario.

2. It is recommended not to defend, and to come. Even it is better to conduct defense by means of approach. Instead of answering the opponent's objections, it is necessary to force him to be protected and answer the objections which are put forward against him. Expecting its arguments, it is possible in advance, without waiting until he states them, to put forward them and to disprove.

3. It is possible to use in a dispute method of a denial of the opponent it own weapon. It is necessary always to try to bring the investigations supporting the thesis protected by you out of the parcels accepted by it.

4. Effect of suddenness. For example, to hold the most unexpected and important data by the end of a dispute.

5. Quite often, especially when the subject of a dispute is not adequately certain, it can be useful not to take from the very beginning a hard line, not to hurry to define firmly and unambiguously it. Otherwise in changeable circumstances of a dispute it will be difficult to modify it and the more so to refuse something.

6. It is considered to be that there is nothing unlawful and in such reception how to take the floor at the very end of the dispute, knowing all arguments of acting and depriving of them a possibility of the developed answer.

7. Frequent, but obviously incorrect reception in a dispute – so-called substitution of the thesis. Instead of proving the put-forward situation, arguments in favor of other statement which is put forward instead of that which was required to be proved are adduced. For example, it is necessary to show that on an aspen apples cannot grow; instead it is proved that they grow usually on an apple-tree, and do not meet neither on a pear, nor on cherry.

Substitution of the thesis can be full or partial. Feeling impossibility to prove or justify the put-forward situation, the debater can try to switch attention to discussion of another, maybe, and the important statement, but not having direct link with a starting position. Sometimes instead of the thesis some weaker statement following from it is proved.

8. One more incorrect reception – use of false and unproven arguments. Quite often is followed by turns: "all know", "long ago it is established", "obviously", "nobody will begin to deny", etc. One is as if left to the listener: to reproach itself for ignorance of what and everything is known long ago.

Some incorrect methods of conducting a dispute used quite often received own names.

**Argument to public** – instead of justification of the validity or falsehood of the thesis objective arguments try to rely on opinions, feelings and moods of listeners. The person who used this argument addresses not the partner in a dispute, and to other participants or even to casual listeners and seeks to win round them, appealing mainly to their feelings, but not to reason.

**Argument to the personality** – the reference to personal features of the opponent, his tastes, appearance, merits and demerits and their discussion. Such shortcomings, real or only imaginary which represent him ridiculously are attributed to the opponent, cast a shadow on his mental capacities, undermine confidence to his reasonings.

Argument the bases which are put forward by adverse party in a dispute or following from the provisions adopted by it are given to the person – in support of the position.

For example, school students ask the teacher of botany to go instead of a lesson to the wood. At the same time they refer to the fact that as he spoke more than once, direct contact with the nature – the best way to learn its secrets. Such argument is dishonest only in that case when the person resorting to it himself does not share this belief and only pretends that he joins the general platform.

**Argument to vanity** – squandering of unlimited praises to the opponent in a dispute in hope that, touched by compliments, it will become softer and more appeasable.

**Argument to not courage,** or to the authority, – the address to support of the views to the ideas and names of those with whom the opponent will not dare to argue even if they, in his opinion, are not right.

**Argument to physical force** – threat of unpleasant consequences, in particular threat of use of violence or the direct use of some means of coercion.

**Argument to ignorance** – the reference to lack of information, and even ignorance of the opponent in the questions relating to a being of a dispute; the mention of such facts or provisions which none of arguing know is not able to be checked.

**Argument to pity** – excitement in other party of pity and sympathy. For example, the student who did not pass examination asks professor to deliver to him at least well, otherwise it will be deprived by grants.

**Dispute** – is the difficult phenomenon. It does not come down to collision of two incompatible statements. Proceeding always in a certain context, he mentions such traits of character of the person as advantage, vanity, pride, etc. The dispute manner, its sharpness used by the arguing parties of means are defined not only the reasons connected with permission of a specific problem, but also all that context in which she got up. It is possible to reach a formal victory in a dispute, to insist on correctness or expediency of the approach and to lose at the same time in something other, but not less important. You did not manage to change a position of the opponent in a dispute, did not achieve his understanding, offended him, pushed away from interaction and the mutual aid in a solution which caused a controversy, – these collateral investigations of a dispute can significantly weaken or in general nullify effect of a victory in it. Therefore requirements to a dispute it is possible to carry the following to the general:

• It is not necessary to argue without special need. If there is an opportunity to reach a consent without dispute, it is necessary to use it.

At the same time it is not necessary and to be afraid of disputes, trying in any ways to evade from them. On basic problems which do not manage to be solved without discussion and polemic it is necessary to argue.

• Any dispute has to have the subject, the subject. It is desirable that the subject of a dispute was rather clear. It is the best of all to record right at the beginning this subject the special statement to avoid then quite usual question: about what after all there was a dispute? The subject of a dispute should not change or be substituted another on all its extent of a dispute.

Specification and detalisation of the positions of arguing – an important point of a dispute. But it must be kept in mind after all constantly the main line of a dispute and to try not to leave far from it. If the subject of a dispute changed, it is expedient to pay specially attention to it and to emphasize that the dispute on a new subject is, in effect, another, but not a former dispute.

Many disputes come to an end in the fact that their participants are even more approved in the correctness. Would be hasty to draw, however, from this a conclusion about inefficiency of the majority of disputes. Let positions of arguing did not change, but they, undoubtedly, became clearer, than until a dispute. Not any polemic comes to an end in the fact that all turn into "one belief". But almost each polemic helps the parties to specify the positions, to find additional arguments for their protection. The increased conviction of participants of the ended dispute in own correctness is explained by it.

• The dispute assumes a certain community of initial positions of the parties, some basis, uniform for them.

The community of basis provides initial mutual understanding of arguing, gives that platform on which the antagonism can be developed. Those who do not understand each other at all are not capable to argue, in the same way as they are not capable to reach agreement. It is difficult to discuss, for example, details of the second coming of Christ with those who believe in Buddha; the one who does not trust in extraterrestrial civilizations will hardly manage to be carried away a dispute on appearance of aliens.

• Successful conducting a dispute demands certain knowledge of logic.

First of all, ability to bring the investigations out of personal and others' statements, to notice contradictions, to reveal lack of logical communications between statements is supposed. Usually for all these purposes of rather intuitive logic, spontaneously developed skills of the correct reasoning.

• The dispute demands the known knowledge of those things on which it there is a speech.

This knowledge cannot be full, otherwise there would be no disagreements and a dispute. But it after all has to be rather extensive. It is bad when people begin to argue on what they know only by hearsay about, and even have no idea

• In a dispute it is necessary to show flexibility.

The situation in a dispute constantly changes. New arguments are entered, unknown the facts emerge earlier, positions of participants change – it is necessary to react to all this. But flexibility of tactics of a dispute does not assume sharp change of a position every new moment at all.

• It is necessary to think over strategy and tactics of a dispute.

Strategy is the most general principles of the argument. Tactics – search and selection of arguments or arguments, the most convincing from the point of view of the discussed subject in this audience, and also reaction to counterarguments of other party in the course of the dispute.

The solution of a strategic problem of a dispute assumes if not to resolve, then, at least, to clear the discussed problem.

• It is not necessary to be afraid to recognize the mistakes during the dispute.

The person convinced of incorrectness of some representations has to tell about it with full frankness and definiteness that he will make a dispute more fruitful. It is necessary to be tolerant to criticism and not to be afraid of the fact that someone will point to us to mistakes. In a dispute, especially if critical remarks express in a face, it is especially important.

**5. Psychological aspects of convincing**

The dispute, is a science to convince. Belief - a method of impact on consciousness of the personality through the appeal to her own critical judgment. The belief is based on analytical thinking at the heart of which prevail logic, substantiality, scientific argumentativeness.

In the course of convincing trust the following psychological opportunities can be used:

1. Acquaintance of the partner with character of a problem and his belief that it is solvable.

2. Discussion of the relation of the partner to a problem with the purpose of overcoming his fears, negativism and so forth.

3. Examination and the analysis of the psychoinjuring moments (for reorganization of system of the relations of the partner).

4. Mobilization of the partner on a solution, training in the corresponding actions.

Suggestion is such psychological impact of one person on another at which there is a certain influence on beliefs, solutions of the last. Being under the influence of suggestion, the person acts without own motivation, does not control the influence directed to it. By psychologists it is established that at a quiet condition of the person, with other things being equal, influence by belief, and in case of the excited state or the increased uneasiness - short suggestion is more productive.

The essence of suggestion consists in impact on feelings of the person, and through them on his mind and will. Suggestion through the oral message in the course of communication can be based on contents or a form or on that and another at the same time. The suggestion based on contents consists in special selection and a combination of the arguments which are a part of this message. Suggestion through contents of the message can be caused by also emotional party of the message. The suggestion based on a form consists in special execution and submission of the message.

In business communication it must be kept in mind that different people possess different degree of suggestibility, susceptibility level to suggestion, subjective readiness to experience the inspiring influence and to obey to it.

The factors promoting suggestibility:

- self uncertainty;

- uneasiness, concern;

- shyness, low self-assessment;

- feeling of self-inferiority;

- the high emotionality, an impressionability;

- weak possession of the logical analysis;

- trust in authorities.

Degree of suggestibility increases influence of some situational factors, for example, a condition of strong emotional excitement, a stress, diseases, exhaustion or, on the contrary, rest, relaxation. Low level of competence, lack of real-life information has the same effect; high degree of the importance of a problem, question, merits of case; uncertainty, ambiguity of a situation, situation; deficiency of time.

Efficiency of suggestion depends as on personal qualities of the one who carries out suggestion: from its high social status and rating; from strong-willed, intellectual and character superiority; from ability to achieve success and from optimism, - and from the identity of the person at whom suggestion is aimed. The considerable role is rendered also by the relations developing between inspiring and inspired. The trust, authority, dependence are of great importance for achievement of success.

Efficiency of suggestion is influenced also by a way of "designing" of the message - the argumentativeness level, a combination of logical and emotional components. Degree of suggestibility is raised by the following receptions:

- concreteness and figurativeness of keywords. It is proved what use of words which sense is concrete which contents it is easy to submit mentally, to visualize, significantly increases efficiency of suggestion;

- concreteness of qualities, the figurativeness of qualities allowing to create idea of advantages of the inspired parameter (the decision, the characteristic, opinion and so forth).

- absence in the speech of the words "No" and "NOT". It is necessary to prefer statements of positive character to denials, approach defense. It is known that the mentality of the person resists a particle "not", guarding, raising doubts therefore better to say "Make this decision and you win!", than to resort to denial: "Otherwise you will win nothing".

- speech dynamics is one of the most important means of suggestion. The acoustic range of the speech differs in big complexity. By psychologists it is proved that its such parameters as softness and force of a voice, richness of intonational characteristics, pauses, use of effect of surprise, a mimicry and an expression, tempo of speech are capable to increase persuasiveness of the speech.

- The mimicry, gesticulation accompanying the speech are perceived as an emotional involvement, interest that in most cases promotes formation of the positive relation, trust (at their adequacy to a situation and sense of proportion).

In the world of business the closed suggestion - through influence of logos, situations of office, image of firm and other visual effects is used as opened ("trust me", "you are now convinced"), and. The closed suggestion is more perspective, than opened as excludes counteraction.

The dispute is one of the integral features of communication of people. At the same time, it is necessary to remember that a dispute not the only instrument for ensuring of understanding each other people. It even not the main such means. The main task of a dispute – a victory not in itself over adverse party, and the solution of some specific problem, is the best of all – its win-win solution.

**QUESTIONS FOR SELF-CHECKING**

1. Give definition to a dispute as a type of business communication.

2. What classifications of disputes you know?.

3. Give definition of the concepts "discussion", "polemic", "debate".

4. What policy strokes of conducting a dispute you know?

5. What types of the arguments applied in a dispute you know?

6. Give definition of the concepts "beliefs", "suggestion".

**Lecture 6**

**NONVERBAL COMMUNICATION**

**Plan:**

1. Concept of nonverbal communication

2. Types of nonverbal communication

3. Some councils and rules of use of nonverbal means.

**1. Concept of nonverbal communication**

Nonverbal communication — the type of interpersonal interaction which is expressed in communication by not language means. It includes all forms of self-expression of the person which are not guided by words. Psychologists consider that reading nonverbal signals is the most important condition of effective communication. Nonverbal communication plays a large role in exchange of emotions both between people, and between animals, including between the person and the trained animals.

It is considered that in the course of communication a small amount of information is transferred verbally. We obtain about 80% of information by means of nonverbal communication.

Scientific research in the field of linguistics showed that there is a direct dependence between the social status, the power, both prestige of the person and his lexicon. In other words, the social or professional position of the person is higher, his ability to communicate at the level of words and phrases is better for those. Researches in the field of nonverbal communication revealed dependence between eloquence of the person and extent of the gesticulation used by the person for transfer of sense of the messages. It means that there is a direct dependence between a social position of the person, his prestige and the number of gestures and gestures which he uses. The person who is at top of a social ladder or professional career can use richness of the lexicon in the course of communication, in too time as less educated or less professional person will rely more often on gestures, but not on words in the course of communication.

Components of nonverbal communication are also very significant in the very first seconds of acquaintance. At the time of acquaintance any word was not still pronounced, and the first assessment of the interlocutor is already received by means of "reading of information" of components of nonverbal communication, such as, your gait, your general view, a facial expression, and in a consequence to change this assessment of nonverbal communication will be very problematic.

Information sent by the sender without use of words as systems of coding forms the nonverbal message which is the cornerstone of nonverbal communication. Recently this sphere of interpersonal communication draws attention of scientists and experts more and more. The matter is that the effect of the majority of messages is created by nonverbal information. Especially it is shown when a verbal part of the message of the sender is contradictory. In such situation the recipient relies upon a nonverbal part more to understand value of the message.

Communication as special type of activity is a creative game of intellectual and emotional forces of interlocutors, this, further, mutual training of partners, comprehension of new knowledge during discussion of a subject of a conversation, it is, at last, work of achievement of the objects of negotiations set by each party (exchange of opinions, a business meeting, dialogue of official representatives and so forth).

Though verbal symbols — our main means for coding of the ideas intended to transfer we use also nonverbal symbols for broadcast of messages. In nonverbal communication any symbols, except words are used. Often nonverbal transfer happens along with verbal and can strengthen or change sense of words. Exchange of views, a look, for example, smiles and the expressions of disapproval raised in perplexity eyebrows, the live or stopped look, a look with expression of approval or disapproval — all this examples of nonverbal communication. Use of a finger as showing finger, a mouth covered by hand, the touch, a sluggish pose also belong to nonverbal ways of transfer of value.

**3. Types of nonverbal communication**

In nonverbal communication we can distinguish the following types:

• paralinguistics and ekstralingvistics; Carry To the paralinguistic components of nonverbal communication defining quality of a voice, its range, a tonality: loudness, speed, rhythm and height of a sound.

Extralinguistic components represent non typical specific features of a pronunciation — speech pauses, laughter, sighs, crying, stutter, etc.

• an optical – kinesthetic – visually perceived the movement of other person, performing expressive and regulatory function of communication (gestures, a mimicry, a look, a pose, reddening and paleness of skin, the Mimicry – the movement of facial muscles. Possession of a mimicry, ability to transfer emotions (joy anger, surprise, fear, grief, chagrin) is the professional requirement for manager, politicians, teachers, all who work with people. It is considered that most expressive are mouth and lips.

The gesture is any movement of hands or hands of the person which he uses as a way of underlining of knowledge of the pronounced words. The main function of gestures – to promote the best perception of the speech, to specify and recover thoughts. They are classified on the basis of functions which are performed: \* communicative – replacing the speech; \* descriptive – their sense is clear only at words; \* the gestures expressing the attitude towards people, a condition of the person.

Visual contact – eyes contact. A look – the complex including a condition of pupils of eyes (a narrowing or a widening), color of eyes, position of eyebrows, a eyelids, a forehead, duration and continuity of a look.

1. A business look – when we look at a forehead and in eyes of the interlocutor. Often we so behave at a meeting with unfamiliar people, heads and chiefs.

2. A social look – when we direct eyes to a face zone of the person in a mouth, a nose and eyes. It is characteristic in situations of easy communication with friends and acquaintances.

3. The intimate look – passes through the line of eyes of the interlocutor and falls by level below a chin, a neck on other parts of a body. There can be an expansion of pupils as a pleasure anticipation.

Pantomimicry (kinesics) – set of gestures, a mimicry and more or less steady spatial position of a body of the person (pose). • a proxemics (science about communication space).

Allocate four main distances of communication:

* Intimate zone (from 0 to 46 cm). From all zones this most important as protects this zone of people as if it is his property. It is allowed to get into this zone only to those persons who is in close emotional contact with it. These are children, parents, spouses, lovers, close friends and relatives. In this zone there is still a sub band with a radius of 15 cm into which it is possible to get only by means of physical contact. It over an intimate zone.
* Personal zone (from 46 cm to 1,2 meters). This distance which usually divides us when we are on cocktail — parties, formal receptions, official evenings and friendly parties.
* Social, official zone (from 1,2 to 3,5 meters). At such distance we stick from strangers, for example, to the new employee at work and from people whom not really well we know. It is a zone of business communication, and, than it is more than a distance between business partners, especially their relations are official.
* Public, public zone (more than 3,5 meters). When we are addressed to big group of people, it is the most convenient to stand on this distance from audience. At such communication of people has to monitor the speech, behind correctness of creation of phrases.

On an arrangement of two people at a table it is possible to judge the nature of their communication.

1. The position of an angular arrangement – is optimum for communication of the pupil with the teacher, the head with subordinates as both have a sufficient scope for exchange of views, gesticulation. The corner of a table serves as the soothing barrier protecting from unexpected attacks. Their views do not cross and when the difficult moments of discussion are mentioned, it is always possible to direct eyes to a motionless object and to concentrate on the formulation of the answer.
2. 2. Competitive-defensive position – is applied in sharp discussions, disputes, discussions. Interlocutors sit opposite to each other that allows to survey well looks, the made gestures which can change every second depending on sharpness of the discussed questions. The barrier in the form of a table between them gives chance of relative safety in case peaceful discussion suddenly passes into a swinging phase with hands and desires to seize the opponent by breasts. In this case situation opposite to each other helps not to miss nonverbal signals of the interlocutor and in time to react to them.
3. The independent position – says about unwillingness to communicate. Interlocutors sit on different corners of a table that negatively influences communication process. If to try to change situation, to sit down closer, other person can defiantly rise and leave the room. It is the most negative form of communication at a table and a form of nonverbal communication in general.
4. The position of the directed cooperation – between participants of a conversation is not present their physical barriers in any way, they sit next. Communication has a confidential intimate nature. In such position it is possible to discuss nearly all questions and subjects as interlocutors completely accept each other.

• subject contact, tactile actions (handshakes, embraces, kisses, pat, pushes, strokings, contacts, slaps in the face, blows).   
• olfactory - connected with a smell.

If is it is necessary to show interest in the conversation which is coming you, your readiness for cooperation, your openness to the new ideas and offers, then at communication it is necessary to pay attention to a pose, a look, gestures – as it is the most obvious methods of nonverbal communication. Your behavior has to be natural, not intense, should not force your interlocutor to strain and wait for a dirty trick. At communication with the interlocutor it is not necessary to accept the pose showing your closeness to communication and aggression: these are the knitted eyebrows which are widely placed on a table elbows compressed in fists or fingers linked together, the crossed legs and hands. Do not put on glasses with tinted windows, especially at the first acquaintance if in it there is no urgent need – a bright sun, strong wind as, without seeing eyes of the partner in communication, your interlocutor can awkwardly feel as the considerable share of information is for it closed, and the person begins to strain involuntarily. As a result of all this the atmosphere of direct communication can be broken. It is necessary to consider that too loud speech can make an impression of imposing of your opinion to the partner. The silent and muffled speech will show uncertainty in business or maybe in itself, will cause constant asks again and specifications. Too slow speech will suggest an idea that you play for time, and too fast - that just you "sweet-talk" the partner.

There is a number of unwritten rules of conduct of the person in the conditions of density of people, for example, in the bus or the elevator. These are such rules:

• To anybody it is not allowed to talk, even to acquaintances.

• It is not recommended to stare at others.

• The person has to be absolutely impartial — no manifestation of emotions is allowed.

• If you have in hands a book or newspapers, you have to be completely shipped in reading.

• The more closely in transport, the more reserved there have to be your movements.

• In the elevator it is necessary to look only at the index of floors over the head.

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| --- | --- | --- |
| **Types of communication** | **Areas of scientific knowledge and groups** | **Receptions and means** |
| Phonatory means | a) ekstralingvistics (extra speech system)  b) paralinguistics (near speeking system)  c) prosody | pause; tempo of speech; sigh; crying; cough;  geloskopiya  vocal qualities of a voice; range; timbre  phrase accent, syntagmatic accent, logical accent; tone; intonation |
| Opticokinetic  means | a) expressive movements  b) physiognomics  c) okulesika or okulomantiya | mimicry; gestures; poses; bearing; gait  external signs of the person: nose, ears, eyes; phrenology  direction of a look, duration and frequency |
| 3. Symbolic  means | a) sistemologics  b) graphology  c) actonics  d) gastika  e) hirosofiya and podomantiya  f) sternomantiya  g) onikhomantiya  h) numerology  i) moleosofiya | the objects surrounding the person in life  features of handwriting  acts of the person  food, drinks  features of a shape of hands, dermatoglifika; lines on the feet,  features of a form and volume of a breast of the woman  features of a form and color of nails, date of birth, surname and name of the person, birthmarks |
| 4. Tactile means  (sense of smell, touch, hearing and taste) | a) gaptika or takesika  b) sensorika  c) auskultation  d) odorika (olfaktion) | touches  sensory perception of the person of other culture  acoustical perception of sounds and audial behavior  various aromas |
| 5. Spatially - temporary means  arrangement of interlocutors and distance  between them  way of use of time: | a) proksemika  b) hronemika | monokhronny type  (only one kind of activity in one and that is possible  time) and polikhronny (several cases) |

**QUESTIONS FOR SELF-CHECKING**

1. What is the nonverbal communication?

2. What kinds of nonverbal communication you know?

3. What distances of communication allocate in a proksemika?

4. What positions of communication you know?

5. How it is recommended to use nonverbal means in business communication?

6. What rules of conduct at a large number of people?

**Lecture 7**

**SPEECH ETIQUETTE**

**Plan:**

1. What is speech etiquette?

2. Specifics of the Russian speech etiquette.

3. The factors defining formation of speech etiquette and its use.

4. Basic speech etiquette formulas.

5. You - and you - communication.

6. Address.

7. Etiquette rules of communication by phone.

8. Etiquette rules of communication through the translator.

9. Business card.

**1. What is etiquette and speech etiquette?**

The etiquette (regulation, the diplomatic protocol) represents set of the accepted rules defining an order of any activity. The speech etiquette is understood as the developed rules of speech behavior, system of speech formulas of communication.

Extent of possession of speech etiquette defines degree of professional suitability of the person. It first of all concerns to civil officers, politicians, teachers, lawyers, doctors, managers, businessmen, journalists, workers of services industry, that is to those who by the nature of the activity constantly communicate with people. Possession of speech etiquette promotes acquisition of the authority, generates trust and respect. Knowledge of rules of speech etiquette, their observance allows the person to feel confident. Strict following to rules of speech etiquette by members of staff of this or that institution, enterprise, etc. makes a favorable impression, upholds a positive reputation of all organization.

**2. Specifics of the Russian speech etiquette**

The speech etiquette has national specifics. Each people created the system of rules of speech behavior. In the Russian society such qualities as tactfulness, courtesy, tolerance, goodwill, consistency are of special value.

Tactfulness is the ethical standard demanding from speaking to understand the interlocutor, to avoid inappropriate questions, discussion of subjects which can be unpleasant for it.

Courtesy consists in ability to expect possible questions and wishes of the interlocutor, readiness in detail to inform him on all subjects, essential to a conversation.

The tolerance consists in to treat possible divergences in opinions calmly, to avoid sharp criticism of views of the interlocutor. It is necessary to respect opinion of other people, to try to understand why they had this or that point of view. With such quality of character as tolerance, consistency - ability to react quietly to unexpected or tactless questions and statements of the interlocutor is closely connected.

Goodwill is necessary both in the attitude towards the interlocutor, and in all creation of a conversation: in its contents and a form, in intonation and selection of words.

**3. The factors defining formation of speech etiquette and its use**

1. The speech etiquette is formed taking into account features of the partners entering business relations, who are carrying on a business conversation: the social status of the subject and the addressee of communication, their place in office hierarchy, their profession, a nationality, religions, age, sex, character.

2. The speech etiquette is defined by a situation in which there is a communication. It can be the presentation, a conference, a symposium; a meeting at which the economic, financial position of the company, the enterprises is discussed; employment or dismissal; consultation; anniversary of firm, etc.

**4. Basic speech etiquette formulas**

The fundamentals of speech etiquette are made by speech formulas which character depends on features of communication.

Any act of communication has the beginning, the main part and final. In this regard formulas of speech etiquette are divided into three primary groups: 1) the speech formulas relating to the beginning of communication; 2) the speech formulas used at the end of communication; 3) speech formulas characteristic of the main part of communication.

1. **Beginning of communication**. If the addressee is unfamiliar to the subject of the speech, then communication begins with acquaintance. At the same time it can occur directly and indirectly. By rules of good form it is not accepted to get into conversation with the stranger and most it to be represented. However there are cases, when necessary to make. The etiquette orders the following formulas:

– Let me get acquainted with you

– I would like to get acquainted with you.

– Let's get acquainted.

While visiting of establishment, office, when the conversation with the official is necessary and it is necessary to be presented to it, next formulas are used:

– Allow me to be presented.

– My surname Kolesnikov.

– Anastasia Igorevna.

Official and informal meetings of acquaintancesbbegin with a greeting. In Russian the main greeting – hello. Along with this form the greeting indicating meeting time is widespread: Good morning!; Добрый день!; Good evening! Besides common greetings there are greetings which emphasize joy from meeting, respect, desire of communication: I am (very) glad you to see you!; Welcome!; My respect.

1. **End of communication**. When the conversation comes to an end, interlocutors use formulas of parting, the communication termination. They express a wish (All to you kind (good)! Good-bye!); hope for a new meeting (Till the evening (tomorrow, Saturdays). I hope, we leave for a while. I hope for a fast meeting); doubt in an opportunity to meet once again (Farewell! It is unlikely it will be possible to meet once again. Do not remember dashing).
2. After a greeting follows the **business conversation** . The speech etiquette provides several beginnings which are caused by a situation. Three situations are most typical:

1) solemn;   
2) mournful;  
 3) working, business.

Public holidays, anniversaries of the enterprise and employees concern to the first; receiving awards; opening of office, shop; presentation; conclusion of the contract, contract, etc.

In any solemn occasion, a significant event invitations and congratulations follow. Depending on a situation (official, semi-official, informal) invitation and congratulatory cliches change.

Invitation: Allow me to invite you …;

We invite you to a holiday (anniversary, a meeting …), we will be glad you to see',

Congratulation: Accept my warmest (warm, hot, sincere) congratulations …; From a name (on an assignment) … we congratulate …; Warmly (hotly) I congratulate …

The mournful situation is connected with death, death, murder and other events bringing misfortune, a grief. The condolences are in that case expressed. It should not be dry, state. Condolence formulas, as a rule, are stylistically raised, emotionally charged: Resolve (allow) to express (you) my deepest (sincere) condolences. I bring (you) mine (accept mine, I ask to accept mine) deepest (sincere) condolences. I divide (I understand) your grief (your grief, misfortune).

The listed beginnings (the invitation, congratulation, condolence, sympathy expression) not always turn into business communication, sometimes the conversation also comes to an end with them.

In a daily business situation (a business, working situation) formulas of speech etiquette are also used. For example, when summing up work, when determining results of a sale of goods or participations in exhibitions, at the organization of various actions, meetings there is a need someone to thank or, on the contrary, to express censure, to make the remark. At any work, in any organization someone can have a need to give advice, to state the offer, to appeal, express a consent, to resolve, to forbid, to refuse to someone.

Let's give speech clichés which are used in these situations:

*Gratitude expression: Allow (allow) to express (big, huge) gratitude to Nikolay Petrovich Bystrov for perfectly (perfectly) organized exhibition; The Firm (directorate, administration) expresses gratitude to all employees for …*

*Remark, prevention: The firm (directorate, board, the editorial office) is forced to make (serious) prevention (remark) …; To (big) regret (chagrin), has to it (is forced) to make the remark (to express censure) …*

*Quite often the people who are especially allocated with the power consider necessary to state the offers, councils in a categorical form; All are obliged (have to) …; Categorically (persistently) I advise (I suggest) to make …*

*The councils, offers stated in such form are similar to an order or the order and not always give rise to desire to follow them, especially if the conversation takes place between colleagues of one rank.*

*The address with a request has to be delicate, extremely polite, but without excessive ingratiation: Make a favor, satisfy (my) request …; Do not take the trouble, please, carry …*

*The consent, permission is formulated as follows:*

*– (Now, immediately) it will be made it (is executed).*

*– He agrees, arrive (do) as you consider.*

*At refusal expressions are used:*

*– (I) cannot (not in forces, is not able) to help (to resolve, to render assistance).*

*– Forgive, but we (I) cannot (I can) satisfy your request.*

*– I am forced to forbid (to refuse, not to resolve).*

An important component of speech etiquette is the compliment. Tactfully and in time told, it lightens the mood at the addressee, adjusts it on the positive attitude towards the opponent. The compliments are paid at the beginning of the conversation, at a meeting, acquaintance or during the conversation, when parting. The compliment is always pleasant. Only the insincere compliment, a compliment for the sake of a compliment, excessively enthusiastic compliment is dangerous.

The compliment concerns appearance, testifies to excellent professional abilities of the addressee, his high morality, gives the general positive assessment:

*– You look well (perfectly, excellently, young).*

*– You (so, very much) are charming (are clever, bright, resourceful, judicious, practical).*

*– You are good (excellent, great, excellent expert (economist, manager, businessman, partner).*

*– It’s a pleasure (well, perfectly) to deal (to work, cooperate) with you.*

**5. You (personal) - and you (official) in communication**

As it was noted above, the speech etiquette is national specific. For example, the specific of Russian is existence in it of two pronouns – you (vi) and you (ti) which can be perceived as forms of the second person of singular. The choice of this or that form depends on a social position of interlocutors, character of their relations, on an official / informal situation.

On the etiquette accepted in Russia the pronoun you formal (vi) should be used:

*• at the address to the unfamiliar addressee;*

*• in an official situation of communication;*

*• at expressly polite, reserved attitude towards the addressee;*

*• to the senior (by situation, age) to the addressee.*

*Pronoun you informal (ti) is used:*

*• at a conversation with well familiar person with which the friendly, friendly relations are established;*

*• in an informal situation of communication;*

*• at the friendly, familiar, intimate attitude towards the addressee;*

*• to younger (by situation, age) to the addressee.*

In an official situation when several persons participate in a conversation, the Russian speech etiquette recommends even with well familiar person with whom friendly relations and everyday and household communication on first-name terms are established, to pass on formal terms.

Some persons which are especially holding higher position than their interlocutor, use at the address a form you, deliberately emphasizing, showing the "democratic", "friendly", patronizing relation. Most often it puts the addressee in an awkward situation, is perceived as a negligence sign, infringement of human dignity, as an insult of the personality.

**6. Address**

One of the most important and necessary components of speech etiquette – the address. It is used at any stage of communication, on all its extent, serves as its integral part. At the same time the norm of the use of the address and its form are not finalized, cause disagreements, are a sore point of the Russian speech etiquette.

Now the address mister, madam is perceived as norm at meetings of the Duma, in transfers on television, on various symposiums, conferences. Among civil officers, businessmen, businessmen the address mister, madam in combination with a surname, a job title, ranks becomes norm.

The military companion, members of parties of the communistic direction, and also in many factory collectives continue to use the address. Scientists, teachers, doctors, lawyers give preference to words of the colleague, friends. The address dear, dear occurs in the speech of the senior generation. Words the woman, the man who gained distribution to communication roles break norm of speech etiquette, demonstrate insufficient culture of speaking. It is in that case more preferable to begin a conversation without addresses, using etiquette formulas: be kind …, be so kind as …, excuse …, forgive …

The problem of the common address remains open. It will be solved only when everyone learns to respect himself and to be respectful to others when learns to protect the honor and advantage when becomes the personality when it is unimportant what position he holds, what its status. It is important that he is a citizen of the Russian Federation.

In business communication at the address to the addressee his official position, sphere of action, extent of personal acquaintance are considered. The most general formula of the address which can be used irrespective of the listed factors is: Dear sir … (surname)! Dear madam … (surname)! Dear sirs!

At the address to public officials of the highest and central state governing bodies, presidents (chairmen) of societies, the companies, firms the address with the indication of a position and without surname is possible, for example: Dear sir President! Dear sir chairman! Dear sir mayor!

In letters invitations, notices the address on a name and a middle name is allowed: Dear Vladimir Andreevich!

At the address to persons of one professional circle the address is possible: Dear colleagues! Rules of business etiquette demand: if the text of the document begins with a formula of the personal address to the addressee, then at the end of the text, before the signature, there has to be a final formula of politeness yours faithfully.

**7. Etiquette rules of communication by phone**

1. If there where you call, you are not known, it is pertinent from the secretary to ask you to be presented and learn on what question you call. Call yourself and briefly state the call reason.

2. Violation of norms of business etiquette is considered to give itself for the personal friend of the one to whom you call, only in order that you rather to it were connected.

3. The worst violation - not to call back when wait for your call.

4. If you call the person who asked you to call, and it did not appear on the place or he cannot approach, ask to tell that you called. Then it is necessary to call once again, or to tell when and where you can be found easily.

5. When the conversation is necessary long, fix it on it time when it is possible to be sure that your interlocutor has enough time for a conversation.

6. Never you talk with mouth full, do not chew and do not drink during the conversation.

7. If phone calls, and you already speak on other device at this time, try to finish the first conversation, and then it is detailed to talk to the second interlocutor. If it is possible, ask the second interlocutor according to what number to call back and whom to call.

**8. Etiquette rules of communication through the translator**

While communicating through the translator, it is necessary to follow next rules:

• to speak slowly, accurately formulating thoughts, not to allow a possibility of the ambiguous interpretation told;

• it is necessary to say no more than one-two offers in a row. Besides some languages are grammatical directly opposite to Russian;

• it is impossible to accompany the speech with sayings, idiomatic turns and, especially, citing verses. The incorrect translation is capable to spoil the atmosphere of negotiations as proverbs and sayings in other language can gain equivoque, and sometimes and offensive sense;

• it is necessary to consider reaction of partners and to immediately take measures if there is a feeling that they misunderstand you. The translator, in turn, can in case of need ask any of the parties to explain a thought simpler words or to repeat the phrase once again;

• before negotiations it is necessary to allocate sufficient time for work with the translator that as it is possible to acquaint in more detail him with a circle of the touched issues, to explain the used terminology. The report, the speech on the presentation and other written materials have to be transferred to the translator for acquaintance one or two days prior to a performance.

**9. Business card**

The business card is widely used in business relations and legal diplomatic practice. Exchange them at acquaintance, use for the correspondence representation, expression of gratitude or a condolence, with them send flowers, gifts, etc. Business cards produce in the typographical way. The text is printed in Russian, on the back - on foreign. Specify the name of establishment (firm), a name, a middle name (in domestic practice), a surname, and under them the owner's position. Surely specify an academic degree (rank), in the left bottom corner - the full address, in right - phone numbers and the telefax.

As a rule, people exchange business cards personally, adhering to the principle of reciprocity. The person who paid a visit to other person surely leaves the business card. In some cases business cards are send by mail or with the courier (the last guarantees timeliness of delivery).

Leaving or sending business cards that replaces a personal visit, in the left bottom corner depending on a concrete case the following reduced inscriptions a simple pencil become:

- p.r. (pour remercier) - at gratitude expression;

- p.f. (pour feliciter) - at a congratulation on the occasion of a holiday;

- p.f.c. (pour faire connaissance) - at expression of satisfaction with acquaintance;

- p.f.N.a. (pour feliciter Nouvel an) - at a congratulation on the occasion of New year;

- p.p.c. (pour prendre conge) - at farewell when the farewell visit was not paid;

- p.c. (pour condoler) - at expression of a condolence;

- p.p. (pour presenter) - at representation or the recommendation of other person after arrival, as the correspondence acquaintance.

In case of the correspondence acquaintance the business card of the represented person is sent together with a card recommending on which do the inscription "p.p". The represented person is answered, sending the unsigned business card.

On business cards there can be also other inscriptions. At the same time it is necessary to remember that they are, as a rule, written in third person, for example: "Thanks for congratulations", "Congratulates on a holiday...", etc.

Exchange of business cards begins with the most high-ranking members of delegation and goes strictly on subordination. According to etiquette, the first owners have to hand the business cards. Especially strictly similar rules are followed by Japanese and Koreans for whom violation of hierarchy is equivalent to an insult. Americans and Europeans are more democratic in this question. Simple, but obligatory rules of delivery of the business card work: she needs to be transferred to the partner turned so that he could read the text at once. It is necessary to say aloud the surname that the partner could acquire a pronunciation of your name more or less.

In Asia they should be handed with both hands, in the west of a special order in this respect does not exist. It is necessary to accept business cards too with both hands or only the right hand. At the same time both handing, and accepting exchange easy bows. Having accepted the business card, it is necessary to read in the presence of the partner aloud his name and to understand his position and situation. During negotiations it is necessary to put business cards in front of you not to be confused in names. It is better to sort them in that order in what partners sit before you. It is impossible to rumple someone else's business cards, to do on them marks, to twirl in thoughtfulness in the face of the owner. It is perceived as disrespect and even offense. Will seriously damp your reputation if you do not recognize the person whom you once exchanged business cards with. So, the choice of etiquette means is caused by a communicative goal of the message. However no list of the recommended expressions will allow to solve a problem of official speech etiquette completely. Only the culture, a step and objectivity in assessment of these or those production situations can prompt the correct selection of words and expressions

**QUESTIONS FOR SELF-CHECKING**

1. What is etiquette?

2. What qualities have value in the Russian etiquette?

3. What factors define formation of speech etiquette and its use?

4. What speech formulas make fundamentals of speech etiquette?

5. Describe the use of pronouns you and you in Russian.

6. Characterize telephone business communication.

7. What rules of communication through the translator?

8. Call rules of the address with the business card.

**Lecture 8**

**FUNDAMENTALS OF ORATORY.**

**SKILL OF PUBLIC STATEMENTS**

**Plan:**

1. From oratory history.

2. How to prepare for public statements. Preparation stages. Skills.

3. How to construct the speech (verbal registration).

4. Methods of management of audience.

**1 History of oratory**

Need of public discussion and the solution of the questions having the public importance became an objective basis of origin of oratory as social phenomenon.

The word "rhetoric" came from Greek. Its synonyms are Latin expression "oratory" and the Russian word "eloquence".

There were two different views on mission of oratory, two approaches to his perception. Platon and Aristotle considered that the main thing in oratory is the idea, contents, i.e. the rhetoric is an art of belief. "The rhetoric is an ability to convince the word …" - Platon claimed. At the same time he put in the forefront emotional persuasiveness of the speech, apart from important logical arguments.

Others considered rhetoric as art of decoration of the speech, the main advantage considered its form and style. For example, the Roman speaker Kvintilian considered that the speech of the speaker has to be pure, clear, beautiful and pertinent. Its formula which remained and until now enjoyed wide popularity: - "it is good to ARS bene dicendi to tell art".

In the Russian rhetorical science emphasis on persuasiveness of the speech was placed what wrote still Lomonosov about: "Eloquence is art about everyone … it is important to tell about your ideas in that way, that everyone come to the same conclusion….

The modern rhetoric is a science about the convincing and effective speech in various situations of communication.

The oratorical speech call the influencing, convincing speech which is turned to wide audience and is directed to change of behavior of audience, her views, beliefs. The professional oratorical speech plays a huge role in policy, business, scientific researches.

Thus, the oratory is an art of construction and public pronouncing the speech for the purpose of rendering desirable impact on audience.

To whom and how the oratory serves – a question which is not answered during centuries.

It always found the broadest application in political activity.

Characteristic of the identity of the speaker. The person, the speaker publicly, is in the center of attention of audience. Listeners perceive and estimate not only the speech, but also appearance, a behavior manner, personal qualities. Therefore such qualities as are simply necessary for the speaker: charm, virtuosity, confidence, objectivity, enthusiasm. Whether everyone can become the good speaker? One consider that only natural data can make the person the speaker, others claim that the listed above qualities are got, develop and everyone can bring up them in itself(himself). According to Cicero, "Poetae nascuntur, oratores flunt" (poets are born, speakers become).

In oratory the moral position of the speaker, his moral responsibility for contents of the speech is important. It is very important that the person acting from a tribune was a highly moral personality, his speech can exert impact on destinies of people, on their moods. The Roman speaker Kvintilian generalized requirements to the identity of the speaker in an aphorism: "if you want to become the good speaker, become at first the good person".

And Gorgy told an Ancient Greek rethor about influence of the oratorical word on destinies of people: "The word is the great lord who … makes the most wonderful affairs because it can both fear to overtake and to destroy grief, and joy to install and to awaken compassion".

The history demonstrates that the most important condition of free exchange of opinions are the democratic forms of government therefore the oratory is called "a spiritual child of democracy". Comparison of Sparta and Athens which had various state system is a historical example. The barracks Spartan state did not leave to descendants anything worthy while the democratic forms of government in Athens nominated outstanding speakers, thinkers, poets.

The oratory is characterized by the fact that this phenomenon historical and has to consider public concerns of the time. Each historical era assigns the obligations to the speaker and imposes the requirements.

One more feature of oratory is that it is closely connected with philosophy, psychology, pedagogics, logic, linguistics, ethics and an esthetics. Linguists, for example, develop the theory of culture of oral speech and give advice how to seize eloquence art how to use wealth and a variety of the native language. Psychologists consider questions of speech influence and perception, investigate psychology of the identity of the speaker and attention of audience as social and psychological community of people. The logical science teaches a consecutive and harmonious statement of thoughts, receptions of arguments and denials of various judgments.

The history of oratory makes one of the most remarkable pages of history, and acquaintance to experience of outstanding speakers of the past allows to improve modern rhetorical culture.

Oratorical art arose at the same time in the different countries: Ancient Greece, Rome, Assyria, Egypt, Babylon, India. In Ancient Greece it is connected with such names as Platon, Demosfen, Democritus, Aristotle. These philosophers educators perfectly owned all forms of the oratorical speech, and the rhetoric was considered as "the queen of all arts". In the scientific treatise "Rhetoric" Aristotle for the first time defined that action of the convincing speech depends on the moral character speaking, quality of the speech and mood of listeners.

In the second half of the 5th century BC in Ancient Greece the Hellenistic rhetoric dominated. Her representatives - Dionysius, Demetry, so-called attitsist, were supporters of purity of the speech, they preached distinguished figurativeness and intellectuality of the speech.

As it was already told above, a condition of prosperity of oratory is the democratic form of government the state. These years blossoming of Greece is necessary. It is visible on the example of Pericles who within 15 years ruled Athens and was a magnificent speaker; contemporaries about it said that "on his lips the goddess of belief rested".

Progressive thinkers and poets of the East were remarkable speakers of the time: Alisher Navoiy, Sherozi, Abu Ali ibn Sino.

Especially honourable and profitable the oratorical career was in Ancient Rome. Ability to convince audience was highly appreciated by people who prepared for political career.

Mark Katon Starshy was one of the first Roman speakers. Thanks to the oratorical talent he achieved an honorary office in the Senate.

Mark Tully Cicero (106-43 BC) was the largest politician of that time. Its treatises reflect vast experience of antique rhetoric and its own practical experience. It possesses the phrase: "There are two arts which can uplift the person on the highest step of honor: one is an art of the good commander, another – art of the good speaker". He considered that fundamentals of oratory – profound knowledge of a subject of the speech, natural talent, quick-wittedness and feelings.

The well-known Roman rethor Mark Faby Kvintilian (35 - 100 BC) the author of well systematized composition in twelve books "Rhetorical Manuals" gives the full theoretical analysis to eloquence science.

Speakers and theorists of eloquence of Ancient Greece and Ancient Rome could get into the secrecy of the word, expand borders of its knowledge, put forward the theoretical and practical principles of the oratorical speech. In their works so interesting and deep analysis of art of belief that many centuries later their ideas are still urgent.

**How to prepare for public statements.**

*Preparation stages, material sources. Skills*

Mastering oratory – process long, demanding permanent job over himself and big practice of speaking. The important place is taken by daily preparation for a performance, everyday improvement of the speech skill. Daily preparation is an acquisition of new knowledge from various fields of science, the equipment, art and at the same time mastering technology of the speech, increase in speech culture.

In modern rhetoric the following stages of preparation for a performance are considered:

• Choice of a subject and definition of a purpose.

• Material selection, its studying and analysis.

• Development of the plan of a performance.

• Work on composition.

• Writing of the text of a performance.

There are no universal rules of creation of the public speech: each speaker is unique in the originality. The composition of performances changes depending on a subject, the purpose and tasks facing the speaker from the list of listeners. However there are general principles to which it is necessary to adhere in creation of composition of a performance:

The principle of the sequence – each introduced idea has to follow from previous or to be correlated to it.

The principle of strengthening – the importance and persuasiveness of arguments have to increase gradually, the strongest arguments are used at the end of a performance.

The principle of organic unity – distribution of material and its organization in the speech have to follow from the material and intentions of the speaker.

The principle of economy – ability to achieve a goal in the easiest, rational ways with the minimum expense of efforts and time.

The traditional structure of a performance consists of three elements: introductions, body and conclusion.

**Introduction.** In the introduction relevance of a subject, its value for this audience is emphasized, the performance purpose is formulated, the historical background is briefly stated.

Success of a performance in many respects depends on how the speaker began to say as far as he managed to interest audience. It is proved that what is given at the beginning or the end of the message therefore the speaker has to work well over an introductory part is best of all acquired. The famous speaker A. F. Koni taught students that the first words have to be clear, available, interesting, they have to "hook" on attention of listeners.

Each performance demands, special, began. At the same time the subject, a type of the speech, structure of audience, degree of its readiness is considered.

**Body**. In a body it is necessary to follow the basic rule of composition – the logical sequence and symmetry of a statement of material. The structure of a performance depends on a material presentation method. It can be an inductive or deductive method, a method of analogy or a step method, but any of them (or their set) judgments convincing have to make the speech evidential, and. The special part is assigned to the argument. For confirmation of a thought the checked facts, statistics (if necessary), the appeal to authorities are used.

It is necessary to have an idea of possible shortcomings of performance composition. Such shortcomings are:

- violation of the logical sequence;

- text overload theoretical reasonings;

- lack of substantiality of basic provisions;

- abundance of cases in point and problems (them there has to be no more than 3-4)

Conclusion. An important composite part of any performance is the conclusion which is designed to strengthen effect of told. The convincing and bright conclusion is remembered to listeners, leaves good impression about the speech, and unsuccessful, on the contrary, can ruin the good speech.

The concluding remarks have to sound optimistically, it is most often an appeal or the summary: the results of told are summed up, conclusions are drawn, future tasks are set.

Knowledge, skills of the speaker. To act publicly, the speaker has to have special skills. Treat skills of the speaker:

 skill of selection and studying of necessary literature;

 skill of scheduling;

 skill of writing of the text of a performance;

 skill of self-control before audience;

 skill of orientation in time.

Of the acquired skills there are abilities. The speaker has to be able:

1) to independently prepare a performance;

2) it is intelligible and convincing to state material;

3) to answer questions of listeners;

4) to establish and keep in touch with audience

5) to apply technical, audiovisual means, presentation, etc.

If any skills and abilities are absent at the speaker, then his performance can be inefficient.

Success of a public statement depends on how the speaker knows a subject of the speech. If the speaker well understands a subject of the performance, he will manage to tell a lot of interesting and can count on attention of listeners.

Perorating has to be erudite, widely-read, informed in various fields of science and technology, literature and art, policy and jurisdiction.

**How to construct the speech (verbal registration)**

By preparation of a public statement before the speaker there is a question as it is better to issue verbally the speech whether it is obligatory to make its written text. Antique theorists of oratorical skill considered writing of the speech only a certain way of its preparation: "who enters on an oratorical field with a habit to written works, that brings ability even without preparation to say how on hand-written" - Cicero claimed.

Many skilled speakers, the famous politicians of our days consider too that the text of the speech has to be previously written. In advance prepared text of the speech instills confidence in the speaker, helps it to cope with nervousness before a performance.

Process of creation of the text stirs up cogitative activity of the speaker, allows it to penetrate more deeply into an essence of a problem and more precisely to express the thought. After the text of the speech is prepared, it is desirable to read it to colleagues, acquaintances or the family, to discuss with experts, to introduce amendments according to the stated remarks.

The text of a performance is ready. It is possible just to leave and read it, but such performance will not bring success to the speaker. Listeners badly perceive reading the text at sight since there is no live contact with audience.

Some try to learn the text of the speech. In some cases, if the text small – it is justified. But, if it is necessary to act with the developed material: the report, a lecture, the message, the best way of a performance with a support on the text. What does it mean? At first it is necessary to comprehend written well. Then as appropriate to prepare the text of the speech: to emphasize basic provisions, to select names, terms, quotes, to designate that the speaker cites as an example, etc. It is easy to use such text: it is enough to look at the page to restore the course of a statement of thoughts, to find the necessary material. The performance with a support on the text gives the chance to the speaker surely to communicate with listeners.

The highest class of skill of a public statement is an ability to act without any records, without support on the text. Such way of a performance is called improvisation and it is suitable only for the most experienced professionals. Improvisation is possible only on the basis of previously gained knowledge. Sometimes it is necessary to act as an impromptu, without preliminary preparation. In that case it is necessary to outline the bystry plan of a performance. Not incidentally French say that the best impromptu that which is well prepared.

The successful impromptu is a result of permanent job, a result of long reflections, an award for laborious work.

A. V. Lunacharsky was a beautiful speaker improvisator of the time. As it to it is possible to act so easily, he answered a question with the phrase which became an aphorism: "I prepared for it all life".

How to overcome fear of a public statement. For those who feel fear of audience the following advice can help:

* To realize the fear reason. Nobody will offend you. Your listeners are ready friendly and wish you success.
* To act in full readiness, having well prepared and thought over text with full information support.
* To keep a confident look. Not to hurry. To do pauses as often as you will consider necessary. Not to be afraid of casual reservations.

To overcome fear action: at once to start business. You will only increase tension if do not discharge it. Vigorously said phrases will make an impression on listeners.

**Methods of management of audience**

The most important condition of efficiency of the oratorical speech is a contact with listeners. It evolves from joint cogitative activity: the speaker (stating a research subject) and listeners (monitoring development of a thought) have to solve the same problems, discuss identical questions. Scientists call joint cogitative activity of the speaker and audience intellectual empathy. Also emotional empathy when the relation of the speaker, his interest, conviction are transferred to listeners is important for emergence of contact, causing in them response. If the speaker speaks with confidence, behaves naturally, often addresses listeners, keeps an eye on all hall, so it found the necessary approach to audience.

Establishment of contact is influenced by the following factors:

 relevance of the discussed question, novelty of illumination of this problem, interesting content of a performance.

 identity of the speaker, his erudition, his abilities, his morality.

Each speaker needs to know methods of management of audience and be able to use them in the course of the speech. Treat such receptions: address; mystery of entertaining; question-answer course; humour; appeals to the speech of the previous speaker or to the events having the importance in the matter.

In a public statement are used reception of empathy, partnership, the Skilfull, timely reference to authorities or the known sources helps to give the importance and credibility of a position of the speaker. Examples from fiction, a proverb, a saying, catchwords revive performances.

Switching of attention is helped by the address to audience. Successfully found addresses allow the speaker to gain listeners.

Also for switching and deduction of attention it can be used rhetorical questions and pauses. Distinguish hezitation pauses (considerings, reflections), intonational and syntactic, intonational and logical, psychological, emotional, situational and physiological.

An important role in management of audience is played by voice receptions, i.e. increase or decrease in tone of a voice, change of loudness or speed. It is known that fluent speech tires listeners, and slow "lulls". Intonation does oral speech richer; tone of a voice, intensity, tempo of speech and a timbre of a voice is important.

Thus, if the speaker interested listeners, adjusted them on perception of the speech, came with them into contact, kept attention and interest of audience until the end of the performance, then its task is carried out.

**QUESTIONS FOR SELF-CHECKING**

1. What is understood as oratory?

2. Tell the known names in the history of development of oratory.

3. What personal qualities are necessary for the good speaker?

4. When and where there was an oratory? At what forms of government it prospers?

5. What tasks are carried out by the public speech?

6. Call stages of preparation of a public statement.

7. To what principles it is necessary to adhere during the performance?

8. Of what elements the structure of a performance consists?

9. What factors influence establishment of contact with audience?

10. What methods of management of audience are known to you?

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