

**A. Lukyanovich**  
(Republic of Belarus)

Scientific supervisor: T.E. Charnovets  
Belarusian State Agrarian Technical University

## **IMPORTANCE OF COMMUNICATION IN BUSINESS**

Effective communication is a vital tool for any businessman who wants to be successful. A prosperous entrepreneur must know how to clearly explain company's policies to customers and clients and answer their questions about the manufactured products or existing services. It is crucial to communicate effectively during the ongoing negotiations to ensure an undertaker achieve the set goals. Effective communication helps foster a good working relationship between the employer and the staff which can in its turn improve morale and efficiency of the running business.

This article explains the key aspects of both verbal and non-verbal communication: listening and understanding others, creating the best impression possible on the people a person encounter in and around a business surrounding.

Surely, there are many reasons why it is significant for a business to achieve effective communication: due to it the employees feel part and parcel of the business; it becomes easier to control and coordinate business activities by preventing different parts of business going in opposite directions.

Communication can be one-way and two-way. One-way communication in business happens when the business sends out a message to its customers or employees, but doesn't accept responses from the customers or employees. One-way communication is of vitality because thanks to it the business can share information with the customers who can benefit from the companies' products or services. One of the most common forms of one-way communications in business is advertising. Two-way communication occurs when customers can also respond to the company in business communication. Social media marketing is a form of two-way communication. It has gained popularity because it not only allows businesses to communicate with its prospects and customers, but also permits the prospects and customers to respond.

Moreover, good communication can take on several different forms. The three primary forms of communication are verbal, written and expressed (body language). All these three forms of communication are used internally and externally in conducting a business. Since each person processes information differently, it is wise to communicate with a combination of these forms of communication. For example, some people take in and process information better when they hear it (verbal) while others process things better when they can see and read them (written) writing. A business owner may conduct an employee meeting where an item is announced verbally; as a result employees can hear the information and watch the body language of the presenter. In addition, an e-mail memo may go out to the employees as a follow-up to the announcement. In promoting a product, a business may follow a similar pattern with its marketing communication to its prospects and customers.

Remember, perception plays a vital role in good communication. Communication may only be beneficial when a message the business sending is the same as the one received by its customers. If customers misinterpret the message, it can have detrimental effects on the companies' sales.

When the internal forces of a business are working towards delivering the same message to vendors, suppliers and customers, good communication leads to a boost in sales for the business. Essentially, good communication creates a winning situation. The customers who can benefit from the company receive the messages they need to make them aware of the company and to make a purchase, which in its turn boosts the sales of the company.

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**E. Medvedeva, S. Nechaev**  
(Republic of Belarus)

Scientific supervisor: T. E. Charnovets  
Belarusian State Agrarian Technical University

## **COMMUNICATION IN THE BUSINESS SPHERE**

It is not common to hear about communication breakdowns in businesses. Communication methods can lead to success or failure of any business. But have you ever wondered how this is possible? How is it that communication methods were able to modify the outcome of business results? Of course in the role of the right organization our speech is vital. And science speech must be precise. Different proverbs and quotations can help us to beautify our speech. *«English is not merely the medium of our thought; It is the very stuff and process of it».* *«Every English poet should master the rules of grammar before he attempts to bend or break them»* (Robert Graves).

Business industries depend heavily on major management functions like planning, organizing, leading and controlling. These kinds of functions require the managers to practice expert communication methods. Thus, to achieve all these steps of managerial functions, managed and proper communication process flows along with details to be established.

With the help of proper communication, managers can complete their responsibilities associated with the job. For example, when planning is done for a project, it is important that the manager gets to know all the pre-requisites and necessary information required for it. *«If you do not thinking about the future, you cannot have one».* (Galsworthy)

Once planning is done, the manager should communicate it to the team members to ensure that everyone understand how to proceed with the job. Thus, this kind of two way communication acts as a fundamental asset in organizations. In the same way, the organization and delegation of jobs also need effective communication routines to be set-up to achieve team goals.

Communication also forms the fundamental part of leading and controlling with the later more focused on written communication methods. The phrase that com-