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MAIN TYPES OF BUSINESS COMMUNICATION

It is possible to communicate with the other person in multiple ways and modern-day employees working in diverse sectors need to be fully aware of these ways of improving the overall way of functioning of their firm. Some different forms of communication in business, which are globally used are presented here.

Internal Communication is the type of communication in which interaction takes place within a corporate house. There are formal as well as informal channels of internal communication. Upward communication, downward communication and horizontal communication are considered to the major types of internal communication.

In *upward communication*, the information is passed on from the junior level employees to the management of the company. This enables the employees to participate in the company's business and policies and give their valuable inputs. This kind of communication can help the employees gain confidence, and understand the functioning of the organization better.

On the contrary, in *downward communication*, the flow of information is from the top-level management to the subordinates. This type of communication enables the organization benefit from the managerial expertise and experience of the top level management. However, the management should make sure that downward communication does not take away the employees freedom of expressing their views on certain aspects. So, giving some powers to the employees in spite of having downward communication is essential for growth of the organization.

In the case of *horizontal communication*, we see an interaction and collaboration between people employed at the similar posts or communication between to departments or sections. This helps them get their queries solved and gain knowledge from their colleagues. Interaction between workers must be promoted by the top management for exchange of ideas and new concepts.

External communication is when the company employees or officials get in touch with people outside the organization for the purpose of business expansion. The main advantage of such type of communication is that the management gets to know what are the expectations of the customers/clients in the market, and what the competitors are offering. With this information, the existing product range can be improved and new products can be developed and introduced.

Communication by Letters is a widely used technique to communicate with the outsiders. This makes the outsiders understand the points which the

company management wishes to convey easily. Moreover, the company can have a copy of the letters with them as a proof of communication with outsiders.

The use of information or promotional seminars and exhibitions is one of the best modes of external communication. Seminars can help the organization display their products and have the company representatives explain their use to the customers in detail. This can help in solving any kinds of doubt which the consumers might have about the company's products.

E-mails are yet another effective way of external communication in this age of advanced technology. E-mails can help us instantly reach out to several people at a time over long distances, and create awareness about the products and services of the company.

In this competitive age, where every business house is trying its level best to get more orders from customers, inventing new forms of communication in business is essential.

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РАЗВИТИЕ СЕКТОРА ИКТ В ГЕРМАНИИ

Развитие и широкое распространение информационно-коммуникационных технологий (ИКТ) в Германии является глобальной тенденцией научно-технического прогресса последних десятилетий, которое привело к значительным изменениям практически во всех сферах человеческой деятельности. Использование ИКТ имеет решающее значение для повышения конкурентоспособности национальной экономики, расширения возможностей ее интеграции в мировую хозяйственную систему, повышения эффективности государственного управления и местного самоуправления и т.д. Развитие информационных технологий переводит постиндустриальное общество в новое качественное состояние – информационное общество.

В связи с тем, что отрасли новой экономики Германии имеют различную степень развития и неодинаковую значимость для отдельных немецких земель, наиболее эффективным представляется формирование новой экономики по кластерному принципу, но учитывая при этом потребности всей страны, а также ее мирохозяйственные связи в развитии науки, информационных технологий, современных коммуникаций. При этом развитие отраслей новой экономики обеспечивает не только решение внутренних социально-экономических проблем отдельной земли, но и позволяет