

V. Olekhovich, Z. Goroshchenia

(Republic of Belarus)

Scientific supervisor Z. Goroshchenia

Belarusian State Agrarian Technical University

EFFECTIVE BUSINESS COMMUNICATION SKILLS

Business communication plays a very important role in process of directing and controlling people in organization. It is essential for success and growth of an organization. Communication needs to be effective in business. Communication is the essence of management. The basic functions of management cannot be performed well without effective communication.

Effective business communication skills are vital to successful co-worker and customer interactions. Both the speaker and the listener share responsibility of making the message clear, but effective communication goes far beyond simple speech and hearing. Body language, tone of voice, word choice, message clarification and communication style all come into play, and can make the difference between success and failure in interpersonal transactions and interactions.

Effective Speaking. Speakers must learn to articulate their message in a way the listener can understand, delivering it in a manner that is consistent with the message itself. Serious issues are best delivered in a serious tone, but with regard to the known or potential reaction of the listener. The speaker can directly control the reaction of the listener to both good and bad news, as long as the word choice and delivery are carefully considered. One part of effective speaking is knowing your listeners and how they may react, or delivering your message in a generic fashion if the listeners are unknown.

Active Listening. Both the speaker and listener in effective communication practice active listening. Active listening on the listener's part involves eye contact, nods, gestures and brief comments to show understanding. On the speaker's part, these gestures and comments are clues to the listener's reaction and comprehension. If the listener seems confused, the speaker may re-evaluate the wording or delivery of the message, and listeners must take it upon themselves to ask questions, validate what is being said and provide input if necessary.

Asking Questions. Questions asked by both the speaker and listener must be of the open-ended type and they do not expect “yes” or “no”

answer. Open-ended questions encourage further communication, dialogue and understanding, and can help all involved in the conversation to further investigate and clarify the message.

Body Language. Recognizing and deciphering body language is both an art and a science. Eye movement and contact, stance, posture, facial expressions, fidgeting and other body language can sometimes give clues to the speaker and listener alike. If the tone of a speaker's voice is calm but his facial expression or posture is tense, the message can be confusing to the listener. Conversely, a listener who fidgets or does not make eye contact can give the speaker the impression that the listener is bored or not paying attention.

Communication Methods. In the modern business world, people communicate by text, phone, email, written correspondence and verbal communication. In effective communication, you must choose the communication method best suited for the message. Businesspeople who are articulate speakers may not be articulate writers, so the message in email and written correspondence can sometimes be misconstrued. The same goes for writers who can craft detailed communications in written form, but choke when it comes to verbalizing. Learning to be eloquent with all forms of communication methods is not the easiest task, but one of the most important.

Effective communication can be a challenge, but if you want to be an effective leader, employee or influencer, honing your communication skills will help you in your career.

УДК 004:64.1

В. Ополько

(Республика Беларусь)

Научный руководитель С.С. Масловская, ст. преподаватель
Белорусский государственный аграрный технический университет

ЭФФЕКТИВНОСТЬ ИСПОЛЬЗОВАНИЯ ИНФОРМАЦИОННО-КОММУНИКАЦИОННЫХ ТЕХНОЛОГИЙ

На современном этапе жизнь общества в большей степени зависит от обладания информацией и умения ее передавать с наименьшими искажениями и потерями. С точки зрения управления, информацию используют для того, чтобы анализировать и принимать решения. То