

6. *Презентация* – первое официальное представление заинтересованной аудитории некоторой еще неизвестной или малоизвестной продукции, фирмы и ее создателей. С помощью презентации информируют и убеждают потенциальных клиентов и партнеров в необходимости приобретения конкретной продукции или услуги.

7. *Торги* – это способ продажи и закупки товаров, размещения заказов на подрядные работы путем привлечения предложений от нескольких поставщиков и подрядчиков, и выбора наилучшего из них. В результате торгов заключается юридическая сделка с тем деловым партнером, который предложил наиболее выгодные условия.

8. *Деловая переписка* – обобщенное название различных по содержанию документов, выделяемых в связи с особым способом передачи информационного сообщения.

9. *Пресс-конференция* – мероприятие для СМИ, проводимое в случаях, когда есть общественно значимая новость, и организация или отдельная известная личность, непосредственно связанные с этой новостью, желают дать свои комментарии по этой новости, которые были бы интересны и важны для общественности.

Любая форма деловой коммуникации носит уникальный, своеобразный характер, предполагая каждый раз разных участников, условий, предмета обсуждения. Но, тем не менее, все формы должны строиться в соответствии с определенными, универсальными принципами деловой этики.

UDC 316.28: 33

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THE INFLUENCE OF APPEARANCE ON COMMUNICATION IN BUSINESS

Communication is the key in every aspect of life, but it's especially crucial in the workplace. Communication is essential for the very existence and operation of any business or any other organized effort. Business communication can be both verbal and nonverbal. The basic objective is to convey the message and to get the things done in a business organization effectively and efficiently.

Whether you like it or not, your clothing communicates and it can have a serious effect on your ability to achieve success. How you present yourself or your product helps you achieve business success.

Have you ever wondered how much your appearance matters to the people you meet or how much it matters in business? Many people spend a great deal

of time working on their personal looks because appearance and presentation are everything for them. Presentation extends to business as well. It's a well-known fact that people do business most readily with people they trust and feel most comfortable with.

Have you ever heard such an old saying as "A picture is worth than thousand words"? This may be the best way to understand the influential role that clothing plays in communication. When a person has no spoken words to go by, they are based on visual cues, such as that person clothing. It is said to give off information about person's age, personality, socioeconomic status, values and political ideologies. There are three reasons why clothing is important for research: 1) clothing is used in daily activity; 2) clothing constitutes a frequent public display; 3) the choice of clothing is easily manipulated by a symbol. Generally, clothing is frequently seen as diverse in nature. What you choose to wear may communicate a complex array of information about who you are to other people around, even when you may or may not be trying to communicate with them.

However, fair or not, people judge us by the way we look and that includes the way we dress, especially in the workplace, clothing significantly influences how others perceive you and how they respond towards you.

When you combine your appearance with communication, not only the others' perception of you affected, but their behavior towards you is also influenced. Clothing and communication determine whether or not others will comply with your request, trust you, give you access to decision makers, pay you a certain salary or fee for contracted business, hire you or purchase your products and services.

The appearance helps emphasize the need for the development of communication as well as complement the image of successful workers in business.

Here are seven tips to ensure your clothing has a positive impact on your business:

- Don't show too much skin. That means no short skirts, strapless tops, or shoes that barely cover your feet "*Looking good isn't self-importance; its self-respect.*" (Charles Hix)

- Never wear dirty clothes. This seems obvious but plenty of people think they can get away with wearing that dirty shirt just one more time before bringing it to the dry cleaners. "*Neatness and cleanliness is not a function of how rich or poor you are but that of mentality and principle.*" (Ikechukwu Izuakor)

- Don't wear wrinkled clothing. Heard of an iron? Use it. You'll look neat and way more put together. "*Looking good and dressing well is a necessity. Having a purpose in life is not.*" (Oscar Wilde)

- Wear clothes that fit you well. "*Any man may be in good spirits and good temper when he's well dressed. There isn't much credit in that.*" (Charles Dickens.)

- Don't overdo it on the makeup or jewelry. Strelka Institute for Media, Architecture and Design says it'll give you a polished look, and those around you will perceive you differently. So, stay away from clothing that is too tight or too baggy. "*I love the confidence that makeup gives me.*" (Tyra Banks)

- Always follow the dress code (or dress one step above). "*To be noticed without striving to be noticed, this is what elegance is about.*" (Luciano Barbera)

- Wear appropriate shoes and accessories. Don't wear jewelry that is too flashy or obnoxious — and always wear comfortable shoes that are appropriate for work. Also, if you wear makeup, don't overdo it! "*Shoes transform your body language and attitude. They lift you physically and emotionally.*" (Christian Louboutin)

The importance of business attire and its influence on the customers has been recognized by most of the world. Appearance contributes to the initial perception of the person that subsequently having great importance on the development and success of the business. The combination of appearance and communication helps not only build initially the foundation of a successful business, but also helps develop the necessity of quality workers in the business. The businessmen in their communication have to pay much attention to their appearance. All in all, to be prosperous and successful in a business world, bear in mind the quotation of Oscar Wilde: "You never get a second chance to make a first impression!"

УДК 316.774

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ОСНОВНЫЕ СРЕДСТВА КОММУНИКАЦИИ В PR

Связи с общественностью подразумевают установление благоприятных отношений с целевыми аудиториями. Действительно, чтобы преуспеть в этой сфере, необходимо налаживать хорошие отношения не с обществом в целом, а с целевыми аудиториями. Причем для контактов с разными целевыми аудиториями потребуются различные технологии.

Любая организация в процессе своей деятельности контактирует со множеством различных групп людей. И чтобы организация была успешной, она должна выстраивать свои отношения с этими группами.

Наука доказывает, а жизнь подтверждает, что успех любого дела в условиях рыночной экономики зависит не только от качества товара или услуги, но и из-за отношений фирмы с различными группами общественности, которым фирма будет предлагать товар. Именно поэтому сегодня опытный руководитель должен уметь работать и строить отношения с различными группами общественности, то есть уметь применять коммуникации.

Дальнейшее развитие рыночной экономики делает необходимыми знания, умения и навыки коммуникаций всем тем, кто стремится успешно позиционировать себя на глобализующемся, и потому, все более конкурентном рынке товаров, услуг и идей. Паблик Рилейшенз (PR) сегодня