

**D. Zabolotskaya, A. Umetskaya**

(Republic of Belarus)

Scientific-supervisor T.E. Charnovets

Belarusian State Agrarian Technical University

## **THE IMPORTANCE OF NON-VERBAL COMMUNICATION IN BUSINESS ACTIVITIES**

Verbal media can be used to communicate in business activities. Especially, it communicates feelings of liking and disliking and reinforces the feelings expressed through verbal media. Occasionally, it contradicts those feelings, which are expressed verbally by the communicator. People often think that communication means only words. This is because mostly of them use words while communicating.

Businessmen use their body to communicate a lot of things. This communication through their body and its various parts is called 'body language'. It includes the way we dress up for different occasions, the way we greet people, the way we use our hands while talking, the way we use space. This is non-verbal communication.

Non-verbal communication is one of the means of representation of the businessman self, interpersonal impact and regulation of relations, it creates an image that the communication partner acts as clarification of the timing of verbal messages. It is characterized by the absence of articulate speech and it is the main thing that is emphasized in most studies on the issue of this communication. In many scientific works there is some confusion in the terms of «non-verbal communication», «non-verbal behavior», they are often used as synonyms. It is important to differentiate these concepts and to clarify the context in which people intend to use them.

There are 4 main types of non-verbal business communication:

**Gestures.** There are three main types of gestures: adaptors, emblems, and illustrators. Many of businessmen subconsciously click pens, shake our legs, or engage in other adaptors during classes, meetings, or while waiting as a way to do something with our excess energy – it is called adaptors. Emblems can be still or in motion; for instance, rolling hands over and over in front of a person says «Move on». For example, businessmen might use hand gestures to indicate the size or shape of an object.

**Posture.** The way we stand, sit or recline and walk reflect our attitude, thoughts and feelings. Each movement or position of the body has

adaptive, expressive and defensive functions; some are conscious, and some are unconscious. A businessman's posture tells us whether he feels diffident, confident or over-confident.

**Paralinguistic.** It includes factors such as tone of voice, loudness, inflection, and pitch. For example, when businessmen speak in a strong tone of voice, listeners might interpret approval and enthusiasm. The same words pronounced in a hesitant tone of voice might convey disapproval and a lack of interest. Consider all the different ways simply changing tone of voice might change the meaning of a sentence.

**Proxemics.** Proxemics refers to the study of how space and distance influence communication. For example, when businessmen are content with something and attracted to someone, they say “close” to him or her. When businessmen lose connection with someone, they may say he or she is “distant.” In general, space influences how people communicate and behave. Unexpected breaches of personal space can lead to negative reactions, especially if people feel someone has violated their space voluntarily, meaning that a crowding situation didn't force them into their space. We all have varying definitions of what our “personal space” is, and these definitions are contextual and depend on the situation and the relationship. Scholars have identified four zones for people, which are *public, social, personal, and intimate distance*. Even within a particular zone, interactions may differ depending on whether someone is in the outer or inner part of the zone.

The adequacy of the perception of a partner allows more flexibility to respond to changes in the situation of communication, to understand its true aims and intentions, to predict the possible consequences of the transmitted information. These qualities are essential for businessman whose professional activity is connected with people.

UDC 334.01:005.57

**L. Zenkevich, T. Hurynovich**

(Republic of Belarus)

Scientific supervisor T.S. Hurynovich

Belarusian State Agrarian Technical University

## **EFFECTIVE BUSINESS COMMUNICATION STRATEGIES**

Communication is a natural part of our everyday lives as human beings. In a workplace, a lack of effective business communication is det-