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ОСОБЛИВОСТІ КУЛЬТУРИ МОВЛЕННЯ В ПРОЦЕСІ БІЗНЕС-КОМУНІКАЦІЇ

Анотація. Дослідження цієї статті зосереджене на важливості культури мовлення в контексті бізнес-комунікації. Бізнес-комунікація в сучасному світі стала невід'ємною частиною успішної діяльності будь-якої організації. Вона включає в себе обмін інформацією, перемовини, презентації, спілкування з клієнтами та колегами, що робить важливим аспектом її ефективності культуру мовлення. Автори розглядають основні аспекти культури мовлення в бізнес-середовищі та її вплив на результативність комунікації в організаціях, наголошують на важливості правильного використання мови, виразності, структурування мовлення та інші ключові елементи культури мовлення для досягнення цілей бізнес-комунікації.

Окрема увага приділяється міжкультурним аспектам бізнес-комунікації, оскільки в сучасному світі багато компаній мають міжнародні зв'язки та спілкування з клієнтами та партнерами з різних країн і культур. Проаналізовано виклики, пов'язані з різницею в культурних нормах і вимогах до комунікації, запропоновано рекомендації для ефективного спілкування в міжкультурних контекстах. Наголошено на культурі усного й писемного спілкування.

Також розглядається вплив сучасних інформаційних технологій на культуру мовлення в бізнес-комунікації. Спілкування шляхом електронної пошти, відеоконференцій, соціальних мереж та інших інструментів істотно змінилися за останні роки, і це також має вагомий вплив на те, як фахівці використовують мову в бізнес-середовищі.

Автори закликають до розвитку навичок культури мовлення як важливого аспекту професійного розвитку, надають читачам практичні поради і інструменти для поліпшення їхніх навичок комунікації в бізнесі, а також підкреслюють



важливість постійного самовдосконалення в цьому аспекті, пропонують глибокий аналіз та важливі висновки щодо ролі культури мовлення в сучасному бізнес-середовищі, самовдосконаленні фахівців.

Ключові слова: бізнес-комунікація, культура мовлення, професійна комунікація, ефективність бізнес-комунікації, міжкультурна комунікація, вплив технологій на культуру мовлення, розвиток навичок мовлення, комунікаційні навички бізнесу, мовленнєва культура в організаціях.

PECULIARITIES OF SPEECH CULTURE IN BUSINESS COMMUNICATION

Abstract. This article focuses on the importance of language culture in the context of business communication. In today's world, business communication has become an integral part of the successful operation of any organization. It includes information exchange, negotiations, presentations, and communication with clients and colleagues, making language culture a crucial aspect of its effectiveness. The authors examine the key aspects of language culture in the business environment and its impact on communication outcomes in organizations, emphasizing the importance of proper language usage, expressiveness, speech structure, and other essential elements of language culture for achieving business communication goals.

Special attention is given to the intercultural aspects of business communication since many companies in the modern world have international connections and interact with clients and partners from different countries and cultures. The article analyzes the challenges associated with differences in cultural norms and communication requirements and provides recommendations for effective communication in intercultural contexts.

The impact of modern information technologies on language culture in business communication is also discussed. Communication through email, video conferences, social networks, and other tools has undergone significant changes in recent years, and this has a significant influence on how language is used in the business environment.

The article calls for the development of language culture skills as an essential aspect of professional development. It provides readers with practical advice and tools for improving their communication skills in business and underscores the importance of continuous self-improvement in this aspect.

In conclusion, the authors offer a deep analysis and important insights into the role of language culture in the modern business environment and provide valuable recommendations for enhancing the quality of business communication.

Keywords: business communication, language culture, professional communication, effectiveness of business communication, intercultural communication, impact of technology on language culture, development of language skills, communication skills in business, language culture in organizations.

INTRODUCTION

The problem formulation. Business communication is a critically important and necessary element of the modern business environment. In a world where information moves at the speed of light and companies engage in global relations, the ability to communicate effectively becomes a key factor in competitiveness and influences the entire lifecycle of an enterprise, from developing an idea to achieving desired outcomes.

In every aspect of business, from production to marketing, from financial management to customer interaction, significant importance is placed on effective communication. If communication is internal, it determines how efficiently employees perform their tasks and reach common goals. In the case of external communication, it is essential for a company to express its values and convey information about its products and services in a manner that attracts and retains customers.

The history of business communication shows that the way businesses communicate is constantly evolving, improving, and adapting to modern demands. The first business letters emerged in the Middle Ages, and later, the telegraph and telephone were developed, revolutionizing communication. With the advent of the Internet and digital technology, business communication has undergone its most significant changes, and this dynamic continues even today.

Some of the issues our article addresses include language choice, establishing communication styles, maintaining politeness and business etiquette in the process of business communication. Additionally, we will explore the importance of cultural understanding in international business relations and provide practical advice for improving language culture in business.

Overall, language culture in business communication is an integral part of the successful functioning of a modern enterprise. It reflects the business spirit and approaches of the organization, its values, and its approach to communication with all parties involved – from employees to customers, competitors, and the public. Learning to effectively use language in business means taking a step toward success and achieving set goals. Scientific discussion and analysis of this topic will help enhance the quality of business communication and contribute to the development of organizations in the contemporary world.

The relevance of this research lies in the fact that in today's world, business communication is a determinant of success and competitiveness for organizations. Regardless of the industry and scale of business, effective communication plays a crucial role in strategy development, decision-making, collaboration with clients, partners, and employees, as well as conflict management and problem-solving.

Modern companies are expanding their horizons and entering international markets. This creates new demands for cultural understanding and adaptation of language culture to different cultures, influencing successful international business communication. With the integration of digital technologies, the methods of communication in business are changing. The advent of email, social media, video conferences, and other tools makes it relevant to understand how they affect language culture.



In a highly competitive world, the ability to effectively and clearly communicate one's uniqueness and advantages can determine whether a company can survive and thrive. The rise of automation and changes in work structures, such as remote teams and freelancers, present new challenges for effective communication and require the development of new skills in language culture.

Modern consumers have high expectations for service and product quality. It is crucial to be able to communicate effectively with customers, listen to their needs, and provide relevant information. All these factors create the need for continuous improvement in language culture in business. Researching this topic helps uncover key aspects and principles that can be used to enhance the quality and effectiveness of business communication in the contemporary world.

Analysis of recent research and publications. Scientific research on intercultural communication, language culture, and speech culture has become the focus of numerous scholars both in Ukraine and abroad. The initial steps in this direction were taken by eminent scientists such as Edward T. Hall and John F. Trager. In their works, "The Silent Language" (1954) and "The Hidden Dimension" (1959), they first introduced the term "intercultural communication," recognizing the inseparable connection between communication methods and the cultural environment in which this communication takes place. Consequently, the issue of intercultural communication became the subject of systematic research. Developing ideas about the relationship between language and culture, Edward T. Hall emphasized the importance of cultural education, suggesting that intercultural communication should be considered as an independent scientific discipline. His approaches paved the way for further research in this direction.

Theoretical aspects of intercultural communication have been thoroughly analyzed in the works of scholars such as Sofiya Ter-Minasyan, Nina Halska, Halyna Voronina, Richard Lewis, and others. They have refined the theoretical foundations of intercultural communication and examined it from various perspectives. In particular, significant attention has been devoted to the role of cultural information in the process of learning foreign languages. Scholars like Volodymyr Furmanov, Lyudmyla Bim, Yevhen Passov, Yevhen Polat, Nicholas Brooks, Morris Weisburd, Irina Khalyeyeva, and others have emphasized the importance of understanding cultural contexts for effective foreign language learning.

The practical integration of cultural knowledge and foreign language learning has also played a significant role in the research of scholars including Volodymyr Andrushchenko, Nina Borysko, Natalia Vysotska, Olga Hrytsenko, Irina Dziuba, Ihor Zakiryanov, Viktor Kalinin, Marina Kushnaryova, Viktoriya Safonova, Oleg Tarnopolsky, and others (Vasilenko, 2022). Отже, науковий інтерес до міжкультурної комунікації, культури мови та мовлення продовжує розвиватися і визначається значущістю цих питань у сучасному світі.

AIM AND TASKS RESEARCH

The aim of the study is to examine and analyze the features of language culture in the context of business communication. Furthermore, the article aims to emphasize the significance of language culture in the modern business environment and highlight the role of speech culture in building effective business relationships both within the company and externally. The objectives of this article include the analysis of key aspects of language culture, such as language choice, communication style, politeness, and business etiquette; exploring the impact of cultural understanding on business communication in international relations; and providing practical advice and recommendations for enhancing language culture in the business context.

RESEARCH METHODS: analysis of existing scientific literature and publications related to the topic of the article; methods of data collection and analysis, such as surveys, interviews, observations, and analysis of relevant documents; study of cultural specificities and their influence on speech culture; qualitative and quantitative approaches for a deeper understanding of the problem.

RESULTS OF THE RESEARCH

One of the important aspects of speech culture in business is the choice of linguistic means. It includes using the right language and terminology that corresponds to a specific situation. For example, in formal documents and contracts, it is important to use precise and legally correct expressions, while within the team's internal communication, a less formal language may be used.

The choice of linguistic means in business communication is a key element in ensuring effectiveness and mutual understanding among the interlocutors. The appropriateness of selecting linguistic means is not limited to formality and the internal/external orientation of communication but also depends on many other factors:

Target audience: If your target audience consists of professionals in a specific field, it's important to use terminology that is understandable to them. On the other hand, when communicating with a general mass audience of consumers, less technical terminology may be necessary.

Communication format: In written communication, such as emails or documents, it's crucial to adhere to clear and professional language. Oral communication or business presentations may allow for more interactivity and less formality.

Cultural peculiarities: Speech should be in line with the cultural norms and values of your audience. Certain words, expressions, or gestures may have different meanings or effects in different cultures. Understanding cultural peculiarities can help avoid misunderstandings and conflicts.

Legal aspects: In the case of business contracts and official documentation, it's essential to adhere to spelling and legal correctness. Even the smallest oversight can have negative consequences in a legal context.

Specific project requirements: Some projects or tasks may require specific linguistic terminology or style. For example, in information technology or medicine, specialized vocabulary may be necessary.

The choice of linguistic means is more than just choosing a language; it's a process of adapting communication to the needs and context. Making the right choice of linguistic means contributes to better understanding, improves the quality of communication, and helps achieve desired outcomes in business (Gesteland, 2018).



Another important aspect of language culture is communication style. It is determined not only by formality but also by the overall atmosphere of communication. Business communication should be professional but, at the same time, open to discussing ideas and issues.

Communication style in business is one of the key elements that influence the effectiveness and quality of communication both within the organization and externally. This aspect of language culture is examined from various perspectives and requires careful attention and adaptation depending on the specific situation.

Formality vs. Informality

In business communication, there are situations where a formal style of communication is the best choice. For example, during public speeches, written reports, or official announcements. On the other hand, in internal team communication or informal meetings, a less formal style may be more appropriate, promoting openness and creativity.

Professionalism:

Communication in business should always be characterized by a high level of professionalism. This includes using correct language, adhering to business etiquette, and maintaining high communication standards.

Openness to Idea Discussion:

It is important to create an atmosphere where employees feel comfortable discussing ideas and making proposals. Even in formal discussions, it's crucial to listen openly and consider the views of all participants.

Adaptation to the Audience:

Communication style should adapt to the needs and characteristics of the audience. When communicating with clients, a more managerial style may be appropriate, while internal team communication may allow for more informality.

Cultural Sensitivity:

In international business relations, it is necessary to understand and respect cultural specifics and norms regarding communication style. This may include aspects like greetings, gestures, tone of speech, and other cultural considerations (Meyer, 2014).

Overall, the communication style in business should be flexible and adaptable to the specific situation and audience. It plays a vital role in building trust, resolving conflicts, and achieving positive outcomes in business communication.

Politeness and business ethics are fundamental principles of communication culture in business. Showing respect to your conversation partner, expressing gratitude for their time and attention, and avoiding conflict situations are important for building positive relationships.

Politeness and business ethics play a crucial role in business communication and contribute to positive relationships both within the organization and with partners, clients, and other stakeholders. These two aspects are integral components of successful communication in the business environment.

Politeness in communication involves showing respect for the rights and opinions of others. It means actively listening to your conversation partner and adhering to basic norms of communication. For example, it's essential to mute your microphone when someone else is speaking during a video conference. Expressing gratitude for your conversation partner's time and attention is another important aspect of politeness, and this can be done both orally and in writing, such as in letters or emails. Choosing the right and polite words is crucial in any form of communication, as they set the overall tone and impression of the communication (Taylor, 2019).

Business ethics also play a significant role in business communication. It involves keeping promises and meeting deadlines, which demonstrates responsibility and professionalism. Business ethics also require avoiding and resolving conflicts in a constructive manner. It's essential to maintain composure and thoughtfulness, even in challenging situations.

Confidentiality is another crucial aspect of business ethics. Information that has been shared confidentially must remain confidential and should not be disclosed without the consent of the parties involved. Additionally, in business communication, it's essential to use appropriate forms of address that reflect respect and avoid offensive language. Using respectful language and avoiding offensive expressions contribute to positive communication and the establishment of relationships based on trust and respect.

Overall, politeness and business ethics in business communication create a favorable atmosphere for building trust and contribute to successful relationships in the business sphere. They not only enhance communication effectiveness but also have a positive impact on reputation and relationships with partners and clients (Gudykunst, 2016).

In international business relations, cultural understanding plays a pivotal role in determining the success or failure of communication and interaction between different countries and cultures. This crucial component of international business communication and business relationships entails an understanding and respect for cultural norms, values, and language peculiarities characterizing various nationalities and cultural communities.

One of the key components of cultural understanding is recognizing differences in cultural norms and values inherent to different countries and nations. For instance, perceptions of time, personal space, and workplace customs can vary significantly from one region to another. Such understanding helps avoid conflicts and misunderstandings in international relations and fosters positive interactions.

Cultural understanding also involves the ability to consider the influence of language on message perception and understanding how it reflects cultural nuances. This includes studying vocabulary, expressions, and language structures that may carry different meanings or tones in different cultures. It's essential to keep in mind that what may be considered normal in one culture could be perceived as offensive or inappropriate in another.

Intercultural communication involves the ability to communicate with representatives of other cultures while adhering to the norms and rules specific to those cultures. It requires the skill to engage in business dialogue while maintaining respect for other cultures and considering their sensitivities and peculiarities. Such an approach fosters the development of long-term partnerships and joint initiatives in international relations.

Adapting one's communication style to the cultural peculiarities of other countries is another crucial aspect of cultural understanding. This may include selecting words, gestures, tone of voice, and other communication aspects that align



with the specifics of a particular culture. The correct approach to adapting one's communication style can be decisive for success in international relations and helps build trust and effective cooperation.

Managing cultural risks is also a vital part of cultural understanding. In international business relations, there are cultural risks, such as misinterpretation of rituals, norms, and values of other cultures, which can impact the success of projects and initiatives. Understanding these risks and knowing how to manage them helps ensure stability and success in international business relations.

All of these aspects of cultural understanding aim to enhance the effectiveness and quality of international business communication, contribute to the building of trust and partnerships, and reduce the risk of negative situations and conflicts in international relations.

CONCLUSIONS AND PROSPECTS OF FURTHER RESEARCH

This article has explored an important aspect of modern business, which is the culture of communication in the business communication process. Business communication is a key element of successful organizational functioning because it impacts all aspects of business relations, from internal team communication to interactions with clients, partners, and other stakeholders. Key aspects of language culture in business communication include linguistic tools, communication style, politeness, and business ethics, as well as cultural understanding. The analysis of these aspects highlights that business communication requires not only professional skills but also an understanding of cultural nuances and norms that can vary across different countries and environments.

Research in this area is crucial for further development of business communication and achieving its maximum effectiveness. Future research needs to focus on analyzing the impact of cultural differences on business communication in different regions of the world, the influence of modern language technologies such as machine learning and artificial intelligence on business communication, and conducting in-depth studies of business ethics in various cultures and how these norms and values play a significant role in decision-making and interaction. Additionally, further exploration is needed to understand how cultural aspects affect strategic management and decision-making in business and to study new approaches and trends in business communication, such as remote work, the use of social media, and other aspects that are changing the way organizations communicate with their stakeholders.

Further research in these directions can contribute to improving the effectiveness of business communication and help organizations achieve their goals in the modern global business environment. Language culture remains a key factor in achieving success and building sustainable relationships in contemporary business, and further research in this field holds great potential for enhancing the modern business community.

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