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THE CONCEPT OF BUSINESS INTERCOURSE IN MODERN SOCIETY

This article is dedicated to the investigation of general issues and the concept of business communication. The ethical principles of business relations represent a generalized expression of moral demands developed in the moral conscience of society, indicating the necessary conduct of participants in business interactions. Business etiquette refers to the conduct of company personnel in various circumstances, including business correspondence, communication, hiring, and interaction with management. Business communication is subject to specific rules and regulations determined by its objectives.

The scientific outcome of this work is that it contributes to resolving issues in communication theory and business communication, expanding modern understandings of the recipient's response behaviors in various situations in business English-language (American) interaction. The scientific novelty of this work lies in its focus on the study of the communicative behaviors of American business professionals. Specifically, the study examines the behaviors exhibited by individuals in business communication settings.

The applied significance of this research lies in its contribution to understanding business communication as a form of interaction that facilitates the establishment of productive partnerships and cooperation among colleagues and subordinates. These partnerships are essential for achieving common goals and ensuring the success of the organization's endeavors.

Business communication, as a critical aspect of human interaction, is an essential part of our daily lives and forms an integral component of corporate culture. Traditional corporate ethics emphasize standardized relationships and well-defined role expectations. Orders are issued by senior management and carried out by employees without discussion. This form of management is most commonly found in companies with established management and business processes, where it can be most effective.

Key words: *business, intercourse, communication, function, speech, oral, writing.*

Introduction. Intercourse from the point of view of linguistics is communication that is carried out according to certain rules. In the most general sense speech communication refers to intercourse between people where the main purpose is the exchange of information.

The term “communication” itself appeared at the beginning of the twentieth century. Communication is traditionally called the exchange of meanings (information) between individuals through a common system of symbols (signs), linguistic signs in particular. This area of knowledge and scientific interests, like many others, began to take shape in ancient times. Speech communication is realized when people perform speech acts. The speech act, according to the theory of J. Searle, is taken as the minimum unit of human communication. Note that the very concept of “communication” still does not have a generally accepted interpretation [4, pp. 221–239].

Most definitions emphasize the close connection between the terms “communication” and “communication.” In some works, these concepts are recognized

as identical, in others they are considered as intersecting, but not identical to each other, and thirdly, one of the concepts turns out to be included in another.

The purpose of this article is to contribute to solving problems in the theory of communication and business communication.

The main problem. Today, many communication models can be found in the theoretical literature. Moreover, most of them are based on the model proposed by R. O. Jacobson:

communicative model of R.O. Jacobson
Context – message – addresser ----- addressee –
contact – code

R. O. Jacobson, based on the presented model, identifies six functions of speech communication:

1) emotive; 2) conative; 3) phatic; 4) abstract; 5) poetic; 6) metalinguistic.

Each of these functions is associated with a particular participant or element of communication. The emotive function is associated with the addresser and aims to express his attitude to what he is saying.

The conative function reflects orientation towards the addressee. The phatic function is focused on contact; what is important for it is not the transfer of information, but the maintenance of contact. The abstract function is associated with the context of the utterance and is a reference to the object referred to in the message. The poetic function is directed towards the message itself. The metalinguistic function is associated with the code (the theory of language and communication is a metalanguage for describing the communicative process) [2, pp. 350–377].

Speech communication, considered in the unity of these functions, acts as a way of organizing joint speech activity and establishing relationships between the people involved in it, which is interesting for us in the course of the study.

J. Adair, who coined the term “speech communication,” emphasizes that it is “the process by which people convey meaning to each other using a generally accepted set of symbols” [1, p. 13].

It is also necessary to clarify that in the most general form, speech communication should be understood as the conscious desire of one person, through a word, to evoke in another person a desire to act, change something in a situation, or establish new relationships between participants in the process. In the broadest sense of the word, speech communication refers to the interaction of communicating parties, the exchange of words (verbal codes of communication) and actions (nonverbal codes of communication) during speech. In a narrow sense, speech communication is a process of joint activity of people, during which they exchange various ideas, perceptions, interests, moods, etc. with each other. Communication can be carried out both orally and in writing.

Oral speech communication, which appeared earlier than written communication, is widespread not only in everyday conversation, but also, for example, in oral business or scientific communication, that is, in specialized communications, where it can be carried out through graphically unfixed text.

Oral communication is carried out through such interrelated types of speech activities as speaking and listening (listening). Scientists rightly believe that a person develops a hereditary predisposition to these types of speech activities, because speaking and listening are not only used to communicate with other people, but are also the main channels through which cognitive activity is carried out. Oral communication most often has a dialogical nature, and the speaker and listener can change roles during the conversation.

Let us emphasize that speaking as a type of speech activity is a complex, strictly organized process

of generating information, in which the specificity of thought as the subject of speaking is revealed.

The study of speaking as a type of speech activity involves an analysis of the speaker’s activity, which may set the goal of conveying certain information to the listener; coordinate their actions in process of collective work; maintain a conversation or establish contact with a person; influence him; express your feelings and emotions, etc. A large role in oral communication is given to non-verbal means of communication. It is through nonverbal means that the speaker can transmit the emotive component of the message.

The speaker, as a rule, is the initiator of the communication process, and the effectiveness of speech interaction largely depends on how correctly he understands the purpose of communication and chooses a communicative strategy and tactics.

Let us note that listening is also an independent type of speech activity, no less complex than speaking. Scientists have proven that the listener perceives someone else’s thought, presented in verbal form, on the basis of its understanding and understands on the basis of its perception. Listening and perceiving speech, a person establishes semantic connections between words, it follows that perception is not only reception, but also processing of information, that is, its comprehension.

In modern rhetoric and the theory of speech communication, the effectiveness of listening and, as a consequence, the effectiveness of the communication process is directly related to the ability to listen. Some researchers even argue that in speech communication, the position of the listener takes precedence over the position of the speaker, and this is largely due to the fact that listening is more difficult than speaking. The work of the listener is an analysis of the text, thus synthesis and analysis are movement along the same route, but in opposite directions.

However, analysis is a more labor-intensive procedure. When a person listens, he decodes the sound wave, and poor diction can interfere with this the speaker, and extraneous noise, and lack of interest in the topic of conversation, and one’s own thoughts that distract from the process of perception.

Let us also add that in the course of oral communication, the speaker creates a text presented orally. It is quite clear that decoding an oral text, fragments of which the listener cannot return to and “re-read” them as when analyzing a classical written text, is a rather labor-intensive process.

When characterizing the features of written communication, it should be borne in mind that it has existed since the invention of writing and occurs through

written, that is, graphically fixed verbal text. Written text is the main form of receiving and storing information, as well as exchanging it in all types of communication: scientific, business, political, artistic, etc.

Important concepts in the study of communication are speech strategy and tactics. Different researchers identify different types of tactics and strategies. Non-cooperative speech strategies – dialogues based on the deformation of the rules of speech communication – are conflicts, quarrels, altercations, aggression, and the use of obviously false facts.

A strategy of speech behavior is a method (line) of speech behavior of the author of a text, in a communication situation, correlated with his specific communicative goals (exchange of information and speech influence on the recipient).

Speech behavior strategies can be divided into two groups: information strategies and speech influence strategies. In turn, strategies of speech influence are divided into direct, indirect and hidden

The leading role in the process of speech production is played by communicative intention (motive), which is determined by the communicative initiative. Without a clear definition of communicative intention, an adequate statement is impossible.

The motive denotes the starting point of speech production. It combines the intellectual, emotional and volitional principles, the nature of the action is combined with the communicative intention (the goal of the speaker).

The motivational-motivating level determines the subject, topic of the statement, as well as the form of interaction with the listener (exchange of information, encouragement to action, etc.). At this level, the subject and purpose of the utterance are formed.

Communicative intention regulates the verbal behavior of communicators. It is expressed through lexical and grammatical means, through intonation, and through the use of non-verbal means. Communicative intention represents a certain plan of content, implemented in various forms of speech acts. Communicative intention always plays a meaning-organizing role. It determines the semantic, or actual, division of the phrase.

The implementation of communicative intention is mentioned by J. Searle as one of the components of the tripartite structure of any speech act (utterance, reference and predication) [3]. All three private acts are performed simultaneously, and not one after the other. Intentionality and purposefulness are among the main features of a speech act.

Most components of a communicative act also belong to the speech act. The properties of the mes-

sage are the most significant component of the communicative act that is not part of the speech act. These properties directly depend on the intentions and goals of the addresser. Therefore, in our opinion, it would be optimal to divide all message properties into three groups:

1. Information properties (informative components).

2. Influencing properties (connotative, manipulative components).

3. Phatic properties (non-informative components, establishing contact).

Speech acts are realized in statements (of the speaker, writer) and in the actions of perception and understanding of statements (of the listener, reader).

Business communication is understood as communication that ensures the success of some common cause, creating conditions for people to cooperate in order to achieve goals that are significant to them. Business communication is a special form of interaction between people in the process of a certain type of work activity, which promotes the establishment of partnership relations between managers and subordinates, between colleagues, creates conditions for productive cooperation of people in achieving significant goals, ensuring the success of a common cause. Business communication promotes the establishment and development of cooperative relationships and partnerships between work colleagues, managers and subordinates, partners, rivals and rivals. It presupposes such ways of achieving common goals that not only do not exclude, but, on the contrary, also imply the achievement of personally significant goals and the satisfaction of personal interests. Moreover, we are talking about the interests of both individuals and legal entities.

Business communication is a necessary part of human life, the most important type of relationship with other people. Eternal and one of the main regulators of these relations are ethical norms, which express our ideas about good and evil, justice and injustice, the correctness and incorrectness of people's actions. And when communicating on business issues with our subordinates, boss or colleagues, each of us, in one way or another, consciously or spontaneously, relies on these ideas. But depending on how a person understands moral norms, what content he puts into them, and to what extent he generally takes them into account in communication, he can make business communication easier for himself, make it more effective, help in solving assigned tasks and achieving goals, and make this communication difficult or even impossible.

Compliance with a business style to convey content gives grounds to consider the document as official business. The language of business papers is characterized by stylistic rigor and objectivity of presentation. In an official business style there should be no emotionality, subjective assessment and colloquialism; this is what brings the style of business papers closer to a moderate bookish, scientific style. At the same time, a characteristic feature of the language of documents is the impersonality of the manner of presentation.

Business ethics refers to the generally accepted customs of negotiating with partners, rules for maintaining documentation, views on the admissibility of certain methods of competition, as well as a set of moral norms and principles that guide companies in their activities.

Corporate ethics can be represented as a system with two main elements, where the first is the moral and ethical values of the organization and its development priorities, and the second is the standards of behavior of employees in formal and informal situations. In the system of relationships, the subjects of corporate ethics are the owners, managers and employees of the organization. The introduction of corporate ethics rules allows a person to feel like not just a cog in a production machine, but a full member of the team.

The principles of ethics in corporate relations are a generalized expression of moral requirements developed by society and defining the norms of behavior of participants in business relations. Let's list these principles.

1. Specifics. The absence of clearly defined rules inevitably leads to a lack of commitment to the enterprise, which negatively affects the work of employees, and therefore the profit.

2. Unity. This principle means caring for the general interests of the organization and each individual employee, compliance with business communication standards, creating and maintaining a business image and impeccable reputation of the organization, and maintaining the confidentiality of information.

3. Respect and tolerance. Employees of the organization must treat those with whom they interact with respect, be tolerant of other people's opinions, and be polite and correct.

4. Reciprocity. At a level higher than the rules established by the corporate code for personnel, there are rules for the organization as a whole: responsibility for the quality of its products and fulfillment of contractual obligations, creating and maintaining mutually beneficial relationships with suppliers and consumers, recognizing the labor merits of employees, providing them with decent remuneration, social guarantees.

Communication in the business sphere is strictly regulated and manifests itself in various forms, among which the most important are business conversation, negotiations, and business meetings.

Polite, etiquette behavior of a person is closely related to phatic communication, as it involves "softening" the communicative situation through the use of an established, accepted order of behavior and forms of treatment. However, phatic communication refers not only to the area of manifestation of typified forms of politeness, generalized by etiquette, but covers a wide variety of situations of establishing and maintaining contact. Speech behavior in phatic communication has a wider scope of application than etiquette behavior.

By themselves, "communicative stereotypes of speech etiquette, without introducing new logical content into communication, express socially significant information like "I notice you, I recognize you, I want contact with you," that is, they meet the important goals of the speakers and demonstrate the essential functions of language". The use of verbal formulas of speech etiquette sets the desired tone of speech communication (official, neutral or casual).

At the same time, verbal formulas of speech etiquette, which we include (or do not include) in our speech, are capable of transmitting information about us to others in the same way as, for example, intonation, gestures or facial expressions. The communicative stereotype chosen by the communicant can emphasize the social affiliation of the communication participants, reflect the nature of their relationships, and also serve as an indicator of the level of communicative competence and characteristics of the communicative style.

At the same time, each of the interlocutors is forced to take care of the interest in the topic on the part of the speech partner and demonstrate their own interest or disinterest, if circumstances so require. If the speech partner participates in the development of the topic through lengthy statements, clarifying questions, assent, and emotional reactions, then the addresser has the right to continue the topic. If the intellectual and emotional activity of the addressee tends to zero, then there is a thematic rejection or thematic fatigue, and then the interlocutor who proposed the topic, in order to avoid termination of speech contact, must change it or respond to the partner's proposal for a replacement. In phatic communication, the rule of focus should be observed, according to which, in the conditions of a specific speech act, the referent must constantly be in the focus of attention of the communication partners.

Science proposes to distinguish a number of communication functions that personify communication and allow not only to manage it, expressing will, emotions, feelings, but also build it in accordance with rituals or scenarios, norms of communication.

It is worth noting that these features distinguish mainly indirect communication, which implements regulatory and phatic functions (when the speaker strives not so much for information as for communication).

The basis of corporate ethics is values, that is, shared beliefs that determine what is right and what is wrong. Values can be positive, guiding people towards patterns of behavior that support the achievement of the organization's strategic goals. Such values are characterized by statements such as "The interests of the consumer are above all," "The success of the company is my success." Values can also be negative, that is, negatively affecting the effectiveness of the organization as a whole.

Depending on a company's history and treatment of its staff and clientele, its corporate ethics may be characterized as traditional, highly skilled, innovative or social. Let's look briefly at each type.

Highly qualified corporate ethics. Its main principle is the selection of talented top-level people who can influence lower-level employees. This is often the case in companies where risky transactions, such as financial trading on the stock market, are the norm.

Innovative corporate ethics is in many respects the opposite of traditional ones.

Initiative and creative ideas are welcomed at all stages of a career in the company. There is also some risk.

Conclusion. Public corporate ethics is characteristic of organizations in which goals are achieved through joint efforts, teamwork based on trusting relationships. There is often an emphasis on caring for employees. In such companies, employees are often paid a little more than usual, and there is a system of incentives and rewards for achievements.

Basic norms of corporate behavior began to emerge in countries with the most developed capital markets: England, the USA and Canada. Corporate codes were created that regulated the practice of corporate behavior, the interests of shareholders, the scope of powers of directors and company management.

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Гаджієва Л. Е. ПОНЯТТЯ ДІЛОВОГО СПІЛКУВАННЯ У СУСПІЛЬСТВІ

Ця стаття присвячена вивченню загальних питань та поняття ділового спілкування. Принципи етики ділових відносин є узагальненим виразом вироблених у моральній свідомості суспільства моральних вимог, які вказують на необхідну поведінку учасників ділових відносин. Діловий етикет – це поведінка співробітників компанії в різних ситуаціях, включаючи ділове листування, ділове спілкування, прийом на роботу, звернення до керівництва. Ділове спілкування підпорядковується певним правилам і нормам, що визначаються його функціями. Науковий результат роботи полягає в наступному: це дослідження визначається тим, що воно сприяє вирішенню завдань теорії комунікації та ділового спілкування. Дослідження також розширює сучасні уявлення про реактивну поведінку реципієнта у різних ситуаціях ділового англомовного (американського) спілкування. Наукова новизна роботи виявляється у цьому, що це дослідження присвячено вивченню особливостей комунікативної поведінки американського ділового человека. Основна увага приділяється такому типу комунікативної поведінки, як поведінка людини у ситуаціях ділового спілкування. Прикладне значення роботи: Ділове спілкування – це особлива форма взаємодії людей у процесі певного виду трудової діяльності, яка сприяє встановленню партнерських відносин між керівниками та підлеглими, між колегами, створює умови для продуктивної співпраці з метою досягнення значних цілей, що забезпечують успіх спільної справи. Питання ділового спілкування, які вивчають багато дослідників, є необхідною частиною життя, важливим видом взаємодії з іншими людьми. Традиційна корпоративна етика характеризується стандартизованими відносинами із чітко визначеними ролями. Накази виходять згори і виконуються підлеглими без обговорення. Найчастіше цей тип етики зустрічається у компаніях з давно усталеними методами управління та ведення бізнесу, де він найбільш ефективний.

Ключові слова: ділове спілкування, комунікація, функція, мова, усне мовлення, письмове мовлення.