


Змістовий модуль 1. Понятійно-теоретичні основи професійної комунікації іноземною мовою

Тема 1. Основи бізнес комунікації, її види й особливості

Lead-in: Before reading Text 1, answer the following questions:

1. How would you describe good/effective business communication? Why is it important?
2. How often do you start up a conversation with strangers?
3. What forms of communication do you know?
4. What forms of written and spoken communication do you like using? Why?
5. What problems can people have with the different forms of communication?

 **Text 1.** Read the text and summarise the main points in 10-15 sentences.

THE FOUNDATIONS FOR SUCCESSFUL BUSINESS COMMUNICATION

Communication is an activity, skill, and art that incorporates lessons learned across a wide spectrum of human knowledge. In the world of business, communication is a vital tool. It is how companies share ideas, solve problems, and connect with people. Business communication is not just about talking or writing. It is about understanding and being understood. It is how we explain our thoughts and listen to others. This process is like a bridge, which connects different parts of a business and helps them work together.

Business communication is the process of sharing information within and outside a business. It is like a conversation that happens in the world of work. This process is crucial. It helps people in a company talk to each other and to people outside, like customers. Business communication is not only about words but also about how we present these words and ideas. This is where business communication design comes in. It is about making sure our messages are clear and easy to understand.

In a business environment, communication can happen in many ways. It can be a meeting, a report, an email, or even a chat. All these ways help a business run smoothly. They help everyone understand what to do and how to do it. Good business communication makes sure everyone is on the same page. It is like the glue that holds a business together.

Effective communication takes preparation, practice, and persistence. Understanding its significance can transform how a business operates, leading to better teamwork, clearer goals, and strategies that are more effective. Effective business communication is more than just exchanging information. It is about understanding the emotions and intentions behind the information. Let us explore the key principles that guide it, shaping how messages are crafted and understood, and ensuring that they align with the goals and culture of the business.

Clarity and Simplicity. One of the top principles in business communication is to keep it clear and simple. This means using easy words and short sentences. It is like

talking to a friend. You want to make sure they understand you easily. Clarity avoids confusion and provides extra clarity in communication.

Consistency. Being consistent is very important. It means saying the same thing in emails, meetings, and reports. This helps everyone understand what the business wants and expects.

Feedback. Feedback is like a two-way street. It is not just about giving information but also listening to what others have to say. This helps make sure that everyone understands and agrees.

Empathy and Understanding. Empathy means putting yourself in someone else's shoes. In business communication, it is important to think about how your message affects others. This makes your communication kinder and more effective.

Efficiency. Being efficient in communication means not wasting time. It is about getting to the point quickly but nicely. It is like telling a short and interesting story that gives you all the information you need to know.

Adaptability. Being adaptable means changing your communication style when needed. Different people and situations need different types of talking or writing. It is like changing your clothes for the weather. You wear what works best for that day.

Listening. Good communication is not just about talking. Listening is just as important. It is about really hearing what others say, which helps you understand their ideas and feelings better.

Respect for Cultural Differences. In business, you meet people from many places. It is important to respect their cultures in your communication, which means being careful and kind with your words.

Focus on the Goal. Every message should have a clear goal. This means knowing what you want to achieve with your communication.

Effective Design in Communication. Business communication design is like planning how to present your message. It is not just what you say, but how you say it. Good design makes your message more interesting and easier to understand.

These principles lay the foundation for successful business communication. They ensure that every interaction is clear, respectful, and impactful. Understanding and applying these principles can significantly enhance the way communication happens within a company.

(Adapted from Williams V., Sonja N. Fundamentals of Business Communication)

✍️ Assignment 1. Which of these words apply to good communicators and which apply to bad communicators? Add two adjectives of your own to the list.

articulate	coherent	eloquent	Extrovert	Fluent
focused	hesitant	inhibited	Persuasive	Rambling
reserved	responsive	sensitive	Succinct	Vague

✍️ Assignment 2. Which of the words in Assignment 1 have these meanings?

1. concise
2. clear and easy to understand

3. reluctant to speak
4. good at influencing people
5. talking in a confused way
6. outgoing
7. able to express ideas well
8. eager to react and communicate

✎ Assignment 3. Complete the extract below with the verbs from the box.

clarify	confuse	digress	engage	explain	interrupt	listen	ramble
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Good communicators really _____ to people and take in what is said. They maintain eye contact and have a relaxed body language, but they seldom _____ and stop people talking. If they don't understand and want to _____ something, they wait for a suitable opportunity.

When speaking, effective communicators are good at giving information. They do not _____ their listener. They make their points clearly. They will avoid technical terms, abbreviations or jargon. If they do need to use unfamiliar terminology, they _____ by giving an easy-to-understand example. Furthermore, although they may _____ in order to elaborate a point and give additional information and details where appropriate, they will not _____ and lose sight of their main message. Effective communicators who have the ability to _____ with colleagues, employees, customers and suppliers are a valuable asset for any business.

✎ Assignment 4. Complete each sentence with the best word.

1. Good presenters rarely ramble. They usually try to be as _____ as possible.
a) inarticulate b) hesitant c) succinct
2. Her arguments were so _____ that we all agreed to her proposal.
a) fluent b) extrovert c) persuasive
3. The audience were very _____ and carried him through his difficult presentation.
a) responsive b) eloquent c) coherent
4. She is a very _____ person. She always keeps her attention fixed on what she wants to achieve.
a) sensitive b) focused c) fluent
5. He never says what he thinks or shows what he feels. How can anybody be so _____?
a) rambling b) fluent c) reserved
6. Everybody seems so _____ here. They behave and speak freely, and do not really care what other people think.
a) incoherent b) articulate c) uninhibited
7. We know that not all politicians are _____. Some of them even use an autocue.
a) eloquent b) inhibited c) hesitant

✎ **Assignment 5.** Match these words to make compounds and collocations relating to communication, e.g. 1-f (extensive vocabulary).

1	extensive	a	accuracy
2	eye	b	communication
3	body	c	contact
4	grammatical	d	humour
5	sense of	e	language
6	effective	f	vocabulary

✎ **Assignment 6.** Complete the following phrases with **say** or **tell** as appropriate, then fill in the gaps in the sentences that follow, using the appropriate form of **say** or **tell**.

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|-----------------------------|--------------------------------|
| 1. _____ a story | 7. _____ sb what to do |
| 2. _____ the time | 8. _____ hello / goodbye |
| 3. as far as I can _____ | 9. _____ a lie/ lies |
| 4. _____ yes or no | 10. _____ what you mean |
| 5. _____ sb to do something | 11. _____ sm under your breath |
| 6. _____ the difference | 12. _____ a joke |

- Can you think of situations when it might be better not to _____ the truth?
- How easy or how difficult do you find it to _____ other people to do things for you?
- In meetings, how often do you _____ what you think?
- Have you ever _____ a joke in English?
- How easy or how difficult is it to _____ the difference between the banknotes used in your country?
- Can you _____ “How are you?” in more than three languages?
- When you were a child, did you use to do as you were _____?

📖 **Text 2.** Read the text, summarise the main points in 10-15 sentences, and discuss the questions that follow.

UNDERSTANDING THE DIFFERENT TYPES AND CHANNELS OF BUSINESS COMMUNICATION

Understanding the different types and channels of business communication is a key to using them effectively. Each type serves a specific purpose and understanding these can help in choosing the right method for the right situation. Each type of communication used in businesses plays a unique role in conveying messages and building relationships.

Internal Communication happens inside the company. It includes team meetings, internal emails, and company announcements. This type of communication keeps everyone in the company on the same page. It helps the business run smoothly.