

Economics

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CULTURE OF PROFESSIONAL COMMUNICATION OF FUTURE ECONOMISTS IN ENGLISH-SPEAKING COMMUNITY

Summary. *The article is dedicated to the problem of formation of professional business communication of future economists with foreign partners. The research considers the issues of formation of high cultural level, language etiquette and culture of future professionals in the context of linguistics of English language, defines the ways of implementing the principle of politeness in different communicative situations when speaking English, investigates the features of the most typical grammatical means of expressing etiquette forms in English.*

Key words: *language environment, professional identity, communication skills, language etiquette, world job market.*

Target setting. English is a language of business. If the modern economist masters it well, knows fundamentals of cultural code of the Customer he works with, he is sure to achieve commercial success in any environment. Each culture has its etiquette, particularities of showing emotions, a set of values. Ignoring them is the serious problem, which can threaten the reputation and creating business relationships, while their knowledge helps to build long-

term relationships with potential partners. Today the sociable economists are needed, who can competently discuss and solve professional problems in English (business language), having key skills.

Therefore the issue of formation of high cultural level, language etiquette is actual, as it not only philological, but also a social problem connected with different kinds of communication. Researching the issue at hand will promote formation of etiquette of a future professional, his competitiveness in the world job market.

Novelty of the issue investigated consists in features of expressing etiquette forms of business communication with businessmen from England which can help with teaching colloquial practice in English to future economists.

The analysis of latest studies and publications. Scientists take a keen interest in the concept of culture of professional communication.

Various aspects of the problem were considered in works of such scientists, as V. Barkassi, M. Sidun (formation of professional skills), I. Zadorozhna (mastering communicative skills in English), O.M. Narodovska (studying English by the future professionals in actually functioning form). Strong contribution to studies of implementing the principle of politeness in different interrogative sentences is made in works by Gertsovska N. O. Despite different aspects of the problems considered in works mentioned, this issue, though being actual, has been studied and covered not enough.

Article purpose. The main purpose of this work is substantiation of the importance of communication culture in professional formation of a modern economist, defining the ways of implementing the principle of politeness in different English-speaking communicative situations, researching the most typical particularities of English grammatical means of reproducing etiquette forms.

Statement of the basic materials. The modern world opens a new picture of economy for the future economists. Ukraine is gradually being integrated into

the European political, economic, educational, scientific community. With the development of Ukraine's relations with other states there is a sharp demand of the society in highly skilled professionals capable to solve successfully problems and to compete freely in the world job market.

Instead of traditional knowledge contemporaneity demands new key skills: critical thinking, creativity, proactive knowledge, empathy, applied imagination, communication. Profound knowledge, ability to build the relationship, appropriate level of English command (language of the international communication) - all it gives the chance to compete both on domestic, and on foreign job markets.

An economist to become a professional, should know some rules:

1. It is necessary not to control structures, processes or projects, but to build relationships.
2. Bad reputation leads to business collapse.
3. Think globally, but operate locally.
4. It is necessary to remember: everybody should be satisfied: customers, employees, communities.
5. A professional can produce sense.
6. He can build round himself trust environment.
7. An expert should be open, ready to share.

"The major skill in the international business is ability to listen, hear and understand. Only then you can productively work with suppliers and Customers from any cultural environment," the operational director of AsstrA Denis Gural underlines [1].

Patience, respect and flexibility - better qualities for effective cooperation with foreign business partners. Knowledge of the norms of language etiquette accepted in a particular country, verbal forms of expressing politeness help to carry out effectively communication process, to build business relationships, to solve economic problems.

Economists from Great Britain are among the best professionals of the business world in Europe. They can analyze carefully the situation dominating in the market, make forecasts. Experts are erudite and highly-educated: circle of their interests includes only economy, but also literature, art, sports. Such professionals are as usual brilliant psychologists, with keen powers of observation, do not accept falseness and concealment of inferior professionalism. Therefore, if we are not familiar with any sphere of knowledge, it is better to confess it at once and ask the colleague for help. English economists readily reveal secrets and subtlety of this or that market and share the knowledge and experience.

Culture of professional communication regulates our behavior during speaking, information and new knowledge interchange. It is better to begin negotiations not with a point of issue, but with ordinary human problems: weather, children, politics. It is extremely important to underline personal friendly attitude to symbols, traditions and ideas of the British. Before the meeting begins it is extremely important to inquire, how much time our partner has. Congratulating an English colleague on holidays, birthday etc will help to rise business profile and to demonstrate our politeness and good human qualities.

There is a system of verbal formulas in English language helping to establish a contact to business partners, maintain friendly climate. For example: ***how are you? How's your family? How have you been? How's life? How are the things?***

As effective way of implementing the principle of politeness is expressing communicative intention in the form of the request to carry it out. Structurally such request is possible to express by means of an individual statement, a part of a statement and even a compound sentence. The usual declarative sentence will look not so sharp, if expressed in interrogative form; to compare: ***It would be better for you to go. Wouldn't it be better for you to go?*** [2].

Accurate rules of language etiquette have been developed in practice of live communication. Courtesy, attention, restraint and politeness - the main requirements of culture of communication. "Politeness goes far, yet costs nothing" – Samuel Smiles wrote.

The most typical grammatical means of expression of a category of politeness are impersonalization of speaker and hearer, using past tense and progressive tenses for making sentences indirect.

English modal verbs *would, could, might* also soften a question, a request and an assumption in English. A question with **Shall I/we** are used politely to ask about instructions and the decisions made, to offer the help, to assume something, for example: **What shall I do to help you?** In polite questions, requests, and even orders following formulas are often used: **Will you...?, Would like... (+ infinitive). If you would like...?, Would you mind...?, Do you mind...? [2].**

Each concrete situation requires using language means characteristic for it. We express a request with formulas: *Could you please..., I'd appreciate it if you could....*

The consent: *I couldn't agree with you more, That's exactly what I feel, You're telling me!*

Gratitude can be expressed with: *I really appreciate it, that's so kind of you, I can't thank you enough.*

Acquaintance will play a key role in the further communication. This important situation is accompanied by rules mentioned above (impersonalization and indirectness)

While meeting following language cliches are used: *I just wanted to introduce myself.... I don't think we met before. My name's... I'd like you to meet... It's pleasure to meet you.*

At farewell we say: It was nice chatting with you, *Well, it's getting late, Anyway, I should get going,*

There are special forms of address he reference to acquaintances and strangers. The formal address differs much from the informal.

There are also certain interdictions for culture of business communication, the expressions which are not accepted.

Categoricity of the least polite imperative interrogative sentences such, as: **Tell me!, I want you to tell me!.** It is possible to soften them by means of following expressions *Can/Could you tell/give/help me...?*; such statements are considered as polite ways of receiving the information, in particular during communication of strangers or virtual strangers [2].

In communication it is important to focus on purposeful selection of language means, on accurate definition of which problem will be solved by these means and what purpose reached.

Conclusions. As a result of research it was discovered that the culture of communication as the professional work tool with which help it is possible to solve different problems is one of the main components of skills of an economist: to create sincere atmosphere of communication, to come into contact with business partners, to reach mutual understanding and trust, to acquire new knowledge. Command of norms of language etiquette in English is a sign of erudition level of a person, his culture. Polite forms of address, requests, questions and even orders, depending on communication situation can be transferred by means of modal verbs, the future tense, direct questions and imperative interrogative questions.

The practicality of the work at hand consists in covering problems informatively. Considering global economic crisis and dynamic changes of the market environment, the subject investigated will need further detailed elaboration and addition.

Literature

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