

sense of responsibility, a person's desire to work in a particular organization, and a work culture. They operate through the following mechanisms:

- Legal norms and acts;
- Instructions, organizational charts, rationing;
- Orders, instructions used in the process of operational management.

The main functions of administrative methods are to ensure a stable legal environment for the organization, protection of specific environments, protection of rights and freedoms.

Economic methods are based on the use of economic incentives. With their help the material stimulation of workers is carried out. In the enterprise - this is the economic standards of activity, the system of material incentives, participation in profits and capital, bonuses, etc.

Socio-psychological methods are based on the use of moral incentives to work and influence employees through psychological mechanisms in order to translate the administrative task into a conscious duty.

This can be achieved in the following ways:

- Team building, creating a normal psychological and creative atmosphere;
- Personal example of meeting the cultural and spiritual needs of employees;
- Establishing a social code of conduct and social incentive for team development;
- Establishment of moral sanctions and encouragement, social protection.

To date, personnel management has come to the fore socio-psychological methods. The application of these management methods involves reviewing the role of man in the development of science and technology at this stage, when he from a mechanical performer becomes an important factor in the enterprise, its capital, and labor costs, favorable conditions, training, retraining and retraining - as a special type of investment.

References

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BUSINESS COMMUNICATION

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Today English is the most influential language of academia and the business world, occupying the top in the field of languages and spoken by over three-quarters of the world's population. It is used in 94 countries by 339 million native speakers,

and it is the de facto language of the United States and an official language of Australia, the United Kingdom, South Africa, and several other countries, making it an essential language for business owners. Along with this, the English language also retains the number one spot as the most commonly used language by 53% of websites and internet users with 949 million users. Hence, there is no denying the fact that English is the language of globalization, and crucial for those entrepreneurs who want to thrive on the global stage. Business communication encompasses topics such as marketing, brand management, customer relations, consumer behavior, advertising, public relations, corporate communication, community engagement, reputation management, interpersonal communication, employee engagement, and event management. It is closely related to the fields of professional communication and technical communication. Media channels for business communication include the Internet, print media, radio, television, ambient media, and word of mouth. Business communication can also be said to be the way employees, management and administration communicate in order to reach to their organizational goals. Business communication is a common topic included in the curricular of Undergraduate and Master's degree programs at many colleges and universities. Methods of business communication include: 1. Web-based communication; 2. Video conferencing – allows people in different locations to hold interactive meetings; 3. Reports – important in documenting the activities of any department; 4. Presentations – popular method of communication in all types of organizations, usually involving audiovisual material, like copies of reports, or material prepared in Microsoft PowerPoint or Adobe Flash; 5. Telephone meetings – which allow for long distance speech; 6. Forum boards – which allow people to instantly post information at a centralized location; 7. Face-to-face meetings – which are personal and should have a written follow up; 8. Suggestion box – primarily for upward communication, because some people may hesitate to communicate with management directly, so they can give suggestions by drafting one and putting it in the suggestion box.

English grammar is as useful for business as your favorite suit. Just like that suit, your grammar should be perfectly tailored to your message. After all, using good English grammar when talking or writing always creates a positive impression. One of the ways to get there is to be more accurate. When you use accurate language, this means that you say exactly what you want to say by using the correct grammar structures.

The basic functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication. Business communication involves constant flow of information. Feedback is integral part of business communication.

The most common types of business communication are:

- Verbal. This is the oldest form of business communication, but it still remains popular. This interaction method includes live meetings, face-to-face interviews, personal task assignments, and some other related methods. There are some people who consider verbal communication as the best form of business communication, because of its simplicity and its direct interaction between the participants. The

human interaction allows the manager to observe its team and to examine any form of nonverbal communication. On a negative note, verbal communication is highly dependent on the physical presence of all participants, and sometimes, this can be hard to achieve. Verbal communication often leads to misunderstandings, and the participants tend to forget or misinterpret some of the debated issues. That's why, when it comes to sensitive topics, many team-leaders use another form of business communication.

- Written. Written communication is considered to be more concise and more explanatory. It consists of formal letters, official memos, posters, flyers, and everything that comes written on a paper. Written business communication is also used for more complicated assignments, where some additional instructions are necessary. The technical departments are often using this form of interaction, to exchange clear information, with no room for error. Also, it is used for any legal situation, like formal notices and labor contracts. Still, written business communication is considered by many entrepreneurs an obsolete method, and it's mostly being used for legal situations. The technological progress granted us a new communication method, which seems to stand above all.

- Electronic (Online Communication). Electronic communication is no longer at its experimental status, and it's soon expected to become a standard when it comes to business interaction. Despite other forms of business communication, online business communication manages to offer all the advantages of the previously mentioned methods, and even more. With electronic communication, the information will be delivered faster, in a more accurate manner and it will not be dependent on the location of the interlocutor.

Lack of communication has lost wars. This old saying applies in the business environment as well, and without a proper interaction between the team, a whole business strategy might get ruined. In this context, communication can ensure a better development of the ongoing projects, keep the employees engaged and allow them to understand their tasks. Still, an effective message means nothing if it's not delivered in time. That's why, many enterprises switch to business communication online, because of its accuracy and processing speed. Having an effective business communication with the exterior partners will grant you a fruitful partnership and a better collaboration. Business communication might be a complicated concept, but it can bring many satisfactions for any enterprise. When a company chooses the most suitable communication form, it will benefit from better inter-departmental relations, faster execution and more clarity, inside the team.

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