

## DEVELOPMENT OF BUSINESS COMMUNICATION IN A FOREIGN LANGUAGE

Movchan L.G., PhD, associate professor

*Vinnitsia training and scientific institute of economics, TNEU*

Nowadays the expansion of business all over the globe, the establishment of multicultural companies, which employ workers from various parts of the world, sets a number of issues regarding the management of cultural differences and elimination of language barriers within the businesses and on an intercorporate scale. English has become of greater importance than ever before and functions as an official corporate language in a numerous companies. English can be seen as a lingua franca of our time which enables communication between individuals with different native languages [5] and being at least bilingual is almost a necessity for individuals in the society of today.

When it comes to globalization the systems of understanding are of great concern, messages being interpreted the right way, relationships and economic issues. With the development of outsourcing, moving businesses abroad, creating a multicultural workplace and setting and attaining common goals and objectives make up success of the global multinational company [4]. Some scientists put forward an idea of creating one common standardized language (sort of lingua franca) in order to ease access to company documents between units in various foreign locations and facilitate formal reporting which can lead to minimized miscommunication.

Other scientists argue that there can also be issues as difference in competence when it comes to communicating in English. A further issue is when it comes to hiring staff; a prospective employee might have the expertise (technical for example) when it comes to the work to be conducted but not sufficient English skills. For effective knowledge transfer and sharing within a global company competence in the common corporate language is essential [4].

Communication is a process aimed at conveying and sharing ideas for achieving set goals. It involves two or more interlocutors who are listening and responding to each other. The goal of a communicational event is shared meaning and mutual understanding [2]. Communication is about cooperation and the creation of meaning-systems and can be seen as

a process that produces and reproduces shared meaning [4]. Nowadays in the globalized world communication is seen as such that takes place on several levels of awareness simultaneously, all from intentionally to unintentionally communication [1]. The content of communication, the ideas that individuals wish to share is referred to as messages. Messages can be expressed verbally, in written or oral form, or nonverbally through posture, gestures or facial expressions for example [2]. When it comes to the native language we use a complex of all available in this language means and our interlocutor who is also a native speaker understands the slightest variations in the meaning. But we cannot always achieve this understanding in a foreign language, even if we use a standardized variant of the international English. This may limit our understanding. According to Ludwig Wittgenstein; "the limits of my language are the limits of my world" [3, p.165]. In this respect cultural understanding plays a key role as well. Social practices or predictable behavior patterns within a culture form expectations and become a basis of making predictions about others. To develop competence in intercultural communication it is extremely important to understand difference in culture, or in another word to understand cultural patterns.

According to Killman (1989) organizational culture is "the social or normative glue that holds an organization together. It consists of values and beliefs that some groups organizational members come to share." [2, p.19]. Common rituals and norms can help in creating a shared understanding and knowledge of the organizational culture can generate a sense of purpose for its members [2]. Hofstede (1991) considers organizational culture to be "the collective programming of the mind which distinguishes the members of one organization from another" [2, p. 61]. According to build up a strong culture within a company results in improving organizational and individual performance. The key concepts of a strong culture are; values, heroes, rites and rituals and cultural networks [1]. Being aware of

differences can provide a base for constructive communication and help to lessen misunderstandings. Individuals from different cultures communicate differently through their body language and read nonverbal communication of others.

A Swedish researcher S. Peterson compared the communication within a multinational Swedish company that has 60 affiliates abroad [5]. They use English as a working language and the Swedish employees are bilingual in respect of English. Bilingualism can broaden possibilities for exchanges in a global world, but when there are several different languages spoken within a company context communication problems can occur, therefore translations and lingua franca are required (Bhatia & Ritchie, 2013). The overseas workers admitted to use English with Swedish colleagues 80 % of the time but they communicated in their own language in an informal setting. At the same time, correspondence was conducted only in English. Yet, some overseas workers made some mistakes in spelling in e-mails. The respondents noted that they have to be “extremely careful when writing a document, for example a strategy-document and we then have it translated into English and then we will have it

translated into French or to Polish. Then we need to secure that these written words are the same meaning in the translation. So we always have to check with some person in the market in Poland for example that really knows the content. If we are writing about a strategy the words can be a bit different to understand so it must be correctly translated. It is not just to do this Googletranslation because a strategic word has a strategic wording and must be correctly translated” [5, p. 24]. When it comes to very important strategic, financial or production documents, even a slightest shift in the meaning of the word translated can shatter the security of the company. For example, people started to use the word “geography” to denote location.

The same concerns fluency. The Japanese, Swedish, Danish, Dutch, Norwegians are very fluent in English unlike Chinese or Korean colleagues, so it must be taken into account.

Conclusion. Since the pattern of business structure has changed and spread overseas, the knowledge of foreign languages is considered as a key skill. So it is very important that everyone in the company understands the specific meaning of words, as well as specific cultural differences and the corporation must have one common language to unite cultures for successful business.

#### References.

1. Bhatia. K. The Handbook of Bilingualism and Multilingualism / K. Bhatia, R. William. - Second edition. Singapore: Markono Print Media Pte Ltd, 2013. – 132 p.
2. O’Hair D. Strategic Communication in Business and the Professions / O’Hair. - Seventh edition. United States: Pearson Education Inc, 2011. – 117 p.
3. Lustig. M. Intercultural Competence. Interpersonal Communication across Cultures / M. Lustig. - Sixth edition. Boston: Pearson Education Inc. -2010. – 67 p.
4. Miller K. Organizational Communication, Approaches and Processes. - Sixth edition. Wadsworth: Cengage Learning, 2012. – 73 p.
5. Petersen S. Communicating in a second language in the corporate world / S. Petersen. Gothenburg: University of Gothenburg, 2013. – 45 p

УДК 330.322.01

### СИСТЕМА ЗАБЕЗПЕЧЕННЯ ІНВЕСТИЦІЙНО-ІННОВАЦІЙНОЇ ДІЯЛЬНОСТІ ПІДПРИЄМСТВ

Гріщенко І.В. – викладач

*Вінницький навчально-науковий інститут економіки ТНЕУ*

Балахонова О.В. – д.е.н., професор

*Вінницький соціально – економічний інститут «Україна»*

Сучасні умови розвитку вітчизняної промисловості зумовлюють потребу прискорення інноваційних процесів. Це потребує створення стабільного механізму розроблення цілісної стратегії програмно-цільового управління, що об’єднує всіх учасників виробничого процесу з метою