

МІНІСТЕРСТВО ОСВІТИ І НАУКИ,  
МОЛОДІ ТА СПОРТУ УКРАЇНИ

НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ХАРЧОВИХ ТЕХНОЛОГІЙ

ЗАТВЕРДЖУЮ

Ректор \_\_\_\_\_  
(Підпис) (Прізвище, ініціали)

«\_28\_» \_\_\_\_\_02\_\_\_\_\_2011 р.

**ДІЛОВЕ СПІЛКУВАННЯ ІНОЗЕМНОЮ МОВОЮ**

**(АНГЛІЙСЬКА МОВА)**

**МЕТОДИЧНІ ВКАЗІВКИ**

до практичних занять та самостійної роботи  
для магістрів галузей знань  
0305 Економіка та підприємництво та  
0306 Менеджмент і адміністрування  
денної та заочної форм навчання

Реєстраційний номер  
електронних методичних  
вказівок у НМУ 41.14 – 28.02.2011

Схвалено  
на засіданні кафедри  
іноземних мов  
Протокол № 10  
від 21 лютого 2011р.

Ділове спілкування іноземною мовою (Англійська мова): Метод. вказівки до практичних занять та самостійної роботи для магістрів галузей знань 0305 Економіка та підприємництво та 0306 Менеджмент і адміністрування ден. та заоч. форм навч. / Уклад.: Л.Ю. Шапран, Г.А. Чередніченко, Л.І. Куниця,– К: НУХТ, 2011. – 102с.

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## **ВСТУП**

Дані методичні вказівки розраховані на студентів, які вивчають англійську мову з метою використання її в професійній діяльності, в практичній роботі за кордоном або в межах країни, для роботи з іноземними клієнтами.

Мета даних методичних вказівок — ознайомити студентів з особливостями бізнес-спілкування, допомогти їм визначати види спілкування в реальних професійних ситуаціях та застосовувати відповідні комунікативні стратегії, розширити їх словниковий запас.

Тематика, лексичний мінімум, система практичних вправ спрямовані на досягнення головної мети.

Методичні вказівки складаються з наступних розділів, які охоплюють основні аспекти бізнес-спілкування англійською мовою:

- Розділ 1      Спілкування
- Розділ 2      Успішне і неуспішне спілкування
- Розділ 3      Слухання
- Розділ 4      Вербальне і невербальне спілкування
- Розділ 5      Основи транзактного аналізу
- Додатки

Кожен з розділів містить теоретичний, лексичний матеріал, питання для обговорення та дискусії і практичні завдання, що необхідні для подальшого розвитку набутих мовних навичок. Система завдань побудована на цільовій лексиці даних розділів і спрямована на ефективне засвоєння викладеного матеріалу. Питання для обговорення спрямовані на розвиток навичок ведення дискусії та підвищення мотивації діяльності студентів. Проблеми для аналізу та обговорення вимагають застосування аналітичних вмінь для вирішення конкретної ситуації. Практичні завдання дають змогу студентам безпосередньо застосовувати засвоєний навчальний матеріал в типових ситуаціях спілкування.

Методичні вказівки сприятимуть формуванню у студентів загальних та професійно-орієнтованих комунікативних мовленнєвих компетенцій та є додатковим спонукальним мотивом для удосконалення навичок усного мовлення в професійній сфері.

# **BASICS OF COMMUNICATION**

## **Introduction**

Good communication skills are skills that facilitate people to communicate effectively with one another. Effectual communication engages the choice of the best communications channel, the technical know-how to use the channel, the presentation of information to the target audience, and the skill to understand responses received from others. Self development, interpersonal skills, mutual understanding, mutual cooperation and trust is also important to set a complete channel of most effective and winning communication skills.

The modern world today, calls for high scale effective communication skills in order to win the heavy competition in all spheres of life. Strong communication skills are essential during any stage of your career, in any industry, in most any type of job. From making a first impression to meeting new team members; from closing a sale to negotiating a contract; from interviewing for a first job to interviewing for that coveted promotion, communication is critical to professional success.

Effective interpersonal communication skills are essential to social interaction, and to the building and maintenance of all relationships. Poor communication skills can cause irrevocable damage to relationships; affecting productivity, satisfaction, performance, morale, trust, respect, self confidence, and even physical health. Many people have not learned to communicate effectively with respect and regard for others, leaving relationship quality to suffer the consequences.

Relationships have a tremendous impact on every aspect of life; communication is the core of deep and meaningful relationships. Interpersonal communication skills allow individuals to advance conversation skills, overcome shyness, negotiate and resolve conflict, and influence (but not manipulate) the decisions and actions of others.

### **Main Features of Good Communicator**

1. He is able to listen.
2. He demonstrates interest and respect.
3. He says the right things at the right time.
4. He uses simple language.
5. He is able to adopt his message to a particular listener.
6. He is aware of the effect of his communication on others.

### **How to Become a Good Communicator**

1. Have a desire to achieve great success in communication.
2. Obtain knowledge.
3. Practice.

# Unit 1 Communication

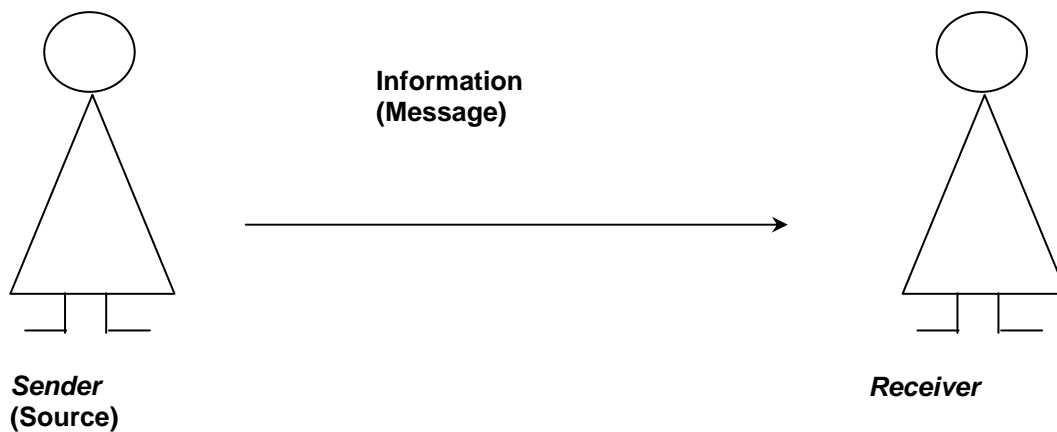
## 1. What is Communication?



Our starting point is to ask what communication is.

**Communication is the process by which information is exchanged between individuals through a common system of symbols, signs and behaviour.**

Following this definition, the model of communication should be:



But is it so?  
Consider the following example.

A friend sends you a text which reads:

Hi, can u mt me at 6 by the cafe on Nelson rd? txt me back to let me no.

What does your friend want?

If you have been able to interpret the message and can state the two things your friend wants you to do, then the pair of you have engaged in successful communication.

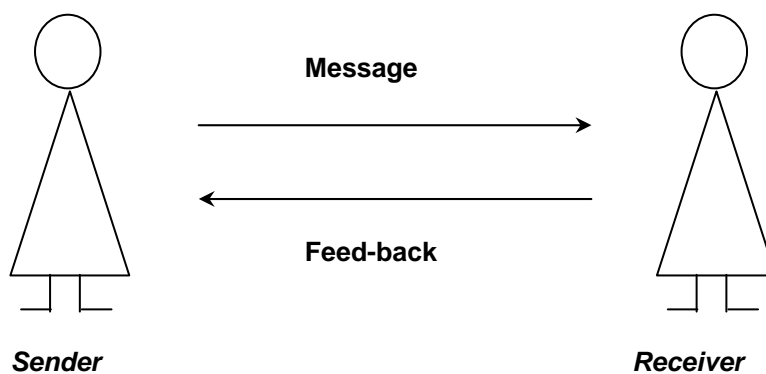
This tells us something important about communication:

1. **Communication must involve two parties**
2. **Communication is about a transfer of information**
3. However, if you understand what your friend wants but you don't text back, the communication has not been entirely successful. This leads us to identifying our third important point about communication.
4. **Communication involves some action on the party receiving the information.**

Your friend will not know whether the communication has been successful until you text him or her back and tell them whether you can meet them at 6 at the stated place or not. If you don't, they might not know whether you want to meet them, or whether you do, but the time or place is inconvenient (or both), or even whether you have received the text in the first place.

This brings us to the following model:

### **Simplistic Model of Communication**



**Sender** is the person or group or organization sending out the message/information.

**Message** is the information itself.

**Receiver** is the person to whom the message is directed.

**Feed-back** is the receiver's indication in some manner that the message has been received.

## Components of Communication

- **Anthropological component** – communication happens between at least two human beings
- **Social component** – participants have certain intensions when communicating and understanding each other
- **Signal component** – during communication participants refer to a socially adapted set of signals in order to transmit a message
- **Process component** – there are continuous changes during communication

## Verbal and Non-Verbal Signals

### Verbal Signals

- transmit the content
- are words of the message
- deal with speech, intonation, pitch, rhythm, etc.

### Non-Verbal Signals

- transmit the relational dimension
- postures, body movements, touches, tone of voice, eye contact, pauses, rate of speech and volume.

### Discussion Questions:

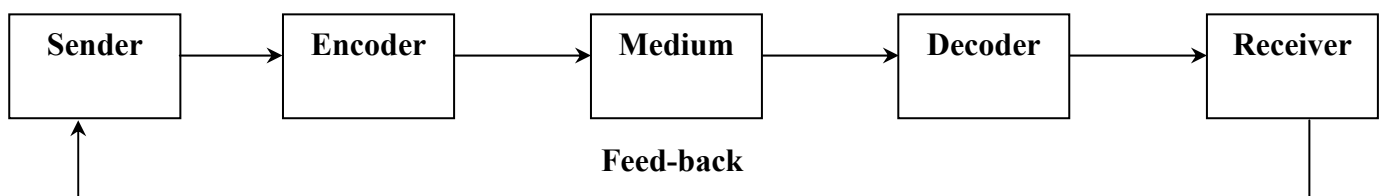
Do you agree with these statements?

- Communication takes place every time when one person is aware of the other person's presence, even if they do not speak to each other.
- Communication is **successful** if the receiver understands the sender's message and gives the appropriate feed-back.
- The only message that matters is the one the other person receives.
- Each message consists of verbal and non-verbal signals.

## 2. Communication Process

The problem is that communication is rarely as simple as this model would suggest. When messages are sent, the source has to try to understand what they are trying to say. This might be interpreted differently by the receiver.

### Communication Process Model



1. **Sender** The person who initiates the message.
2. **Encoder** It transforms the message into the appropriate medium.
3. **Medium** The means by which the message is transmitted. This can be either:
  - Oral – spoken
  - Via electronic means – e-mail, fax or through the Web for example
  - Telephone
  - Paper based – letter, memo, scribbled note, poster etc.
  - Image/visual
  - Sound
  - Silent communication – smell, touch, body language, colour, how letters or numbers are presented.
4. **Decoder** It reconstructs the intended message from the message actually being transmitted.
5. **Receiver** is the person to whom the message is directed.
6. **Feed-back** is the receiver's indication in some manner that the message has been received.

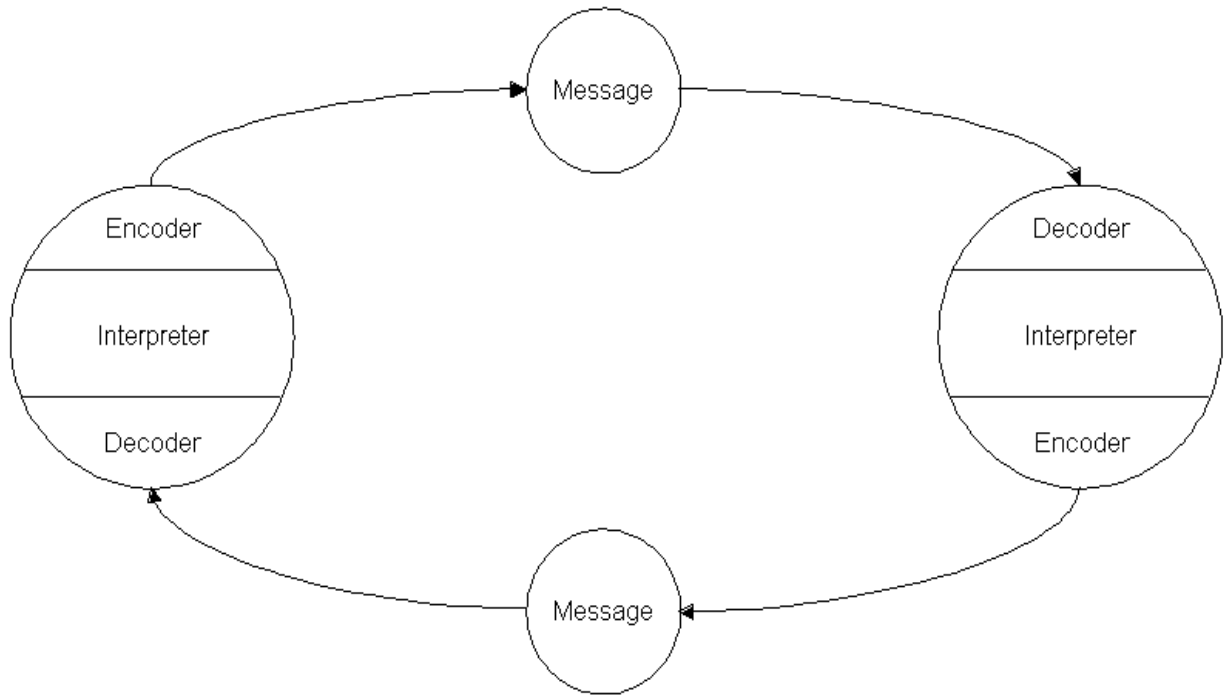
### **Phases in Communication Process**

1. Origin of the idea.
2. Selected channel.
3. Coding.
4. Transmitting.
5. Accepting the transmitted message.
6. Decoding.
7. Interpretation.
8. Feed-back.

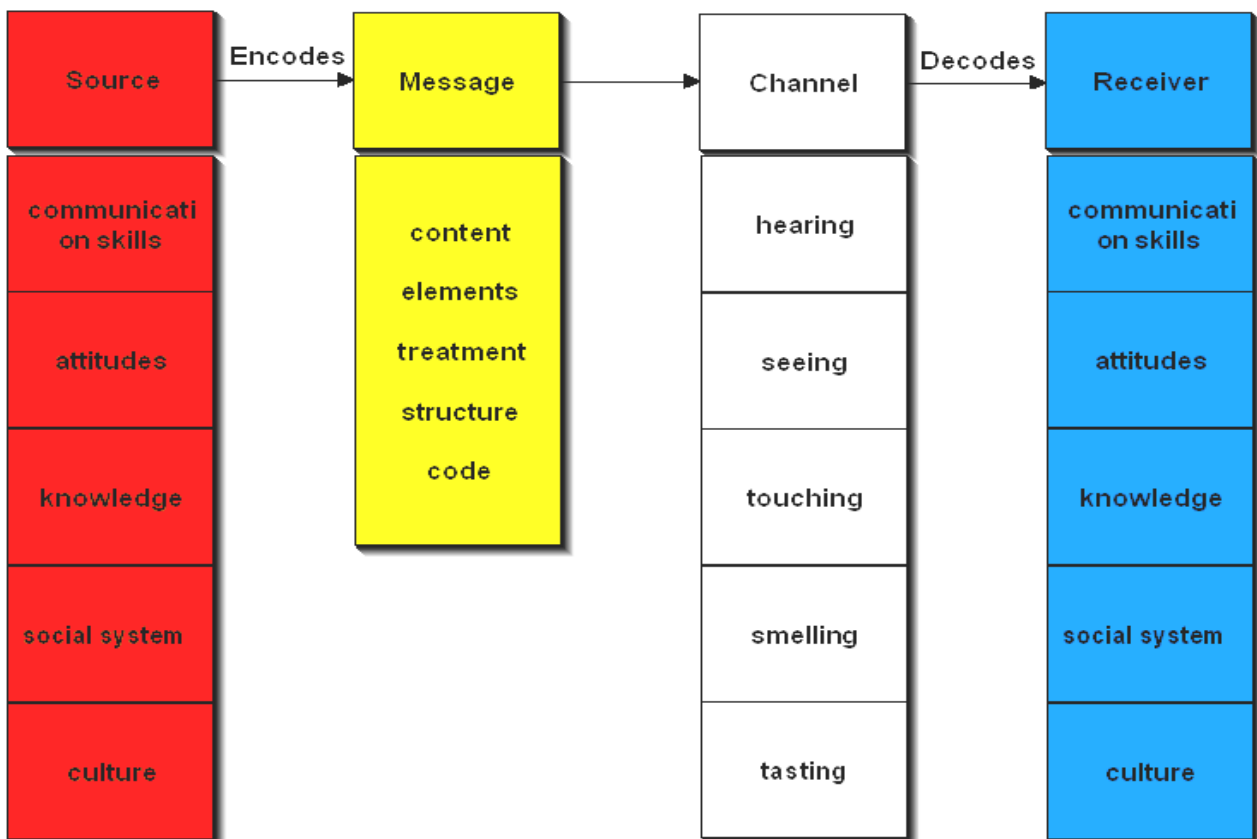
### **Discussion Questions:**

1. Do you agree with the statements?
  - a. The personal success, success of the family, success in social and commercial relationships depend on ability to communicate effectively.
  - b. The sender encodes the meaning in his mind to a signal and the receiver can decipher this signal only when a similar meaning is stimulated in his mind.
2. Look at the two models of communication. Which of the two better represents communication process?

## Schramm's Model of Communication, 1954



## Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message:  
S-M-C-R Model.

## **Task      Feedback**

In each of the following business cases, what sort of response do you think the source will be looking for as evidence that the communication has been successful? What other reactions might the source get as a result of the message being sent?

- A manager posts a notice to all staff in her section telling them that there will be a staff meeting at 3.30 that afternoon.
- A small business places an advert in the local press telling prospective customers that next Saturday they will be offering a two-for-one promotion between 10.00am and 1.00pm.
- A receptionist leaves a message on the answer phone of a member of staff asking the individual to phone back Mike Burks in Sales before 5.00pm.
- The London Olympic organising team release the new logo for the 2012 Olympic Games.
- A business publishes its annual report and financial accounts to shareholders.
- A large business announces to suppliers that it is going to increase the length of the credit terms it has from 28 days to 60 days.
- The government announces new limits on the amount of waste products businesses can produce.
- A company producing bio-fuel announces plans to build a new plant on the outskirts of a small town in a rural area.
- Microsoft announces plans to reduce the prices of its Xbox console in the UK.
- A new office worker on his first day in a new job sends a joke he has heard over the weekend to his new boss via e-mail.
- An employer sends a text message to 40 of his staff telling them they are out of work because the company is insolvent.
- A company encloses a slip of paper in every employee's salary information sheet at the end of a month informing them of the new mission statement that the company has decided upon.

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Навчальне видання

# ДІЛОВЕ СПІЛКУВАННЯ ІНОЗЕМНОЮ МОВОЮ

(АНГЛІЙСЬКА МОВА)

## **МЕТОДИЧНІ ВКАЗІВКИ**

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