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ETHICS OF BUSINESS COMMUNICATION

Ethics of business communication - based on many sciences, particularly psychology, communication, ethics, psychology, management, scientific organization of labor, etc., due to the requirements of its study today.

Business man - be it an entrepreneur, manager or supervisor - should always be able to clearly articulate their point of view, to argue their position, analyze statements partner critically evaluate proposals. A necessary condition

for this is the ability to listen, to converse, to create a welcoming environment, the ability to make a positive impression, and this requires appropriate preparation.

The focus of the ethics of business communication - the identity of the manager, the manager. Not only have the knowledge, skills, methods of communication to be a good person. Need to have a more appropriate level and internal culture. Moral and ethical issues personality decides, depending on their basic life principles.

Ethics of business communication - it is a science, which operates the relevant knowledge, theories, methods, methodologies, and at the same time art, because it depends on the perception of the world and the abilities of the individual.

More global objective is to reveal the beauty and harmony of human relations, in particular in the field of business communication, prompting the formation of personal moral and ethical principles that would become the basis for all work manager, organizer, manager.

Business practice shows that the solution of problems related to interpersonal contacts, a lot depends on how the partners (the sides) are able to establish contact with each other. With all the variety of forms of business communication, business conversation is the most communication and is most often used.

The term «business conversation» very broadly and vaguely enough: it is simply a business conversation stakeholders, and oral contact between the partners, the related business relationship.

Business conversation is most favorable, is often the only opportunity to convince the interlocutor of the validity of your position so that he agreed and supported it. Thus, one of the main objectives of the business conversation - to convince a partner to take concrete suggestions.

Business conversation performs a number of important functions. These include:

- Mutual communication of employees from one business sector;
- Joint search for nomination and operational development of working ideas and plans; control and coordination of already started business activities; maintaining business contacts;
- Stimulating business activity.

The main stages of the business conversation are:

- The beginning of the conversation;
- Informing partners;
- Reasoning put forward positions;
- Decision-making;
- Completion of the conversation.

Maximum difficulty is to start the conversation the interlocutors. Partners are very well aware of the subject matter, the purpose of which they are pursuing in this communication, clearly show the results that they want. But almost always appears «inner brake» when it comes to the beginning of the conversation. How to start? Where to start? What phrases are best suited? Some partners make the mistake of ignoring this step, go directly to the root of the problem. You can, figuratively speaking, to say that they go to the top of the lesion.

Some believe that the beginning of the conversation determine the circumstances, the other - that is necessary to start a conversation with a particular issue, and others simply do not think about it. And only a few understand the importance of this problem.

In any case, at this stage of the conversation we need to develop the right and correct attitude to the interlocutor. After the beginning of the conversation - a kind of bridge between the interlocutors:

At the first stage of the conversation we set the following objectives:

- To establish contact with the person;
- Create a favorable atmosphere for conversation;
- To draw attention to the topic of conversation;
- Awaken the interest of the interlocutor.

Oddly enough, many conversations end and before it started, especially if the sides are at different social levels (in position, education, etc.). The reason is that the first conversation sentences are too small. It should be borne in mind that the first few sentences are often decisive influence on the interlocutor, in his decision to listen to us or not. Usually more carefully listen to it beginning of the conversation - often out of curiosity or expectations something new. It was the first two or three sentences to create an internal attitude companion to us and to the conversation on the first phrase of the interlocutor impression on us.

Here are some typical examples of the so-called suicide start conversations and analyze them.

You should always avoid an apology, it shows signs of unsure. Negative examples: «I'm sorry if I interrupted ...»; «I would like once again to hear ...»; «Please, if you have the time to listen to me ...».

Need to avoid any manifestation of disrespect and disregard for the other person, talking about it the following phrase: «Let's quickly look at you ...» «I just happened to be passing by and dropped to you ...»; «And I have this different opinion ...».

It should not be your first questions to force the interlocutor to look for counterarguments and on the defensive. Although it is logical and perfectly normal reaction, while at the same time it is a miss.

There are many ways to start a conversation, but the practice has developed a number of «correct debuts.» Here

are some of them.

1. A method of removal of tension allows to establish close contact with someone. Suffice it to say a few kind words - and you will easily achieve this. Only need to ask the question: how would like to feel in your society interlocutors? Joke, which will bring a smile or a laugh present, also largely contributes to defuse tensions and create original and friendly atmosphere during the interview.

2. The method of «hooks» allows you to summarize the situation or problem by linking it with the content of the conversation. For this purpose, can be successfully used for some small event, comparison, personal impressions, funny story or an unusual question.

3. The direct approach is a direct transition to the case without whatsoever entry. Schematically, it looks as follows: we briefly report the reasons for which has been designated a conversation, quickly moving from the general to the particular issues and proceed to the topic of conversation. This method is «cold» and rational, it has a direct nature and is best suited for short and not too important business contacts.

It is important to remember our personal approach to conversation. The basic rule is that the conversation should begin with the so-called «you-approach». «You-approach» - is the ability of man, leading the conversation, put yourself in the shoes of the interlocutor, to understand it better. Ask yourself the following questions: «What would you have wanted to know whether we have in place our interlocutor?»; «How would we have reacted in his place?». This is the first step in the direction of «you-approach». We give the other person feel that his respect and appreciate as a specialist. Of course, the difficulties in the beginning of the conversation can not be avoided.

Anyone who lives in the thick of things and communicate with many people, gradually gains experience, forms his own ideas about the methods of communication. This should be kept in mind if there are difficulties in the beginning of the conversation, especially with strangers. A typical example is the occurrence of spontaneous sympathy or antipathy, which are based on personal impression caused by the fact that our interlocutor us someone recalls. This can have a positive, neutral or even negative impact on the course of the conversation. Especially dangerous if accidentally reinforce the impression of schematic thinking. Thus, there are biases and prejudices of. In such cases, we must act prudently, without haste.