

BUSINESS COMMUNICATION
OKSANA BOHOVYK

Business Communication and Translation of Papers



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДНІПРОВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
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Боговик О. А.

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ПЕРЕКЛАД ДОКУМЕНТІВ**

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Боговик Оксана Аурелівна

Рецензенти:

*Власова П.І., д-р філос. наук, професор,
Дніпровський національний університет залізничного транспорту
імені академіка В. Лазаряна*

Боговик О. А.

Б 74

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Навчальний посібник призначено для студентів з достатньо високим мовним рівнем і певним обсягом професійних знань, що дозволяє системно та послідовно підготувати філологів-перекладачів як мовних посередників у сфері міжнародної діяльності.

Посібник містить лексичний та навчальний матеріал для оволодіння специфікою перекладу ділової кореспонденції, складання особистих паперів, роботи з діловими паперами. Зразки ділових листів, резюме та особистих паперів, що подаються на здобуття посади, дозволяють досягнути писемну форму офіційно-ділового спілкування. Систему вправ і тестових завдань спрямовано на закріплення набутих знань, вироблення навичок грамотного спілкування. Розроблені завдання мають на меті скерувати студентів на осмислене оволодіння спеціальною лексикою, розширення і збагачення мовних навичок. Завдання сформульовані таким чином і у такій послідовності, щоб активізувати процес самостійного опрацювання і засвоєння необхідних для оволодіння професією знань.

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PREFACE

Business Communication and Translation of Papers is created for University students of philological departments. It includes 32 lessons and each one consists of the main text, which is supplemented with a vocabulary list, some tasks, points for discussion and so on.

There are different exercises and tasks aim the following:

- Students are offered a variety of interesting activities in which they can discuss the topic of the lesson and exchange ideas about it, developing communication and soft skills.
- Vocabulary exercises include important new words, phrases and sentences which can be used to carry out the tasks in the lesson.
- There are authentic articles on a variety of topics, which are taken from free media sources, blogs and books on business.
- Some lessons include videos which help to develop listening skills such as listening for information and note-taking.
- The manual is created to develop essential business communication skills, such as making presentations, taking part in meetings, negotiating, and using English in social situations.
- Authentic materials enable students to produce a variety of effective written business communications.

Included materials also help to raise students' awareness of potential problems or misunderstandings that may arise when doing business with people from different cultures, since intercultural business communication and translation are inextricably bound since translators act as mediators who facilitate communication between business people from different cultural and linguistic backgrounds.

LESSON 1

The Concept and Role of Business Communication. *Types of business communication*

1. The words in the left column are often connected with work motivation. Match the words on the left with their definitions on the right

1. job security	a. the money you are paid on a monthly basis
2. wage	b. holidays taken while still being paid your salary
3. fringe benefits	c. an advancement in your work position with a rise in pay
4. pay package	d. extra payment for a job well done
5. flexi-time	e. the money you are paid on an hourly, weekly or daily basis
6. salary	f. being able to rely on a steady job
7. paid leave	g. extra items from the company in addition to your salary
8. bonus	h. the total amount of money and benefits received by an employee
9. promotion	i. the money placed in a retirement fund for you by the company
10. pension fund	j. a system where workers must work a certain number of hours but can chose when they start and end their work

2. Read the extract and make a list of the factors that motivate you. Explain the importance of chosen items

What is work motivation, exactly? In the short-term definition, motivation is all the factors that inspire you to do something very well and bring you satisfaction. While some factors may be common in general, the specific factors will vary with every person. For some people, it is having an interesting job or being creative, and a good salary. For others it may be those factors, but they want good benefits and a good working environment, too. To others, it may also mean being able to travel regularly. For others, retirement and other benefits may be a major factor. Everyone is motivated by different things at different times.

3. Read the text and entitle the paragraphs with following

Communication methods, Concept of Communication, Role of Communication in Business Growth, Business Communication

Principles of communication are founded on a mixture of oral and written forms. Business communication is a broad-based concept that describes any kind of communication, and the goal of it is to improve the value of any business. This could be internal communication, such as rules, guidelines, and motivational material, or it could be external communication.

The two words 'information' and 'communication' are often used interchangeably, but they mean different things, since information is giving out, but communication is getting through.

The word 'communicate' has been derived from Latin and means to 'share' and 'participate'. Communication is a process to exchange information between individuals through a common system of symbols, signs of behaviour. It is the expression of facts, opinions, ideas, or feelings. It is a two-way process. There must be at least two people to complete the process. One takes up the role of an addresser and the other one takes up the role of addressee.

It is opined that communication is a vital arm of a business. Businesses depend heavily on such management functions as sales, planning, logistics, accounts, business development, markets, etc. All these functions require the managers to practice expert communication methods.

To be successful, a managed and proper communication process flow along with details must be established. Proper communication can assist managers to complete their duties connected with the job. During the step-by-step planning of any project, it is important to communicate the prerequisites and necessary information to the people responsible. This helps in proper understanding, thus leading to the right execution.

A proper communication is required to send messages or tasks to employees internally, and to external clients, keeping them, all updated about company information. If communication is effective, it increases employee satisfaction, customer retention and improves a company's public image. Ineffective communication in a business organisation can lead to confusion, misunderstandings or create an unpleasant working environment.

A business organisation uses different communication methods. Among these methods there are memos to employees, an advertisement for the public, or an e-mailer to clients. Communication also serves as a listening and feedback agent. Communication in a business organisation also educates, trains, and encourages employees to improve productivity and efficiency.

Communication is the factor to motivate a team within any organisation since well-motivated employees tend to be more productive. Well informed members of a team develop a higher confidence level. This results in positive attitude which encourages them to give their best to their organisation.

What is the main idea of the text?

4. Match the words in the left column with the synonyms on the right column

mixture	fruitful
internal	essential
external	use
get through	fusion
share	upgrade
vital	central
assist	divide
update	motivate
memo	visible
productive	oblige
encourage	note

5. It's important to understand what each type of Business Communication is responsible for. Read the text and draw a scheme of each type of communication. Choose one of four texts and prepare a short speech to present included information.

Text 1 *Internal (Upward) Communication*

This type of internal communication involves the bottom to the top management approach. Here, the information flows from subordinates to managers or any person that is on the upper in the hierarchy level. For example, employees of the HR department of an organisation prepare an attrition report and communicate the same to the HR Manager. The attrition report consists of

information on the monthly or annual employee turnover of an organisation and reasons for the same. This helps the HR Manager to understand the cause of attrition and to take corrective measures on time to reduce employee turnover.

The characteristics of upward internal business communication include:

- It includes bottom to top approach such as subordinates to superiors.
- Its nature is participative.
- The main purpose is to provide timely feedback, suggestions, making requests, escalating any issues or concerns, etc. to superiors.
- The flow of the information is from the lower level to the upper level.

Text 2 *Internal (Downward) Communication*

In downward communication, the information flows from the top-level management to the employees in an organisation. This information is related to passing on instructions to subordinates or employees to do their respective tasks. Downward communication is being used by managers to communicate different goals, procedures and policies, guidelines, decisions, instructions, etc. to their subordinates.

The process of downward communication in business includes passing on messages from the top level to the lower level through the chain of hierarchy. This type of communication can be in oral or written form. The written form includes different notices, manuals, news display in electronic form, etc. whereas, the oral form of downward communication includes different face-to-face conversations, telephonic communication, meetings, etc. For example, the top-level management may instruct managers of different departments on certain new rules and regulations in the work area that need to be carried out in routine activities of different departments. Like there may be a change in the office working hours or office timings by the management and the same is communicated to employees by circular or notice or through the e-mail system.

The characteristics of downward internal business communication include:

- It includes top to bottom approach such as superiors to subordinates.
- Its nature is directive.
- Main purpose is to communicate organisational objective, plans and procedures, instructions, etc. to subordinates.
- The flow of the information is from the upper level to the lower level.

Text 3 *Horizontal / Lateral Business Communication*

Lateral or horizontal communication is related to communication among co-workers, either verbal communication or written communication. This may include inter-departmental communication or communication between cross-departments and can be between people of the same or similar rank in a company. This is a crucial communication to achieve the desired results. So, this communication happens among employees having an equal hierarchy level. To achieve the functional effectiveness of different organisational units, horizontal or lateral communication is required for seeking mutual cooperation and mutual help. For example, the Marketing head of an organization is supposed to communicate about market trends, customer needs and expectations, product demand scenario, etc. to a production head for production of products accordingly.

Similarly, the HR manager of an organization works with different department heads for different functioning like hiring, training needs of employees, performance appraisals, welfare activities, etc.

Text 4 *External Business Communication*

Communication with people who are external to the organisation is known as external business communication. These people can be customers or shareholders or suppliers or partners or regulatory bodies, etc. For example, the purchase department supervisor may communicate with

vendors for purchase quotations of raw-material and similarly, the sales department communicates with customers for sales of goods or services.

External communication facilitates increasing sales volume, effective operations, an increase in profits of organisation, etc. This ultimately results in increasing corporate image, goodwill and overall performance of the organisation by achieving its goals and customer satisfaction.

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Боговик О. А.

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НАВЧАЛЬНИЙ ПОСІБНИК

Експерт Безруков А. В.