

JEL Classification: M14; M54

DOI: https://doi.org/10.31521/modecon.V28(2021)-21

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Ethics of Business Communication in the Management of Mass Communications

Abstract. Introduction. At the current stage of development of economics, education, science and technology, the role of communication in interpersonal and business interaction of people is of particular importance, and therefore the urgency of training future professionals in the new environment is growing. There is a need to conduct research and reveal the essence of the concept of mass communication management. It should be noted that communication is seen as a complex multifaceted process of establishing and developing contacts between people, which generates the needs of joint activities and which includes the exchange of information, development of a common strategy of interaction of perception and understanding of another person.

Purpose. The aim of the article is to generalize scientific ideas about the theoretical aspects of business communication ethics in mass communication management.

Results. In order to form the methodological foundations of the new paradigm of mass communication management, there is a need to analyze the basic categories of communication. Research shows that there are different approaches to defining the categories of "interaction", "communication" and their role in the management of mass communication. As a result of the research the main features of business communication, its types and forms are singled out. It is determined that communication is a complex process that consists of interdependent aspects, where one of the most important is the ethics of business communication. All information processes in society, we can refer to the term "social communication". Thus "business communication" is defined as communication which purpose is the organization and optimization of industrial, scientific, commercial or other activity where interests of business, instead of concrete interlocutors come first.

Conclusions. It is obvious that the importance of communication in business at the present stage of development of society is constantly growing. This process is explained by the fact that the interaction of communicators in the process of communication inevitably implies their certain mood, moral readiness to participate in the communication process. Such readiness often (and always in the process of business communication) acquires a conscious, volitional character, although sometimes it appears as something deeper, as a kind of subconscious entity. The importance of communication in management is explained by the achievement of the goal both in the organizational process of the enterprise and in the effective exchange of information. We are convinced that business development is possible with the introduction of effective communications as the main tool of the manager.

Keywords: communication; ethics; business communication; management; communications; mass communications.

УДК 334.021

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Етика ділового спілкування в менеджменті масових комунікацій

Анотація. У статті проведено дослідження та розкрито сутність поняття менеджменту масових комунікацій. Спілкування розглядається як складний різноплановий процес встановлення та розвитку контактів між людьми, який породжує потреби спільної діяльності щодо обміну інформацією, вироблення єдиної стратегії взаємодії сприйняття і розуміння іншої людини.

Виокремлено головні особливості ділового спілкування, його види та форми. Визначено, що комунікація – це складний процес, який складається з взаємозалежних аспектів, де одним з найважливіших є етика ділового спілкування. Представлено різні структури підходів до означень категорій «комунікація», «спілкування» та їх ролі в менеджменті масової комунікації.

Доведено, що розвиток бізнесу можливий за умов впровадження ефективних комунікацій, як головного інструменту діяльності менеджера.

¹Стаття надійшла до редакції: 15.07.2021

Received: 15 June 2021

Ключові слова: спілкування; етика; ділове спілкування; менеджмент; комунікації; масові комунікації.

Formulation of the problem. At the current stage of development of economics, education, science and technology, the role of communication in interpersonal and business interaction of people is of particular importance, and therefore the urgency of the problem of training future professionals in the new environment is growing. Thanks to the progress of information technology (IT) in the modern world, the ways and nature of communication have changed. The level of management of business communication determines the results of their professional activities, relationships with colleagues, business partners and clients, and ultimately mental health. With a low level of business culture, interlocutors often treat others as objects they do not value. At the same time, they seek to either demonstrate superiority or use others for their own useful purposes by manipulating them. In this regard, an urgent scientific and practical task is to study the essence of the ethics of business communication in the management of mass communications. The study of the peculiarities of the development of mass communication in management is part of the study of the evolution of business communication itself as a sphere of human activity.

Analysis of recent research and publications. An analysis of the scientific literature in various fields showed that the issue of ethics of business communication is not new to management. Such scientists as G. A. Mirolyubenko, S. Pilishek, O. M. Zhuk, L. Yu Tykha and others highlight the features of communication, professional communication, educational communication. Despite the great importance of the communication factor, the theoretical and methodological foundations of business communication ethics in the management of mass communications are developed insufficiently.

Formulation of research goals. The aim of the article is to generalize scientific ideas about the theoretical aspects of business communication ethics in mass communication management.

Outline of the main research material. People are an important indicator of business development and management. Communicative relations between them ensure both the success and failure of the enterprise. At the same time, communication is equally important for the company and for individuals. The leader realizes his role in interpersonal relationships, information exchange and decision-making through communication. Communication is one of the central problems, through the prism of which the issues of people's perception and understanding of each other, leadership, cohesion and conflict, interpersonal relationships, etc. are studied. Communication helps to consider more deeply the process of interpersonal interaction and interpersonal relationships. Representatives of various sciences are interested in communication because it is a multidimensional, multilevel phenomenon.

From understanding the role and knowledge of communication mechanisms, management emerged as a function of human leadership and a branch of human knowledge that helps to fulfill this function. Manager spends up to 80% of working time on communication to realize their role in interpersonal relationships, information exchange and decision-making and management functions of planning, organization, motivation and control. Therefore, communication for the manager is a process that connects all major types of management. 75% of American, 63% of British and 85% of Japanese entrepreneurs believe that ineffective communication is the main obstacle to a positive result in their activities, i.e. ineffective communication is one of the main causes of problems in their work.

Communication became the basis of marketing and its main method. Marketers need to know the demands and desires of consumers, to meet in person with customers, each of whom has their own character traits, temperament, habits. Communicating, people exchange information, generalizations, thoughts, feelings. Therefore, communication can be described as communication, perception and transmission of information; interaction, mutual influence, exchange of thoughts, values, actions; perception and understanding of each other, i.e. knowledge of oneself and another.

In order to form the methodological foundations of the new paradigm of mass communication management, there is a need to analyze the basic categories of communication. Research shows that there are different approaches to defining the category of "communication" and its role in the management of mass communication. Thus, in the work «Fundamentals of the theory of communication» [9] three approaches to the concepts of «communication» and «interaction» are considered. Supporting the very structure of approaches, we will dwell in more detail on the authors' analysis of their content. The first approach is to identify these concepts. Well-known researchers A. Z. Moskalenko, L. V. Gubersky, V. F. Ivanov hold this point of view. Ukrainian researcher Yu. Pryliuk on the basis of historical and linguistic analysis of the meanings of these terms comes to the conclusion that etymologically and semantically the terms «communication» and «interaction» are identical. Well-known foreign scientists T. Parsons and Pilishek hold a similar opinion [7]. The second approach involves the separation of the concepts of «communication» and «communication». Philosopher M. Kagan in his work «The World of Communication: The Problem of Intersubjective Relations» (1988) tries to make a clear distinction between communication and communication. According to M. Kagan, interaction and communication differ in two essential aspects. First, if «interaction has a practical, material, and spiritual, informational, and practical-spiritual nature», then «communication ... is a purely informational process -

the transmission of certain messages» [3, p.144-145]. The second difference concerns the way the interoperable systems are connected. Communication as such is a subject-subject interaction. Communication in its exact sense is «the information connection of the subject with this or that object - man, animal, machine» [2, p.145]. The recipient (receiving device) must perceive it, understand it (decode it correctly), assimilate it well - and take it for execution.

In contrast, in communication «there is no sender and recipient of messages – there are interlocutors, accomplices in a common cause» [2, p.146]. If in communication information flows only in one direction and, consequently, its quantity steadily decreases, then in communication it circulates between equal active partners - and, therefore, does not decrease, but increases, enriches.

The purpose of communication is «not the exchange of information ... but ... the search for a common position?» [1, p. 108], the creation of a community of people [1, p.111], «involvement of the subject to the subject» [1, p. 99]. Communication, according to M. Kagan, is monologue, and communication is dialogical [2, p.150]. According to L. V. Pol'ova interaction is a broader concept than communication. The scientist proposes to distinguish three interrelated parties in the structure of communication: communicative, or communication itself, which consists in the exchange of information between individuals who communicate; interactive as an organization of interaction between individuals, i.e. in the exchange not only of knowledge, ideas, but also actions; perceptual, which is a process of perception and cognition of communication partners with each other and the establishment on this basis of mutual understanding [8, p. 97-98]. Within the framework of the second approach, E. Romanenko [10] adheres to another point of view, opposite to the previous one. In his opinion, communication is one of the forms of communicative activity. The allocation of these forms is based on the target settings of communication partners. The scientist identifies three options for the relationship of participants in communication:

– subject-subject relations in the form of dialogue of equal partners. This form of interaction is communication;

– subject-object relations, which are inherent in communication activities in the form of management, when the communicator considers the recipient as an object of communicative influence, means to achieve their goals;

– object-subject relations inherent in communication activities in the form of imitation, when the recipient purposefully chooses a communicator as a role model, and the latter may not even be aware of their participation in the communication act.

A typical way to implement communicative communication, according to E. Romanenko, is a dialogue between two interlocutors, and management

and imitation - a monologue in an oral, written or pantomime (behavioral) act. In this approach, interaction is considered as a concept much broader than communication [10, p. 14-15]. The third approach to the problem of correlation of concepts is based on the concept of information exchange. According to the supporters of this approach, communication does not exhaust all information processes in society. These processes cover the entire social organism, permeate all social subsystems present in all fragments of social life. Moreover, messages in verbal form constitute only a small part of information exchange in society, in other cases the exchange of information is carried out in non-verbal forms, and its carriers are not only nonverbal signals (facial expressions, gestures, intonation, etc.), but also things, objects, material carriers of culture. The latter allow you to transmit information in space and time [8]. That is why the term “communication” refers only to those processes of information exchange that are specifically human activities aimed at establishing and maintaining relationships and interactions between people, and are carried out primarily through language.

All information processes in society, we can refer to the term “social interaction”. Thus, the most general concept is “communication” (information exchange), less broad – «social communication» (information exchange in society) and the narrowest, which means a kind of «public speaking», which is carried out at the verbal level of information exchange in society – «business communication» [1, p. 28-29]. In this case, «business communication» is defined as communication, the purpose of which is the organization and optimization of production, scientific, commercial or other activities, where the interests of the case come first, rather than specific interlocutors. Business communication is a specific form of contacts and interaction of people who represent not only themselves but also their organizations. It includes the exchange of information, proposals, requirements, views, motivations in order to solve specific problems both inside and outside the organization, as well as the conclusion of contracts, agreements, agreements or other relationships between enterprises, firms, organizations [5;11].

Considering the ethics of business communication through the prism of mass communication management, it is advisable, in our opinion, to distinguish the definition of «mass communication». Mass communication is one of the types of communication. Each type of communication differs from each other not only by the nature of the communicative process, but also by the nature of those components that perform the function of communication or organize it. If the set of these components is called a system, we can talk about the features of the communication system depending on its type and nature. There is an interesting opinion in the researcher of mass communications O. V. Zernetska [2] about the specific nature of mass communication. Its nature is in the production of information with the help

of the latest technical means, which is caused primarily by the environment of dissemination and functioning of values, patterns of behavior for the masses, embodied, in particular, in mass culture.

Thus, remaining the process of establishing and maintaining contacts in society, the process of its consolidation, mass communication today is: the production of information as a product; use of technical means for information production; mass culture (mass values, typical for the masses of the model of behavior), which determines the goals of production of information products, its purpose; a specific social environment, which is characterized by mass culture and which is the customer and consumer of information products.

The ability to communicate productively and without conflict is not only an important professional quality of any employee, but also a necessary element of human culture. Universal norms of behavior are closely related to the recognition of values, the uniqueness of each individual [7]. And the recognition of self-esteem is realized in everyday life through an appropriate, equal, partner style of communication. An important form of respect for a person is a friendly attitude to him as an interlocutor, which is a manifestation of a high level of communication culture.

The main features of business communication include: the presence of a certain official status of the subjects; focus on establishing mutually beneficial contacts and maintaining relationships between stakeholders; predictability of business contacts, which are planned in advance, their purpose, content and possible consequences are determined; constructive nature of the relationship, their focus on solving specific problems; coherence of decisions, agreement and further organization of interaction; the importance of each interlocutor as an individual; the direct activity that people are engaged in, not the problems that confuse the inner world [6].

The following types and forms of business communication are often used in the management of mass communications: business correspondence, business conversation, business meeting, public speech, business negotiations, dispute.

Mastering communication skills, implementation of a communication skills enable managers to communicate effectively with others, provide psychological compatibility in joint activities, make it possible to simulate the process of communication in the team, taking into account possible changes in the organization, structure and content workflow, and promotes individual approach to each employee.

With a high level of communication culture, business people treat others as partners they value and are willing to work with. Due to this, they successfully solve professional problems, have the opportunity to express themselves and satisfy the interests of both parties. In order to lead people or solve problems with them, you need to know the ways and means of communication, ethical and psychological rules of their application [5]. Due to the fact that all people are different, successful business interaction is impossible without a creative approach to each situation, without the selection of appropriate verbal constructions and non-verbal signals that accompany them.

Since each organization is a complex, formalized and open system and operates in the external environment, there is an objectively determined need to establish and develop contacts with government officials, suppliers, distributors, consumers, neighboring organizations, regulatory authorities, foreign economic partners as integral components of the environment of the organization. The business qualities of employees play a special role. The direct initiation of cooperation between companies is through meetings, business negotiations, information.

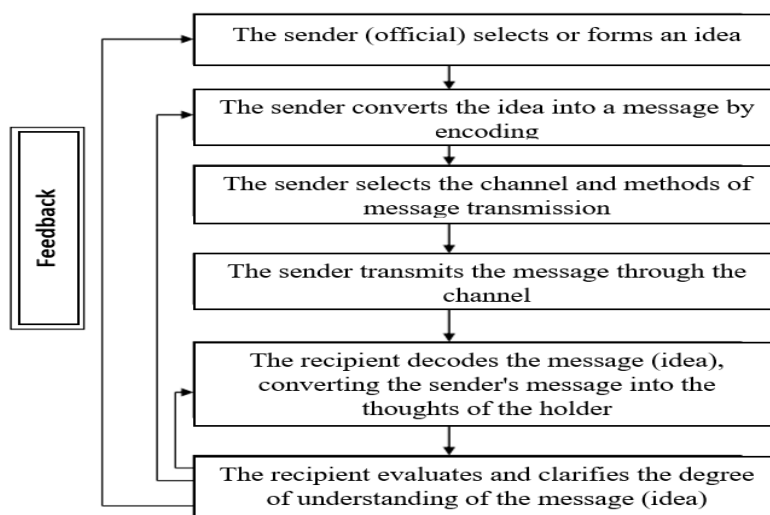


Figure 1 – Model of communication process

Source: created by the authors on the basis of [1; 4]

The communication process includes the following stages: formation or choice of an idea (origin of an idea); coding (transformation of an idea into a message with the help of words, gestures, intonation); channel selection (selection of transmission method by telephone, electronic communication, video tapes, etc.); transmission of an idea (message); decoding (transformation of the sender's characters into the recipient's thoughts); evaluation and refinement of the message; providing feedback (sender and recipient change communication roles). A graphical model of the communication process is presented in Fig. 1. It should be noted that communication, as well as communication, is a joint activity of people. The only difference between them is the way they interact. Communication is a two-way unified dialogue, which leads to the enrichment of information, the creation of a common product of communication, and communication is the exchange of monologues. The term communication is more common in the scientific literature, but this does not diminish the role of the phenomenon of communication in professional activities. Many scholars consider these two phenomena to be interchangeable, while others see communication as a form of communication. Communication is the inherent need of every person to know the world, to develop intellectually and emotionally, to live a full life in any socio-cultural conditions. The need to communicate arises when there is a question to which a person has no answer. The development of skills of dialogic communication is the key to the development of professional thinking, speech, increasing the lexical stock of professional orientation.

The subject of communication is its characteristic, which determines the meaningful nature of human interaction: every professional must be able to listen and understand, explain and prove, ask and answer, create an atmosphere of trust in the conversation, find a subtle psychological approach to the client, resolve conflict, relieve tension. At the heart of all this is the

communicative technique of communication. Owning it is an important sign of a manager's professional suitability. The management and administration specialist must:

- know language etiquette and be able to use it;
- analyze the subject of communication, analyze complaints, applications;
- ask questions and specifically answer them;
- have the skills, techniques of business communication, its tactics, strategy;
- be able to conduct a conversation, interview, business conversation, controversy, discussion, dialogue, business meeting, negotiations, bidding;
- be able to analyze conflicts, crises, confrontations and resolve them;
- have the skills to justify, argue, persuade, reach agreement, compromise;
- have the technique of speech, be able to properly build a conversation and other public speeches;
- be able to relieve stress, adjust the behavior of the partner and evaluate it.

Thus, we reaffirm the fact that communication as a real phenomenon is a practical process. Through communication a person builds relationships with other people, exchanges thoughts, ideas, experiences, emotions, feelings with them.

Conclusions. The importance of communication in business at the present stage of development of society is constantly growing. This is due to the fact that companies, organizations, their managers and employees need to be in a communication space that helps them solve production problems and achieve success. The importance of communication in management is explained by the achievement of the goal both in the organizational process of the enterprise and in the effective exchange of information. Communication is a complex process consisting of interdependent aspects, where one of the most important is the ethics of business communication

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