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Verbal and Non-verbal Business Communication

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The workplace is a complicated place. Imagine a spider web of people, managers, supervisors and staff members who need to work together, interacting in various ways to fulfill the organization's mandate. Disagreements and conflict are bound to occur; between staff members, between staff and management, and between clients and members of your organization. The art of communication is absolutely necessary for business. What is more, you may deal with people with different cultural and social background. Thus, it is essential to have proper skills of verbal and non-verbal communication while dealing with different people.[1]

We acquire information about the external world with the help of five senses: sight, hearing, smell, taste, and touch. Almost 90 % of the information is received through the organs of vision (visual), about 9 % - with the help of hearing {auditory) and only 1 % with other senses (smell, taste, touch).[2]

Communication is divided into 2 parts: verbal and non-verbal. The skills of verbal communication are writing, speaking, reading and listening. A good businessperson needs the skill of speaking and even more, the skill of listening. It has been found by research studies that an executive's communication time is spent roughly in the following proportion [3]:

Writing — 9 % Reading — 16 %
Speaking — 30 % Listening — 45 %

Nowadays, almost everyone communicates by email, text message and through social networking sites. However, this is not always the ideal way to express yourself when it comes to increasing sales or dealing with other aspects of business. Verbal communication is still important to the progress of your business and to feeling the pulse of your customers [4].

Verbal communication comes with a personal responsibility. You are responsible for what you say. The listener has a responsibility to actively engage in the conversation, but as the communicator, you have the responsibility of making your message clear and understandable. Knowing your listener is essential in communicating appropriately [5].

Non-verbal skills include the things, other than words and language that can convey meaning, such as: graphic like pictures, maps, charts, graphs, and diagrams in a written document, and body language and voice qualities in speech. An understanding of non-verbal methods and aspects of communication helps a person to improve oral and written presentation by using the methods and by gaining control over body language [3].

There are five key elements that can make or break your attempt at successful non-verbal communication in business [6]:

Eye contact
Gestures
Movement
Posture

Eye contact tips:

- Look at individual members of the audience for about five seconds per person;
- Focus on particular areas of your audience;
- Slowly scan the entire audience.

Gestures tips:

- Manage your fear of public speaking;
- Speaker’s nervousness can be transferred to your audience, significantly diluting the potency of your communication and message. So, make nervousness stop;
- Use body to help emphasize key points.

Movement tips:

- Don’t stand rigidly in one spot
- Ensure that any move you make is meaningful and not just nervous fidgeting

Posture tips:

- A strong, upright, positive body posture not only helps you breathe easier but also transmits a message of authority, confidence, trust and power.

– Stay always upright, shoulders straight, head up and eyes facing the front, wear a big smile [6].

Bearing in mind the basic elements of successful business communication, businesspeople can prevent destructive conflicts, enhance workplace morale and save considerable time and energy.

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Способы выражения авторской позиции в художественном тексте на примере повести В. Короткевича «Дикая охота короля Стаха»

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Художественный текст обладает большей свободой выбора лингвистических и стилистических инструментов для реализации информационной, эстетической и прагматической функций, чем текст любого другого стиля. Связано это, прежде всего, с необходимостью создания условий для адекватного восприятия текста читателем. При этом на процесс формирования идейно-художественного восприятия у реципиента влияет непосредственный выбор автором способов и приемов передачи или, точнее, подачи информации, система ее структурной организации. Способ подачи информации в художественном тексте в некоторых случаях является одним из ключей к пониманию отношения автора к описываемым событиям, а используемые стилистические, лексические и синтаксические средства составляют индивидуальный стиль автора, создавая так называемую образную атмосферу, которая делает произведение уникальным, а работы автора узнаваемыми, даже в том случае, когда они принадлежат к различным функциональным стилям. По словам исследователя Ю. С. Черняковой, благодаря индивидуальному