

КУЛЬТУРА ПРОФЕСІЙНОГО СПІЛКУВАННЯ  
ПРИ ВИВЧЕННІ ІНОЗЕМНОЇ МОВИTHE CULTURE OF PROFESSIONAL COMMUNICATION  
IN FOREIGN LANGUAGE LEARNING

*The article examines the problem of the formation of professional communication skills when learning a foreign language, analyses the conceptual apparatus of the problem under research in a specialist's professional training, namely, indicates and proves that a language a tool for conducting understandable communicative interaction. The importance of such skills for the professional formation of a specialist and their competitiveness in the labour market are thoroughly substantiated. The author analyses the main scientific works relevant to it and emphasises its topicality for a specialist's university training. Attention is drawn to the rules of business etiquette as an integral part of the culture of professional communication. The results of a survey conducted among students regarding the need to develop professional communication skills, in particular, in foreign language learning, are given. The conducted analysis of the results proves the importance of the culture of professional communication for specialists in the field of international relations. A review of the syllabus for the discipline "Foreign Language I (in 6 parts)" for students of international relations made it possible to identify the general competencies of a future specialist, paying attention to their ability to generate new ideas, think, analyse and synthesise them, work independently and in a team, show respect to diversity and multiculturalism. The author also points to an integrated approach to learning a foreign language, namely, the formation of the culture of professional communication when solving professional problems by integrating students' knowledge from other thematically related disciplines of the professional cycle. The article briefly outlines some elements of a practical lesson in a foreign language, focusing on solving problems at the workplace, observing the norms of professional communication to satisfy the needs of the services consumer by conducting an analysis of the quality of the services provided.*

*The article outlines the prospects for the further development of the problem under research by mastering professional communication skills of the teaching staff during advanced training courses, their involvement in various specially organised trainings in a foreign language.*

**Key words:** *foreign language, communication, professional communication skills, the culture of professional communication, professional training.*

*У статті розглянуто проблему формування навиків професійного спілкування при вивченні іноземної мови, проаналізовано поняттєвий апарат досліджуваної проблеми у професійній підготовці фахівця, а саме вказує на мову як інструмент ведення комунікативної взаємодії. Ретельно обґрунтовано важливість таких навиків для професійного становлення фахівця та його конкурентноздатності на ринку праці. Автор аналізує основні дослідження з даної проблеми та акцентує на її актуальності для університетської підготовки фахівця. Увагу звернено на правила ділового етикету як невід'ємної складової культури професійного спілкування. Наведено результати проведеного серед студентів опитування щодо необхідності формування навиків професійного спілкування, зокрема іноземною мовою. Проведений аналіз отриманих доводить значущість культури професійного спілкування для фахівців у сфері міжнародних відносин. Огляд навчальної програми з дисципліни «Іноземна мова I (у 6 частинах)» для студентів міжнародних відносин дозволив виявити загальні компетентності майбутнього фахівця, звертаючи увагу на його здатності генерувати нові ідеї, обдумувати, аналізувати та синтезувати ідеї, працювати самостійно та у команді, проявляти повагу до різноманітності та багатокультурності. Автор також вказує на інтегрований підхід до вивчення іноземної мови, а саме формування культури професійного спілкування під час вирішення професійних проблем шляхом інтеграції знань студентів з інших тематично-пов'язаних дисциплін професійного циклу. У статті коротко окреслено деякі елементи практичного заняття з іноземної мови, зосереджено увагу на вирішенні проблем на робочому місці, дотримуючись норм професійного спілкування для задоволення потреб споживача послуг шляхом проведення аналізу якості наданих послуг.*

*У статті окреслено перспективи подальшого розвитку дослідження шляхом оволодіння навиками професійного спілкування викладацького складу під час проходження курсів підвищення кваліфікації, їх залучення до різних спеціально-організованих тренінгів іноземною мовою.*

**Ключові слова:** *іноземна мова, спілкування, навик професійного спілкування, культура професійного спілкування, професійна підготовка.*

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**The formulation of the theme.** The value of speaking a foreign language in professional sphere is the advantage that cannot be underestimated. Showing adequate communication skills when dealing with foreigners is considered to be a professional gain of a modern competitive expert able to find common ground with people needed to promote business and establish new business contacts.

Profound research into modern labour market shows the significance of soft skills for recent higher education graduates. While at a job interview, an applicant might impress the prospective employer with their good command of a foreign language and capability to use it when provided with various job scenarios, successful dealing with which requires verbal transmission of information.

Participants of a dialogue clearly realise the emphasis placed on the culture of business communication as a crucial component of an expert's professional competence which lies in their ability to express themselves properly working in journalism, public relations, broadcasting, at educational institutions.

Communication in business is purpose oriented and presupposes reaching mutual understanding. Thus, ability to communicate a message to make it perceived and understood properly is the final objective of every business interlocutor.

Mastering excellent communication skills for doing business entails learning business rules and behavioural norms to conduct a dialogue diplomatically. In order not to sound offensive, enterprises encourage their employees to thoroughly investigate and implement business etiquette viewed as a set of manners required by profession into everyday work routine. Business etiquette is a vital part of a professional life as it makes the atmosphere mutually respectful and enhances a dialogue to turn an office into a productive place. The feeling of being respected and appreciated at workplace motivates a person to perform better as well as makes relations with co-workers and customers constructive and fruitful.

**Analysis of recent publications.** The question of business etiquette as an integral part of foreign language learning in higher education has long been a problem under research in the sphere of a future expert's professional training. The theoretical fundamentals of the problem under research were thoroughly investigated by both Ukrainian and foreign scholars. In particular, the culture of professional communication as a pedagogical problem was studied by O. Kondratenko, A. Panfilova, I. Sahach, H. Kudriavtseva; the culture of professional communication in professional sphere was profoundly investigated by such N. Haskova, N. Hromova, M. Koltunova; deep research into the problem can be seen in the works of such foreign authors as Thill, J., BovéeL C., Hofstede, G., Zhou, H., & Zhang, T., and others.; the research on business etiquette at workplace was done by Martin, J. S., & others. Considering new challenges educators are facing in terms of globalisation and rapid business development, frequent search for modern methods of teaching and effective resources presenting to participants of educational process to serve the global market needs for specialists, makes the problem under research still relevant and, thus, as such which requires further theoretical investigation as well as practical implementation in class.

**The purpose of the article** is to highlight some aspects of the culture of professional communication in foreign language learning.

**The main body of the article.** To understand the essence of the problem under research, the profound study of the conceptual apparatus of the topic is a must.

Communication can be defined as "purposefully and actively exchanging information between two or more people to convey or receive the intended meanings through a shared system of signs and (symbols)" [5]. Communication, as also viewed by Abuarqoub, I. is a social interaction process without which our daily life is impossible. This process involves "creating, exchanging, sharing ideas, information, opinions, facts, feelings, and experiences between a sender and a receiver" [1].

For people to survive and exist within a group, society or nation, communication is fundamental. The vital role in communication performs language which is considered to be a means of building relationships between people.

According to Michael, J. & others communication can also mean a "shared meaning created among two or more people through verbal and nonverbal transaction" [8]. The emphasis here is mainly placed on sharing ideas and information, the final aim of which is to start sharing the same ideas and information at the end.

The term professional communication encompasses various forms of activities such as "speaking, listening, writing, and responding carried out both in and beyond the workplace, whether in person or electronically" to impress your audience no matter whether its members are your co-workers, counterparts managers, or even customers [2].

Professional communication is regarded as the flow of information, perception, understanding of and idea, etc. within or outside an organization the organization The aim of professional communication is to communicate a message, convey information [10] including "instructions, policies, procedures, decisions, etc.", so the interlocutor will cover the oral information, agree, perceive and respond to the message, as intended by a presenter or sender of the discourse. Professional communication is a essential skill for a professional to develop so that he can to pursue his career and achieve new heights [9].

The culture of professional communication can be defined as a complete system embracing the culture of speaking, feelings, behavioural norms, etiquette [7]. The knowledge and following of the above mentioned aspects are the prerequisites for professional establishing of a personality [3]. This concept, as defined by A. Bychok [4], is the basis of worker's professional, social and cultural activity, a set of value benchmarks, norms of professional behaviour, following business etiquette norms while interacting at customer, employee or managerial levels.

The information provided makes us draw certain conclusions as to what is essential for educators to consider while compiling educational programmes and curriculums. Following the purpose of the article stated above, there arises the necessity to explore the question of professional communication and its

vitality for students. The students of International Relations faculty of Lviv Polytechnic National University were chosen to take part in the survey on the topic: "The culture of professional communication and its significance for your future career". The choice of students to participate in the survey was based on the thorough investigation of the future qualifications and their requirements. They were asked the following questions:

1. What are your personal and career goals? How can you achieve your goals?
2. What things form a society's culture?
3. What is cultural identity?
4. What do you think is cultural diversity?
5. How can the ability to speak a foreign language influence your life?
6. What factors can influence relations among countries?
7. How to be a good communicator in business?

The answers received show that 47,6 % of the respondents admit how crucial professional communication skills are and a good command of at least one foreign language is a competitive privilege for them to get a well-paid job. 25, 5% of the respondents placed the importance on the culture of business relations and business etiquette in them.

As stated below, professional communication involves the exchange of information in business situations, in particular, on the road to achieving common goals following the rules and norms of behaviour, showing respect for others irrespective of a situation.

51,9% of the respondents replied positively to the diplomatic function of a foreign language and the awareness of cross-cultural peculiarities in building business relations in the international arena.

Studying the syllabus of the discipline "Foreign language I" for International Relations students in 6 parts, the general competences for students to form in the course of the discipline studying are as follows:

- ability to work in an international environment;
- ability to generate new ideas;
- ability to think, analyse and synthesise your ideas;
- ability to interact interpersonally, show respect for diversity and multiculturalism;
- ability to work both in a team and independently.

To realise these objectives, students are equipped with both theoretical and practical information. When dealing with business-like scenarios in a foreign language, they are taught to act professionally applying the knowledge gained while studying professionally-oriented disciplines such as "Political science", "Strategic communications in international relations", "Conflictology and negotiations theory" and "Foreign language I (in 6 parts)".

Let us take the example of an exercise students are asked to do.

Exercise. Think of a manager you know or have worked with. How would you describe their usual style of communication? How well did this style work for them?

To carry out the task students are advised to revise their thinking to understand how to act in this situation. The emphasis is also placed on students' perceptions and views. They have to recall the main components of the communication process, its organisation, the events to take place, investigate the cultural and social context as well as the historical background to develop their plan of actions. If the analysed case is a debate, the students are also provided with the essential vocabulary for debating arranged in stages. Sometimes students may be given some possible implications for them to address afterwards.

Another example of a task may be related to the topic "Customer service": reassuring and sympathising [6]. Students should listen to a woman talking on a radio show about a customer service encounter and answer the questions. Among the questions, we can read: Does she have a positive or negative view of the shop's customer service? The essence of the question consists in analysing the quality of the service provided based on the way the information was conveyed to the customer. The aspect to pay attention to is the impression of the product affected by communication skills of the sales assistant's and, thus, the quality of the service provided depending on them. The follow-up task belongs to the category "Business communication skills: exchanging information - dealing with customers".

Based on the listening task, students have to work with partners in similar situations (or their own ones) referring to the Useful phrases. The focus of the task is to reassure the customer or sympathise with them:

- I know it's hard at first, but you'll soon find your feet.

or - Oh, no! How awful!

Another aspect to be considered, as stated by Stephen Regan, lecturer in Management and Economics [6, 35], the constituents of good customer service are often influenced by cultural values. Therefore, dealing with customers in an international context entails taking into account what outcome the other person is expecting for them to be satisfied with the service provided.

**Conclusions and prospects of further research.** To conclude, it is worth noting that professional communication skills are pivotal for a person's self-realisation and self-improvement to be learnt and successfully implemented at workplace. Without respect for co-workers, tolerance in irritating situations, one cannot work in a modern business environment. The foundations for gaining and applying effective communication skills should be laid within a higher educational establishment and then resorted to professionally to become a highly com-

petitive candidate in the international labour market. The findings of the research do not claim to cover the whole scope of the problem under research and another aspect recommended for future research is to be dedicated to the development of the culture of professional communication of the teaching staff while taking specially designed courses, workshops, academic presentations delivered in a foreign language during the professional retraining of the faculty.

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