

## BUSINESS COMMUNICATIONS IN THE SOCIO-CULTURAL SPACE OF MODERN SOCIETY

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**Abstract.** *In the modern world, the question of more productive communication between people is acute. This article examines the history, basic concepts, principles, norms, and other aspects of business communications as a type of socio-cultural communication. The purpose of this research is to study and consider the features and transformations of business interaction, as well as its comparison with foreign counterparts. As a result of the study the changes before and after the worldwide pandemic. Throughout the research work, scientific works, experience and accumulated knowledge of both domestic and foreign specialists engaged in the study of business communication as the most popular type of communication of people in society were taken into account, analyzed and compared.*

**Keywords:** *sociocultural communication, communication and information interaction, business communication, sociocultural space, modern society, professional communication, information space.*

The emergence, formation and development of primary communication between people is considered to be the basis for the formation of business communication. One of the important elements of the formation of business communication was ethics, which regulated the relationship between people of different professions, and motivated the formation and awareness of specific conditions of business communication and socio-cultural activity [1].

Business communication is a form of communication in which the aim is the process of interaction between people with the subsequent solution of a specific problem (industrial, commercial, scientific, etc.). In this case, the solution should take into account the common goals and interests of the people interacting with each other.

Business communication focuses on building communicative competence in all activities essential for professionals at all levels and is one of the key skills for all those working in the human-to-human tandem. Having a high level of business communication culture is indisputable, as it helps to establish and promote effective business relationships and trust within the team. Managing business interactions and building productive working relationships within a company is one of the

key effective tools for business development [2].

Communication is the communicative and informative interaction between people. Communication between people is related to their direct interaction in pairs or groups. People quite rarely reflect on what constitutes communication, what factors and actions make it more effective, what facilitates and what prevents us from agreeing with the other person. Through a systemic understanding of the essence of communication, its multifunctionality and multifacetedness, we can make it more effective and fruitful [3].

The nature of professional socio-cultural communications and group processes in an organisation is directly related to the communications of the organisation as a whole. Professional sociocultural communications develop according to the laws of communication development in small groups and repeat their dynamics. The study of the laws and features of small groups allows us to predict the nature of sociocultural communications development.

A group is a holistic, independent socio-social phenomenon that includes individual characteristics that are not reducible solely to the individual characteristics of its members.

The group has its own developmental history and life patterns [4].

Communication permeates all activities of an organisation and affects all aspects of its life. It is therefore quite difficult to define a complete list of communication functions for the organisation. The list of functions and capabilities can be modified and supplemented all the time, depending on the point of view and the aspect in question. For example, in addition to the above-mentioned functions, some specialists identify the expressive function (manifestation of feelings), the self-presentation function, the group consciousness and behaviour formation function, the social control function and the socialisation function of the individual.

In the course of their professional activities, heads of organisations have to conduct a large number of negotiations, conversations and meetings in which new issues and tasks arise. As a result, there is a need to develop additional, exclusive communication functions. These functions include identifying and representing the personal interests of the employees and focusing on the details of verbal and non-verbal communication.

Communication manifests itself mainly in the presence of information links. If information links are disrupted or non-existent, there is and cannot be communication [5].

The global coronavirus pandemic has had an impact on everyone's routines and habitual functions, including communication. In a period of self-isolation and lockdown, when people were isolated from society, habitual communication was replaced by social networks, online chats, video conferencing and virtual platforms. All those things that were previously not used to communicate on a full scale gradually became a familiar mode of communicative interaction. The pandemic has had a direct impact and changed people's consciousness, both in everyday life and in the business world.

In today's high-tech world, public communication acquires another important component - professional communication. Professional communication is understood as the specificity of communication skills defined by professions whose main purpose is the ability to step into communication. These professions include teaching professions, political work, management, social work, medicine, and public service. For each of these professions, there is a certain base of knowledge and skills required to carry out successful professional communication and, consequently, successful professional activities [6].

Communication has quite a lot of potential. This capacity arises from uncovering the evolution of societal communication systems at all stages of human cultural development. The transition to a multimedia communication system, which represents a socio-cultural revolution, is now beginning. The essence of the transition consists in the transformation of the industrial mode of production into the post-industrial mode, and in the transition from the book culture to the multimedia (information) culture. One of the peculiarities of this transition is that paper-based communication takes second place and electronic communication takes the leading position [7].

The results of this analysis allow us to conclude that business and socio-cultural communication originated quite a long time ago. The modern world is changing quite rapidly, and business communication continues to evolve with it. Many social scientists assume that after a pandemic, the world will change, and with it people's worldview. Sociologists argue that quarantine has accelerated the move of business communications online, using modern online services to maintain previous communications and business connections.

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### **ДЕЛОВЫЕ КОММУНИКАЦИИ В СОЦИОКУЛЬТУРНОМ ПРОСТРАНСТВЕ СОВРЕМЕННОГО ОБЩЕСТВА**

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***Аннотация.** В современном мире остро встаёт вопрос более производительной коммуникации между людьми. В данной статье рассматривается история, основные понятия, принципы, нормы и другие аспекты деловых коммуникаций как разновидности социокультурной коммуникации. Целью данного исследования является изучение и рассмотрение особенностей и трансформаций делового взаимодействия, а также его сравнения с зарубежными аналогами. В результате проведённого исследования были выявлены изменения до и после всемирной пандемии. На протяжении всей исследовательской работы были учтены, проанализированы и сопоставлены научные труды, опыт и накопленные знания как отечественных, так и зарубежных специалистов, занимающиеся изучением делового общения как самого массового вида общения людей в социуме.*

***Ключевые слова:** социокультурная коммуникация, коммуникативно-информационное взаимодействие, деловое общение, социокультурное пространство, современное общество, профессиональная коммуникация, информационное пространство.*