

1. Read the text and then answer the questions.

The biggest cause of serious error in this business is a failure of communication

Atul Gawande

THE ROLE OF BUSINESS COMMUNICATION IN MODERN SOCIETY

Business communication is an essential aspect of any organization. It means the exchange of information between individuals or groups within a company, with external parties such as customers, suppliers, or with other businesses. Effective business communication is very important for the success of any company, as it facilitates decision-making, builds relationships, and promotes collaboration. There are several types of business communication, including verbal, written, and non-verbal.



One of the main reasons why business communication is so important is that it helps to build relationships. Good communication fosters trust and respect among colleagues, clients, and partners, which is important for long-term success. Another reason why business communication is important is that it increases productivity. Clear and

concise communication saves time and reduces errors, which leads to better results.

Business communication differs across different cultures, and the differences between Russian and English communicative styles are significant. In Russia, business communication is more formal than in England. Russians tend to use formal titles and last names when addressing colleagues or clients. They also prefer face-to-face meetings rather than communicating through emails or phone calls.

On the other hand, British people prefer to use first names and often skip titles. They rely heavily on emails and phone calls to communicate with their colleagues and clients. They value efficiency and directness in their communication style and do not usually spend much time building personal relationships before discussing business matters.

KEY WORDS

- business communication – деловое общение
- essential aspect – важнейший аспект
- to facilitate – способствовать
- to promote – способствовать
- error - ошибка
- concise - краткий
- face-to-face meeting – личная встреча
- efficiency – эффективность
- significant - существенный
- productivity - производительность

2. Work in pairs. Discuss the main idea of the text and answer the questions.

- 1) What is business communication, and why is it important for the success of any company?
- 2) How does effective business communication help to build relationships among colleagues, clients, and partners?
- 3) How does business communication vary across different cultures, particularly between Russia and England?

3. Project.

You are the owner of a large company which is looking for new partners. Write an official appeal to the partner with the offer of cooperation.

Follow the plan:

- introduce yourself;
- tell the group what your company does;
- briefly describe your achievements;
- explain the essence of your appeal;
- thank and inform that you are waiting for a response soon;
- sign at the end of the e-mail.