



## SPEAKING SKILLS IN BUSINESS COMMUNICATION

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### **Abstract:**

The article is about the need to teach language forms of business communication, the need to improve the linguistic competence of persons entering into social and legal relations, guiding people's actions, as linguistic competence becomes an indispensable component of general professional training of managers, municipal employees, assistants, managers of all levels in market conditions. Business communication is the most widespread type of social communication. It is the sphere of commercial and administrative-legal, economic-legal and diplomatic relations.

### **Keywords:**

Business communication, speaking skills, speech culture, communicative competence, business rhetoric, oral and written discourse, speech etiquette, professional image, linguistic norms, negotiation skills.



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### **Introduction**

The ability to successfully conduct business negotiations, correctly compose the text of a document, and work with documents are the most important components of a decision-maker's professional culture.

Low speech culture is directly related to the low efficiency of meetings, negotiations, and the paralysis of laws, which are often formulated in such a way that they simply cannot be implemented.

Speech culture is an economic category. Highspeech culture and a developed economy in advanced countries are inseparable and interrelated. Conversely, the low speech culture of a society determines the appropriate level of development and efficiency of the economy.

The specificity of business communication lies in the fact that the collision, interaction of economic interests and social regulation is carried out within the legal framework. Most often, people enter into business relationships in order to legally formalize their interaction in a particular area. The ideal result of interaction and legal registration of relations is partnership relations built on the basis of mutual respect and trust.

Oral and written business speech differ to a greater extent: both forms of speech represent systematically different types of the Russian literary language. If business written speech is an official business style of speech, then oral business speech is different forms of hybrid style formations.

There are significant linguistic differences between dialogical and monologue-based business speech. While monologue speech tends to be more bookish, dialogic speech tends to be colloquial, which is primarily reflected in the textual organization and syntactic features of speech. Dialogic communication is primarily interpersonal communication, and public speech is monologue speech.

Business communication represents a wide range of genres of written and oral communication.

Written business speech, in which dialogic relations are realized, is represented by all types of business letters, documents that fix social and legal relations — contracts (contracts), agreements, and all types of related documents. Oral business speech, in which dialogical relations are realized, is represented by the genres of business negotiations, meetings, consultations, etc.

Meetings and meetings are a special type of protocol communication, which mostly includes monologue-like business speech, which is not only written in nature, but also exists in two forms at once — oral and written.

Today, the scope of business communication is expanding. Advertising and socializing are becoming an integral part of business communication. The success of an enterprise or business today largely depends on the ability to present your position in the most favorable light, attract the interest of a potential partner, and create a favorable impression. Therefore, in addition to a readable monologue speech, the practice of business communication increasingly includes prepared but unreadable monologue speech (presentation speech, solemn speech, opening speech at various meetings), greeting letters and other etiquette texts.

Whatever field the concept of "speech culture" belongs to, it always includes three main aspects: orthology, communicative and ethical.

**Orthology** is the science of correct speech, language norms and their changes. In the minds of the speaker and writer, the norm acts as a model, tracing paper, scheme, template, according to which a word, sentence, utterance is built. Norms are formed under the influence of literary creativity and speech practice of the nation and are an indispensable condition for the unity of the language and the normal functioning of the language system. They are codified, i.e. they are described and fixed as a model in dictionaries, reference books, and textbooks.

Correctness of speech is a basic requirement of speech culture, its basis.

Is it important to master the norms of the literary language of a person whose daily practice is business communication? This question can only be answered unequivocally in the affirmative. Because a person with a low level of speech culture, who does not know how to express his thoughts clearly, who makes mistakes in his speech, is doomed to communication failures, often finds himself in an awkward position. Literacy in the broadest sense of the word is a prerequisite for success in business communication.

The normative aspect of speech culture is one of the most important, but not the only one. You can, without violating the norms of the Russian literary language, make a repulsive impression on the interlocutor. You can use a large number of different texts, including business texts, that are perfect from the point of view of normativity, but not too intelligible.

The language has a huge arsenal of tools. They should be used in accordance with the scope, situation, tasks and genre of speech, and should be mobilized to achieve a communicative goal. The communicative aspect of speech culture deals with these issues.

**The purity and appropriateness** of speech, in turn, are most closely related to each other. The selection of words in accordance with the goals and conditions of communication is determined by the requirement of purity and relevance of speech, which implies knowledge of the styles of the literary language. So, the abundance of terms and clichés, standard expressions is typical for written business speech, but it is absolutely not typical of colloquial speech. All these communicative qualities of speech are the characteristics of correct and skillful speech.

Today, modern rhetoric, or neoritics, is primarily the science of effective speech, of the ability to achieve a set goal with speech means. This involves taking into account the psychological and ethical aspects of communication. / 2/

The ethical aspect of speech culture is represented by a linguistic discipline-speech etiquette. Speech etiquette studies special speech tools for regulating social and interpersonal relations: speech label formulas, label texts and rules for their use, as well as rules for speech behavior in certain conditions.

Business communication very often does not just include etiquette communication, but necessarily provides for it. There are special etiquette genres of business communication: expression of condolences, gratitude, congratulations. Managers, managers, and employees should know well and adequately use the means of speech etiquette, since the successful use of these means largely depends on the result of business communication.

"They meet you by your clothes, but they see you off by your mind," says Russianfolk wisdom. And the word "mind" means the ability to communicate, get along with people. The words spoken on time and in place were popularly called "golden".

The high speech culture of the manager is manifested in the knowledge of the requirements imposed on the language of documents, and the ability to choose from the richest arsenal of speech tools of business written speech necessary for composing the text, conduct a business conversation, and be able to convince of one's rightness.

Knowledge of etiquette tools, tactics of conducting business negotiations, meetings, and genres of public monologue speech is also among the necessary speech skills.

It is easy and pleasant to talk with a person of high speech culture. If this is a business person, he manages various contacts and negotiations, he manages to convince people of his rightness and influence his colleagues, he can compose or edit a document himself, write a thank you, a congratulatory letter or a presentation speech. And these are all the most important components of the professional image of a business person.

Thus, speech culture is the use of the means and capabilities of a language that are adequate to the content, setting, and purpose of utterance, while respecting language norms.

## Conclusion

In contemporary market conditions, the development of speaking skills in business communication is not merely a linguistic requirement but a fundamental component of professional competence. The effectiveness of negotiations, meetings, documentation, and interpersonal interactions largely depends on the level of speech culture and communicative proficiency of business professionals. Mastery of literary language norms, rhetorical strategies, and speech etiquette ensures clarity, precision, and persuasiveness in professional discourse. Business communication integrates both written and oral forms, each characterized by distinct stylistic and structural features. While written communication relies on official-business style and standardized formulations, oral communication demands flexibility, dialogic interaction, and rhetorical adaptability. The ability to appropriately select linguistic means in accordance with communicative goals, context, and genre reflects a high level of communicative competence and professional maturity.

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