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МЕТОДИКА НАВЧАННЯ СТУДЕНТІВ ПОДОЛАННЯ БАР'ЄРІВ У БІЗНЕС-КОМУНІКАЦІЇ

Анотація. У статті розглядається ефективна комунікація як невід'ємний складник успішного бізнесу. Метою дослідження є виявлення комунікативних бар'єрів, з якими студенти стикаються в бізнес-контекстах, розробка ефективних методик, комунікативних технік та ситуативно-орієнтованих прогностичних методів, які допоможуть студентам подолати перешкоди, що виникають на шляху ефективного спілкування для отримання запланованих результатів (міжкультурна комунікація, мовна підготовка за умов білінгвізму, психолого-адаптивний складник, семантико-когнітивні особливості учасників комунікації та рівень застосування сучасних інтерактивних технологій). За умови, коли існують комунікативні бар'єри, існує ймовірність значного негативного впливу на ефективність бізнесу. Тому для педагогів вкрай важливо навчити студентів долати різнобічні бар'єри в діловому спілкуванні.

Автор стверджує, що комунікативні бар'єри (мовно-концептуальні бар'єри, культурні відмінності, соціальні, фізичні, емоційно-психологічні бар'єри та бар'єри сприйняття, групові та особистісні стереотипи, невербальні труднощі) – це перешкоди, які заважають учасникам комунікації ефективно передавати інформацію, отримувати зворотний зв'язок та досягати поставленої мети. Запропоновано методiku навчання студентів подолання бар'єрів у діловому спілкуванні, яка містить чітко визначені етапи з використанням алгоритму переконання: увага-зацікавлення-бажання-дія. Увагу можна повернути незвичним викладенням, його формою, візуальними засобами. Зацікавлення виникає, коли слухач зрозуміє, що він зможе задовольнити якусь свою потребу. Бажання виникає в слухача тоді, коли він побачить, що мети можна досягнути. Дія є наслідком бажання і підказками того, що треба робити.

Методологія, на основі якої базується дослідження, включає сукупність засобів, діагностичних методів і прийомів щодо виявлення та подолання комунікативних бар'єрів, розвитку навичок міжкультурного спілкування, підвищення рівня емоційного інтелекту, удосконалення семантико-когнітивних, стилістичних, фонетичних навичок учасників комунікативного процесу, а також навчання ефективного використання сучасних технологій. Розвиток навичок міжкультурного спілкування потребує часу та зусиль. Це вимагає відкритого розуму, критичного мислення, бажання вчитися та поваги до культурних цінностей усіх учасників процесу комунікації. Зроблено висновок, що сфера навчання студентів долати бар'єрів у діловому спілкуванні є динамічною та активно розвивається, отже, існує значний потенціал у подальших дослідженнях для поліпшення нашого розуміння ефективних практик навчання в цій сфері.

Ключові слова: бар'єри, ділове спілкування, методика, навчання студентів, педагоги.

METHODOLOGY OF TEACHING STUDENTS TO OVERCOME BARRIERS IN BUSINESS COMMUNICATION

Abstract. The article concerns effective communication as an essential component of business success. The aim of research is to identify the specific communication barriers that students encounter in business contexts, such as cultural differences, language proficiency, and technological challenges; to develop effective teaching methodologies and techniques that can help students overcome these communication barriers, such as intercultural training, language instruction, and the use of technology. It was highlighted that effective communication is vital for business success, and communication barriers such as cultural differences, language, and technology can hinder effective communication. When communication barriers exist, it can have a significant negative impact on a business's performance. Therefore, it is crucial for educators to teach students how to overcome barriers in business communication.

The author claims that communication barriers are obstacles that prevent people from effectively conveying and receiving information. Consequently, there are many types of communication barriers, including language barriers, cultural differences, physical barriers, emotional barriers, and perceptual barriers. It has been suggested the methodology for teaching students how to overcome barriers in business communication containing exact steps. The methodology outlined in this article, which includes identifying communication barriers, developing intercultural communication skills, enhancing language proficiency, teaching effective use of technology, and providing feedback, can help students develop the necessary skills to overcome communication barriers in a business setting. It has been stated that developing intercultural communication skills takes time and effort. It requires an open mind, willingness to learn, and respect for cultural differences.



The author concludes that the field of teaching students to overcome barriers in business communication is dynamic and evolving, and there is significant potential for further research to enhance our understanding of effective teaching practices in this area.

Keywords: barriers, business communication, methodology, teaching students, educators.

INTRODUCTION

The problem formulation. Effective communication is an essential component of business success. The inability to communicate effectively can lead to misunderstandings, misinterpretations, and even loss of business opportunities. However, communication barriers such as cultural differences, language, and technology can hinder effective communication in a business setting. In today's globalized business world, communication is one of the most important aspects of success. Communication is essential in all aspects of business, from negotiating contracts to managing teams. When communication barriers exist, it can have a significant negative impact on a business's performance. Therefore, it is crucial for educators to teach students how to overcome barriers in business communication.

Analysis of recent research and publications. There has been a significant amount of research published in recent years regarding the methodology of teaching students to overcome communication barriers in business communication. Park (Park, J., 2021) emphasizes the importance of cultural awareness in business communication, noting that teaching students to be aware of and understand different cultures can significantly improve their communication skills.

Prinsloo and Breier (Prinsloo, M., 2020) argue that teaching intercultural communication skills is essential for business education, especially in diverse contexts like Europe. Studies have shown that teaching students to be aware of and understand different cultures can significantly improve their communication skills. This includes not only differences in language, but also differences in customs, beliefs, and values.

Jandt (Jandt F., 2017) highlights the importance of soft skills, such as listening, empathy, and emotional intelligence, in addition to technical skills, for effective business communication. While technical skills are important, soft skills such as listening, empathy, and emotional intelligence are also essential for effective business communication.

AIM AND TASKS RESEARCH. The aim of our research is to identify the specific communication barriers that students encounter in business contexts, such as cultural differences, language proficiency, and technological challenges; to develop effective teaching methodologies and techniques that can help students overcome these communication barriers, such as intercultural training, language instruction, and the use of technology.

RESEARCH METHODS

We used the theoretical research methods, including analysis and synthesis research results on the current problem, generalization for the formulation of conclusions, forecasting for the determination of the prospects for further research.

RESULTS OF THE RESEARCH

Communication barriers are obstacles that prevent people from effectively conveying and receiving information. There are many types of communication barriers, including language barriers, cultural differences, physical barriers, emotional barriers, and perceptual barriers. These barriers can be particularly challenging in cross-cultural business contexts.

Language barriers are one of the most common communication barriers in the business world. When people speak different languages, it can be challenging to communicate effectively. Misunderstandings can arise, leading to mistakes, delays, and confusion. Language barriers can also make it difficult to build trust and relationships, which are critical for successful business transactions.

Cultural differences can also be a significant communication barrier in the business world. Each culture has its own set of values, beliefs, and customs that shape how people communicate. For example, in some cultures, it is considered impolite to say no directly, leading to misunderstandings when negotiating contracts or discussing business matters. Similarly, gestures and body language can have different meanings in different cultures, leading to misunderstandings or offense.

Physical barriers, such as distance or technology, can also hinder communication in the business world. When people are located in different parts of the world, it can be difficult to coordinate schedules or communicate in real-time. Technology can also be a barrier if people are not familiar with the tools or if the tools are unreliable.

Emotional barriers can also impact communication in the business world. If individuals are experiencing stress or anxiety, they may have difficulty communicating effectively. Additionally, if individuals have a personal history that impacts how they perceive others, this can create a barrier to effective communication.

Effective communication is the foundation of any successful business. It is essential to have a clear and precise message delivery system between employees, managers, and customers. However, communicative barriers can hinder this flow of information, causing problems for the company's bottom line. In this article, we will explore the effects of communicative barriers on the business sphere.

Communicative barriers can be classified into four categories: physical, cultural, linguistic, and psychological. Physical barriers include anything that interferes with the transmission of a message, such as noise, distance, or technology issues. Cultural barriers arise when employees from different backgrounds have different beliefs, values, and attitudes that make it difficult to communicate effectively. Linguistic barriers come into play when people speak different languages or use different terminologies. Finally, psychological barriers arise when individuals have personal biases, emotions, or prejudices that affect their communication skills.



The effects of communicative barriers on business can be dire. According to Guerrero and Floyd (Guerrero and Floyd, 2006), physical barriers such as poor technology can make it challenging for employees to communicate effectively, leading to errors in information transmission, decreased productivity, and even loss of revenue.

For instance, physical barriers such as poor technology, low-quality equipment, or even background noise can make it challenging for employees to communicate effectively. This can lead to errors in information transmission, decreased productivity, and even loss of revenue.

Cultural barriers can also have a significant impact on businesses. When people from different cultures work together, they may have different communication styles and expectations. Cultural differences can also be a significant communication barrier in business communication. Individuals from different cultures may have different communication styles, values, and beliefs, which can impact how they communicate with each other. Misunderstandings can arise when individuals from different cultures do not understand each other's communication styles or cultural norms. Cultural barriers can lead to misunderstandings, confusion, and conflicts in the workplace (Gudykunst & Kim, 2002). For instance, a manager from a collectivistic culture may struggle to communicate effectively with an employee from an individualistic culture, leading to a breakdown in communication.

Linguistic barriers can also cause communication breakdowns in business. If employees speak different languages, they may not be able to understand each other, leading to misunderstandings, errors, and decreased productivity. This is particularly true for multinational companies that operate in different countries and employ individuals who speak different languages. Language barriers can be a significant psychological barrier in business communication. Individuals who do not speak the same language may have difficulty understanding each other, which can lead to misunderstandings and misinterpretations. Additionally, even if individuals speak the same language, they may have different dialects, which can cause communication difficulties.

Language barriers can cause communication breakdowns in multinational companies that operate in different countries (Jandt F., 201). If employees speak different languages, they may not be able to understand each other, leading to misunderstandings, errors, and decreased productivity.

Psychological barriers can also affect business communication. Personal biases, emotions, and prejudices can cause employees to misunderstand each other or even misinterpret information. For instance, if a manager has a negative attitude towards a particular employee, they may not listen to his ideas or suggestions.

Psychological barriers can significantly affect business communication in various ways. These barriers arise from an individual's emotions, attitudes, and perceptions towards the message or the communicator, and can be detrimental to effective communication in a business setting. Below are some ways that psychological barriers can affect business communication.

First of all, there are perceptual barriers. Individuals interpret messages based on their past experiences and attitudes, which can lead to misunderstandings and misinterpretations. Perceptual barriers can affect business communication when individuals receive a message and interpret it differently from the intended meaning. For example, if an employee has a negative perception of their manager, they may interpret a message from the manager as aggressive or disrespectful, even if it was not intended that way.

Secondly, there are emotional barriers. Emotions can significantly impact communication in a business setting. For instance, when an individual is angry, frustrated, or anxious, they may not be able to communicate effectively due to the emotional turmoil they are experiencing. Emotional barriers can make it difficult for individuals to listen to others and communicate their own ideas effectively.

Thirdly, attitudinal barriers are present. Attitudes are beliefs or opinions that individuals hold towards a particular topic or person. If an individual has a negative attitude towards a colleague, they may be less likely to listen to their ideas or collaborate with them effectively. Attitudinal barriers can lead to a lack of trust and respect between individuals, which can impact communication and teamwork in a business setting.

Psychological barriers can significantly affect business communication in a business setting. To overcome these barriers, individuals must be aware of their emotions, attitudes, and perceptions towards others and work towards developing effective communication skills that enable them to communicate effectively despite these barriers. Business leaders can also play a role in promoting a culture of open communication, trust, and respect, which can help overcome psychological barriers in business communication.

The methodology for teaching students how to overcome communication barriers in business communication includes the following steps.

Identify communication barriers: Students need to understand the different communication barriers that can hinder effective communication in a business setting. These barriers include cultural differences, language barriers, and technological barriers. Educators can use case studies and role-playing exercises to help students identify these barriers.

Develop intercultural communication skills: Students need to develop intercultural communication skills to overcome cultural barriers. These skills include cultural awareness, empathy, and flexibility. Educators can use simulations and cross-cultural communication training programs to develop these skills.

Developing intercultural communication skills is essential in today's globalized world. The following are some ways to improve intercultural communication skills:



Increase cultural awareness: One of the first steps in developing intercultural communication skills is to increase cultural awareness. This includes learning about different cultures, values, and beliefs. One can read books, watch documentaries, or attend cultural events to gain knowledge about other cultures.

Avoid stereotypes: It is essential to avoid stereotypes when communicating with people from other cultures. Stereotyping can lead to misunderstandings and misinterpretations. Instead, focus on the individual and their unique experiences and perspectives.

Listen actively: Active listening is an essential component of effective intercultural communication. When communicating with someone from another culture, it is important to pay attention to their words, tone, and body language. This helps in understanding their message and responding appropriately.

Be respectful: Respect is a vital component of intercultural communication. One should be respectful of different cultures, values, and beliefs. Avoid imposing one's own cultural norms on others and instead, seek to understand and appreciate cultural differences.

Adapt communication style: Different cultures have different communication styles, and it is essential to adapt one's communication style accordingly. For instance, some cultures may value indirect communication, while others may prefer direct communication. Adapting one's communication style can help in building rapport and trust with people from other cultures.

Build relationships: Building relationships with people from other cultures is an effective way to develop intercultural communication skills. One can attend cultural events, volunteer in community organizations, or participate in cross-cultural training programs to build relationships with people from different backgrounds.

In conclusion, developing intercultural communication skills takes time and effort. It requires an open mind, willingness to learn, and respect for cultural differences. By following the above-mentioned tips, one can improve their intercultural communication skills and build meaningful relationships with people from different cultures.

Enhance language proficiency: Students need to enhance their language proficiency to overcome language barriers. This can be achieved through language classes, language exchange programs, and language immersion programs.

Practice regularly: Practice is essential to improve language proficiency. One should make a habit of practicing regularly, whether it's speaking, writing, reading, or listening. It is recommended to practice for at least 30 minutes a day to improve language skills.

Immerse yourself in the language: Immersing oneself in the language can help improve language proficiency. This can include watching TV shows, movies, or reading books in the target language. Listening to music or podcasts in the target language can also be helpful.

Find a language partner: Finding a language partner is an excellent way to practice speaking skills. A language partner can be a native speaker of the language one is learning, who can help in correcting pronunciation and grammar errors.

Take a language course: Enrolling in a language course is an effective way to improve language proficiency. Language courses provide structured learning and practice opportunities, which can be helpful for learners at any level.

Use language learning apps: There are various language learning apps available, such as Duolingo, Babbel, and Rosetta Stone. These apps provide interactive language learning opportunities, including speaking, listening, reading, and writing practice.

Attend language exchange events: Language exchange events provide opportunities to practice language skills with native speakers. These events can include language classes, language exchange meetups, and cultural events.

Teach effective use of technology: Students need to learn how to effectively use technology to overcome technological barriers. This includes using video conferencing, email, and other digital communication tools. Educators can use digital communication simulations to teach students how to effectively use these tools.

Provide feedback: Students need feedback on their communication skills to improve their performance. Educators can use peer evaluations, self-reflection exercises, and one-on-one feedback sessions to provide feedback to students.

CONCLUSIONS AND PROSPECTS OF FURTHER RESEARCH

Effective communication is vital for business success, and communication barriers such as cultural differences, language, and technology can hinder effective communication. Therefore, it is crucial for educators to teach students how to overcome barriers in business communication. The methodology outlined in this article, which includes identifying communication barriers, developing intercultural communication skills, enhancing language proficiency, teaching effective use of technology, and providing feedback, can help students develop the necessary skills to overcome communication barriers in a business setting.

Overall, the field of teaching students to overcome barriers in business communication is dynamic and evolving, and there is significant potential for further research to enhance our understanding of effective teaching practices in this area, i.e. developing and evaluating new teaching methodologies and techniques that incorporate emerging technologies, such as virtual reality and artificial intelligence, to enhance students' communication skills; investigating the impact of cultural intelligence on students' ability to communicate effectively in diverse business contexts, and developing interventions to enhance cultural intelligence among students; exploring the impact of specific communication barriers, such as language proficiency or differences in communication styles, on business communication outcomes, and developing targeted interventions to address these barriers; evaluating the effectiveness of different types of language instruction, such as immersive language learning or task-based language instruction,



in improving students' communication skills in business contexts; investigating the role of nonverbal communication, such as body language and facial expressions, in business communication, and developing interventions to enhance students' ability to use nonverbal cues effectively.

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