

9. Sports and cultural events. Outings to nature, joint trips to concerts, a theater, playing sports – all this is great motivation and makes the atmosphere in the team warmer and more pleasant. Employees should have a good rest, only then they can work well.

Each manager himself chooses the intangible modern methods of motivation of the organization's personnel, that are appropriate for his business, will help to achieve maximum returns from employees [1, p. 72].

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EFFECTIVE BUSINESS COMMUNICATION AS A CORE ELEMENT OF BUSINESS MANAGEMENT

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Business communication is a special branch of general communication. The main objective of business communication is to exchange information, wishes, attitudes etc. Through business communication, parties like owners, managers, employees, customers, investors, suppliers, bankers and general public exchange information relating to business activities.

Effective communication is essential for the success of any activity. Poor communication system may result in bad performance, so the success of any business lies in effective communication as it is essential for the operation and progress of a business.

In this article we have defined communication process, its main methods and elements, barriers to effective business communication and various ways to overcome these communication barriers.

Communication in any organization must possess certain qualities which are described below: completeness, conciseness, consideration; correctness; courtesy; clarity; concreteness. The main ways of communication include: web based communication, E-mails, writing letters and reports, video conferencing and audio or video presentation [1]. To carry out effective business communication the following elements of business communication are involved into the process:

- 1) Sender/Transmitter: the sender is the initiator of the business communication process.
- 2) Message: it is codified information, which the sender sends to the receiver.
- 3) Medium: it is the channel of communication between sender and receiver.
- 4) Receiver/Decoder: the receiver is a person for whom the message is intended.
- 5) Feedback: it is the response or reaction of the receiver regarding the sender's message [3].

Effective communication helps to avoid misunderstanding, reach the company's goals faster, it improves employer-employee relationship and increases employees' commitment to work.

The possible barriers to effective communication may exist in various forms including linguistic, psychological, emotional, physical, and cultural. Below are some points showing opportunities for overcoming business communication barriers in any organization: 1) using simple language; 2) reduction of noise levels; 3) providing communication training; 4) using modern communication technologies; 5) effective use of body language; 6) the speaker should step into the shoes of listener; 7) unbiased attitude of management [2].

So, *business communication* is a specialized part of communication that deals with the exchange of message relating to the business activities. In fact, communication is the cornerstone of business and management process as no business can operate without communication. To ensure the free flow of information between the sender and the receiver, communication barriers must be overcome to avoid mismanagement and reach the primary goal of any business which is to maximize profits for its owners or stakeholders while maintaining corporate social responsibility.

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MODERN TIME MANAGEMENT TECHNOLOGIES

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The most specific setting of goals and objectives, short-term daily planning, accounting of the time spent and assessment of effectiveness will help to implement successfully almost any plan. There are many different methods of time management. They are not mutually exclusive and, if desired, you can use combinations of various methods, choosing the most convenient and suitable time management system for the individual.

With the development of information technology, more and more flexible, fast and convenient personal time management systems appear. At the same time, the development of Internet services, as well as the popularity of ultra-thin clients (programs running through a browser) leads to the fact that the number of online tools is already ahead of the number of separately installed computer programs. Thus, when forming your own set of tools, you can use real objects (notebooks, paper trays), Internet services, and work regardless of the presence of a program network [1, p. 67].

Paper products are, first of all, convenient for their simplicity, comprehensibility and tangibility. For example, each day you live can be fixed on a separate sheet in the diary, and the recording form can be almost any: it all depends on what you can draw. Another advantage of real tools is independence from energy supply, minimal time spent on training and low requirements for technical skills [3].

On the other hand, programs and Internet services, with the proper skill and proper selection of electronic tools for their needs, open up enormous opportunities. For example, the transfer of meetings, affairs or other events takes place in a matter of seconds and does not require erasing and strikethrough lines in the diary. Programs for maintaining a to-do list make it possible to create a hierarchy of tasks, and then make the necessary selections from the created database. There are already enough sites on the Internet, enabling to manage one of the most important elements of time management - a to-do list. There are both services with great functionality, that fully comply with the GTD (Getting Things Done) methodology, and very simple, but very convenient to use. Projects that implement individual tools of self-motivation or organization of time are also gaining popular [2].