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## **COMMUNICATION AS A SOCIAL PHENOMENON IN THE INTERNATIONAL ECONOMIC RELATIONS**

Everyone needs communication, social networking. It appears as a need for new experiences, feelings, knowledge, a desire to share with someone their experiences and thoughts, to exchange certain information, to establish relationships. Surveys show that 73% of American, 60% of English and 86% of Japanese managers fail to communicate effectively as a major obstacle to achieving the goals of the organization.

Nowadays, it is customary to hear about a company code of ethics, but ethical communications are often not discussed in discussions, although this is a critical element of a company's success. Communication is vital in any relationship, but especially when your business relies on its guidance to provide clear and consistent information to the workforce. People quickly learn the difference between expressed and real values and instinctively know when an organization is daily fulfilling its values and rewarding people who go the extra mile. Ethical communication should be a top priority for company executives when reaching out to all stakeholders - whether colleagues, staff, clients or investors.

Ethical communication is the basis for thoughtful decision making and

responsible thinking. It is about developing and nurturing relationships and building communities in and between contexts, cultures, channels, and media. Ethical communication is also responsible for the messages you convey to others and for the short or long term effects of your communication. Regardless of whether you are communicating with a close friend or contacting the workforce in a meeting with all employees, your message must be truthful and consistent with your value system. Misleading your listeners and conveying a message that is underground or false is the antithesis of ethical communication.

In addition, ethical communication may extend to the medium or even the language you have chosen to deliver your message. Using a tool that restricts the audience or delivers a message in a language that is not fully understood by your audience limits the way your message is received and perceived. For example, if you speak to an audience of mostly deaf or hard of hearing employees, ethical communication requires a sign language translator.

When you are not communicating ethically, listeners wonder if what you are saying is true. Lack of ethical communication causes others to question your professional and personal integrity and to think whether they can trust your message or even trust you. Once you have lost the respect and trust of people, you have to work twice as hard to get it back, and sometimes you can't, no matter how hard you try. For example, the president of a company who assures employees that the company will remain family-owned, announces after six months that the business has acquired a large conglomerate. She will lose the trust of her staff and they will doubt what she will say in the future. [1]

However, a survey of Hill + Knowlton Strategies' strategies for sustainability, transparency and business performance showed that 82 percent of 1,000 respondents believe the company can return credibility if it is accountable, and provided a fair and transparent account of how it is trying to be more resilient. It turns out that the public and employees do not need the company to be perfect, they just want transparency and honesty the most. In the ethical communication process, you have to admit that you have not fulfilled your goals, which ultimately paves the way for great

improvements in the future and the support of all your stakeholders.

Communication at all levels is critical to the success of the organization. Regardless of whether you are communicating with a teammate or developing a marketing message, you need to convey not only your message clearly but also the content of what is said. Whether leaders should be given some freedom when it comes to communication ethics is debatable, but in general honesty is the best policy for both a clean conscience and good business.

Some may argue that "push-ups" - the formulation of a phrase or event to meet your needs - is a necessity in the PR world, especially if your business is a little lost in the problem. As Steve Tobak says in an article on BNET, saying that you are not sure that in some cases it can cause a full-blown brand management crisis. In his article, Tobak describes one scenario where he denied that microprocessors in his company had overheating problems, although testers at his organization could not confirm these claims with certainty. Tobak claims that his statements have supported stock prices and maintained customer confidence in times of crisis for the company. [2]

As long as the strategy worked for Tobak, as it proved to be right, one should think what might have happened if he had made a mistake. Customers frown on lying companies and promise they can't comply. Making strong but questionable statements in the age of social media is even more risky. Crash or intrusion on the false, and everyone in the connected world knows about it instantly. It is better to be honest about who you are and what you can do now, rather than risking brand damage later.

Although being honest with people outside the company is important, being honest with colleagues is also important to nurturing a team spirit and a sense of trust. Team members should come together to discuss goals and get to know each other before the project begins. Teammates also need to work together and stick to a communication plan. While these steps are important for any team, BNET author Wayne Thurmel says they are particularly important in remote teams. Lack of planning can cause some team members to feel annoyed when communication is impaired, and encourage the perception that some people do not pull their weight,

whether or not it is true. To promote positivity, meet often and encourage everyone to participate. The Northern Virginia Ethical Society offers additional tenants to make sure people communicate ethically. Try to understand others, speak from your own experience, let others speak their play without interruption and do not assume that you understand anyone without wasting time first listening.

Communication in social psychology is treated as a special kind of activity; specific social form of information communication; form of interaction of subjects; independent and non-activity category; the process of interpersonal interaction; exchange of thoughts, feelings and experiences; essential aspect of human activity; the reality of human relationships, which involves any form of joint activity of people; universal reality of being human, which is generated and supported by various forms of human relations, etc. It is obvious that human activity, its communication with others are interconnected and cannot exist separately. Any kind, form of human activity (play, guidance, education, etc.) is realized through communication, and communication through them. Even communication with yourself happens so that a person mentally continues to talk with his partner.

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