Over the past decade, Belarus has seriously advanced along the path of economic and political reforms: the social institutions necessary for the normal functioning of a modern market economy have appeared and are actively developing. Political and economic openness gave impetus to the expansion of various business areas. Accordingly, the intensity of business communication has increased, without which it is impossible today to imagine the normal work of commercial and state structures.

Business communication represents an independent management function, which comes down to an effective interaction with the environment through the means of information exchange. Its origins lie in public relations: sustainable business success depends on the people and business relations that these people create, maintain and develop. The effective implementation of this function is possible only with a professional approach. Practice shows that the model of business communication is the best way to enhance the reputation and positive image of a company, since it combines all the advantages of working with target audiences: marketing, advertising, PR.

While creating a marketing strategy, many businesses are overlooking the importance of maintaining their online connection to consumers. The survey below provides the information about people’s preferences. [1]

The purpose of the company’s business communication is to create a positive corporate image that works to increase its competitiveness in the market. Image helps bring the company closer to its target audiences and make it more open. What should the corporate image of the company be to meet the expectations of the target audiences? There are several signs of a good corporate image:

• The image is based on objective marketing and subjective symbolic characteristics of the company: trademark, logo, consumer audiences, territorial location, amount of capital, etc.
76% want communication either via email or social media.

- “The image of the corporation” must be plausible, reliable, in other words, target audiences must trust the image of the company. An information transparency strategy is one of the key elements in developing a company’s image.
- The image should be bright and specific. Emotionally colored, built on several unique characteristics, the company’s image creates real market advantages in its activities.
- The image of the corporation should be simple, oriented towards the archetypal expectations of target groups.

Effective business communication within a company also plays a vital role in its overall success, since it’s the best way to reach organizational goals. Strong business communications in a company will likely result in higher employee engagement. Companies with an engaged workforce see a 19.2% growth in operating income over a 12-month period. Those with low engagement scores earn 32.7% less [2].
To summarize, great business communication brings an opportunity for outstanding employee and customer engagement. It creates clarity, more significant outputs, and growth in revenue and profit.

Литература

Cross-cultural negotiations in the context of humor

Юрьева А. М., магистрант БГУ, науч. рук. Дубинко С. А., канд. филол. наук, доц.

“No amount of skill will ensure the success of a joke or humorous anecdote if the content and style are culturally inappropriate.”

Dean Foster [1]

Communication is a process of exchanging information between a source and a recipient. It has to be mutually understandable and requires appropriate language skills. Language is used as a tool to exchange and understand information. But if you know foreign languages it doesn’t mean you can successfully collaborate across borders. Cross-cultural communication also requires mutual respect and cultural awareness and strong cross-cultural communication skills.

Taking into account all the above, I assume that one of the important aspects of culture which will help cross-cultural communication is the right use of humor.

Humor determines who we are and how we think of ourselves, and as a result how we interact with others. A sense of humor has been an essential part of humankind and society throughout the ages. The Oxford Advanced Learner’s Dictionary defines humor as “the quality of something that makes it funny or amusing” [3].

In cross cultural communication humor is often used as a powerful speech act for breaking the ice, building relationships or smoothing over a difficult situation. However, it should be noted that there is no universal humor for all cultures. Every culture enjoys some kind of its own humor (provocative, barbed in Australia, sarcastic in the United States). But, humor has difficulty crossing cultural boundaries because what is humorous in one country is often not humorous in another. The idea of “funny” is highly personal, contextual and culture specific. As a result many