Collective Monograph

Training of Specialists in Language Activity and Professional Communication

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Collective Monograph

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IN LANGUAGE ACTIVITY AND
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Section 2

"Professional, interpersonal and intercultural communication"

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TRAINING OF SPECIALISTS IN MORAL, ETHICAL AND PROFESSIONAL COMMUNICATION

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Abstract: The paper analyzes the methods of educating the future specialist's competencies for moral, ethical and professional communication. These aspects are the basis for effective interaction in the professional environment and society. The research material is structured into 4 large blocks covering the variety of moral, ethical, interpersonal and professional manifestations of oneself as a specialist in a team. The moral principles of people's communication depend on the moral values that characterize the personality. The important moral principles of professional communication are achieving agreement, unity, understanding, simplifying misunderstandings; establishing and maintaining love, harmony and trust in society and the team; expressing goodwill, support and respect for people; the ability to listen without interrupting, to think, to comprehend the problems of others in the team and society. Ethical principles of communication structure the linguistic and behavioral manifestations of the personality, build the ethics of professional activity. The ethical principles of professional interaction include: benevolence, the desire for good and benefit to all; conscientiousness, sincerity and openness in dealing with people; compassion and sympathy for people, sharing grief or joy with them; gratitude for everything, satisfaction with work, the ability to appreciate even the smallest services; overcoming anger, forgiving insults, eradicating hostility with people. It is important to study the interaction of individuals with their resumes, experience and seniority in the professional environment at the level of communication of formed, educated, trained, qualified professionals. Interpersonal communication in the professional environment is implemented in the following principles of people's behavior: establishing a friendly atmosphere at work; establishing personal boundaries and rules for violating these boundaries in the team; asking for help and thanking for services; providing and accepting support, insurance; communicating with colleagues, partners and clients. The actual professional communication of a specialist is characterized by the following manifestations of people in the team: use of professional terminology; ability and skills to express themselves professionally; professional etiquette and its verbal expression; conducting a conversation, dialogue; public speaking.

Keywords: moral principles, ethical principles, interpersonal communication, professional communication, personality's manifestation, training students.

Introduction. The subject of moral, ethical, interpersonal and professional communication is one of the main ones in the study of the interaction of specialists in various fields of activity. In modern society, where professional ethics is gaining increasing importance, the correct organization of communication contributes to the establishment of trust, communication efficiency and harmony in the team.

The purpose of the research is to outline and comprehence moral, ethical, interpersonal and professional principles of professional communication. The peculiarity of professional communication is the necessity to adhere to moral and ethical principles, which ensure not only the effectiveness of activities, but also a positive impact on social relations. The ability to communicate, listen, show goodwill and respect for others are basic skills that are necessary for every specialist.

The importance of studying the subject is proved with the fact, that most of the professional functions are implemented right in professional communication. This study allows us to better understand how moral and ethical principles affect professional interaction, as well as what practical approaches can be used to improve communication in a professional environment. Determining the relevance of this subject is a priority, since morality and professional ethics are the basis of successful interaction in any field of activity.

A research problem. The scientific problem of moral, ethical and professional communication of a specialist lies in the lack of attention to the analysis and implementation of effective communication models based on moral and ethical principles. In the modern professional environment, communication is not only a means of transmitting information, but also a tool for forming trusting relationships, supporting teamwork and achieving strategic goals.

Lack of due attention to ethical aspects in professional communication can lead to conflicts, loss of trust, deterioration of the working atmosphere and low efficiency of activity. In addition, insufficient consideration of issues related to moral principles and professional ethics makes it impossible to create universal standards of behavior for specialists in different fields.

The scientific problem also includes the need to study the specifics of communication in different professional fields, taking into account the diversity of cultural, social and individual characteristics. This complicates the search for universal recommendations for improving the moral and ethical aspects of professional communication.

Thus, the relevance of solving this problem lies in creating a systematic approach to the formation of moral and ethical standards in professional communication, which will contribute to effective interaction, building trusting relationships, and maintaining an ethical climate in the team.

Relevance of the research. The relevance of the subject of moral, ethical and professional communication of a specialist is due to the rapid development of society, technology and professional activity, where communication plays a major role. In the modern world, which is characterized by globalization, increased competition and multiculturalism, effective communication built on moral and ethical principles is becoming an important factor in success in any professional field.

The main reasons for the relevance of the topic are the importance of professional ethics, which is the basis of trust. In many areas of activity, such as services, business and medicine, adherence to moral and ethical principles is becoming the key to building trusting relationships between specialists and their clients or partners. An important role is played by the growing role of teamwork, because most modern professions require effective interaction in teams, where moral and ethical norms contribute to harmony and coordinated work. The relevance is also due to the need to prevent conflicts, since the lack of an ethical approach to communication can lead to conflicts, loss of employee motivation and deterioration of the working environment. It is worth noting the challenges of the digital age, when professional communication increasingly takes place in a virtual environment, which requires the adaptation of ethical norms to new communication conditions.

The relevance of the study also lies in the need to form standards of moral and professional communication that will contribute to the sustainable development of

society, ensuring an ethical climate in the professional environment and improving the quality of professional duties. The development of recommendations for the implementation of moral and ethical principles in the communication of specialists will be a significant contribution to increasing the efficiency of professional activity and improving interpersonal relationships in professional communities.

Analysis of publications. Studies of business communication emphasize the importance of ethical, moral and professional principles in interaction. Works of Hrytsenko T. B. (2007) and Oliynyk O. I. (2009) examine the foundations of ethics, honesty, openness and the importance of non-verbal aspects of communication. Maistrenko S. (2008, 2011) focuses on Christian moral principles, such as mercy and mutual respect, which strengthen harmonious relationships.

Psychological aspects are revealed in the studies of Omelyanenko T. (2008) and Kovalenko O. G. (2020), which emphasize the importance of empathy, active listening and support. Speech culture, according to Kucherenko D. (2023), is fundamental for the formation of a positive image. The principles of ethics in business, as noted by Baranivskyi V. et al. (2008), include fairness and transparency, necessary for successful interaction.In general, studies demonstrate that adherence to moral and ethical norms is the basis of effective communication in a professional environment.

The aim of the research.The purpose of this work is to study and analyze the moral, ethical and professional aspects of a specialist's communication, as well as to develop recommendations for improving communication in a professional environment.

The tasks that contribute to achieving this goal are:

1) determining the basic principles of moral and ethical communication in professional activities;

2) analyzing the features of communication in the context of professional duties and interpersonal relationships;

3) identifying the main problems and challenges associated with observing moral and ethical norms in a professional environment;

4) assessing the impact of moral and ethical aspects on the effectiveness of professional communication;

5) developing recommendations for implementing moral and ethical principles in the practice of professional communication.

The study is aimed at increasing the level of awareness of the importance of moral and ethical values in communication and their role in forming a harmonious working environment. Studying this topic will also allow you to deepen your understanding of the importance of professional ethics for the effective performance of professional tasks and building trusting relationships in the team.

Objectives of the study.The main objectives of this study are:

1) to reveal the essence of moral, ethical and professional communication in a professional environment;

2) to determine the basic principles and foundations of moral and ethical communication of a specialist;

3) to analyze scientific approaches to the study of moral and ethical communication;

4) to investigate the influence of moral and ethical norms on the effectiveness of communication in professional activities;

5) to identify the main problems that arise in the process of professional communication and suggest ways to solve them;

6) to develop recommendations for the implementation of moral and ethical principles in professional communication;

7) to analyze the prospects for the development of moral and ethical communication in the conditions of a modern information society.

Completing these tasks will allow you to comprehensively study the moral, ethical, and professional aspects of communication, as well as identify practical tools for their improvement in professional activities.

Scientific novelty.The scientific novelty of the study lies in a comprehensive analysis of the moral, ethical and professional aspects of a specialist's communication,

taking into account the challenges of modern society, in particular digitalization, globalization and the growing role of intercultural communication.

The scientific novelty of the study lies in clarifying the concept of moral and ethical communication in the context of professional activity, which allows taking into account the specifics of modern working conditions. An important aspect is the systematization of moral and ethical principles, which are fundamental for ensuring effective communication in a professional environment. The study also identifies the main problems and challenges associated with compliance with moral and ethical norms in the process of professional communication, especially in the context of remote work and digital communications. In addition, recommendations have been developed to improve professional communication by introducing moral and ethical standards into the practice of interaction between specialists. Prospects for using the latest information and communication technologies to support ethical communication and increase its effectiveness have also been proposed.

Overall, this study contributes to the development of theoretical and practical approaches to the study and improvement of moral, ethical, and professional communication, which contributes to increasing its significance in professional activities.

Research material.

1. Moral communication.

1.1. Moral principles of human communication.

Moral norms and principles are certain requirements and prohibitions that regulate the activities, behavior of people, their interaction and communication. Those norms and principles established by people in society at a certain stage of its development are a certain model of behavior and are mandatory for implementation.

Moral principles have a general social meaning and apply to all people, personifying that which is general, basic and primary that makes these requirements possible and constitutes the value basis of society, human relationships. Moral principles support and sanction in a generalized form the social foundations of life, social order, communication. They claim to be absolute, do not allow exceptions.

Being generalized, moral principles reflect the socio-historical conditions of human existence, their essential needs.

Along with other areas of human life, moral principles and norms regulate the process of human communication, because it is during communication that people reconcile their own and public interests. Moreover, communication between people should take place according to these moral principles and norms. However, for individual life and human behavior, they are only a prerequisite for the formation of humanistic attitudes towards communication.

Moral values in business communication.

Moral principles of communication are the basis of effective interaction between people, as they determine the norms of behavior, promote harmonious relationships and ensure mutual understanding. The main moral principles include honesty, respect, goodwill, responsibility and empathy. Adherence to these principles contributes to the formation of trusting relationships, avoids conflict situations and provides a comfortable environment for communication.

In the professional sphere, moral values play an important role in establishing effective communication and building an ethical corporate culture. Business communication is based on such moral principles as mutual respect, objectivity, impartiality and responsibility for words and actions. The ability to listen to the interlocutor, constructively express one's point of view and find compromises in controversial situations is especially important.

Moral values in business communication play a crucial role in the formation of trusting relationships, the development of professional reputation and the effectiveness of cooperation between specialists. Adherence to moral principles helps to strengthen a person's authority, since honesty, responsibility and decency are the basis of a positive image of any specialist. In a professional environment, trust is one of the main factors determining the success of interaction between partners, clients and colleagues. People who adhere to ethical norms in communication command more

respect, and their opinion is valued, which strengthens business ties and increases the level of cooperation [1].

Ethical negotiation is an important aspect of moral values in business communication. Avoiding manipulation, dishonest techniques and conflict situations creates favorable conditions for reaching agreements that are built on honesty and mutual benefit. When negotiators adhere to ethical norms, they can discuss issues openly, find compromises and avoid tension. Mutual honesty in business communication helps to avoid misunderstandings, builds trust and increases the effectiveness of cooperation.

Respect for the interlocutor, regardless of his status, social position or beliefs, is the basis of effective communication. Recognition of the equality of dialogue participants promotes productive communication and creates comfortable conditions for interaction. Showing a respectful attitude to the opinions of others helps to avoid conflict situations, improves the atmosphere in the team and promotes the development of constructive dialogue. Business communication based on respect helps to increase employee motivation, strengthen corporate culture and establish long-term partnerships.

Objectivity and fairness in decision-making is another important moral aspect of business communication. The absence of a biased attitude towards people and situations allows ensuring equal conditions for all communication participants. Makingdecisions based on facts, and not subjective sympathies or personal interests, contributes to the creation of a fair working environment. When objectivity reigns in the team, each employee feels appreciated for real merits, which increases his motivation and level of involvement in the common cause.

In modern conditions, an important aspect is ethical behavior in the digital environment, where such principles as confidentiality, responsibility for information and avoidance of misinformation play a special role. Thus, moral values in business communication contribute to strengthening partnership relations, effective teamwork and professional development of the individual.

The main moral principles and their manifestation in business communication are: honesty – open and truthful expression of opinions, avoiding manipulation and

deception; respect – recognition of the dignity and rights of the interlocutor, avoiding rudeness and humiliation; kindness – showing empathy, willingness to help, maintaining a positive atmosphere in the team; responsibility – keeping one's word, fulfilling duties, being responsible for the consequences of decisions; objectivity – the ability to impartially assess the situation, not succumbing to personal sympathies or antipathies; confidentiality – protecting private information, maintaining professional secrecy, avoiding gossip; tolerance – recognizing the right of each person to their own views, avoiding discrimination; ethics – adhering to professional norms, speech ethics, and business etiquette rules. In general, such range helps to understand how moral principles affect the quality of business communication and contribute to building effective relationships in a professional environment.

1.2. Achieving agreement, unity, understanding, simplifying misunderstandings.

The incredible acceleration of the rhythm of modern life, caused by the transition of society to the post-industrial stage of its development, negatively affects the well-being and psychophysical state of the individual, leads to fatigue, information stress, depression and nervous breakdowns. And this, in turn, provokes conflicts in various spheres of social and professional activity of people. In an effort to protect themselves from these harmful phenomena, managers of enterprises and organizations of various industries are increasingly turning to psychological science today, in which they seek theoretical justification of mechanisms and practical recommendations for harmonizing relations with subordinates and partners, balancing their internal state, preventing and resolving various conflicts, etc. Misunderstandings always arise, and especially in relationships between different people. A small quarrel can sow the fruit of a big offense. We can either water this seed or not give it the opportunity to grow and develop further. Of course, we cannot read other people's minds, so someone can understand our words and actions in their own way, instead of listening, they do not hear us. All people are completely different, each of us experiences various life difficulties and against their background we ourselves change without realizing it. We can be mistakenly attributed to something that is not our essence.

But if we react to everyone's opinion too violently, it can all lead to a loss of self-esteem. And this becomes an impetus for misunderstandings and conflicts. We often draw conclusions about a person and their actions without even knowing the true reason. Without sorting out the heated argument, we begin to be offended, a conflict arises that could have been avoided, and we interpreted everything in our own way. You need to immediately resolve such situations, talk, and not be proud.

There are such main components that overcome misunderstandings, these are: mutual respect, mutual understanding, mutual assistance. In my opinion, an ideal relationship without misunderstandings simply does not exist. People do not appreciate what they have, each other, to a greater extent. People begin to put themselves above someone. Like, I am better than him. They think only about themselves, their desires and experiences, only his point of view is correct. Although it is possible, if you learn to share your happiness and joy with someone else, learn to experience and take into account the interests of another, and then it is possible.

If a misunderstanding has arisen, then in no case should you avoid it in order to resolve this misunderstanding, even when you need to pause to think. You also do not need to keep negative emotions in yourself, because often this turns into one big insult, and later into a big conflict. You need to understand the person with whom you have a conflict, put yourself in their shoes, and let the person know that you care.

Concentrate on solving the problem, and in no case move on to some personal relationships, do not remember what happened before. If this is a misunderstanding with a person close to you, let them know that your friendship does not end there. People tend to make mistakes. In order to resolve the conflict, friendly cooperation is needed. Listen to each other, thoughts, points of view, and then try to resolve the situation with joint efforts. But there are cases when it is very difficult to find a single whole, that is, a compromise. Then you need to formulate your thoughts differently so that the interlocutor understands you as best as possible.

Resolve misunderstandings quickly, do not hold grudges for a long time. Because negative emotions, various experiences have a detrimental effect on a

person's health. Try to live in peace and harmony, love everything that surrounds you, and appreciate every minute of life. Not to offend and not to be offended ourselves, to understand that we are human and we are prone to mistakes, to forgive and live life to the fullest.

Achieving agreement and unity in communication are important aspects both in everyday life and in professional activities. Effective communication promotes mutual understanding, eliminates misunderstandings and helps to establish harmonious relations between interlocutors.The main factors that contribute to achieving agreement are:

1) mutual respect – perception of the interlocutor's opinion without prejudice;

2) active listening – attentive perception of information, clarifying questions, analysis of words and intonations;

3) clarity and accessibility of statements – avoidance of complex structures, ambiguity, use of understandable terms;

4) tolerance – recognition of different points of view, avoidance of aggression and criticism without grounds;

5) search for compromise – willingness to find solutions that satisfy both parties.

Clearing misunderstandings is a key aspect of effective communication, as it helps to avoid conflicts, ensure mutual understanding and establish productive cooperation between people. Misunderstandings can arise for various reasons, including misinterpretation of information, different worldviews or lack of clarity in communication. Often, people perceive what is said based on their own experience, emotional state or personal beliefs, which can lead to distortion of the content of the message. In such cases, it is important to use certain methods that will help to clarify the situation and avoid tension in communication [2].

One of the most effective ways to avoid misunderstandings is to clarify details during communication. Instead of making assumptions, it is necessary to ask questions that will help to better understand the opinion of the interlocutor. This allows not only to obtain accurate information, but also to demonstrate interest in the conversation

and respect for the other point of view. Open dialogue is another important tool in resolving controversial issues. Being willing to discuss complex topics without being overly emotional or imposing your own position helps to find a compromise and reduce tension in a conversation.

Flexibility in accepting alternative points of view also plays an important role in easing misunderstandings. The ability to go beyond your own vision of the situation and try to understand the arguments of the other side helps to reduce conflict and form a culture of mutual respect. Each person has their own unique life experience that influences their thoughts and judgments, so it is important not only to express your position, but also to listen carefully to the interlocutor, trying to understand his motives and logic.

Controlling emotions is another important factor that contributes to effective communication and reducing the number of misunderstandings. An aggressive tone, harsh statements or emotional outbursts can lead to an escalation of a conflict, even if it arose due to a minor difference of opinion. Self-control and the ability to remain calm in tense situations help to find a common language and avoid unnecessary arguments.

Thus, simplifying misunderstandings in communication is based on openness, flexibility, attentiveness and emotional self-control. It is important not only to correctly formulate your thoughts, but also to actively listen, analyze the information received and treat the point of view of others with respect. This helps to improve communication, strengthen mutual trust and build harmonious relationships in any environment.

We summarize the main methods of achieving agreement and avoiding misunderstandings in the following range: active listening – concentration on the interlocutor, clarifying details, demonstrating interest; paraphrasing – reformulating the words of the interlocutor to check for correct understanding; open question – using questions that help reveal the interlocutor's position; diplomatic approach – using tactful statements to avoid conflict; compromise – taking into account the interests of both parties to achieve a mutually beneficial agreement; emotional control – managing one's own emotions, avoiding aggression and sharp reactions.

Therefore, achieving agreement, unity and understanding is based on mutual respect, attentiveness and willingness to find compromises. Using appropriate methods allows you to avoid misunderstandings and promotes effective communication in any field of activity.

1.3. Means of establishing and maintaining love, harmony and trust in society and the team.

Love, harmony and trust are the basis of any healthy society and successful team. They contribute to mutual understanding, support, constructive communication and effective work. The formation of such relationships requires appropriate approaches and the use of certain means that help establish and maintain a positive microclimate.

The basis of harmonious relations in society and the professional environment is compliance with ethical norms and moral principles that regulate relationships between people. The rules of politeness, honesty, openness and justice contribute to the creation of an atmosphere of trust in which everyone feels heard and respected. Honesty in communication allows you to avoid conflicts and misunderstandings, while openness in expressing opinions contributes to a productive discussion of important issues. Mutual respect and adherence to fair principles help to avoid prejudice and discrimination, which has a positive effect on the general moral climate in society and teams.

An integral factor in establishing harmonious relationships is active listening and empathy, which allow for a deeper understanding of the feelings, emotions and needs of the interlocutor. The ability to listen attentively without interruption, analyze what is said and show compassion helps to avoid conflict situations and establish trusting relationships. Empathy allows a person to perceive the point of view of another, even if it differs from their own, which contributes to the creation of a tolerant environment. An important aspect of harmonious communication is support and mutual assistance, which are a manifestation of care and responsibility for others. Willingness to help in difficult situations, participation in joint projects and mutual support create an atmosphere of mutual trust. A person who feels support from others

becomes more confident in their actions and open to interaction. This approach is especially important in a professional environment, where teamwork and cohesion affect the effectiveness of task performance.

Constructive dialogue is another important means of establishing harmony in communication. It is important not to avoid difficult topics, but to seek compromises and joint solutions that satisfy all parties. Discussing controversial issues in an open and tolerant manner prevents misunderstandings and provides a healthy atmosphere of cooperation. An important element of constructive dialogue is also the ability to resolve conflicts without escalating the situation, which is possible due to openness to discussion, the ability to express one's arguments correctly and without insults, as well as the willingness to listen to another point of view [3].

Common goals and values are the foundation for unity in a team or society. When people share a common vision of development, they more easily find common ground and mutual understanding. Awareness of a common goal helps to strengthen team spirit and creates a positive mood among team members. This is especially important for organizations, companies, and social groups where cohesion and cooperation play a key role in achieving success.

Reducing conflict and maintaining team harmony are extremely important aspects of any work environment. When employees work together, conflicts often arise as a natural reaction to differences in opinions, work styles, and personality traits. However, there is a way to create a harmonious and productive team where conflicts are resolved constructively and employees work towards achieving common goals.

The first and most important step in reducing conflict is to create open communication within the team. This means that each team member should be able to freely share ideas and opinions.

• Encouraging the free exchange of ideas and opinions. This is an important aspect of communication that helps create an atmosphere where employees feel free to express their opinions without fear of criticism or rejection.

• Actively listening to others. It is important not only to express your own opinions, but also to actively listen to other team members. This helps to understand the views and perspectives of others, which can be useful in resolving conflicts.

Effective communication is a key element in reducing conflicts. To do this, it is important to develop communication skills:

• Empathy skills. Empathy means the ability to understand and feel the feelings of others. Developed empathy skills help to better cooperate with colleagues and understand their needs and perspectives.

• Conflict resolution skills. Conflict resolution skills allow you to effectively deal with conflicts that do arise. They include the ability to identify the roots of conflict, find compromises and seek joint solutions.

• A harmonious team is a key factor in successful and productive work. Maintaining harmony in the team requires constant effort and attention from management and all team members.

• Example of a leader. Management plays an important role in shaping the culture and atmosphere in the team. Leaders must be an example for others, demonstrating professionalism, ethical behavior and emotional intelligence. Their actions and deeds affect the entire team and determine the standards that should be followed.

• Creating a Healthy Climate. Management is also responsible for creating a healthy work climate. This includes creating transparent rules and policies, encouraging open communication, and providing open access to resources and opportunities for all employees.

• Promoting Self-Realization. A team where employees feel they have the opportunity for personal and professional growth is often more motivated and collaborative. Management can support self-realization by providing opportunities for employees to develop their skills and express their individuality.

• Implementing a Reward System. Establishing a reward system for achievements and contributions to teamwork can encourage employees to be more actively involved and increase morale in the team.

• Training and Development of Employees. Investing in training and professional development of employees makes the team more competitive and prepared for challenges. Management should facilitate the learning and development of its employees.

• Continuous Analysis and Improvement of Processes. An improvement culture involves the continuous analysis and optimization of business processes. Management and the team work together to improve work methods and processes, which helps to increase efficiency and maintain harmony. Maintaining harmony in the team is a process that requires attention, tolerance and effort from all team members. Management plays an important role in forming and maintaining harmony, and employees work together to develop and improve their team. This cooperation contributes not only to increasing productivity, but also to improving the overall climate in the work environment.

Let's summarize the main methods for establishing and maintaining love, harmony, and trust in *term*, its *interpretation*, and *example of application of the notion in real professional sphere*. *Mutual respect* – treating others with respect, regardless of status or opinion (employees of the company, regardless of their position level, communicate as equals, demonstrating respect for each other). *Honesty and openness* – direct but tactful expression of one's thoughts without manipulation (the manager gives honest but constructive feedback to the employee, helping him improve his work performance). *Empathy* – the ability to understand the feelings of other people, support in difficult situations (a colleague supports an employee who is going through a difficult period, and offers help). *Cooperation and teamwork* – performing tasks together, joining forces to achieve common goals (the team collaborates on a common project, distributing responsibilities according to each person's skills). *Positive communication* – using constructive criticism, encouragement, and motivation instead of negative comments (instead of criticism, the manager emphasizes the employee's strengths and motivates him to develop). *Tolerance* – accepting different points of view and cultural differences, lack of

prejudice (employees are open to working with colleagues from different cultures and respect differences in views). *Developing trust* – keeping promises, being responsible for their words and actions (the company director fulfills promises to increase salaries, which strengthens trust in the team).

Establishing and maintaining love, harmony, and trust requires constant work and a conscious approach. Adherence to moral and ethical standards, sincere communication, and mutual support contribute to creating a positive environment both in society and in work teams.

1.4. Expression of kindness, support and respect for people.

Kindness, support and respect are important ethical components of communicationthat contribute to the establishment of trusting and harmonious relationships in society and the professional environment. These qualities help to avoid conflicts, create a positive atmosphere in the team and motivate people to productive cooperation.

Ways of expressing kindness, support and respect are the main elements of effective communication that contribute to the formation of harmonious relationships in society and the professional environment. One of the most important tools is verbal support, which includes the use of words of encouragement, compliments, expressions of gratitude and highlighting the achievements of the interlocutor. This not only helps to strengthen social ties, but also motivates a person for further development, creating a positive atmosphere in communication.

In addition to words, non-verbal communication plays a significant role, which includes gestures, facial expressions, tone of voice and body position. A smile, a nod ofunderstanding, an open posture, and a friendly look help establish trust and comfortablecontact between people. Often, nonverbal signals can have even greater impact than words themselves, as they convey sincerity of intentions and emotional support.

An important aspect of friendliness is active listening, which involves attentively perceiving the interlocutor without interrupting, as well as providing feedback. This means not just listening, but also trying to understand the person's emotional state,

asking clarifying questions, or demonstrating interest in the conversation. This approach contributes to a deeper understanding of the needs and problems of others, which is important in interpersonal and professional relationships.

One of the main factors of support is tolerance and acceptance of different points of view. It is important to recognize the right of each person to their own opinion, even if it differs from generally accepted beliefs. A respectful attitude towards worldview, cultural, and religious characteristics helps create an atmosphere of mutual understanding and prevents conflicts.

Willingness to help is another manifestation of kindness. Providing support in difficult situations, participating in joint projects, helping colleagues with tasks, or simply showing concern for others creates a positive work atmosphere and strengthens social ties. A person who feels supported becomes more confident in his or her abilities and is also ready to help others [4].

Ethical behavior plays a significant role in expressing respect, which involves observing the norms of business etiquette, treating interlocutors correctly, and avoiding offensive statements, conflicts, and manipulations. The ability to communicate tactfully, avoid harsh judgments, and respect the personal boundaries of others is the basis of harmonious interpersonal relationships.

Thus, kindness, support, and respect are manifested through words, nonverbal

Applying these principles in daily life and professional activities helps strengthen trust, improve relationships, and create a favorable environment for productive interaction.

1.5. The ability to listen without interrupting, to think, to comprehend the problems of others in the team and society.

The ability to listen attentively to the interlocutor without interrupting is one of the most important skills of effective communication, which affects the quality of relationships between people in society and in work teams. It is the basis of understanding, mutual respect and cooperation, because it allows not only to receive information, but also to interpret it correctly, taking into account the context, the emotional state of the interlocutor and his intentions. The ability to listen helps to

reduce conflicts, create a positive atmosphere for discussing important issues, develop trust and effective cooperation.

The main aspect of active listening is the ability to control one's own reactions and avoid the temptation to interrupt the interlocutor. Very often, in the process of communication, a person forms an answer before his opponent finishes his thought, which can lead to misunderstandings and distorted perception of information. Refraining from premature comments, carefully monitoring the language of the interlocutor, his intonation and emotional coloring of the statements helps to understand the motives and intentions of the other party more deeply. This also demonstrates respect for the person who is speaking, because it is important for him to feel that his opinion is valuable and deserves attention.

The ability to think about the content of what is said allows you to analyze the situation objectively, without making hasty conclusions or judgments. Very often, communication is not only the transfer of information, but also a means of expressing emotions, which must be taken into account during communication. The ability to comprehend the problems of others, ask clarifying questions, and be interested in details helps to avoid misinterpretation of words and helps to find constructive solutions in difficult situations [5].

The importance of attentive listening is especially noticeable in the work environment, where successful interaction between employees affects the effectiveness of the team. If everyone in the team has the opportunity to express their opinion and be heard, this creates an atmosphere of mutual respect and trust. Employees feel involved in the work process, their motivation increases, and the level of job satisfaction increases. The attentiveness of managers to the problems and needs of employees also plays an important role, because this not only contributes to the strengthening of corporate culture, but also helps to avoid professional burnout and reduced productivity.

In society, the ability to listen and understand the problems of others is the basis for the development of empathy, tolerance, and interpersonal understanding.

Many social conflicts arise precisely because of people's unwillingness or inability to listen to each other. Hasty conclusions formed on the basis of personal prejudices or stereotypes often lead to an aggravation of misunderstandings and deterioration of relationships between people. The willingness to listen carefully to another person without aggression and defending one's own right is the basis of effective dialogue, which is especially important in times of social change, crisis situations, or political contradictions.

In addition, the developed listening skill is fundamental for professions that involve working with people, in particular, teachers, doctors, psychologists, managers, diplomats. In these areas, it is important not only to receive information from the interlocutor, but also to understand its emotional subtext, correctly interpret and react according to the situation.

To achieve mutual understanding in a conversation, the interlocutors must not only be able to speak, but also be able to listen to each other. The ability to listen reduces the number of misunderstandings and contributes to successful communication. With the ability to listen, the interlocutor expresses his own will - encourages the partner to open up, express thoughts, convey feelings, aspirations, intentions. And then a moment of sincerity, truthfulness arises, when cooperation, cooperation of efforts, harmony become possible. In harmony, even insignificant forces are strengthened.

The ability to listen is one of the main indicators of the culture of a business person. Of all human qualities, the ability to listen is the most difficult. L. Feuchtwanger assured that a person needs 2 years to learn to speak, and 60 years to learn to listen.

Listening is not just silence, but active activity, a kind of work, it is preceded by a desire to hear, interest in the interlocutor. There are the following types of human reactions to the interlocutor's speech: evaluation, interpretation, support, clarification, sensitivity and understanding. Most often we deal with evaluation and feedback, less often with interpretation (interpretation). Clarification, support and understanding are the ideals to which one should strive in communication.

In order for listening to be effective, corresponding to a high level of moral culture of communication, it is desirable to minimize or better not to use them at all. Otherwise, a person begins to "measure" the thoughts and feelings of the interlocutor by his own standards, to compare them with his scale of values. Of course, this does not mean that one should not express one's own opinion. However, it is always desirable to remember the purpose of listening.

There are two types of listening: non-reflexive and reflexive. In the first case, we are talking about attentive listening with practically no verbal intervention. Often, this is what helps people express their feelings. Sometimes this listening is called minimal support. Non-reflective listening should be used when it is difficult for the interlocutor to convey his feelings (for example, he is very excited) or when he does not have sufficient command of the language (foreigner). "Non-reflective listening" is also called attentive silence, because, as they say, it is more difficult to remain silent well than to speak well. It is advisable to highlight in the conversation what can be used later; to find areas of mutual interest. The ability to take something useful from the conversation is one of the indicators of effective listening.

It is necessary to focus attention on ideas. In some cases, you can use such a technique of building a conversation, in which first a general idea of the subject is formed, then – detail, examples, and finally – a summary and a call to action. It is important to choose ideas, separate facts from principles and beliefs, ideas from examples, reliable information from subjective opinion.

It is necessary to evaluate the content of the conversation, and not the appearance and manners of the interlocutor. It is very important to be able to distinguish whether the interlocutor is talking about reliable facts or expressing his assumptions. It is necessary to determine to what extent the interlocutor argues his statements. Before expressing your opinion, you need to listen to everything that the interlocutor says. You should concentrate your attention on the content of the conversation, and not on the appearance of the interlocutor. You cannot allow his voice, manners or appearance to interfere with listening. It is important to take into account that

excessive criticality, negativity of perception and thinking of the listener interfere with the effective perception of information. In this case, his attention is directed to the mistakes, shortcomings of the interlocutor's speech and behavior and much less to what is new, valuable, useful in his words. The main goal of effective listening is the ability to fully concentrate your attention. You should focus on what the interlocutor is saying, follow his arguments and after each statement, return to his words in your thoughts, follow how the topic develops, analyze the facts stated by the interlocutor.

Useful tips or rules for effective listening.

1. Be able to demonstrate respect for the interlocutor

2. Be able to emphasize sincere interest.

3. Remember the names of the interlocutors.

4. Avoid unnecessary arguments.

5. Do not abuse criticism and condemnation of the interlocutor.

6. Be able to be a grateful listener and listen to the partner to the end.

7. Respect the opinion of the interlocutor.

8. Encourage the interlocutor using verbal and non-verbal means.

Thus, the ability to listen carefully, think about the essence of what is said, analyze the problems of others and avoid interruptions is an important social and professional skill. It contributes to improving the quality of interpersonal relationships, helps resolve conflicts and increases the level of mutual understanding.

2. Moral and ethical principles of communication.

2.1. Virtue, the desire for good and benefit for all.

Virtue is a fundamental moral quality of a person that determines his behavior in society, his attitude towards others and the features of communication. This concept includes honesty, fairness, decency, responsibility and openness in relations with others. A person who is guided by the principles of integrity adheres to high moral standards, does not use manipulation or deception in communication and strives to maintain fair and mutually beneficial relations.

Communication built on the principles of integrity contributes to the formation of a healthy social environment, where trust, mutual respect and support reign. The absence of insincerity and ulterior motives allows you to establish strong interpersonal and professional ties in which each participant feels protected and valued. A person who acts with integrity not only speaks the truth, but also avoids situations that can cause negative consequences for others. This is manifested in a responsible attitude towards one's words and promises, the ability to admit one's mistakes, as well as in the ability to discuss any issues openly and honestly.

Equally important is the desire for good and benefit for all, which implies caring for the well-being of others, even if this does not bring immediate benefits to the individual himself. Such an approach is a sign of moral maturity and responsibility to society, as it contributes to building harmonious relationships and developing mutual assistance. People who strive for good for others are usually active participants in social processes, they help their neighbors, support virtuous initiatives, and strive to ensure that their actions benefit not only themselves, but also those around them. [6]

The ability to show goodwill and a sincere desire to help are important components of successful communication. People who demonstrate empathy, the ability to understand the feelings of others and provide support in difficult situations gain more trust and respect. This contributes to the formation of a healthy team, where everyone feels valuable and can count on help. It is important to note that the desire for good does not mean blind submission to other people's interests or sacrificing one's own needs – it implies a conscious desire for harmonious coexistence, where both the interests of others and one's own are taken into account.

Integrity and the desire to benefit are especially important in a professional environment, where the interaction between people determines the effectiveness of the team's work. If employees openly share knowledge, support colleagues, help newcomers adapt, prompt and provide the necessary assistance in a timely manner, this increases productivity and creates a positive atmosphere in the team. Integrity in professional communication also means the absence of intrigue, manipulation and

ulterior motives, which helps strengthen corporate culture and build trust between management and subordinates.

In public life, integrity plays a crucial role in creating healthy social interactions. People who adhere to moral norms and act in accordance with ethical principles contribute to the establishment of harmonious relationships and ensure the development of society. A culture of mutual assistance and mutual support creates an environment where everyone has the opportunity to feel safe, receive the necessary support and show their own initiatives.

Integrity and the desire for good are especially important in times of crisis or difficulty, when society needs to unite for the common good. At such moments, the true moral essence of a person is revealed, and it is those who act from a position of integrity who help others cope with difficulties and find solutions. The willingness to support others, even when this requires some effort or sacrifice, is a sign of the maturity of a society and its ability to develop.

We summarize the main principles of integrity and examples of their application in real professional sphere in the following formulas of connection of a term, its interpretation and example of it application. *Honesty* – tell the truth, avoid manipulation and dishonest communication methods (the employee admits his own mistake without hiding it). *Justice* – fair treatment of everyone without prejudice and discrimination (the manager distributes work tasks evenly among colleagues). *Responsibility* – fulfillment of one's obligations and awareness of the consequences of one's actions (the employee completes work within the specified deadline). *Openness* – absence of hidden motives, transparency in relationships (the company's management publicly explains important decisions). *Mutual support* – willingness to help others without expecting reward (a colleague helps a new employee adapt to the team). *Altruism* – actions aimed at the benefit of other people, even without personal benefit (a person voluntarily participates in charitable projects). Therefore, integrity, the desire for good and benefit for all, is the basis for the formation of trusting, harmonious and stable relationships between people. They contribute to the

construction of open and honest communication, strengthen social ties and help avoid conflicts. Practicing these principles in everyday life allows you to create an environment where respect, support and a common desire for the good of everyone reign.

2.2. Manifestations of conscientiousness, sincerity and openness in treating people.

Conscientiousness, sincerity and openness are the basic moral and ethical principles of communication that determine the quality of interpersonal and professional relationships. These traits form trust between people, create a favorable communicative environment and contribute to harmonious coexistence. The ability to be honest, open and fair helps to avoid conflicts, resolve controversial situations and maintain mutual understanding.

Conscientiousness in communication means responsibility for one's words, actions and attitude towards other people. A conscientious person does not act out of selfish motives, does not use lies or manipulation to achieve their own goals. He always strives to act fairly and be responsible for his actions. In the business sphere, manifestations of conscientiousness are especially important, as they determine professional reputation, the ability to work in a team and maintain a healthy moral climate in the team. A conscientious employee does not avoid responsibility, fulfills his duties conscientiously and treats colleagues fairly, which contributes to increasing productivity and trust between employees.

Sincerity in communication is manifested in the absence of hypocrisy, falsehood and double standards. A sincere person speaks the truth, openly expresses his thoughts and feelings, without hiding essential details. He does not try to create a false impression or mislead others. Sincerity allows you to create honest and trusting relationships, because people value frankness and the ability to openly share their emotions. In a team, sincerity contributes to the formation of a friendly atmosphere, strengthens team spirit and helps to avoid misunderstandings that can lead to misunderstandings.

Frankness is an important component of effective communication, as it allows you to avoid misunderstandings, resolve conflicts and build strong relationships. A frank person speaks directly and honestly, without hiding important facts and without trying to manipulate information. However, it is important to understand that openness should not turn into rudeness or tactlessness. It is important to maintain a balance between openness and respect for the interlocutor, to express your thoughts in a way that does not offend another person [7].

Manifestations of conscientiousness, sincerity and frankness are important not only in interpersonal communication, but also in professional activities, political life, diplomatic negotiations and other areas where communication plays a major role. For example, a manager who sincerely shares the company's plans with his employees, demonstrates frankness in making decisions and shows conscientiousness in his attitude towards subordinates always receives more support from the team than one who hides important information or acts manipulatively.

These moral qualities also play an important role in friendly and family relationships. The ability to openly discuss problems, not hide your feelings and honestly express your own point of view strengthens relationships and creates an atmosphere of trust. In a society where people strive to be honest and open in communication, there are significantly fewer conflicts, suspicions and hostility.

Thus, conscientiousness, sincerity and openness are the main moral virtues that determine the culture of communication and the level of moral development of a person. They contribute to strengthening trust between people, help avoid conflicts and create conditions for harmonious relations in both social and professional environments.

2.3. Compassion and sympathy for people, sharing grief or joy with them.

Compassion and sympathy are among the most important moral and ethical qualities of a person that affect the quality of interpersonal relationships and the level of mutual understanding in society. They are based on empathy – the ability to feel and understand the emotional state of other people, sharing their experiences, difficulties or happy moments.

Compassion is the moral ability to understand the emotional state of another person, support them in difficult situations and try to alleviate their suffering. It is manifested in care, words of support, willingness to help not only with advice, but also with specific actions. A person who knows how to sympathize does not remain indifferent to other people's problems, but tries to find ways to help and console. In a professional environment, this quality plays an important role, especially in areas that involve working with people, such as medicine, education, social work, psychology.

Empathy, or the ability to share joy and success with others, is no less important than support in difficult moments. Often people easily find the strength to sympathize in difficult situations, but are not always able to sincerely rejoice in someone else's achievements. Empathy is a sign of generosity, openness and a positive attitude towards people. This ability is manifested in supporting, encouraging and sharing positive emotions with the interlocutor. In a team, such behavior helps to create a friendly atmosphere, strengthen team spirit and stimulate mutual support between employees [8].

Sharing grief or joy with other people strengthens social ties, helps to create trusting and strong relationships. A person who is able to sincerely share the feelings of others forms a circle of support around him, which will provide him with the same help at the right time. In a society where people are ready to empathize, there is more trust, understanding and solidarity.

An important aspect of compassion and empathy is not only awareness of the emotional state of another person, but also appropriate behavior aimed at support. In crisis situations, sometimes a simple presence, attentive listening, or a kind word is enough to make a person feel not alone in their experiences. During joy, it is important to express sincere admiration, recognize the successes of others, so that a person feels valuable and important.

Manifestations of compassion and empathy have a positive impact on all areas of human life – from personal relationships to the professional environment. They contribute to the establishment of trusting contacts, reduce the level of conflict and

make society more cohesive. In professional activities, such qualities help managers effectively motivate the team, create a healthy moral climate, and increase the overall level of productivity.

Let us summarize the main manifestations of compassion and empathy in the following range of notions. *Listening without judgment* – the ability to listen attentively to a person without criticism or judgment. *Support in difficult situations* – helping people in difficult moments of their lives. *Showing empathy* – understanding and accepting the emotional state of another person. *Encouragement* – motivating and providing confidence in difficult situations. *Sharing joy* – sincere joy for the achievements and successes of other people.Therefore, the ability to sympathize and share joy with others is an important factor in harmonious coexistence in society. It helps to establish warm relationships, support others in difficult moments and sincerelyshare happy moments with them, making everyone's life more fulfilling and meaningful.

In a world where many people experience stress and anxiety, empathy is an extremely important quality that can be a real psychological support. Although the concept of "empathy" is often used in different contexts, its essence lies in the ability to understand and empathize with the emotional state of other people. In this article, we will consider what empathy is, what role it plays in our lives and how we can develop it.

Compassion has two aspects – understanding and empathy. Understanding means the ability to see a situation from the perspective of another person, to understand their feelings and experiences. The second aspect, empathy, includes the ability to feel and experience the emotions of another person together with them. This allows us to be sensitive to the needs and suffering of other people, to create support and sympathy in their difficult moments. Compassion plays an important role in our lives. It helps us maintain positive relationships with others, maintain emotional health and create a favorable climate in the family, at work and in the social environment. Empathy supports us in difficult life situations, helping to strengthen our psychological resilience and change the world around us. However, empathy is a skill that can be actively developed. To become more empathetic, we can:

1. Feel our own feelings. It is important to be aware of our own emotions and be able to manage them.

2. Listen to others. Active listening is a key element of empathy. This means being present during a conversation and showing interest in what the other person is saying.

3. Understand other people's stories. Try to put yourself in the other person's shoes, understand their thoughts, feelings and experiences.

4. Practice acts of kindness. Small acts of kindness can make a big difference. Helping those who are suffering, supporting people you know and strangers are ways to show empathy.

2.4. Gratitude for everything, satisfaction with things, the ability to appreciate even the smallest services.

Gratitude is an important component of moral and ethical communication, which contributes to harmonious interpersonal relationships, the formation of a positive environment and the strengthening of social ties. The ability to be grateful is not just a gesture of politeness, but an indicator of internal culture, moral maturity and respect for others. Gratitude helps people feel their significance, motivates them to do good deeds and creates an atmosphere of mutual support.

The concept of gratitude encompasses not only the usual words of gratitude, but also an inner feeling of satisfaction with things that happen in life. A person who is able to appreciate even the smallest pleasures and achievements lives more consciously, perceives the world around them from a positive side and is less likely to feel dissatisfaction or disappointment. Contentment means not only accepting reality as it is, but also the ability to see meaning in daily activities, find joy in simple things, and strive for harmony in life.

One manifestation of gratitude is the ability to appreciate even the smallest services and efforts made by other people. Often, society takes for granted the help of colleagues, friends, or family, although even the smallest act of attention deserves gratitude. A simple "thank you" can improve mood, increase a person's motivation, and strengthen interpersonal relationships. It is especially important to express

gratitude in a professional environment, where recognition of efforts and work results contributes to increased productivity and strengthened corporate culture [9].

Gratitude is also an important element of emotional intelligence. A person who knows how to express gratitude is better aware of the value of human relationships, understands that any action, even the smallest, can have a meaning for another person. When sincere gratitude is shown in communication, it helps to create an atmosphere of trust, form a culture of mutual respect and promote positive interaction between people.

The practice of gratitude has a positive effect on a person's emotional state. Psychological studies prove that people who practice gratitude daily feel happier, have lower levels of stress and are more resilient to life's difficulties. Awareness of even the smallest benefits that a person receives from others helps to avoid negative thinking and focus on the positive aspects of life.

Therefore, the ability to express gratitude, be satisfied with one's work and appreciate even the smallest services is an important basis for moral and ethical communication. This is not only a way of expressing politeness, but also a way to create a friendly society where people openly demonstrate their gratitude, support each other and strengthen social ties.

2.5. Overcoming anger, forgiving offenses, eradicating enmity with people.

The ability to overcome anger, forgive offenses and eradicate enmity are important aspects of moral and ethical communication that contribute to harmonious interpersonal and social relations. Enmity, offenses and uncontrolled negative emotions destroy relationships, reduce the quality of communication and become the cause of many conflicts. That is why the ability to manage one's emotions, find the strength to forgive and strive for peaceful resolution of conflicts is the basis of constructive communication and the development of a healthy society.

Anger is a natural emotion that arises in situations where a person feels injustice, disappointment or threat. However, if it is not controlled, it can lead to conflicts, aggression and the destruction of relationships. It is important to learn not only to be

aware of your emotions, but also to be able to manage them. One of the most effective ways to overcome anger is to develop self-control and emotional self-regulation. Practicing deep breathing, analyzing the situation, redirecting attention to positive aspects, or even simply pausing before responding can help reduce tension and avoid impulsive reactions.

Forgiveness is essential for maintaining peace of mind and restoring mutual understanding between people. When a person holds a grudge, he continues to experience negative emotions that can affect his psychological state and overall well-being. Forgiveness does not mean approving or justifying the unjust actions of another person, but rather a way to free himself from the burden of negative feelings. The ability to forgive helps to reduce emotional stress, helps restore harmony in relationships, and reduces the likelihood of further conflicts [10].

Eradicating hostility requires a conscious desire for peace and constructive dialogue. Hostility between people or groups often arises due to misunderstandings, differences in views, or long-standing conflicts that have not been resolved. To overcome this, it is necessary to develop a culture of mutual respect, a willingness to compromise and the ability to admit mistakes. An important step in eradicating hostility is also open communication, during which the parties can discuss their differences, express their feelings and find common solutions.

The practice of peaceful conflict resolution is of great importance both in everyday life and in the professional environment. In a team where hostility exists, the working atmosphere becomes tense, which negatively affects productivity and interaction between employees. Preventing conflicts through open dialogue, respect for the opinions of others and joint search for solutions helps create a favorable environment for cooperation.

Effective anger management:
- Understanding your own emotions and identifying your anger triggers.
- Identifying and changing harmful thoughts that fuel your anger.
- Using calming strategies such as deep breathing, meditation, and physical activity.

- Developing emotional intelligence skills such as compassion, empathy, and effective communication.

- Seeking support from a professional counselor or therapist if anger is consistently interfering with your well-being and relationships.

Anger is a natural human emotion. It is important to understand that anger is not a problem in itself, but rather a way in which we react to events and situations in our lives. The path to effective anger management is to understand its causes, find ways to calm down, develop emotional intelligence, and, if necessary, seek professional support. Confident anger management skills can improve our well-being and preserve our relationships with other people.

Enmity, as a deeply rooted feeling of hostility, hatred and disagreement, is a destructive force that divides people, inflames conflicts and undermines the foundations of peaceful coexistence. It can manifest itself at different levels: from personal relationships to intergroup conflicts and international wars. Eradicating enmity is a difficult but extremely important task that requires a comprehensive approach and joint efforts.

Eradicating enmity is a task not only for governments and international organizations, but also for every person. Everyone can contribute to creating a more tolerant and just world by adhering to the following principles

- Be an example of tolerance and respect for others.

- Resist discrimination and violence in any form.

- Support victims of violence and discrimination.

- Disseminate truthful information and counter disinformation.

- Support intercultural dialogue and exchange.

- Raise children in a spirit of tolerance, respect.

Examples of the application of the main methods of overcoming anger and forgiveness are given in the following range of notions. *Control of emotions* – developing the ability to control impulsive reactions (the employee avoids emotional responses in conflict). *Situation analysis* – objective consideration of the situation,

avoiding hasty conclusions (a person analyzes the circumstances before reacting). *Constructive dialogue* – discussion of a problem without aggression, aimed at finding a solution (two colleagues peacefully discuss the cause of a misunderstanding). *Change of focus of attention* – redirecting attention to positive moments and personal development (a person concentrates on their own achievements, not on the conflict). People who know how to control negative emotions, forgive others and strive for peace contribute to the creation of a harmonious environment based on trust, respect and mutual understanding. This not only helps to avoid conflicts, but also makes life more peaceful, balanced and happy.

3. Interpersonal communication in a professional environment.

3.1. Establishing a friendly workplace.

A friendly workplace is a key factor in increasing productivity, motivating employees, and fostering harmonious relationships within the team. It is based on the principles of mutual respect, open communication, support, and willingness to cooperate.

One of the key elements in creating a friendly workplace is mutual respect. In a team where each employee feels valued and important, there is greater interest in achieving goals together. It is also important to adhere to a fair distribution of responsibilities and recognize the contribution of each team member [11].

Open communication helps reduce misunderstandings and build trust. Management that regularly informs employees about goals, achievements, and challenges creates an atmosphere of transparency and mutual support. Employees, in turn, should be able to freely express their ideas, opinions, and suggestions.

Emotional support is another important aspect. In difficult situations, colleagues should be ready to provide help or moral support. This increases team cohesion and helps to overcome stressful situations.

To maintain a friendly atmosphere, it is also important to prevent conflicts and resolve them in a timely manner. A constructive approach to disputes, based on mutual respect, allows you to avoid tension and creates a favorable environment for the development of professional relationships.

In addition, managers can influence the atmosphere by recognizing the achievements of employees. A system of incentives, such as bonuses, public thanks or even small symbolic gifts, helps to increase job satisfaction and motivates employees to further success.

Relationships between colleagues in a team are a strong springboard for the effective work of the entire team, a healthy friendly atmosphere and friendly relations within. A friendly atmosphere at work is an important factor in ensuring the productivity, satisfaction and well-being of employees.

Psychological climate is a complex emotional and psychological state of the team, reflecting the general psychological mood and the degree of satisfaction of employees with various factors of the team's life.

A positive psychological climate in the work environment affects the efficiency and effectiveness of employees, creating a favorable atmosphere for their work. Relationships between colleagues and management, which are formed within the framework of the psychological climate, are of great importance for the satisfaction of employees and their motivation to achieve high results.

The success and effectiveness of employees are inextricably linked with the psychological climate in the workplace. Creating a positive atmosphere and a favorable environment has a great impact on the productivity and effectiveness of employees. Relationships between colleagues, the level of communication, the degree of job satisfaction – all this determines the psychological climate, which affects the overall productivity of the team.

Optimal performance and efficiency of employees directly depend on a positive psychological climate in the workplace. Creating a favorable atmosphere affects productivity, employee satisfaction and the overall success of the organization. To achieve these goals, due attention should be paid to the implementation of recommendations aimed at improving the psychological environment in the workplace.

Creating a supportive psychological environment.The successful operation of an organization and the achievement of high efficiency of employees largely depend on the psychological environment in which they work. Creating a favorable atmosphere and a positive psychological climate contributes to increasing productivity and efficiency of work.

One of the key aspects of creating a favorable psychological environment is providing comfort and support for employees. This may mean providing opportunities for self-expression, recognition of achievements, support in solving problems and creating positive relationships between colleagues. Such an environment contributes to the development of a sense of importance and value of each employee, which in turn has a positive effect on their motivation and commitment to work.

The second important aspect is creating opportunities for personal and professional growth of employees. Providing opportunities for learning, development and expansion of competencies not only contributes to improving the skills and knowledge of employees, but also stimulates their self-realization and self-improvement. Taking into account the individual needs and interests of employees, the organization can ensure the creation of a stimulating environment that has a positive effect on their efficiency and effectiveness.

In addition, it is important to ensure open and trusting communication within the organization. Active listening, openness to employees' ideas and opinions, taking into account their opinions and contributions contribute to creating an atmosphere of mutual understanding and cooperation. This helps to avoid conflicts and improves teamwork, which in turn stimulates employee productivity and effectiveness.

Therefore, establishing a friendly atmosphere at work is an important task for each member of the team. Mutual respect, support, transparency and willingness to cooperate create conditions under which each employee feels valued and motivated to achieve common goals.

3.2. Setting personal boundaries and rules for violating these boundaries in the team.

Personal boundaries are the invisible line that defines what is acceptable or unacceptable for a person in communication and interaction with others. They cover physical, emotional, social and professional space and play an important role in creating harmonious working relationships. In a team where the personal boundaries of each employee are respected, a friendly atmosphere is formed, which contributes to productivity, trust and comfort at work.

Setting personal boundaries in a team begins with awareness of one's own needs and communication with colleagues about one's expectations. A person must clearly determine what is acceptable for them in communication and what is a violation of their space. This applies to both physical boundaries (for example, personal workspace, inviolability of personal belongings) and emotional ones (the right to a personal opinion, unwillingness to discuss certain topics).

In a professional environment, it is important to set clear boundaries regarding the distribution of responsibilities and working hours. For example, an employee has the right to time for focused work without unnecessary interruptions or to have their personal time respected after the workday. The ability to say "no" without feeling guilty is another important aspect of setting personal boundaries, as it helps to avoid being overwhelmed with tasks that are not within the employee's competence.

Despite setting boundaries, situations may arise in the team when these boundaries are violated – consciously or unconsciously. The most common cases of violating personal boundaries include intrusive communication, personal questions, interference in work processes without permission, manipulation or gossip. This also includes excessive workload, when an employee is delegated tasks outside his competence without proper compensation or taking into account his capabilities [12].

To avoid such situations, it is important to know how to respond correctly to boundary violations. One of the most effective methods is to calmly but confidently communicate your discomfort and clearly set boundaries. For example, if a colleague

is consistently interrupting you during a conversation or meeting, you can politely but firmly remind them of the importance of finishing their thoughts before the other person starts speaking.

In many cases, an effective way to prevent violations of personal boundaries is to establish generally accepted rules for communication in the team. For example, companies may have established working hours after which colleagues should not be disturbed, rules for work correspondence, or norms of ethical behavior in communication.

In general, establishing personal boundaries in the team is an integral part of effective cooperation. This allows each employee to feel comfortable and protected in the work environment, minimizes stress and conflicts, and also promotes productivity and harmonious interaction between team members. Adhering to established boundaries and responding correctly to their violation are key factors that help create a healthy work microclimate.

3.3. Asking for help and expressing gratitude for a service.

The ability to ask for help and express gratitude for a service provided are important components of effective communication in a professional environment. These skills help strengthen working relationships, create an atmosphere of trust and mutual respect in the team.

Asking for help is not a sign of weakness, but an indication of openness to cooperation and recognition that everyone may need support. In a professional environment, it is important to formulate a request clearly, politely and constructively.

It is worth specifying what exactly the problem or task is, what kind of help is needed, and determine the expected results. For example: "I need help preparing a report. Can you check the data in the table by tomorrow morning?"

The request should sound polite, without any hint of coercion. Using phrases like "Could you help..." or "I would be grateful for your support..." contributes to a positive perception. It is also necessary to take into account the schedule of colleagues so as not to create inconvenience or overload for them.

Asking for help also demonstrates a willingness to cooperate. The person who asks for support recognizes the professionalism and value of the other party, which strengthens the bonds in the team.

Gratitude is an important stage of any interaction. It not only expresses gratitude, but also motivates employees to continue supporting each other. The main principles of gratitude:

1) timeliness – gratitude should be expressed immediately after receiving help or a service; this emphasizes sincerity and respect;

2) definition of contribution – it is worth specifying what exactly you are grateful for;

3) variety of forms – gratitude can be both verbal (words of gratitude during communication) and written (a letter, message or official thank you). In some cases, symbolic gifts or public recognition are appropriate.

Interaction through requests and thanks helps to build trust and strong relationships in the team. People who feel that their efforts are appreciated become more motivated, and the atmosphere in the team becomes more friendly [13].

Regarding ethical aspects, requests for help should not be intrusive or used to shift responsibility. Thanks should be sincere and proportional to the amount of help. A culture of mutual help should be maintained in the team to avoid situations where requests become a burden for others.

Examples of use:

1) request: Could you review this data and give your feedback by the end of the day? This will help me avoid mistakes;

2) thanks: Thank you for your help in resolving this issue. Thanks to you, we avoided a delay.

Therefore, the ability to correctly ask for help and sincerely express gratitude is important for effective communication, which helps strengthen relationships and improve the work environment.

3.4. Providing and receiving support, reassurance.

Support in the team plays a key role in creating a healthy work environment, increasing productivity and reducing stress levels among employees. It can manifest itself in various forms – emotional support, professional assistance, financial or organizational support. Providing and receiving help creates an atmosphere of trust and mutual respect, which contributes to team cohesion and increased work efficiency.

A culture of mutual assistance and support is an important element of effective work in any team. Employees who feel that they can count on the help of colleagues feel more confident, adapt more easily to changes and cope better with difficulties.

Support can be expressed in the following forms:

1) emotional support – moral encouragement, friendly conversation, encouragement of colleagues, which helps reduce stress and increase motivation;

2) informational support – providing useful information, tips, sharing knowledge, which helps employees perform their tasks more effectively;

3) practical assistance – direct participation in solving the task, connecting to work to relieve a colleague during a difficult period;

4) organizational support – creating comfortable working conditions, providing resources that facilitate the work process and promote productivity.

A special role in providing support is played by management. Leaders who support their employees contribute to the formation of loyalty to the company, increasing motivation and improving corporate culture. This can manifest itself in the form of a flexible schedule, career opportunities, additional resources for completing tasks or creating a comfortable working atmosphere [14].

No less important is the ability to accept help. Often people refuse support because of the desire to demonstrate independence, fear of appearing weak or unwillingness to burden others. However, in a work environment, refusal of support can lead to overload, burnout and reduced efficiency.

Accepting help requires awareness of one's own needs and capabilities, openness to cooperation, willingness to work in a team, adequate response to the

offer of help, without feeling ashamed or embarrassed, and expressing gratitude for the support provided.

In many organizations, an important aspect of social support is also the insurance system. It may include health insurance, accident insurance, pension provision, or liability insurance.

The main types of insurance that support employees in difficult situations:

1) health insurance – covers the costs of treatment and preventive measures;

2) accident insurance – protects employees in case of injuries or other unforeseen situations;

3) pension insurance – provides financial support in the future;

4) professional liability insurance – is especially important for specialists working in areas associated with high risks (medicine, law, finance).

Workplace insurance helps employees feel more confident, reduces anxiety, and creates an additional level of social protection.

Support and insurance are interrelated elements of employee social protection. If mutual assistance in the team allows for quick resolution of work issues, then insurance mechanisms ensure stability and financial security in the long term. The combination of personal and organizational support creates a favorable working environment that increases employee productivity, loyalty, and overall job satisfaction.

Providing and receiving support is an integral part of effective interaction in any team. People who support each other create an atmosphere of trust, help reduce stress, and create conditions for productive work. Insurance, in turn, provides an additional level of protection, guarantees stability and social security for employees. The formation of a culture of support and social protection helps strengthen corporate culture and increase the efficiency of the organization as a whole.

3.5. Communication with colleagues, partners and clients.

Effective communication with colleagues, partners and clients is a key factor for success in a professional environment. It helps to strengthen trusting relationships, ensures effective cooperation and helps to avoid conflicts. In the process of

interaction with each group, it is necessary to take into account the peculiarities of communication in order to achieve harmonious cooperation.

Communication with colleagues is based on cooperation, respect and openness. Creating a friendly atmosphere helps to strengthen trust, increase motivation and team cohesion. An important aspect is the effective distribution of tasks according to the strengths of each employee, which increases team productivity. In the event of misunderstandings, it is necessary to use a constructive approach, including open dialogue and mutual respect, which helps to avoid conflict situations and ensures harmonious coexistence in the team. For example, regular team meetings allow you to discuss goals and work results, contributing to harmonious interaction between colleagues.

Communication with partners requires professionalism, honesty and a focus on mutually beneficial cooperation. An important principle is openness in communication, which allows you to avoid hidden motives and manipulation. Fulfillment of promises and obligations is the basis for strengthening trust and stable business relationships. In case of disagreements or conflicts, it is necessary to find compromise solutions that take into account the interests of both parties. For example, concluding contracts with clearly defined terms of cooperation, deadlines and distribution of responsibilities contributes to effective business management and long-term partnership.

Communication with clients is based on a client-oriented approach, which ensures a high-quality level of interaction. One of the main aspects is active listening, which allows you to better understand the client's needs and offer optimal solutions. Compliance with professional etiquette helps create a positive image of the company and maintain long-term relationships with clients. Speed and quality of service play an important role, since prompt responses and high quality of services or goods provided significantly increase the level of customer satisfaction. For example, if a consultant responds quickly to a request, provides detailed information, and offers several optionsfor solving a problem, this strengthens trust and a positive impression of the client [15].

For effective interaction with all participants in the professional environment, it is necessary to take into account the general principles of communication. It is importantto

show empathy, which allows you to understand the emotional state of the interlocutor and adjust the communication style accordingly. Positive communication helps create a favorable working environment through the use of constructive phrases and a polite tone. Maintaining confidentiality is especially important when discussing sensitive issues, which ensures trust and stability in business relationships.

Here we have to consider the principles of communication with colleagues in terms, their interpretation and examples of real application. *Friendly atmosphere* – creating trust and support between employees (organizing regular team discussions to summarize). *Teamwork* – effective division of tasks, taking into account the strengths of each (project planning taking into account the competencies of employees). *Conflict resolution* using open dialogue to resolve misunderstandings (peaceful discussion of controversial issues without aggression or pressure). *Honesty and transparency* – open discussion of the terms of cooperation without ulterior motives (conclusion of clear contracts with prescribed conditions). *Compliance with agreements* – fulfillment of obligations and agreements (timely completion of tasks within the framework of the contract). *Ability to compromise* – finding common solutions to satisfy the interests of both parties (discussion of conditions that suit both parties in case of disagreements). *Active listening* – understanding the client's needs and finding appropriate solutions (the consultant listens carefully to the client's requests and offers solutions). *Professional etiquette* – adherence to the norms of politeness and professionalism in communication (use of polite wording in correspondence and conversations). *Speed and quality of service* – prompt response to customer requests while ensuring high quality of services (quick response to customer requests with detailed recommendations). In general, effective communicationwith colleagues, partners and customers contributes to the achievement of professional goals, improvement of the working atmosphere and strengthening of trust. Adherence to the principles of mutual respect, honesty and empathy helps to create harmonious and productive relationships in any professional environment.

4. Professional communication of a specialist.

4.1. Use of professional terminology.

Professional terminology is an important element of effective communication of a specialist, as it ensures accuracy, clarity and correct interpretation of information among colleagues, partners and clients. The use of specialized terms contributes to the clear formulation of thoughts, increasing the level of competence and effectiveness of communication in a professional environment.

One of the main functions of professional terminology is to ensure unambiguous understanding between specialists in a particular field. The use of standardized concepts allows to avoid differences in the interpretation of terms and promotes rapid exchange of information [16]. For example, in medicine, the concepts of "hypotension" and "hypertension" have a clear meaning and are not subject to ambiguous interpretation, which guarantees the accuracy of diagnosis and treatment.

Terminology also performs the function of professional identification, allowing a specialist to demonstrate his competence in a certain field. Using precise technical terms creates an impression of professionalism and authority, which is especially important when negotiating, advising clients, or giving public speeches. In the field of law, for example, the precise use of the terms "claim," "jurisdiction," or "jurisdiction" helps avoid legal inaccuracies.

However, it is important to consider that the use of professional terminology should correspond to the level of awareness of the audience. Excessive saturation of the text with specialized terms can make it difficult to perceive information for people who are not specialists in a particular field. For example, in technical fields, when communicating with clients, it is advisable to explain complex terms in simple words or use metaphors for better understanding.

Professional terminology is the basis for effective communication in the scientific and academic environment. Researchers use terms to clearly convey concepts and the results of their research. In an international context, knowledge of English-language

terminology is of particular importance, since many specialized scientific publications and technical documentation are published in English [16].

Important notions of this sphere can be represented in the following terms that have a clear meaning in a particular field to avoid misunderstandings. *Professional identification* – demonstrating professionalism and competence in communicating with colleagues, clients, and partners (a lawyer uses the terms "jurisdiction" and "liability" to precisely define legal boundaries). *Adaptation to the audience* – explaining complex terms in simple words or adapting them to the level of understanding of the interlocutor (an IT specialist explains to a client that "server environment" means a platform for running applications). *International aspect* – the importance of knowledge of English-language terminology for international cooperation and professional communication (an engineer knows English terminology for reading technical specifications of international companies). *Application in scientific activities* – the use of specialized terms in scientific publications and technical documentation for the accuracy of information transmission (a scientist uses the terms "cognitive flexibility" or "algorithmic complexity" in his research).Therefore, the correct use of professional terminology is a key factor in successful communication of a specialist. It ensures accuracy, efficiency and professionalism of communication.

4.2. Skills and abilities to express oneself professionally.

Communicative competence is a reliable foundation for healthy interpersonal relationships and professional success. Improving interpersonal communication skills can open up new opportunities for a person. When we correctly and accurately express our thoughts, our position becomes clear to other people. Therefore, it is more likely that we will be able to achieve mutual understanding.

Professional communication is a creative, guided process of exchanging messages, organizing mutual understanding, achieving optimal interaction, and getting to know each other in various types of activities of participants in professionally directed communication

Professional communication is formed in the conditions of a specific professional activity, and therefore to a certain extent absorbs its features and is an important part of this activity. In professional activity, people try to achieve not only general, but also personally significant goals, thanks to knowledge and skills, abilities. Professional communication is one of the universal realities of human existence, a specific type and a necessary condition for its activity. In professional communication, a specialist faces a myriad of unforeseen situations in which it is necessary to solve the tasks of mutual understanding and interaction in a new way, the solution of which cannot be implemented according to a known algorithm or template, although knowledge of general creative approaches to solving professional tasks usually helps to overcome difficulties. The specific features of professional communication are conscious, purposeful management of communication, the presence of a general and specific goal of communication, as well as scientific validity and a high professional level. In order for the contact to be truly deep, a person, in addition to professional knowledge, knowledge of communication, certain skills and abilities, must also have a positive communicative attitude towards communication, and an attitude not just towards establishing contact, but towards a person as a universal human value, then this contact will become humanized, and communication will take place at a high level.

Professional expression involves not only knowledge of the language, but also possession of specific skills, style and strategies that allow you to convey information as effectively as possible.

The ability to express oneself professionally is a basic skill for any specialist, as it affects the effectiveness of communication, interaction with colleagues, clients and partners, as well as career growth. Professional speech is distinguished by clarity, logic, structure and compliance with the norms of speech etiquette.

One of the main principles of professional speech is accuracy, which involves the use of the correct terms and formulations in accordance with the specifics of the activity. Statements must be understandable to the audience, so it is important to

avoid ambiguous statements and vague phrases. Logic and consistency of speech help interlocutors better perceive information, which is especially important in business communication and scientific communication.

Professional speech also requires that the style correspond to the communication situation. Business negotiations require a formal style, while in a team environment more relaxed communication is permissible. It is important to control intonation, speech rate, voice volume, and gestures to create a favorable impression and avoid misunderstandings [17].

Another important aspect is active listening skills, which allow you to correctly interpret what the interlocutor says, respond to his or her remarks, and build a constructive dialogue. The ability to listen attentively helps to avoid conflicts, promotes accurate understanding of information, and effective decision-making.

Rhetorical skills are also an integral part of professional speech. The ability to influence the interlocutor, convincingly argue your point of view, and speak to an audience plays an important role in many professional fields. The use of logical arguments, examples, and structured arguments enhances the persuasiveness of speech and helps achieve the set communicative goals.

Professional speech requires adherence to ethical norms and rules of business etiquette. Politeness, correctness, and tact in statements increase the level of trust and respect in communication. Using positive wording, avoiding an aggressive or overly emotional tone helps create a favorable atmosphere for interaction.

The main aspects of professional speech and their application in practice can be characterized in the range of examples. Accuracy of wording – using the correct terms and avoiding ambiguous statements (the doctor uses the term "cardiomyopathy" instead of the general "heart problem"). *Logic and consistency* – statements should have a clear structure and be subject to the logic of argumentation (the manager begins the presentation by defining the problem, and then offers a solution). *Correspondence of communication style* – using the appropriate level of formality in different situations (official tone in negotiations, but more relaxed in

informal communication). *Active listening skills* – the ability to correctly interpret the words of the interlocutor, react to them and maintain a dialogue (the manager listens carefully to the employee's questions and formulates an answer taking into account his needs). *Rhetorical skills* – using logical arguments, examples and arguments to influence the interlocutor (a lawyer convincingly justifies his position before the court). *Compliance with ethical norms* – using polite and correct formulations, tact in communication (a diplomat responds neutrally to a provocative question, avoiding conflict).Thus, the ability to express oneself professionally includes accuracy of formulations, logic and consistency, correspondence of speech style to the situation, active listening skills, rhetorical abilities and compliance with ethical norms. These skills allow a specialist to communicate effectively, argue his thoughts and build productive business relationships.

4.3. Professional etiquette and its verbal expression.

Professional etiquette is an important component of effective communication in a business environment. It defines the rules of speech behavior of a specialist, contributes to the formation of a positive image and creates a favorable climate for cooperation. Compliance with speech etiquette involves the use of correct expressions, politeness, compliance with the norms of business communication and the ability to adapt the communication style to the situation.

One of the main aspects of professional etiquette is the use of polite formulations. Addressing the interlocutor should be correct and correspond to his status, age or professional role. The use of polite words, such as "please", "thank you", "excuse me", helps create a friendly atmosphere and demonstrates respect for the interlocutor. For example, in correspondence or oral communication, it is important to avoid harsh or tactless statements, and instead use diplomatic constructions.

Professional speech should be neutral and correct, regardless of the emotional state of the specialist. Using constructive criticism instead of accusations or insults helps to resolve conflict situations effectively. For example, instead of direct criticism like "You made a mistake," you should say "Maybe you should review this point

again to avoid inaccuracies." This allows you to maintain respect between the interlocutors and avoid tension.

An important aspect of the verbal expression of professional etiquette is compliance with the norms of business correspondence. Official communication involves the use of a clear text structure, correct addresses and closing phrases. For example, at the end of a letter, it is appropriate to use expressions such as "With best wishes," "Sincerely grateful for your attention," or "Respectfully." This demonstrates professionalism and politeness in communication.

During oral business communication, it is important to consider not only words, but also intonation, speech pace, and non-verbal aspects of communication. Restraint, clarity, and confidence in the voice emphasize a professional communication style, while haste or a raised tone can create the impression of unprofessionalism or insecurity [18].

Compliance with professional etiquette also includes the ability to express gratitude and apologize in appropriate situations. If a specialist has made a mistake, it is worth expressing an apology clearly and concisely, for example: "I apologize for the inaccuracy in the previous message, I am already correcting the situation." Expressions of gratitude should also be part of professional communication: "Thank you very much for the information provided, it was very useful."

The following examples illustrate the main aspects of professional etiquette in verbal expression, which helps to create a comfortable environment for effective business communication. *Polite wording* – the use of polite words that demonstrate respect and create a positive atmosphere ("Please let me know your opinion on this matter"). *Correct expression of criticism* – avoiding harsh wording, using a constructive approach ("Perhaps this point should be clarified to avoid inaccuracies"). *Business correspondence* – adhering to a clear message structure, correct addresses and closing phrases ("With best wishes, [name]"). *Control over tone of speech* – clarity, confidence, calm pace of speech without aggressive notes (using an even tone even in tense situations). *Ability to express apologies* – sincerity in apologizing, avoiding

excessive excuses ("I apologize for the inaccuracy, I am already correcting the situation"). *Expression of gratitude* – using words of gratitude in different situations ("Thank you very much for your support, it is very important to me"). Professional communication etiquette involves using polite language, being correct in your statements, following the rules of business correspondence, and being able to control your tone and style of speech. Adhering to these principles helps create a positive work environment, increase trust, and improve communication effectiveness.

4.4. Conversation, dialogue.

In a professional environment, the ability to conduct a conversation and maintain a constructive dialogue is an important skill that affects the effectiveness of communication and interaction between employees, partners and clients. A competently organized dialogue allows you to avoid misunderstandings, reach compromises and form trusting relationships.

One of the main components of a successful conversation is the clarity and logic of statements. The interlocutors must understand each other, so it is important to use clear wording, avoid unnecessary complexity in explanations and adhere to a clear structure for expressing thoughts. At the same time, it is important to take into account the context of communication and adapt the style of speech to the situation.

Active listening is another important element of effective dialogue. It includes attentive attention to the words of the interlocutor, maintaining contact with appropriate reactions (nodding the head, short confirmations such as "I understand", "yes, I agree") and avoiding interruptions. This contributes not only to better understanding, but also to strengthening trust between the parties.

For successful dialogue, it is also necessary to take into account emotional intelligence, that is, the ability to recognize and regulate emotions during a conversation. The ability to control one's own emotions and correctly respond to the emotions of the interlocutor allows you to avoid conflicts and maintain a constructive tone of communication [19].

It is also important to adhere to the principle of mutual respect. In a dialogue, it is necessary to take into account the point of view of the other party, even if it differs from your own. Using diplomatic formulations and avoiding categorical statements helps to maintain a professional atmosphere and helps to find a compromise.

One of the main aspects of conducting a professional conversation is argumentation. The statement of one's own position should be based on logic, facts and well-founded arguments. Using examples, statistical data or analogies enhances the persuasiveness of arguments and helps to better convey your opinion to the interlocutor.

During a dialogue, it is also important to control non-verbal signals – gestures, facial expressions and intonation. An open posture, eye contact and a friendly tone of voice contribute to creating a positive atmosphere of communication.

The following examplesdemonstrate the basic principles of conducting a dialogue and provides practical examples of their application in professional communication. *Clarity and logic* – the use of clear formulations and a structured presentation of thoughts (the employee explains project tasks, observing consistency and specificity). *Active listening* – attentive attitude to the interlocutor, maintaining contact and avoiding interruptions (the manager listens to the client, nods his head and summarizes his words for clarification). *Emotional intelligence* – control of one's own emotions and correct response to the emotions of the interlocutor (the manager remains calm in a stressful situation, helping the team find a solution). *Mutual respect* – compliance with ethical norms, taking into account the point of view of the interlocutor (the diplomat avoids critical remarks, uses polite formulations). *Argumentation* – the use of facts, examples and logical arguments to strengthen one's own position (the speaker justifies his idea, referring to analytical data). *Control of non-verbal signals* – use of eye contact, friendly tone of voice, open posture. During negotiations, the interlocutor maintains a confident but calm facial expression. Effective conversation and dialogue are based on clear formulations, active listening, emotional intelligence, mutual respect, reasoning of statements and control of non-

verbal signals. These skills help to achieve productive results in business communication and strengthen professional relationships.

4.5. Public speaking.

Public speaking is an important component of professional activity, requiring a specialist not only in-depth knowledge of the topic, but also the ability to convey information to the audience clearly, confidently and convincingly. Speeches can have different formats: presentations at conferences, reports at meetings, speeches to partners, clients or colleagues. The success of a public speech depends on preparation, speech structure, speech skills, non-verbal means of communication and interaction with the audience [20].

The first stage is the preparation of the speech, which includes determining the target audience, the main goal and main theses. It is important to develop a logical structure of the report: introduction, main part and conclusions. The introduction should attract the attention of the audience, outline the problem or topic that will be considered. The main part contains reasoned explanations, supported by examples, facts or statistics. The conclusions summarize the results, emphasize the main aspects and suggest possible solutions or further actions.

An important element of public speaking is the mastery of voice and speech. The pace of speech should be moderate, and the intonation should be expressive to maintain the interest of the audience. Excessive monotonous speech can cause the loss of attention of the listeners. Articulation and diction should be clear to avoid misunderstandings.

Nonverbal communication is no less important. During the speech, it is necessary to maintain eye contact with the audience, use open gestures and controlled facial expressions. Excessive gestures or avoidance of eye contact can negatively affect the perception of the speech [20].

To enhance the effectiveness of the speech, it is worth using visual materials, such as slides, graphs or diagrams. They help to better convey information and make the presentation more interesting. However, it is worth remembering that slides

should not overload the audience with text – their function is to supplement, not replace, the speaker's words.

Interaction with the audience plays a significant role in public speaking. It is important to monitor the reaction of the audience, answer questions, and adapt your presentation to their interest. If the audience is not active, you can use rhetorical questions or involve the audience in the discussion.

Some notions of successful public speaking and their practical application are the following. *Preparing the speech* – determining the audience, the main goal, and developing a logical structure for the report (the lecturer analyzes the composition of the audience and adapts the presentation to their interests). *Clear structure* – introduction to attract attention, the main part with arguments, and conclusions (the beginning of the report includes a question that stimulates the audience's interest). *Voice control* – expressive intonation, control of the pace of speech, clear articulation (the speaker changes his or her tone of voice at important points to emphasize their meaning). *Nonverbal communication* – maintaining eye contact, using gestures, and controlling facial expressions (the speaker looks at the audience, not at the notes or screen). *Using visuals* – reinforcing the content of the speech with graphs, charts, and slides (using a presentation with illustrations to explain complex information). *Audience interaction* – engaging the audience through questions, discussions, and reactions to their behavior (the speaker asks a rhetorical question to arouse interest).In general, successful public speaking is based on careful preparation, a clear structure, proper use of voice, nonverbal communication, visuals, and effective interaction with the audience. Possession of these skills allows a professional to convey information convincingly, influence the audience, and create a positive impression.

Conclusions. The study of professional, moral and ethical communication of specialists confirmed the importance of adhering to ethical principles in the professional environment. Moral and ethical principles of communication form the basis for trust, mutual respect and harmonious relations in the team. The use of professional terminology ensures the accuracy and unambiguousness of

communication, which is especially important in complex professional areas. Public speaking skills and the ability to conduct a constructive dialogue contribute to the achievement of professional goals, and compliance with professional etiquette increases the level of trust and creates comfortable conditions for cooperation. In addition, the use of emotional intelligence in communication helps to control one's own emotions, take into account the state of the interlocutor and create a positive atmosphere for interaction. Recommendations:

1) in the professional environment, regularly organize trainings and seminars to develop communication skills, public speaking techniques and master ethical norms;

2) for personal development, practice methods of emotional self-regulation, active listening and improve rhetorical abilities;

3) to introduce a culture of open dialogue in teams, which contributes to resolving conflicts and establishing trusting relationships;

4) to introduce feedback systems in organizations, which help to assess the level of communication and identify opportunities for its improvement.

Following these recommendations will ensure the harmonious development of communication skills and promote effective professional communication.

Prospects for further research. Further research in the field of professional, moral and ethical communication of specialists is appropriate and relevant, since this topic directly affects the quality of interaction in the professional environment and the success of organizations. One of the promising areas is the development of innovative methods for increasing the communicative competence of employees, in particular through the integration of modern technologies, such as simulation simulators, VR platforms and interactive training programs.

An important aspect is also the study of the influence of cultural and social factors on the ethics of professional communication in the context of globalization. In addition, it is relevant to study the influence of emotional intelligence on professional communication. The study of this aspect can contribute to the development of

specialized trainings that will help specialists more effectively manage their own emotions and build trusting relationships with colleagues, partners and clients.

Further analysis of the use of professional etiquette in the digital environment is also a promising area of research. In the context of remote work and the growth of online communication, it is important to identify new challenges and opportunities for maintaining ethical standards in the virtual space.

Therefore, the prospects for further research cover a wide range of issues that contribute to increasing the effectiveness and ethics of professional communication, as well as adapting to modern working conditions and technological changes.

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