

EFFECTIVE COMMUNICATION AS THE BASIS OF THE FUTURE PROFESSIONAL ACTIVITY OF THE FOREIGN STUDENTS IN UKRAINIAN HIGHER EDUCATIONAL ESTABLISHMENTS

Summary. *In the article the effective communication is considered as a condition of the future professional work of the foreign students trained in higher educational institutions of Ukraine. It is also discovered specificity of communicative process, interpersonal communications, the main communicative barriers.*

Keywords: *effective communications, professional work, interpersonal communications, communicative barriers.*

Problem statement. Effective communication is the basis for forming of professional competences of foreign students, future aviation industry specialists, in Ukrainian higher educational institutions. The competences are shown in the process of communication with colleagues, administration and in common professional activity. Effective communication influences on the efficiency of interpersonal interactions between employees, bosses, boards, companies, departments, so on: during business conversations, collective discussion of issues, in performing to the audience.

So, **the aim of the article** is to demonstrate the specificity of communication process, the special

Communication theory states that communication involves a sender and a receiver (or receivers) conveying information through a communication channel. The process of interpersonal communication cannot be regarded as a phenomena which simply 'happens', but should be seen as a process which involves participants negotiating their role in this process, whether consciously or unconsciously.

Senders and receivers are of course vital in communication. In face-to-face communication the roles of the sender and receiver are not distinct as both parties communicate with each other, even if in very subtle ways such as through eye-contact (or lack of) and general body language. There are many other subtle ways that we communicate (perhaps even unintentionally) with others, for example the tone of our voice can give clues to our mood or emotional state, whilst hand signals or gestures can add to a spoken message [1].

In written communication the sender and receiver are more distinct. Until recent times, relatively few writers and publishers were very powerful when it came to communicating the written word. Today we can all write and publish our ideas on the Internet, which has led to an explosion of information and communication possibilities.

The Communication Process. A

value of interpersonal communication, the main barriers to effective communication.

Communication is essentially the ability of one person to make contact with another and to make himself or herself understood. Depending on who you ask, the answers may vary. Let's start with the most basic definition of communication. Straight from Wikipedia: *Communication is a process of transferring information from one entity (объект) to another* [1].

What is an entity? The entity that transfers information – *Sender* and the entity that receives the information – *Receiver*. The sender and the receiver can be people, animals or devices.

communication is sent by the sender through a communication channel to a receiver, or to multiple receivers. The sender must encode the message (the information being conveyed) into a form that is appropriate to the communication channel, and the receiver(s) then decodes the message to understand its meaning and significance.

Misunderstanding can occur at each stage of the communication process and effective communication involves minimizing potential misunderstanding and any **barriers** to communication at each stage in the communication process.

An effective communicator understands their **audience**, chooses an appropriate communication channel, hones their message to this channel and encodes the message to reduce misunderstanding by the receiver(s). They will also seek out **feedback** from the receiver(s) as to how the message is understood and attempt to correct any misunderstanding or confusion as soon as possible [2].

Communication Channels. *There are multiple communication channels available to us today, for example face-to-face conversations, telephone, text messages, email, the Internet (including social media such as Facebook and Twitter), radio and TV, written letters, brochures and*

reports. **Choosing an appropriate communication channel** is vital for effective communication as each communication channel has different strengths and weaknesses. For example, broadcasting news of an upcoming event via a written letter might convey the message clearly to one or two individuals but will not be a time or cost effective way to broadcast the message to a large number of people. On the other hand, conveying complex, technical information is better done via a printed document than via a spoken message since the receiver is able to assimilate the information at their own pace and revisit items that they do not fully understand [2].

Encoding Messages. All messages must be encoded into a form that can be conveyed by the communication channel chosen for the message. We all do this every day when transferring abstract thoughts into spoken words or a written form. However, other communication channels require different forms of encoding, e.g. text written for a report will not work well if broadcast via a radio program, and the short, abbreviated text used in text messages would be inappropriate if sent via a letter.

Effective communicators encode their messages with their intended audience in mind as well as the communication channel. This involves an appropriate use of language, conveying the information simply and clearly, anticipating and eliminating likely causes of confusion and misunderstanding, and knowing the receivers' experience in decoding other similar communications. Successful encoding of messages is a vital skill in effective communication [1].

Decoding Messages. Once received, the receivers need to decode the message, and successful decoding is also a vital skill. Individuals will decode and understand messages in different ways based upon any barriers to communication which might be present, their experience and understanding of the context of the message, their psychological state, and the time and place of receipt as well as many other potential factors. Understanding how the message will be decoded, and anticipating as many of the potential sources of misunderstanding as possible, is the art of a successful communicator.

Feedback. Receivers of messages are likely to provide feedback on how they have understood the messages through both verbal and non-verbal reactions [1]. Effective communicators should pay close attention to this feedback as it the only way to assess whether the message has been understood as intended, and it allows any confusion to be corrected. Bear in mind that the extent and form of feedback will vary according to the communication

channel used: for example feedback during a face-to-face or telephone conversation will be immediate and direct, whilst feedback to messages conveyed via TV or radio will be indirect and may be delayed, or even conveyed through other media such as the Internet.

Information can be a lot of different things depending on the context. People sometimes view information and the medium to transfer it as one and the same. They aren't. We distinguish between the information being sent that the medium used to send it.

The information can be: words, gestures, drawings, paintings, songs, music. The means can be: speeches, emails, blogs, forums, text messages, voice messages, poems, essays, books, newspapers, ads, articles, and practically anything you can speak through, write on or draw on. There are various categories of communication and more than one may occur at any time. The different categories of communication are:

Spoken or Verbal Communication: face-to-face, telephone, radio or television or other media.

Non-Verbal Communication: body language, gestures, how we dress or act - even our scent.

Written Communication: letters, e-mails, books, magazines, the Internet or via other media.

Visualizations: graphs, charts, maps, logos and other visualizations can communicate messages [2].

Interpersonal communication is the process by which people exchange information, feelings, and meaning through [verbal](#) and [non-verbal](#) messages: it is face-to-face communication. Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language [2].

Information exchanged between people via words, gestures/signs and body language. The entities (sender and receiver) can be: one sender to one receiver, one sender to many receivers, many senders to one receiver, many senders to many receivers (an example think of a chorus singing at a church). There are many reasons why *interpersonal communications* may fail. In many communications, the message may not be received exactly the way the sender intended and hence it is important that the communicator seeks [feedback](#) to check that their message is clearly understood [2].

There exist many *barriers to communication* and these may occur at any stage in the communication process. Barriers may lead to your message becoming distorted and you therefore risk wasting both time and money by causing

confusion and misunderstanding. Effective communication involves overcoming these barriers and conveying a clear and concise message.

Some common *barriers to effective communication* include:

- The use of jargon, over-complicated or unfamiliar terms.
- Emotional barriers and taboos.
- Lack of attention, interest, distractions, or irrelevance to the receiver.
- Differences in perception and viewpoint.
- Physical disabilities such as hearing problems or speech difficulties.
- Physical barriers to non-verbal communication.
- Language differences and the difficulty in understanding unfamiliar accents.
- Expectations and prejudices which may lead to false assumptions or stereotyping. People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.
- Cultural differences. The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of [personal space](#) varies between cultures and between different social settings [1].

The understanding of the factors that influence communication and effective communication skills are the basis of future professional activity of foreign students that study in Ukrainian higher educational institutions.

To be an effective communicator, you should take into consideration the following communication factors:

1. Empathy is trying to see things from the point-of-view of others. When communicating with others, try not to be judgemental - instead view situations and responses from the other person's perspective. If appropriate, offer your personal viewpoint clearly and honestly to avoid confusion. Bear in mind that some subjects might be taboo or too emotionally stressful for others to discuss.

2. Encourage. Offer words and actions of encouragement, as well as praise, to others. Make other people feel welcome, wanted, valued and appreciated in your communications. If you let others know that they are valued, they are much more likely to give you their best.



3. Learn to listen. Listening is not the same as hearing; learn to listen not only to the words being spoken but how they are being spoken and the non-verbal messages sent with them. Confirm what the other person has said and avoid any confusion. Try not to think about what to say next whilst listening; instead clear your mind and focus on the message being received.

4. Be aware of others' emotions. Be sympathetic to other people's misfortunes and congratulate their positive landmarks. To do this you need to be aware of what is going on in other people's lives. Make and maintain eye contact and use first names where appropriate. Do not be afraid to ask others for their opinions as this will help to make them feel valued. Consider the emotional effect of what you are saying and communicate within the norms of behaviour acceptable to the other person.

5. Treat people equally. Always aim to communicate on an equal basis and avoid patronizing people. Do not talk about others behind their backs and try not to develop favourites: by treating people as your equal and also equal to each other you will build trust and respect. Encourage open and honest feedback from the receiver to ensure your message is understood and to avoid the receiver instead feeding back what they think you want to hear.

6. Use humour. Laughing releases endorphins that can help relieve stress and anxiety; most people like to laugh and will feel drawn to somebody who can make them laugh. Don't be afraid to be funny or clever, but do ensure your humour is appropriate to the situation. Use your sense of humour to break the ice, to lower barriers and gain the affection of others. By using appropriate humour you will be perceived as more charismatic.

7. Maintain positive attitude and smile. Few people want to be around someone who is frequently miserable. Maintain a positive, cheerful attitude to life: when things do not go to plan, stay optimistic and learn from your mistakes. If you smile often and stay cheerful, people are more likely to respond positively to you.

Thus, as it is shown in the article the effective communication is a process where a message is received and understood by the receiver in the manner that the sender intended it to be.

So, the knowledge of the specificity of communication process, the interpersonal communication and the main barriers to effective communication will help foreign students, future aviation industry specialists, in the process of

communication with colleagues, administration and in common professional activity.

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ЕФЕКТИВНА КОМУНІКАЦІЯ ЯК ОСНОВА МАЙБУТНЬОЇ ПРОФЕСІЙНОЇ ДІЯЛЬНОСТІ ІНОЗЕМНИХ СТУДЕНТІВ В УКРАЇНСЬКИХ ВНЗ

Резюме. В статті розглядається ефективна комунікація як передумова майбутньої професійної діяльності іноземних студентів, які навчаються у вищих навчальних закладах України. Особливе значення надається вивченню специфіки комунікативного процесу, міжособистісної комунікації, основним бар'єрам спілкування.

Ключові слова: ефективна комунікація, професійна діяльність, міжособистісна комунікація, основні бар'єри спілкування.

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ЭФФЕКТИВНАЯ КОММУНИКАЦИЯ КАК ОСНОВА БУДУЩЕЙ ПРОФЕССИОНАЛЬНОЙ ДЕЯТЕЛЬНОСТИ ИНОСТРАННЫХ СТУДЕНТОВ В УКРАИНСКИХ ВУЗах

Резюме. В статье рассматривается эффективная коммуникация как условие будущей профессиональной деятельности иностранных студентов, обучающихся в высших учебных заведениях Украины. Особое значение имеет специфика коммуникативного процесса, межличностная коммуникация, основные барьеры, возникающие при общении.

Ключевые слова: эффективная коммуникация, профессиональная деятельность, межличностная коммуникация, коммуникативные барьеры.