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FORMATION OF INTERNET COMMUNICATION CULTURE OF STUDENTS AS A PART OF THE CULTURE OF BUSINESS COMMUNICATION

Метою статті є визначення шляхів формування культури Інтернет-спілкування студентів. У статті використано такі методи дослідження, як аналіз, порівняння й узагальнення наукової літератури. У результаті дослідження виокремлено засоби ділового спілкування комп'ютерної мережі Інтернет, подані рекомендації щодо їх застосування. Практичні результати дослідження можуть бути використані в процесі викладання дисциплін, застосовуватися при написанні методичної літератури, курсових, дипломних, магістерських робіт, використовуватися в дистанційному навчанні, на курсах підвищення кваліфікації, у післядипломній педагогічній освіті. Набули подальшого розвитку ідеї про методи й форми формування Інтернет-культури студентів.

Ключові слова: комунікація, спілкування, ділове спілкування, культура ділового спілкування, Інтернет-культура, Інтернет-спілкування, Інтернет-середовище, засоби Інтернет-спілкування.

Introduction. Transformation in the economic, social, and cultural sectors of society requires changes in the system of professional training of specialists in higher educational institutions. The main national requirements for the level of professional

training are reflected in the Laws of Ukraine «On Education», «On Higher Education», the Decree of the President of Ukraine «On Measures to Ensure the Priority Development of Education in Ukraine», the National Doctrine of Education Development, the National Strategy for the Development of Education in Ukraine on 2012 – 2021 years, normative documents of the Ministry of Education and Science of Ukraine.

Competitiveness of future specialists depends on the quality of mastering modern knowledge, the ability to think and act in the new market conditions and the formation of their professional culture, among which components the culture of business communication is of important place.

Thereby, the necessity of qualitative preparation of students for professional activity, which is usually communicative in nature, is actualized. Communication enables each specialist to identify himself as a person capable of professional activity, interpersonal understanding, enrichment of spiritual world perception. Ability to communicate, achieve mutual understanding in the process of performing professional functions is the basis of the work effectiveness in situations of business communication. Any professional activity involves effective linguistic, socio-cultural interaction, adaptation to changes in external and internal circumstances.

At the same time, the professional training of students depends on the global informatization of society, which requires a thorough knowledge of business communication in the context of the introduction of information technology with widespread use of the Internet. Internet communication tools allow the use of relevant software products (expert systems, automated environments, databases, etc.) to prepare for business communication with partners. They considerably expand the analytical capabilities of future specialists, increase the efficiency of making informed decisions. The volume of professional information increases with the increase of the information volume in general.

The formation of a culture of business communication will serve as the basis for cultural self-perfection of the individual in further professional activities. The solution of

this problem requires revision, search, justification, development and introduction of new approaches to shaping the culture of business communication of future specialists.

Aim of the study is to determine the ways of forming a culture of Internet communication as a component of the culture of students business communication.

According to the purpose of the article, the following tasks are set: to find out the essence of the concepts of «communication», «business communication», «culture of business communication», «culture of Internet communication»; to carry out the analysis of scientific literature on the problem; determine the ways of forming the Internet communication of students in higher educational establishments.

Research methods. To solve the tasks, the complex of such research methods was used: analysis, comparison and generalization of scientific literature – in order to determine the ways of the culture of business communication of future specialists.

Analysis of relevant research. The multidimensional nature of communication is the subject of scientific research in several areas: pedagogical (V. Andreev, M. Berezovin, A. Verbitsky, V. Grehnhov, I. Zimnya, V. Kan-Kalik, M. Kagan, O. Kornyiaka, O. Leontiev, V. Melnik, A. Mudrik, etc.), linguistic (E. Vereshchagin, V. Kostomarov, V. Kolesov, Y. Rozhdestvensky), psychological (B. Ananiev, G. Andreeva, I. Zimnya, A. Leontiev, B. Lomov, B. Parigin, A. Petrovsky, M. Stankin, M. Yaroshevsky), philosophical (L. Bueva, V. Panfyorova, etc.), sociological (V. Andrushchenko, S. Borisnev, A. Zolotnyakova, V. Krisko V. Konetska, O. Rezaev, etc.).

For a more comprehensive and detailed analysis of the phenomenon of «communication», we will analyze the content of the given category.

Let's consider the content of communication from the pedagogical direction as the main mean of realizing pedagogical tasks of professional training. Pedagogical communication in an educational institution has a certain structure that corresponds to the general logic of the pedagogical process and at the same time includes elements of socially oriented and person-oriented types of communication. Communication in a higher

education institution can be imagined as a type of communication that is characterized by a special purpose, means and techniques.

Thus, pedagogical communication is a process of solving a multitude of communicative pedagogical tasks, problems, which adds to the communicative structure of professional activity a pronounced heuristic character.

From a linguistic point of view, communication is defined as «an act or a fact of communication» [25,195]. Communication is a symbolic (mediated by signs) interaction of people (the author and recipient of a sign-message), a play aimed at the unity and the sameness of the signs: terms, concepts, etc.

As a mean of communication, a variety of symbolic systems is used: a natural language with different jargon; the language of literature, art; artificial languages of mathematics, computer science and other sciences; drawings, graphs; sign language, facial expressions, etc. In real communication there is a series of simultaneous processes and accordingly there are a number of regularities: cybernetic, social, psychological, logical.

From the point of view of psychological content, interaction, carried out in the form of communication, is a condition of any human activity – namely the person with its goals, emotions, limited cognitive abilities, which is influenced by a variety of external factors. B. Ananiev notes that «communication is a compulsory component of labor, learning and all other activities that involve the interaction of people, it is a condition without which it is impossible to know the reality, the formation of the emotional response to this reality and based on this cognition and emotional attitude, behavior in this reality» [2, 21].

From the point of view of philosophical content, communication is the exchange of activity, information, experience, abilities, skills, as well as the results of activities.

In terms of sociological content, communication is a social and personal orientation process in which not only personal relationships are implemented, but also social status settings.

For separate problems of forming business communication are dedicated several researches by I. Andreev, N. Gaskova, N. Gromova, M. Koltunova, F. Kuzina, V. Pankratov, N. Tvorogova etc.

The analysis of scientific sources shows that the problem of business communication is mainly considered in the context of professional activity. We believe that business communication occurs between people in the process of performing professional activity, which in turn is reflected in communication and imposes certain imprints on it. Therefore, consideration of the concept of «business communication» is appropriate in the context of specific professional activities.

Results. To determine the essence of business communication of future specialists let's turn to the works of those authors who found out the general features of business communication.

«Business communication – the process of establishing and developing contacts between people, which is generated by the needs of their joint activities. The content of business communication is the exchange of information and experience, which involves achieving a certain goal and solving a specific problem», – says I. Aminov [1,12].

According to G. Borozdina, «business communication is a process of interconnection and interaction, in which happens the exchange of activity, information, experience, which involves the achievement of a certain result, the solution of specific problems or the realization of a certain goal» [5, 56].

The expression «business communication» is official and to some extent conditional. Business communication involves office contact with feedback. The main purpose of business communication is to obtain the necessary business information, – claim L. Vlasov and V. Semenovskaya [6, 6].

«Business communication is directly related to the work, its organization and the effective functioning of technological, managerial, economic and socio-psychological systems of the enterprise», – emphasizes I. Gichan [8, 8].

Business communication refers to communication, formally conditioned by social functions of a person, regulated by form and content. This is a specific form of contacts and interaction of people, which gain certain authority from their organizations, – says M. Voronin [7].

According to M. Koltunova, the specifics of business communication is that the interaction, collision of economic interests and social regulation which are carried out within the legal limits [15, 5].

«Business communication is a form of activity carried out between people as equal partners and leads to the emergence of mental contact, mutual influence, mutual empathy and mutual understanding», – emphasizes E. Rudensky [18, 13].

Business communication is the interaction between people in order to exchange information about the person itself, the world around it, human activity. The tasks of business communication are also: 1) to identify the intentions and individuality of the partner; 2) organize activities; 3) provide feedback (information on the results of this activity), – concludes A. Trotsko, I. Trubavina [22].

In the context of socio-psychological research, business communication is seen as «the psychological interaction of people, one way or another aimed at solving and realizing the tasks that arise in the process of joint activity», – considers N. Khryaschova [24, 10].

On the basis of the analysis of various definitions of the concept of «business communication» we can conclude that business communication is always associated with a certain professional activity of people and does not exist outside of this activity.

Thus, business communication is a complex and multifaceted process that can act simultaneously as a process of interaction between business partners, both as an information process and as the attitude of people to one another, and as a process of mutual influence on each other, and as a process of empathy and mutual understanding of each other.

The term «culture of business communication» first appeared in scientific works in the 80 years of the twentieth century. One of the first in Ukraine, this term was introduced

by science researcher T. Chmut. During a survey conducted at various educational institutions, students answered that the culture of business communication is a collection of human skills to analyze the actions of other people; component of speech; ability to behave culturally; the ability to find the right and sensitive approach; the desire to be a cultural and pleasant companion. It is clear that the interviewees did not differentiate the culture of speech, language, behavior and communication. In scientific literature, the culture of communication is interpreted as the unity of the culture of behavior, speech and language [26, 11].

Under the culture of business communication (as defined by T. Chmut) one can understand the forms of creation of communication, systematization and realization of its norms, methods and means in the society and human life in accordance with the hierarchy of values and guidelines. Communication and its culture are creativity that leads to self-improvement, and at the same time it is a value for every person and for society as a whole. From the realization of this, depends success of the interaction of people. The culture of communication becomes a value when it serves the satisfaction of their actual needs in joint activities and spiritual development. At the same time creativity in communication leads to the formation of the general subject «We» and the development of the individual «I», and as a result - to self-actualization and self-realization of the individual, the achievement of the common goal and the implementation of humanistic communicative guidelines. Such an understanding of communication culture makes it possible to observe it as possessing of its perfect norms, which act in unity with the creative and personal component [25, 212]. Norms of this can be: knowledge, in particular methodological, abilities and theoretically grounded ways of action, as well as norms-goals, norms-ideals that affect the personality [4].

In the scientific literature, the culture of business communication of the specialist is considered as a component of the general culture of a specialist, a leading indicator of the quality and efficiency of communication, the realization of its essential forces, abilities through the mastering and actualizing of norms, tools, mechanisms of communication and

their creative application, focused on the optimization of the educational process and the harmonization of the personality of the teacher himself (S. Ryabushko) [19]; a set of abilities and skills in the field of communication tools and laws of interpersonal interaction, which promote mutual understanding, effective solution of communication problems (V. Sokolova) [20]; tools, means, ways of expressing the attitude to another person, ethical and strategic behavior patterns, which, despite the fact that based on biological data, is the creation of man as a product, carrier and creator of culture (O. Danilenko) [11]; the basis of interpersonal, organizational, intercultural interaction; a means of creating a favorable emotional field, forming a picture of the environment and its place in the real world; a technology that provides purposeful interaction of people on the basis of adequate choice and use of communication tools (N. Dolgopolova) [12]; the level of development of communicative skills of a person, which allows inter-entity interaction, oriented to the effective performance of production responsibilities and based on the implementation of knowledge about communication, taking into account the conditions of their use (N. Gorbunova) [9]; a system of views and actions that serve the individual as a model of orientation to meet the needs of self-realization and the way to achieve goals during communication with other people (I. Timchenko) [21]; the interaction of subjects that deliberately cultivate humanistic qualities (I. Khalitova) [23]; content, structure, means, barriers and communication technique, communication manipulation, communication management, business image and etiquette of business relations (A. Asadov) [3].

The analysis of authors' approaches to the definition of this key concept made it possible to clarify the content of the «culture of students' business communication». It should be noted that this is an important component of the general culture of the future specialist, his personal, motivational, professional, able to reflect the quality that ensures his professional implementation. It synthesizes a complex of motivations, values, norms, knowledge, abilities, skills, methods and techniques of communicative behavior and involves their creative application, focused on optimizing the process of communication,

ensuring productive joint activities and harmonizing the personality of the specialist. The culture of business communication is a leading indicator of the quality and efficiency of business communication of future specialists. It exists in the constant interaction of external expression with the inner world of a person, acting as a means of creating a favorable emotional field of interaction, achieving mutual understanding while performing professional tasks.

An integral part of the culture of business communication is Internet communication.

Internet communication adds new opportunities to traditional communication: the lack of limits and psychological risk, the design of its own identity, the change of self-presentation methods, the reduction of sensitivity of emotional influence, the promotion of personal development, communicative openness and tolerance, professional nature, the need to adhere to the rules of network etiquette

The culture of Internet communication can be defined as a component of the general professional culture of a specialist, reflecting the level of mastering knowledge, in particular within the global computer Internet environment, technologies and ethical norms of the exchange of information, abilities and skills of interaction in computer networks and their use in practical activities in accordance with their own value guidelines and orientations. This phenomenon is an integral personality formation, mastery and practical implementation of all its components is capable of providing a skilled performance of professional, communicative activities of a specialist [16, 10].

On the basis of the analysis of scientific literature [10; 14; 17] and its own experience in the Internet system, one can distinguish the main eleven ways of business communication of the Internet computer network.

1. E-mail (E-mail) is a typical off-line service. The recipient receives a message on his computer through a certain, possibly quite long period of time, reads and responds to it when he is comfortable. An email, like a regular letter, consists of headers that contain

business information about the author of the letter, the recipient, the path to the network, etc.

2. World Wide Web (WWW) – the most advanced part of the Internet service of direct communication. WWW provides access to composite hypertext documents located on different hosts and prepared using a special HTML language. Each student in the Internet may, for professional purposes, create his own business case, called a web-page. Each web page has its own unique address. By this address you can send messages, ask questions, fill out questionnaires, registration cards, etc.

3. FTP – file transfer protocol. Allows the student to copy a file from a remote computer to their own computer or copy a file from their computer to the remote one.

4. Gopher, WAIS - the most widespread means of finding information on the Internet, allowing you to find information by words and phrases that are key and necessary for preparing for business communication. Working with Gopher, WAIS focuses on the content of communication, while the student is invited to review the given menus and identify the topic of future business communication.

5. Telnet – remote access. Allows the student to work on any computer on the Internet as their own, ie run programs, access databases, etc.

6. Electronic bulletin boards. A student who works on a computer with a modem can use so-called electronic bulletin boards (Bulletin Board System – BBS). The BBS unit contains a large number of software products of a different orientation, logically located in accordance with the subject of business communication. A student, working in the system on-line, can get acquainted with the list of proposed files on relevant topics and copy the necessary information to prepare for business communication. In addition, the BBS has available areas for business correspondence between BBS users.

7. News Network Usenet or Teleconferencing. In this case, the technical means of the Internet give an opportunity to communicate orally with the interlocutor, to hear and see it with the help of microphones, video cameras, etc. The presence of a microphone and a video camera on a computer allows real-time business communication.

To discuss a particular topic of business communication, for example, a so-called teleconference is created between potential business partners, during which business partners can express their own opinions, discuss business issues. The mechanism for transmitting each message works very fast. Thus, the position expressed on the subject of business communication is spreading rapidly between Internet-based interlocutors over the network, reaching within the short enough time all Usenet interlocutors all over the world. Most groups of messages have FAQ (Frequently Asked Questions) – the most important topics of business communication (negotiations, presentations, etc.), in preparation for which also it is possible to gather facts and information on a certain theme. You can view lists of topics that are subject to discussion in this newsgroup and select the most interesting topics.

Various norms and rules for working with them are tailored to different topics of teleconferences. First of all it concerns the language of business communication. For example, in the group of the national hierarchy ua.com is best written in Ukrainian, while in the group of the international global hierarchy com. it is better to write in English. For commercial purposes, you can place advertising information, for example, you can freely place promotional messages in the hierarchy comcommerce group, created specifically for the business world. File conferencing differs from the usual only by the fact that as means of communication they contain not letters, but text files.

8. Lists of dispatch. The idea of sending a mailing list is that there is a certain email address that is the common address of many subscribers – subscribers of this mailing list. Messages are sent to all subscribers who are subscribed to this mailing list. This method of transmission speeds up its receipt when the message is transmitted to subscribers directly, but not in a chain between Usenet servers. Business organizations often create mailing lists to alert their business partners, customers, users of their products for the purpose of advertising, discussing the release of new products, the qualities of new products, for commercial offers, various company news, etc.

9. Electronic databases – a unique source of information, grouped by subject. For example, in the field of science and education there are databases on natural sciences, humanitarian sciences, periodicals (abstract and full text), and so on.

10. An electronic exchange is the latest and most promising form of using modem communications and computer networks for business communication purposes. This is a fairly reliable and fast way to find a business partner, supplier of goods, raw materials, buyer of products, etc. The main task of the electronic exchange is to attract as many potential users as possible and develop the most needed and convenient software for conducting business negotiations. It is also worth noting that from the recent time the periodical distribution of printed publications through the channels of computer networks began. On the Internet, you can communicate through interactive services, that is, to send the recipient any business messages and receive a reply from the person on the screen using chat.

11. Chat (from the English chat-room) – a virtual room for communication, IRC – Internet Relay Chat, Internet communication. The interlocutor and the subject for business communication must be selected in advance. The technology of business communication in any chat is as follows: in a special line, the text of the message is typed, that is, the replica that the person wants to pronounce. When you click on Enter, the phrase appears in the generic window that is already replenished by other chat visitors and becomes visible to others. In most chats, you can choose the color of the message so that people can pay attention to it and find information faster. Of course, many interlocutors are involved in business communication, and at first glance, such communication may look a little chaotic. But each interlocutor communicates according to the topic that is necessary and interesting for him, choosing one or several interlocutors

Interlocutors join one of the channels – thematic groups and take part in a conversation that is conducted in writing, with the help of text. Positive factor of on-line (direct) ways of communication on the Internet is the possibility of prompt receipt of the message. Such communication allows IRC interlocutors who are on a certain channel to

immediately learn about the information from the scene, that is, they provide themselves with information more promptly than traditional TV and radio channels.

Conclusions. Analysis of business communication in computer networks as a new communicative environment allows to conclude that the application of computer technology significantly transforms the scope of personal, communicative, and motivational regulation of the person.

The use of modern means of business communication in computer networks rebuilds the sphere of perception of the subject of temporal and spatial relations of the communicative environment [13, 5-8]. The psychological compactness of time and space of communication grows. Insignificant for the context of business circumstances of communication (for example, the time of transmission of messages and the distance of partners), which play an important role in ordinary communication, in the course of business communication in computer networks retreat to the background compared to the essential circumstances - the commonality of business interests and goals of the interlocutors, their communicative and personal compatibility.

Thus, there is a need to form an interest in Internet communication as one of the indicators of the culture of business communication. To create a culture of business communication, the possibilities of Internet communication are great, but they need to be used in conjunction with other means of communication.

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РЕЗЮМЕ

Виктория Будянская Формирование культуры Интернет-общения студентов как составляющей культуры делового общения.

Целью статьи является определение путей формирования культуры Интернет-общения студентов. В статье использованы такие методы исследования, как анализ, сравнение и обобщение научной литературы. В результате исследования выделены средства делового общения сети Интернет, даны рекомендации по их использованию. Практические результаты исследования могут быть использованы в процессе преподавания дисциплин, применяться при написании методической литературы, курсовых, дипломных работ, использоваться

в дистанционном обучении, на курсах повышения квалификации. Приобрели дальнейшее развитие идеи про методы и формы формирования Интернет-культуры студентов.

Ключевые слова: коммуникация, общение, деловое общение, культура делового общения, Интернет-культура, Интернет-общение, Интернет-среда, средства Интернет-общения.

SUMMARY

Viktoria Budianska Forming a culture of Internet communication between students as part of a culture of business communication

The article proves the urgency of the problem of forming a culture of business communication among students, as well as its component – Internet culture. It is the means of Internet communication that allow to use the appropriate software products (expert systems, automated environments, databases, etc.) to prepare for business communication with partners. They significantly expand the analytical capabilities of future specialists, increase the effectiveness of making informed decisions.

The purpose of the article is to determine the ways of forming a culture of Internet communication between students.

To solve the tasks in the article, such research methods as analysis, comparison and generalization of scientific literature were used.

As a result of the research, means for business communication on the Internet have been allocated: e-mail (E-mail) – a typical off-line communication service; World Wide Web (WWW) – the most developed part of the Internet direct communication service; FTP – the file transfer protocol; Gopher, WAIS – the most widely used means of searching for information on the Internet; Telnet – remote access; electronic message boards; Usenet news or teleconferences; mailing lists; electronic databases – a unique source of information that is grouped by subject; electronic exchange; chat. The article gives recommendations on the use of these means. The possibilities of Internet communication are revealed: the absence of borders and psychological risk, the construction of one's own

identity, the changing of ways of self-presentation, the reduction of the sensitivity of emotional influence, the promotion of personal development, communicative openness and tolerance, professional character, the need to adhere to the norms of netiquette.

The practical results of the research can be used by teachers, methodologists, in the process of teaching pedagogical, philological and methodical courses in higher educational institutions, can serve as the basis for special courses, special seminars, used in writing textbooks, methodical guides and recommendations, when writing course papers, diplomas, master's works, used in distance education, on training courses for teachers, in post-graduate pedagogical education, in schools, gymnasiums, lyceums.

Ideas about the methods and forms of the formation of the Internet culture of students have gained further development.

Keywords: communication, business communication, culture of business communication, Internet culture, Internet communication, Internet environment, means of Internet communication.