
BUSINESS COMMUNICATIONS STYLES

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*Speech should be like a female gender:
long enough to cover the subject and short enough to be interesting.
Winston Churchill*

Abstract: Confucius says: Because of one word, a person is often considered wise and because of one word we often consider him stupid. In fact, we have to be careful what we say. Communication is a precondition, a necessity and a decisive factor for carrying out people's joint activities - for the exchange of ideas and opinions. It also plays an important role in interpersonal relationships in the provision of information in the reasoning process. In interpersonal relationships, one recognizes them and thus builds up as an individual and self-activates. Knowing the essence of the communication process and its components is the most important prerequisite for effective communication. Compliance with certain rules ensures that the recipient interprets the communicator's message correctly. The most important feature of a good communicator is not eloquence but empathy (Buddha). For a message to be persuasive, it must stimulate attention, accept the proposal, influence the personal cause that must respond to the proposal, and be triggered in terms of adopting ideas or taking action. Communication has two meanings: denotative and connotative.

Denotative are descriptive meanings that are common to most people in the cultural community. Connotative are personal meanings that are not easy to disclose and that may not be shared by more people.

Communication style is associated with the manifestation of complex patterns of behavior in the process of interpersonal interaction, which reflect the dynamic connection of the verbal and non-verbal components of communication. The communicative style can be considered as a model of behavior in the communication process, manifesting itself in the form of duration of visual contact, use of gestures, manner of expression, degree of confidence in the interlocutor, etc. This means that words do not play a decisive role in communication as a two-way street where occasionally the sender and recipient of the message change roles so that each of them is a sender for a while and a recipient for a while. Knowledge of different communication styles enables effective communication between managers and employees, as well as within the organization itself. Each has its own style and can be described according to the social skills components it uses. Communication in the modern way of life applies a scientific, administrative-business and journalistic style. The ability to recognize different styles and adapt them can greatly improve communication.

Keywords: communication, style, interaction, assertiveness, manipulation.

1. INTRODUCTION

US motivational and business spokesman Brian Tracy¹⁵⁵ says: "Communication is a learning skill. Like cycling or blind writing. If you are ready for it, you can improve quality in every segment of life very quickly." The formation and development of each individual and each human community is the result of a process of interpersonal communication.

The oldest form of communication is found in ancient cave paintings, some dating back 30,000 years. Years later, the ancient Chinese began to use smoke signals along the Great Wall as a means of warning of danger.¹⁵⁶ Ancient Egyptians created a group of 22 hieroglyphics, representing combinations of syllables and consonants.

¹⁵⁵ Brian Tracy (1944 -) is one of the most famous motivational speakers in the world. He is the author of over 70 books that have been translated into dozens of languages. Among the most famous are "Eat this Frog", "Goals", "The Golden Rules of Success", "The Power of Speech", "The Skill of Sales", "The Power of Charm" and others.

¹⁵⁶ The Chinese Wall is the longest wall and the largest protected site in the world. It stretches from the Central Asia steppe to the Yellow Sea with a total length of 8 851 kilometers and a height of 10 to 16 meters. The beginning of construction dates from 220-206 BC, during the first emperor of China Qi Shi Huang. It was built to protect the Chinese state and empire from attacks by various nomad groups.

The next stage in the evolution of communication is postal pigeons. In Egypt and Damascus, many pigeons have been trained to broadcast hundreds of miles and alert troops to the threat of attack. With the advent of the telegraph, the foundations for the development of telephone, fax and internet were laid.

According to Grunig J. and Hunt T. The messages have different roles and are related to the development of civilization, contain information defined by the standard of human history:

- the public to be deceived - the colonial period;
- the society to go to the early industrialization;
- the public to be informed - the pre-war period;
- convince the public - the era of propaganda;
- society to understand - the modern concept of public relations, formed in the second half of the twentieth century.¹⁵⁷

Etymologically, communication comes from the Latin word *communicare* - to make common, which means communication, making a participant, sharing. It follows that communication can be defined as "the process by which we come to a common understanding between two or more persons by transmitting and receiving messages." In order for communication to succeed, it is necessary to know how to convey the message as an idea or system of ideas that go from the simplest statements and consultations to the most complex mental constructs. The key of any progress can only be constructive communication as opposed to destruction, or lack of interest. Constructive ratio, among other things, includes confronting positions and critical analysis. A critic may be creative only when able to achieve the objective, or desired changes. On the other hand, destructive criticism can not lead to a solution but, in opposite, provokes, destabilizes, increases resistance and emphasizes the detachment. Communication, therefore, is not a provocation, but refined design.¹⁵⁸ For, as the Arabic saying goes: I am the lord of the unspoken words, but I am the slave of the spoken words. Communication involves not only the voice activity of a communicator, but also listening to the interlocutor in order to understand his desires, opinions and feelings. The process of transmitting information involves the preparation, drafting and transmission of messages.¹⁵⁹ To be successful, participants must include a number of assumptions, the most important of which is the desire for good and honest communication and patience.¹⁶⁰ It takes about two years to learn to speak and approximately fifty to learn to be silent (Ernest Hemingway). In order for a person to communicate successfully with others, he or she must be friendly, responsive without being blamed, interested in the other person's attitudes, reducing resistance, contributing to confidence and speaking without blaming the other party.¹⁶¹ Or as Jeff Dali says: two monologues do not lead to dialogue.

Individuals, community groups, organizations, institutions and societies can play the role of communicative partners. Communication is crucial for both the individual and the entire society. It defines our perception of the world, our attitude to ourselves, to others, and to the world that surrounds us. Communication is a social process of understanding between people, without which social life is impossible.¹⁶²

German professor Niklas Luhmann believes that any communication involves selection and this selectivity is related to the choice of information, which may be indicative of the communicator's manipulative intent.¹⁶³ Golding and Mardock argue that the images conveyed by the media are part of a broad system of symbols through which the ruling class conceals brutal facts and class discrimination.¹⁶⁴ The word coming out of your mouth is not as easy to stop as a stone (Euripides) is not thrown at your hand.

Business communication is based on the right speech. It uses language, speech, vocabulary and grammar to shape or construct a message. Language is the main means by which agreements are reached in communication activities, as well as people's consent to certain things. Accuracy is understood by sharing the communicative role of the communicator and the receptionist.¹⁶⁵

Language not only establishes attitudes but also attitudes. Language is the basis of thought. Silence is difficult only for those who do not think (Ivo Andric). If today there is any standard criterion underlying the independence of a nation, then it is ethno-linguistic, because language is always, where possible, accepted as an expression and symbol

¹⁵⁷ Grunig J. & Hunt T., 1984, p. 129

¹⁵⁸ Radovic, V. & Cvetanovic, I., 2018, p. 2405

¹⁵⁹ Bogova, 2017, p. 283

¹⁶⁰ Boykov, 2016, p. 28-29

¹⁶¹ Deletic & Pejic, 2008, p. 33

¹⁶² Boykov, D, 2013, p. 33

¹⁶³ Luhmann, 1998, p. 216

¹⁶⁴ Golding P. & Mardock G., 1978, p. 116

¹⁶⁵ Boykov, 2016, p. 26

of ethnicity.¹⁶⁶ Linguistic unity and opinions are formed within language. Thought and language are an integral unity.¹⁶⁷

According to linguistics experts, it is necessary to carefully distinguish between two concepts - language and speech, because language is a system of signs for communication, and speech is a concrete materialization of this system in direct human communication. "It can be said that the dictionary is based on the principle on which a certain group of phenomena joins in certain terms; this principle is the same everywhere and applies to speech as a whole."¹⁶⁸ Grammar is defined "as the total amount of formal processes that users of a language inevitably have to acknowledge".¹⁶⁹

In the process of communication, in addition to verbal communication, non-verbal signals are used which complement each other.

Non-verbal behavior is a combination of non-verbal signals (deliberate transmission of non-verbal information) and non-verbal signals (transmission of information, whether one wishes to share it or not), in which conscious and unconscious characteristics are combined, a work inborn and partly acquired as a result of upbringing and education, especially in early childhood.¹⁷⁰

Non-verbal communication¹⁷¹ can have six different roles:

- *Repetition*: Non-verbal signals can be used to repeat a verbal message, which makes it stronger.
- *Conversely*: Non-verbal signals may conflict with the message in an attempt to transmit.
- *Replacement*: Non-verbal signals can replace the verbal signal. For example, sometimes the eyes can express much more than words.
- *Completion*: Non-verbal cues may provide additional information or supplement the verbal cue.
- *Emphasis*: Non-verbal cues may add additional information or emphasize the verbal message.
- *Manipulation*: Non-verbal signals can serve as a false representation of something that transmits verbal messages.

Non-verbal communication plays a huge role in business communication. Properly transmitted and interpreted signals, during business negotiations or business meetings, lead to efficiency and success in communication.

Apart from verbal and non-verbal communication, it is possible to communicate without any spoken or written word, as well as without visual contact, through thought.

This experiment is similar to telepathy and involves four people between the ages of 28 and 50, one sending messages to India and the other three receiving messages in France. At the head of the "sender" of the message are placed electrodes connected to a computer that translates his messages / thoughts into electrical impulses, into his binary system and sends to another computer located 8,000 miles from Strasbourg. For this experiment, researchers used the Internet and an electroencephalogram.

*The recipients are blindfolded and the computer transmits a message to their brain via a transcranial magnetic simulation. This is a simulation of the cerebral cortex. People in Strasbourg manage to interpret light signals and receive messages sent to them from faraway India.*¹⁷²

2. BUSINESS COMMUNICATION STYLES

Communication involves sending a message from the sender to the recipient via specific channels. Messages of any form are transmitted through the channel as a signal, since they have previously been exposed to the appropriate encoding method. "The message is not 'transmitted' as some kind of packet of predefined content."

Communication style is an individual, stable form of communicative behavior of a person, which manifests in different conditions of interaction. Style is influenced by: peculiarities of communicative abilities, nature of relationships, creativity of communicators and recipients, characteristics of society, etc.

Possessing communication skills in the business and communication world competently allows you to participate more effectively in any business. Good speaking skills include adhering to the rules of literary expression such as:

¹⁶⁶ Bushka, 2001, p. 445

¹⁶⁷ Deletic & Pejicic, 2008, p. 32

¹⁶⁸ Vandries, 1998, p. 226

¹⁶⁹ Sapir, 1984, p. 28

¹⁷⁰ Non-verbal messages accounted for almost 80 percent of the first meeting's impressions. They are clear signs of inner state and unspoken feelings and thoughts.

¹⁷¹ Non-verbal communication first appears in the animal world, where animals use non-verbal signals to send threatening messages, growls, etc. With the advent of humans and other "signaling systems", the state of non-verbal communication changes significantly.

¹⁷² Excerpt from the Daily Press, 2014.

- *grammatical norms* - focusing on the correct expression in speech and writing,
- *lexical norms* - focusing on the main task, preserving the very nature of the language,
- *orthoepic norms* - orientation towards the definition of the rules for pronunciation of words, proper emphasis and expressiveness in speech,
- *style norms* - oriented towards the choice of rhetorical means.

The communication uses: scientific, administrative-business and journalistic style.

3. SCIENTIFIC STYLE

The scientific field of speech is science and it is very precise, clear, logical, objective, concise, with the same vocabulary and syntax. Style is used mainly in scientific circles for the exchange of scientific information, in which words are precisely selected and have only one meaning. In the scientific style, language tools are more commonly used in the scientific field of communication. A clear and consistent presentation of the facts is achieved through the use of terms and terminological expressions. The means of the scientific style form and explain concepts in the field of various sciences - humanities, natural-mathematical, technical, etc., without the use of stylistic figures and descriptions. The scientific style is unfamiliar: pleonasm, colloquial terms, mysterious expressions, quantifiers without meaning, stylistic irregularities, arrogance, empty judgments, vague definitions, misuse of verbs and deeds, and the use of too many synonyms to mean the same term. The texts are written by experts in specific fields and are intended for professionals in the same field, and some may serve a wider range of readers.

The scientific style is mostly realized in writing, and communication is formal, impersonal, pre-prepared and monologous. Although direct, dialogical and verbal communication are rarely possible. This happens when scientific papers are presented, topics, lectures, etc. are discussed.

Within the scientific style, the following sub-genres and genres can be distinguished:

- *Academic style* - report, scientific work, article, research, monograph, dissertation, abstract, lecture, review, abstract, abstract, bibliography.
- *Popular scientific style* - popular scientific article, popular science lecture and more.
- *Scientific-teaching style* - textbook, manual, seminar, study aids, diploma work, synopsis, bibliography.
- *Scientific-information style* - a guide, annotation, dictionary and more.

Depending on which science the relevant scientific text is intended for and for whom it is intended, there are the following sub-styles of the scientific style:

- *Scientific-humanistic style* - intended for the humanities;
- *Scientific-technical style* - intended for natural-mathematical and technical sciences;
- *Scientific-information style* - intended for all sciences, but can be used by ordinary people (reference books, book notes, etc.);
- *Popular science style* - designed for all sciences, can be used by ordinary people.

The scientific style is characterized by the use of simple extended and complex sentences. The complexity of the sentences is realized by combining parts, separate and inserted words, expressions and sentences, expressing explanations, explanations, notes, references, emotional and evaluative attitude to what is presented with supplementary information. Intelligence sentences are used in meaning. Other sentences are not specific to this style and their use is determined by the creative style of the author.

The scientific style is distinguished by:

- *Abstract, abstract and categorical logic*: Abstraction is a "trademark" of any scientific text in which each word means a common term or abstract object.
- *Intellectual expressiveness, appreciation, creative individuality, intertextuality, emotionality, semantic ambiguity and others.*

4. ADMINISTRATIVE-BUSINESS STYLE

The official administrative and business style, also called an office, it serves state institutions, administrations, legislation, diplomacy for drafting documents, letters and other business documents, such as international treaties, national acts, laws, various other regulations, military regulations and company statutes, instructions of any kind, official correspondence and various business documents. It is implemented in writing and is characterized by: accuracy, logic, concreteness, clear formulation, formalization and standardization.

The addressee and addressee of these types of texts are collective, socially generic topics, thus avoiding any mark of individuality and originality in the manner of expression. The so-called "office", "administrative" clichés in this style are not a deficiency, but rather a necessary quality, through which the codifying character of the communicative acts in the administrative sphere is realized. The genres are conservative. The linguistic structure of

the various documents is usually strictly set and formatted. Much of the expressive means of this style are of no use beyond the sphere in which they are intended to serve.

The administrative-business style can be found in two forms:

- *Official documentary style* - includes the language of diplomacy and the language of law. (Its main genre is statements of receptions, reports, laws, international treaties, official communication).
- *Institutional business style* - includes formal correspondence and business documents (application, confirmation, order, submission, etc.).

Main features of the official language of the document:

- Use of stamps - Reproduced lexical and phraseological units that correlate with frequently occurring situations, common terms (for the reporting period, considered, issued for presentation, after listening and speaking ...).
- Use of the words-names of persons by activity, status (investor, tenant); collective nouns (choices, children, parents); name of person by profession and social status (citizens, employees).
- Introducing special terminology that has no synonyms in the usual vocabulary (line, protocol, agreed, line, page, execution ...).
- Word vocabulary compatibility. For example, a cover letter (not written, not sent) is drawn up.
- Overcoming nouns.
- Use of verb nouns (travel, performance).
- Most verb forms come in terms of obligations (think, commit).
- Almost complete absence of the personal pronouns in 1 and 2 person and the corresponding personal forms of the verb.
- The use of the prevailing tense of the verb in relation to a prescription or obligation, as well as the form of the verb with the meaning of the pronunciation (committee considered).
- Widespread distribution of complex presumptive proposals (intentional, partly, forceful).
- Predominant use of the following syntactic constructions: simple sentences (generally narrative, personal, simply extended, completed), with homogeneous members, separate revolutions, introductory and inserted constructions, overcoming allied communication in complex sentences; impersonal sentences.
- Use direct word order in sentences.¹⁷³

Therefore, the administrative-business style has a distinct official character and serves to prepare different types of documents. Do not tolerate emotionality and it is not acceptable to express your personal attitude. Written correspondence is characterized by too long sentences without many verbs.

The administrative style is divided into several sub-styles: administrative, judicial, diplomatic, military, political, personal and business.

Administrative sub-style:

Correspondence is kept between state bodies and institutions (contracts, orders, permits, certificates of administrative nature), as well as correspondence made by legal and natural persons, arising from their competence (reports, orders, decisions). The main branch of use is administration.

- official documents: certificate, certificate, diploma, declaration, letter, specification, order, invitation, presentation, confirmation, etc.
- private documents: CV, application, report, note, recommendation, advertisement, message, protocol, permit, certificate.

Court sub-style:

The style is exercised in the courts within their jurisdiction.

Legislative sub-style:

It is used in the writing of laws, government decrees, documents for civil and criminal proceedings of national importance. The documents are uniform and very close to each other. Legal terminology is used in large numbers, as are some words of opposite meaning.

Typical representatives are: constitution, law, code, ordinance, order, decree, statute, instruction.

Diplomatic sub-style:

It mainly concerns politics and concerns correspondence between countries, both through diplomatic and consular missions and through foreign ministries.¹⁷⁴ It is of particular importance that the linguistic means used in speaking are practically not applied.

¹⁷³ <https://skinfoodrussia.ru/en/raschety/oficialno-delovoi-stil-oficialno-delovoi-stil-rechi-ego-osnovnye-priznaki.html>

¹⁷⁴ Until the 18th century, international diplomatic correspondence used Latin, then the diplomatic language became French, and in 1918 English. The United Nations (UN) has also adopted Russian, Chinese and Spanish as diplomatic languages.

- *Major diplomatic genres*: convention, communique, memorandum, note, verbal note, ultimatum, credentials.
- *Non-essential diplomatic genres*: agreement, contract, note, greeting card, protocol, thank you telegram, condolences, toast.

Military sub-style:

It concerns correspondence between military authorities and concerns military matters and tasks.

Political sub-style:

It is used in national and international policy area. It is typical of party gatherings where pathos are expressed.

Business sub-style:

Represents correspondence between business organizations that companies conduct with each other, as well as correspondence that they conduct with other individuals and legal entities. This style, depending on the type of activity carried out by the business entities, can be industrial, traffic, tourism, hotel, trade and more.

The administrative-business style is characterized by the following lexico-grammatical characteristics:

- Lack of subjective evaluation and expressive vocabulary, colloquial vocabulary and figurative use.
- The presence of characteristic signs and phrases, such as: during ..., on the basis of ..., in accordance with ..., I declare that ... to serve ..., I declare that ... , authority ..., advise ..., allow ..., in response to ... as follows, dash, paragraph, line, number, protocol, file, transcript of statement, duplicate, applicant, outgoing / incoming number, place of residence, person signed below, etc.
- Depending on the nature and purpose of the document, the terminological vocabulary is used - legal, economic, political, accounting; specific numbering and abbreviations.
- Speech is characterized by static, which is due to too many nouns over verbs, a tendency to impersonal and passive constructions.¹⁷⁵

5. PUBLICISTIC STYLE

The journalistic style is characterized by clear, precise, understandable sentences, not burdened with ambiguity and foreign words and expressions. Its function is informative and influential, so it uses both standard, formality, logic and accuracy in the choice of expressive means, as well as emotionally-expressive vocabulary. It represents the entire literary vocabulary. It serves socio-political and social relations (society, economy, politics, life, morals, sports, science, fashion).

The journalistic style, also known as the media style in a wide variety of genres, uses different types of writing: news, interview, article, note, report, message, essay, newsletter, controversy, commentary, correspondence, and more. The journalistic style is divided into:

- *Journalism* (news, television, radio and documentaries);
- *Monograph and publicity*.

One of the most significant features is the different shapes that distinguish five sub-styles:

- *Conversational-speech sub-style* - a type of language used in everyday oral communication, different from other predominantly written functional styles; may be more or less official; informal - contains elements of non-standard varieties (dialects and jargon).
- *Literary and artistic sub-style* - mostly literary; used in literary works;
- *Scientific sub-style* - manifested in professional reports (studies and discussions); characterized by professional expressions;
- *Administrative sub-style* - also bureaucratic; applies to business letters, records, bureaucracy, but also passages on the same subject;
- *Journalistic sub-style* - also journalistic; includes news, articles, reports, comments, columns and reports; it is determined by the truth of the facts.¹⁷⁶

It is also characteristic of the division into: journalistic, journalistic, transitional literary-journalistic and conversational (talking) style.

- *Journalistic* - news, comments, interviews;
- *Publicistic* - travelogue, reportage, controversy, presentation, criticism;
- *Transitional literary journalism* - diaries, memoirs, memoirs;
- *Conversational* - first of all oral style, but like other styles, it can occur in writing.

The journalistic style is divided according to the method of material processing:

- *Information sub-style* (news, chronicle, interview, message, report);

¹⁷⁵ https://digilib.phil.muni.cz/bitstream/handle/11222.digilib/131314/Books_2010_2019_061-2014_1_7.pdf?sequence=1

¹⁷⁶ <https://usncg.me/functional-new-publicistic-styles/>

- *Analytical sub-style* (editorial, commentary, review, presentation, critical article);
- *Literary and journalistic sub-style* (reportage, flute, travelogue, pamphlet);
- *Enigmatic and comic sub-style* (mysterious sheets, comics).

The most important feature of this type of communication is that it is intended for everyone. There are specialized publications dealing with economic, political, social, cultural and other topics, but their audience is very wide.

The characteristics of public communication derive from the objectives. Public communication, on the one hand, must inform people about important political, economic, social and cultural issues that are of interest to all. At the same time, it exerts maximum influence on the receptionists in order to create certain beliefs and attitudes in them, to inspire ideas and evaluations, to encourage active civic behavior and specific actions - demonstrations, meetings, elections.

According to which of these two functions prevails, as well as how one influences society, there are the following styles of publicity:

- *Informative* - its task is to objectively inform about important events without commenting (news, press releases).
- *Informative-expressive* - its task is to point out facts about events, personalities and social movements and at the same time to influence perception by conveying the atmosphere related to the object of information (reports, essays, interviews).
- *Analytical-critical* - its task is to promote an important social problem, to analyze it, to suggest ways to solve it, to encourage the public to take action and to create certain beliefs and attitudes (articles, analyzes, comments, feuillets, pamphlets).

In business communication, besides the term communication styles, other terms such as communication style, leadership styles, conflict resolution styles, etc. are used.

Virginia Satire distinguishes four styles of communication: passive, aggressive (distracted), passive-aggressive, and assertive.

Passive (submissive) style

A key feature of this style is the need to avoid hurting others at all costs. The passive person does not express his needs, opinions and feelings. Such a person holds everything in themselves so that they are not heard and acknowledged by others. He speaks softly, is mostly silent or talks a lot, but says nothing, avoids looking the other person in the eye. The problems remain unresolved and the wishes are not fulfilled. The advantage of this style is that people rarely get angry with the speaker.

Passive style person:

- avoids discussion,
- mostly silent or full of stories,
- does not express his opinion but repeats others,
- quickly admits his mistake and often apologizes,
- if he speaks softly, he does not raise his voice,
- usually does not look in the eyes of the other party,
- he smiles and nods constantly.

Aggressive (distracted) style

The main characteristic of this style is that the aggressive person expresses his desires, opinions and feelings, but without compassionate recognition of the desires, opinions and feelings of others. He is inclined to dominate others, to criticize them, to humiliate them, to shift his responsibility over them. The advantage of this style is that such people often get what they want. The aggressive person is often threatening, quite impulsive, does not listen to the interlocutor, comes into the word, is arrogant and tries to be the center of attention. This style is based on the belief that every person has the right to express their opinions, needs and feelings. e. to say no, to change his decision, to seek help with something he wants, to not feel guilty, and to provide less than what is expected of him. On the other hand, the interlocutors are experiencing pressure and discomfort.

Aggressive style person:

- declares and orders,
- blames and attacks others,
- does not admit his mistakes,
- is aimed at the interlocutor, not his behavior,
- does not listen and does not interrupt,
- speak loudly,
- shows aggressive gesture,
- staring at the interlocutor,

- set a goal of getting what he wants at any cost.

Passive-aggressive style

This style is a combination of passive and aggressive style. The main characteristic of this style is that the passive aggressive person does not express his desires, opinions and feelings. He acts kindly, but by ignoring, disregarding, and accepting personal responsibility, he shows his dissatisfaction. In such persons, who suffer for a long time because of their passivity, a lot of anger has accumulated, which is why they express aggression indirectly.

Passive-aggressive style person:

- rarely gives its opinion,
- is displeased by ignoring, defaulting,
- the facial expression does not match what he feels,
- gossip and spreading lies to others,
- likes to take on the role of victim and impose blame on the recipients of the message.

Assertive style

Being assertive means expressing your desires, opinions, and feelings honestly and clearly, while empathically acknowledging and respecting the desires, opinions, and feelings of others. The assertive style of communicators is considered to be the most effective way of communication, since such interactions build functional interpersonal relationships. The person who uses this style speaks in a calm tone, aligns the verbal with non-verbal communication, listens to the interlocutor and does not interrupt. Assertive interlocutors have a purpose, use the most effective way to reach an agreement, and act on the plan.

Assertive style person:

- knows how to listen actively,
- respects others and looks for themselves,
- does not surround - speak clearly, specifically and directly,
- expresses his expectations and feelings,
- criticizes positively,
- often praises others,
- takes responsibility for his words and actions,
- ready to apologize when she goes wrong,
- knows how to control his sudden reactions,
- respects the interlocutor and looks him in the eye,
- the voice adapts to the situation.¹⁷⁷

The manipulative style of communication should also be mentioned.

6. MANIPULATIVE STYLE

This style is characteristic of people, who are measured and intend to influence the behavior of others, to endanger their rights, to control them for personal interest. The stylistic figuration belongs to: words and expressions to which: the narrators, poets or speakers enrich the work, creating: new, wider and more transmitted meanings. And whether they are: macrostructural or microstructural, stylistic figures in public expression can be expressed through presentation, manipulative techniques.¹⁷⁸

Klein and Shipka define manipulation as a planned influence on people and the public through dishonest actions to achieve political goals. Deliberately modifying, adapting or distorting data and information for the purpose of receiving benefits, rewards and fraud.¹⁷⁹

Most often the subject of manipulation is the emotions of others, because the sentences contain some hidden messages with which the person is not currently aware and feels obligation, guilt or regret. Therefore, this communication is called covert coercion. The manipulators are talkative, they know in what situation what they have to say, which is why an unqualified interlocutor can identify them as assertive communicators. Beware of false prophets who come to you in sheep's clothing and are wolves inside. (Matthew 7 Gospel).

Speech scenery, words, sentences, thought patterns, constructions or discourses are all about: ideas, thoughts or attitudes, and the goal is always the same - to convince the audience more effectively. One of the main characteristics of the speaker's distance from the direct mode of expression. These are figures whose speaker emphasizes their own ideas and attitudes or diminishes the value of statements made by the opponent's side. In theory, the categorization, that is, the classification and typologization of style figures, is not the same, but the goal

¹⁷⁷ Radovic V., Cvetanovic I. & Boykov V., 2018, p. 104

¹⁷⁸ According to Boykov, 2016, p. 28

¹⁷⁹ Klein & Shipka, 2006, p. 731

was always to have the desired impression, that is, to prepare the audience for easier acceptance of the ideas presented.¹⁸⁰

The American psychologist M. Chukas gives the manipulation a place of honor in the struggle for interests. He believes that the media are not the main reason for the mass development of manipulations, but that the protection of interests and the fight for one's position in society have led to its widespread use. In contrast, his compatriot, the most influential critical thinker Noam Chomsky¹⁸¹, has published a list of ten media manipulation strategies.

1. *Distraction* - directing public attention from important issues to unimportant ones. To flood the society with a flood of inappropriate information so that people do not think and gain basic knowledge in understanding the world.
2. *Problem creation* - This method is also called problem-answer-solution. It is necessary to create a problem for the public to react to it. For example: to provoke and impart violence with the intention of the public more readily accepting the restriction of liberty, the economic crisis or justifying the collapse of the welfare state.
3. *Gradual change* - To get the public to agree on an unacceptable measure, enter it gradually, "on a teaspoon," for months and years. Changes that could provoke resistance if implemented sharply and in the short term will be implemented in small steps. The world is changing without being aware of the changes.
4. *Delay* - Another way to prepare the public for unpopular changes is to announce them much earlier, in advance. People do not feel the full weight of change at one time, because they are used to the idea of change before. Moreover, the "shared hope for a better future" facilitates their acceptance.
5. *Using the language of children* - When we address adults as speaking to children, we have two beneficial effects: the public suppresses their critical awareness and the message has a stronger effect on people. This suggestion mechanism is widely used in advertising.
6. *Awakening emotions* - Abuse of emotions is a classic technique used to cause short circuits when judged reasonably. Critical consciousness is replaced by emotional impulses (anger, fear, etc.). The use of an emotional register allows access to the unconscious, so it is possible at this level to carry ideas, desires, worries, fears or duress, or to induce certain behavior.
7. *Ignorance* - the poorer strata must be denied access to mechanisms to understand the manipulation of their consent. The quality of education of the lower social classes should be as low or below average as possible so that the difference between the education of the upper and lower classes remains insurmountable.
8. *Increasing nonsense* - The public should be encouraged to accept mediocrity. People need to be convinced that (in fashion) it is advisable to be stupid, vulgar and ignorant. At the same time, resistance to culture and science must be provoked.
9. *Creating a sense of guilt* - it must be reassuring to every individual, that he himself is responsible for his own misfortune because of poor knowledge, limited abilities or insufficient effort. Such an insecure and undervalued individual, burdened with a sense of guilt, will refuse to look for the real reasons for his situation and rebel against the economic system.
10. *Abuse of knowledge* - The rapid development of science over the last 50 years has created a widening gulf between knowledge and those who own and use it, the ruling elite. people both physically and psychologically.¹⁸²

7. OBSTACLES IN COMMUNICATION

Despite the well-chosen style of communication, there may be some obstacles that hinder or impede proper communication. Such distorted communication may convey a different meaning to the message than what was sent. These barriers can be psychological, behavioral semantic, environmental, and technical.

- *Psychological barriers*: are emotions, values, interpretations, behaviors or perceptions.
- *Behavioral barriers*: These are associated with lack of empathy, active listening, aggression and inactivity.
- *Semantic barriers*: they are related to verb and vowel, inappropriate words, confusion in structure.
- *Environmental barriers*: refers to the physical context in which the interaction takes place (extreme temperature, external noise or insufficient space).

¹⁸⁰Radovic V., Cvetanovic I. & Boykov V., 2018, p. 108

¹⁸¹Avram Noam Chomsky (1928 -) is one of the most cited scientists in the world. His field of activity is linguistics, information technology and ideology. He is the author of the following works: Syntactic Structures, Voices and Models in English, Language and Mind, Studies in Seed and Generative Grammar, Knowledge of Language, Profit over Humans, American Power and the New Mandarins, and more.

¹⁸²<https://opusteno.rs/kutak-shvacenih-f63/strategije-manipulation-humans-t27672.html>

- *Technical barriers*: related to bad printing, poor signal reception, poor internet.

8. CONCLUSION

Communication styles are a basic way of sharing information. Proper interpretation of them is the key to improving success in interpersonal relationships. Communication is the ability, as well as the need, of a person who is constantly improving and developing, because, as the popular saying goes, *it is not enough to plant, it must be watered!*

Communication style is related to the way a person thinks and behaves. Everyone has their own style of communication and chooses it depending on the interviewee, topic or specific situation. *Choose words before you say them and give them plenty of time to mature, because the words are like fruit, they need time to ripen* - the Arabic saying goes.

In an environment where he or she feels insecure, it is likely that one will adopt a passive style of communication. In the family, for the sake of trust, he will choose an aggressive or aggressive-passive style. If he finds himself able to defend his interests and opinions, keeping in mind that others have his own, he will choose an assertive style. The assertive person knows how to defend his rights, although he does not agree and thus understands and respects the views of his interlocutor. This is the only style that strengthens the relationship between business partners.

The communication skills an assertive person possesses are:

- On the one hand, empathy, that is, the ability to put one's place and point of view on the other, to be in one's position, taking into account one's feelings, expectations and interests.
- On the other hand, active listening, which consists in accepting and understanding the full information received from the interlocutor and his context, avoiding interruptions or previous decisions.
- For its part, the communicator will broadcast feedback through non-verbal communication (gestures, signals and behavior) so that the other party knows that his or her decision is being interpreted correctly.

Herbert G. Lingren says: *I speak because I know my needs, I doubt because I do not know yours. My words come from my life experience. Your understanding comes from yours. Therefore, what I say and what you hear may not be the same. So, listening carefully, not only our ears, but our eyes and our heart, we can communicate.*

Good relations with business partners are the key to success in any business, but there are often many unknowns in this crossword puzzle, including manipulation. The manipulators in their performances hide the basic messages for which the other person may be completely ignorant. It is very difficult to decode them, which is why manipulative communicators are able to influence and control others to their advantage.

Patterns of communicative styles are based on two important characteristics of human behavior - dominance and sociability.

- *Domination* can be defined as a tendency to take on a type of 'responsibility or control'. Communicators may be low (less persistent) and high domination (more persistent but also willing to control others).
- *Sociality* can be defined as a tendency to seek social relations and their satisfaction. It also refers to the extent to which the communicator is inclined to control or express his feelings.

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