MANAGEMENT IN CULTURE COMMUNICATIONS

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Abstract: A defining feature of culture is similarity in the manner in which information about the world is interpreted. This makes it easier to extract information from the beliefs of those within one's own group. But this information itself may be of low quality if better informed sources lie elsewhere. Furthermore, observing individuals outside one's culture deepens our understanding not only of those individuals, but also of their group. We model this process, using unobservable, heterogeneous priors to represent fundamental belief differences across individuals; these priors are correlated within but not across groups. Within this framework, we obtain the following results. First, groups that are smaller and have higher levels of correlation in perspectives will be more likely to exhibit homophily to begin with. The basic property of communication is the reciprocal of the exchange of messages between two or more people, directly or indirectly, with the reciprocal exchangeability of the role of communicators and receivers and the direct feedback in the messaging process. Interpersonal communication can be understood as an extension of intrapersonal communication (conceived as a dialogically organized conversation) and as an intermediary level in the reception of messages in the process of mass communication. Interpersonal communication is influenced by a number of interaction and contextual factors. Among them are the most significant: the motives and goals of communication, the symbolic forms in which it is realized, the degree of communicative competence of the subjects of the communication act, the nature of the relationships that are established or are established and the social context in which it is realized. The elementarity and distribution of interpersonal communication present in everyday life of each of us arises from the very character of man, understood as a social being. Because it does not communicate for communication itself, but in order to achieve a certain goal, ie achieve the purpose of communication. The first assumption is that man is imperfect and that he is therefore required to have another person in order to develop his personality in full. The gnoseological assumption emphasizes man's search for truth about himself that is always incomplete. And finally comes the axiological assumption, which starts from the fact that at the heart of interpersonal communication the desire to create a new value through the conversation, because only through the conversation can one find the truth - one of the values. In order to improve interpersonal communication in the field of business communication, particular focus should be on learning, observing and adapting to other cultures as creative social activities of man in all domains of material life and consciousness. This activity involves the creation of values, norms, semiotic systems as well as the adoption of cultural heritage and is directed at the transformation of reality, to transforming the richness of human history into the inner wealth of man, his culture.
Keywords: communication, culture communication, management.

1. INTRODUCTION

A defining feature of culture is similarity in the manner in which information about the world is interpreted. Two individuals who share a common culture—defined by ethnicity, religion, or even politics—will tend to have correlated mental models of the world, which facilitates communication. In particular, it easier to extract the informational content of a statement when both the speaker and the listener belong to the same group. This is a force for informational homophily: in seeking information people will often turn to those whose perspectives they understand.

But no culture has a monopoly on information, and informational homophily therefore comes at a price. Those who are willing to seek information from outside their own group will have access to a

richer information pool, even if this information is sometimes harder to extract. This is a force for informational heterophily.

This trade-off between these two forces changes over time, based on an individual's observa- tional history. Previously observed sources become better understood and hence more likely to be observed again. But the degree to which an individual's understanding of another deepens through observation depends on how well-informed the observer herself happens to be in the period of observation. This is a force for symmetry-breaking, and divergence over time in the behavior of individuals who are initially identical and belong to the same group.

This intra-group heterogeneity is further reinforced because those who repeatedly observe indi- viduals outside their own group learn not only about the perspectives of their individual targets, but also about the group to which the targets belong. That is, learning about a person from another culture teaches us not only about the person, but also about the culture to which they belong. As a consequence, such individuals become more likely to step outside the boundaries of their own group in the future.

2. FORMS OF INTERPERSONAL COMMUNICATION

Interpersonal communication can be sorted according to the situation in which it takes place. There are five forms of recognizing interpersonal communication, which are: formal and informal, public or private, distant or intimate, ritual or open, and functional or exemplary. Formal or informal interpersonal communication is the difference between calculated or thoughtful, on the one hand, and spontaneous use of communication skills on the other. Public or private interpersonal communication is a difference in the context of communication; for example. When communicating in a public place, the use of non-verbal characters and emotion is avoided. Distant or intimate interpersonal communication is a difference in the quality of relationships and connections between participants in communication. Distant communication means a greater degree of formalism in speech or performance, while intimate communication testifies to more firmness among people. Ritual or open interpersonal communication is a different possibility of predicting the use of a particular communication code. Ritualized communication is the use of always the same limited code, which testifies to strong connections and presence among participants of communication. Functional or expressive interpersonal communication predisposes differences in the quality and the proper use of language. Speech is used either strictly in a meaningful way, or in a functional way or as a means of discussion or speculation.

3. DYNAMIC FACTORS OF INTERPERSONAL COMMUNICATION

The feedback is the property to which interpersonal communication differs from other social communication, first of all, from mass communication where feedback is rarely occurring. The concept of Fidelity in interpersonal communication contains two aspects:

„ In the first fidbek assumes the sending of a particular message via verbal and non-verbal channels, in order to receive a response to the given message, from the person to whom it is addressed. The second aspect of Fidbék indicates the fact that the answer is adjusted according to the content, style and purpose of communication. Fedbek can be verbal and non-verbal, encouraging and disapproving. The use of the strategy is very important for getting Fidbék .

The feedback is a significant dynamic aspect of interpersonal communication, but not the only one. Of the other dynamic elements of this form of communication, one should emphasize:Communication entities; interaction conditions for achieving the reciprocity of the role; goals of message exchange; I communicative competence of participants in communication.

4.STATIC FACTORS OF INTERPERSONAL COMMUNICATIONS

Interpersonal communication occurs primarily within so-called primary groups. Analyzing the role of "primary groups" in developing human communication capabilities, Djordjevic points out that. The interpretation of the web of socio-psychological or organizational-normative circumstances that constitute the communicative situation of interpersonal communication means the same as to analyze the context of the primary groups of social milieu in which primarily this type of communicative practice is concerned. In this case, the primary group appears as the social frameworks of the individual life processes, and in accordance with this, as well as the miles of the numerical

practice taken in its most elementary way - in the form of interpersonal interactions. In addition to other socio-economic and socio-psychological aspects, the first communicative experiences are gained; it is actually a milieu that occurs in the role of non-transcendence of internalization of all externally imposed or inherited norms of behavior, value orientations, model of culture, interest expectations without which the system of references to group behavior can not be formed, where the group and individual in it is maintained " .

Interpersonal communication takes place outside of primary groups - with strangers. In addition, the nature of established relationships or returns that are established determines the form of interpersonal communication. It can be: spontaneous, disciplined and planned. The spontaneity of interpersonal communication arises from man's constant exposure to communication incentives, and it is not based on rationality. Faster communication is the exchange of messages resulting from the process of long-term socialization and acquired communication reflexes. Planar interpersonal communication manifests itself through the action of man as a rational being who is an interaction relationship with a predetermined force, knowing in this context

4. **OBSTACLES FOR PERFORMANCE OF EFFICIENT AND SUCCESSFUL INTERPERSONAL COMMUNICATIONS**

In interpersonal communication there are various obstacles (barriers) that reduce its effectiveness and effectiveness. These barriers are divided into three groups of problems: mechanical; semantic; psychological barriers.

Mechanical barriers block communications in a physical sense. The obstacle can be noise or damage to the physical aids.

Semantic barriers relate to the problem of word use inaccurate. Communication downtime can be due to a misunderstanding of the meaning of a word, the inability to adequately announce the intended pruce or the lack of knowledge of the codes, that is, the conventions of a retired language.

Psychological barriers, commonly present in practice, shape both the content of what is being communicated and the interpretation of a feedback message. In addition to the above general barriers to successful interpersonal communication, the effectiveness of this form of communication in the business environment is influenced by filtering; emotions; Overloading information; defensiveness;. language , National culture.

Filtering can be defined as deliberate manipulation of information to make them look more attractive to the recipient. Filtering is often present in the everyday work of organizations, for example, employees can, during a survey, investigate the effect of newly introduced measures to increase motivation to increase their position, which they believe will appeal to the manager. The scope of the filtering depends on the number of levels in the organization and its culture. It should also be noted that filtering is more pronounced in organizations with stronger vertical development during communication. Organizational culture on filtering can act both favorably and unfavorably, because in how organizations emphasize their particular style of managers one can expect motivation to filter the communication in their favor.

Emotions influence how the received message will be interpreted. Emotions are in fact the mood of the recipient. One and the same message can be interpreted in different ways, depending on whether the recipient at that moment is calm or flamboyant. Extreme emotions reduce the effectiveness of communication.

Overloading with information is an ever-growing barrier in interpersonal communication. In some companies, the manager can expect over a thousand new messages after a one-day absence. If you take into account meetings, telephone conversations and faxes, the average manager should one day separate one and a half hours to "edit" their email. Then managers resort to different strategies, the most characteristic of which is the selection of information, ignoring and forgetting certain information, processing information until the problem of congestion is eliminated, and less effective information is lost.

Defenses arise from feeling vulnerable. People with vulnerable feelings are verbally attacking their interlocutors, condemning them and examining their motives, and if their message is interpreted as threatening then they react in a way that impedes effective communication.

Human communication is based on the existence of individuals who have a common symbolic system, capable of encoding and decoding that system. This symbolic system is, in fact, a language. The roots of its specificity lie in the dual structure of the language, that is, in its syntactic basis (words) and its phonetic level (voices). His other specificity is creativity.

Language, as an extremely complex phenomenon, is the subject of studying numerous theories, the main ones being the following: linguistic, psycholinguistic and sociolinguistic. These theories are based on the assumption that the act of communication and the language used, are not independent of personal experience and social context. The

basis of successful voice communication is the complete mastering of the grammar of a language. The emphasis of studying these theories is placed on the social condition of language and the use of language in the form of speech function in a specific situational context. Language can start, analyze, and enhance the way of thinking, feeling, and behaving.

5. BARRIER REVIEW

Hagerman thinks that an individual needs an average of seven times to hear the information in order to fully understand it, and this is certainly an obstacle to successful communication, so various activities are undertaken to improve the effectiveness of communication, and these activities are: use of fidbék; simplifying the language; active listening; controlling emotions; I observing nonverbal signs.

The use of fidbék can overcome misunderstandings that threaten verbal and non-verbal interpersonal communication. The typical way to use Fidbék is, in fact, asking the question: 'Did you understand what I told you?' ' A response that would not consist solely of one word, usually, "YES" would be a good feedback. Good fidbék does not come only by directly asking the recipient, but also by more subtle methods - for example, the requirement for the reception desk to summarize the entire message. Active listening is actively searching for the way if the communicator and the receptionist listen, they are involved in thinking. , "Feel" is a passive process because, "Feel somebody" and "listen to someone" are not synonyms.

Many people are poor listeners and this is not surprising, since listening requires intellectual effort, it often fades more than speech. Active listening involves listening to a full meaning, without premarital reasoning or interpretation, and therefore requires increased concentration. An average person usually pronounces 150-200 words in one minute, while the average listener can understand up to 400 words over the same time period, and this difference, unquestionably, leaves a lot of free time to the brain and the possibility of 'wandering' the mind.

The opportunity available to improve active listening is empathy, or putting yourself in the position of a sender and is an extremely useful strategy. Since the receptionists differ in attitudes, interests, motives, needs and expectations, empathy makes it easier to understand the actual content of the message. ,, The listener listening to empathy keeps reasoning about the contents of the message and carefully listens to what is being said. Negotiations represent a way of resolving problems and conflicts that arise as a barrier to interpersonal communication. Negotiation consists of negotiating elements such as: the power of persuasion and the search for alternative opportunities. Negotiation implies: the ability to determine realistic goals, finding a large number of possible options, preparedness, interactive confidence (being able to listen and ask a question), and the ability to set clear goals.Other strategies to improve listening skills are: avoid interrupting interlocutors, not to talk too much, being empathetic, paraphrasing, looking in the eyes, leaving gestures and gestures distracting the speaker, asking questions, affirmatively nodding.

6. CONCLUSION

International business communication includes different types of activities. In order to improve it, it should work to overcome the barrier in it. As for intercultural communication, most of the problems are related to culture and therefore the importance of culture for intercultural business communication should be understood. Work should also be taken to bring cultures closer in terms of familiarity with tradition, especially language. This can be achieved by reading professional literature and visiting the seminar. In order to improve interpersonal communication in the field of business communication, particular focus should be on learning, observing and adapting to other cultures as creative social activities of man in all domains of material life and consciousness. A natural process of symmetry-breaking, arising from differences across observers in their own quality of information, can give rise to heterogeneity within groups in observation patterns. The extent of this heterogeneity if constrained, however, and under certain conditions results in a sharp separation of individuals into two categories: those who exhibit extreme homophily, and those who shed all initial biases towards in-group members. This bimodality of observation patterns is potentially testable using data on communication networks.

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