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НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
МОСКОВСКИЙ ГОСУДАРСТВЕННЫЙ СТРОИТЕЛЬНЫЙ УНИВЕРСИТЕТ

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# ENGLISH FOR CONSTRUCTION / АНГЛИЙСКИЙ ЯЗЫК ДЛЯ СТРОИТЕЛЬСТВА

Учебно-методическое пособие

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В учебно-методическом пособии содержится теоретический материал по устной и письменной деловой коммуникации, а также упражнения для его отработки.

Для обучающихся по направлению подготовки 08.03.01 Строительство.

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# ОГЛАВЛЕНИЕ

INTRODUCTION ..... 5
Unit 1. BUSINESS COMMUNICATION ..... 6
Unit 2. BUSINESS STYLES IN DIFFERENT COUNTRIES ..... 10
Unit 3. GENERAL ETIQUETTE OF PHONE COMMUNICATION ..... 16
Unit 4. BUSINESS COMMUNICATION — INTERNET ..... 20
Unit 5. BUSINESS ETHICS ..... 23
Unit 6. MAKING A REPORT ..... 27
Unit 7. MAKING A PRESENTATION ..... 30
Unit 8. BUSINESS COMMUNICATION — BUSINESS LETTER ..... 34
Библиографический список ..... 40
APPENDICES ..... 41

# UNIT 1
# BUSINESS COMMUNICATION

**Exercise 1.** Read and discuss the following information.

BC is an integral part of the life of any person working in an organisation. It is an exchange of information between people in and out of the workplace in order to achieve common goals. Effective BC allows employees and management to collaborate effectively, achieve their goals and build strong relationships with customers and partners.

There are three forms of business communication.

*Verbal communication* is the transmission of information orally using words. This form of communication can be both direct and indirect through various technical means such as telephone, video conferencing, messengers, etc.

*Written communication* is the transmission of information in writing. Written communication can be carried out in the form of letters, reports, presentations, electronic documents, etc.

*Non-verbal communication* is the transmission of information through means unrelated to the word, such as facial expressions, gestures, poses, tone of voice, etc. Non-verbal communication plays an important role in business communication, as it can complement or even contradict verbal messages.

### Business communication: impact on the technology

The development of modern technologies has led to the emergence of new forms and methods of BC, such as video conferencing, online presentations, etc. Technology has also made business communication more accessible and effective.

### Cultural differences in business communication

It is important to consider cultural differences when communicating with people from other countries or cultures because different cultures have different norms of behaviour and communication.

### Business communication ethics

Business communication should be based on the principles of ethics, such as respect for the interlocutor, honesty and openness.

### Business communication methods

Business communication consists of various methods. Let us consider them.

There are such methods like:

– face-to-face meetings;
– e-mails;
– telephone conversations;
– web-conferencing.

All these methods provide communication with people in different locations, quick solution of the issues discussed, and the information sharing, as well.

However, BC requires specific skills like precise language. Biased or emotional form of communication should be avoided. A conventional structure applying appropriate subject-specific vocabulary and grammar should be followed.

**Exercise 2.** Read the article below and put in the gaps suitable words and word combinations.

| | | |
|---|---|---|
| effective communication | highlight these differences | seem similar |
| achieve your goals | interpersonal communication | formal language |