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## **THE PLACE OF COMMUNICATIONS IN MANAGEMENT AND WAYS OF THEIR IMPROVEMENT**

Communication is an important element of communication in society. Managers are the key person between the client and the organization to resolve various issues. Therefore, the professionalism and communicative component of the manager, both verbal and non-verbal are relevant today.

The problem of organization of the management system in the country was considered by such scientists as Budzan, Zavadsky, Kuzmin.

The purpose of my work is to analyze the main communicative problems of management and ways to solve them.

A typical manager's day job is dealing with documentation, scheduled appointments, telephone conversations, reading correspondence, answering, unscheduled meetings and trips [1, p.119].

Communications are always about two or more people. Communication is the process of transferring information from one person to another. Data are figures and facts that reflect a particular aspect of reality. Information is data presented in a form or form that has a sense load. Information is valuable if it is accurate, timely, complete and relevant.

The communication process begins when one person (sender) wants to convey a fact, idea, opinion, or other information to someone else [2].

Information encoding takes the form of words, facial expressions, gestures or artistic expressions, and physical actions. Organizational communications within

organizations are meetings, emails, memos, emails, reports, and phone calls. Written communications are notes, letters, reports, records, and more.

Communication can be interrupted by interference – the noise of someone coughing, a passing car, or two people talking nearby, a lost email, telephone line damage, incorrect email address, and more. Decoding and perception of information is the process of translating message characters into the recipient's mind. Organizational communications are determined by the nature of the activity, construction, organization capabilities and size. Interpersonal communications are oral and written. Improvement of organizational communications is advisable to carry out by rationalizing the structure of the communication process, improving document management, the use of modern information technologies [4].

Oral communications occur during face-to-face conversations, group discussions, telephone conversations, etc., in which spoken language is used to convey content. Research has found that most managers spend 50-90% of their time talking to people. A group of managers said in a survey that they only need 13% of the mail they receive right away.

One of the biggest flaws in written communications is that they delay feedback and interchange. Phone conversation lets you solve the whole matter in minutes. Non-verbal communication, commonly known as "sign language," includes such forms of expression, which are not based on words and other language symbols, but are manifested through postures, facial expressions, and gestures [1, p.237].

A communication scheme is a way for team members or teams to communicate with each other. The means of implementation of modern communications is electronic communication, which is based on space radio, microelectronic and computer technology, optical recording devices. Improving the effectiveness of business communications is an important source of competitive advantage for an organization [3].

So, the effectiveness of the communication process depends on whether the manager considers the barriers in the communication process. Improving the effectiveness of business communications is an important source of competitive advantage for an organization. The reduction of any communication barrier increases the effect of communications and, if the costs of the activities are relatively small, increases the financial efficiency of the communications.

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