



Communication, Interaction, and Business Communication

Mammadli Nadir ^{a 1} 

^a *Linguistics Institute named after I.Nasimi of Azerbaijan National Academy of Sciences, Azerbaijan*

APA Citation:

Nadir, M. (2022). Communication, Interaction, and Business Communication. *Journal of Language and Linguistic Studies*, 18(2), 827-835

Submission Date:01/02/2022

Acceptance Date:06/02/2022

Abstract

The scientific research carried on the frame of article has been dedicated to the analysis of the terms as interaction, communication and business communication. The content of the research assumes special actuality for modern linguistics because there are great disputes related to the existing or non-existing varieties among these notions in most of the scientific researches. The main aim is to be researched and defined of the different and similar features among these notions, here. According to terminological unification, the article assumes special scientific and practical importance. There are contradictory notions related to the business communication in linguistics, and it demands the study of form and mechanisms of it. Business communication is one of the types of activity; it is the confrontation of the results got from the goal ahead during the interaction, the achievement to desires by owing to the skills and abilities. The business communication is the activity of collective interaction, both its content and social formation, and the conditions and impediments of the set of mutual relations by the interaction are interesting. Business relations are created as the interaction is being actualized in the opposite situations and the social attitudes. It is noted in one of the getting results during the research that, the development of the attitudes of making interaction begins from the formation of the level of the speech culture and provides the development of business communication.

Keywords: interaction; communication; business communication, speech; linguistics

1. Introduction

The main attention is directed to the issue of speech during the linguistic approach to the study of interaction and being the language of the main mean is noted during this process. According to this approach, such common thought forms in the sciences as philology, linguistics, socio-linguistics, psychology, socio-psychology and philosophy that, the oral mutual relation, oral interaction plays not only a decisive role in life, but also performs as the component of the social events and social conducts. From the point of view of socio-linguistics, the oral interaction can be introduced as the continuum which divided to the fields of interaction corresponding with the fields of social opposite influence in society.

The functional bulk of the language and the role in society have always been in the attention of the scientists. The German philosopher, being one of the great thinkers of the XX century, M.Heidegger

¹ Corresponding author.

E-mail address: mammadli_nadir2022@mail.ru

(1889-1976) gives the special importance to this issue in his famous treatise and notes that, “the apparatus of articulation is not only one part of the organism, but also human sounds the thoughts by this apparatus, brings up and develops intellectually” [///]. The Russian philosopher V.Podoroga writes by developing this thought more that, “the body of human becomes the organ in unity with the language” (Podoroga, 1986, p. 35). American anthropologist E.Sapir has claimed that, the language of human is closely connected with the outlook of human.

As can be seen, the most important factor being on the base of the social activity, self-awareness, perception of environment, the formation of mental values of human is the language, more exactly, is the behavior of speech realizing by the language. The terms of interaction and communication are introduced as the synonym of each other mostly in the scientific researches related to the behavior of the human speech. We set a goal in front of us to distinguish these two terms from each other mainly and to identify the term of business communication in this research.

The actuality of the content is conditioned with it that, the language is closely related to the society, inseparable from it and cannot exist apart from the society besides with being the public problem. According to this, the language performs as the base of the reciprocal comprehension, social peace and development by having the function of organizer in the attitudes with society and distinguishing of the issues of interaction and communication of the language used as one of the means is the subject of the great dispute in the scientific researches. Nowadays, the interaction and communication, as well as, the business communication expresses the global character and the language arranging the base of these exists everywhere of the social space and they are equated in most cases. According to the unification of the terms, the content of this research assumes special importance in such approach.

To analyze the scientific theoretical literature related to this content, elucidating of the essence of each three notions is considered as the duties which will be accomplished during the research. So that, interaction is the real activity, the main exponent and means is speech – it always appears and develops in written or orally. This activity surrounds not only the constructive and practical solve of any common work, but also the spiritual demand in the same time, information exchange happens in the result. The interaction is the means of success to get a goal – conscious advisability as the activity, is the artificial environment with counterparts; necessary intended rules of behavior is regulated, effective attitudes are the exponent of culture only in the mutual relation. But the communication is the skill of to communicate.

2. Literature review

Various approaches to the phenomenon of interaction are observed in linguistics. For example, D.Z.Kadar and J.House evaluate the interaction as more pragmatic issue (Kadar & House, 2021, p. 21). Interaction is evaluated as the linguo-psychological issue in the research of O.Boff (Boff & others, 2009). And J.P.Bronckart considers that, interaction and communication is in the same level with discourse (Bronckart, 2010).

In the background of these researches, significant increase is observed in the amount of the researches related to the business communication in the last years. So that, the development of the cognitive linguistics, expanding of the borders of the psychological linguistics, strengthening of interest to the theory of speech act expresses the new horizons to the scientific researches in this field. According to this, let's look through to the scientific researches carried on this field in the last years.

N.F.Azimova's scientific research dedicated to the features of business communication deals with the business culture, causing to the difficulties carried on the business attitudes of not complying to them and ignoring the features of business communication and the norms of interaction. It is also noted that, the knowledges about the features of cultural speech behavior also help to conform to the strange ethnic culture fast (Azimova, 2018).

According to the science of linguistics, J.N. Alinajjar dealing with the perspectives of development of the business communication deals with the role of language in the frame of business interaction in his research. He introduces different organized strategies of cooperations influencing to the organized aspects of business communication, especially, to the manner of interaction of the workers. Additionally, the analyses carry on the directions, structures and networks of communication. It is noted here that, the official interaction and non-official interaction are related to each other and it has great influence to the communicative mutual relation and cooperation of the language in the international situation (Alinajjar, 2018).

Differentiation of business interaction as the special type of interaction is also found in the scientific research written by T.A. Polyakova and N.L. Leonidovna. The authors note by analyzing the business communicative speech activity of police in their researches that, “Interaction plays the role of regulator of the attitudes among the citizens with civil servants. The importance of this process is always paid attention in different normative documents” (Polyakova, 2019).

D.I. Guseva notes the differentiation of these two terms from each other basically in the psychological-communicative level in the scientific research dedicated to distinguishing of the terms as “interaction” and “communication” (Guseva, 2019). He notes that, communicative skills form during the interaction, the possessing of the cultural speech behavior of human.

Commenting of the term as “speech communication” is also found in the written researches last years. For example, according to linguistic approach to the issue, R. Khudjakulova notes that, “communication expressing the oral mutual relation, mutual comprehension carries the aim of expressing the thought and intentions of the members of interaction; the human speech is an important component of activity, it creates the relation among the people, it serves to the social and public information exchange – it is an important factor for the development of individual and society commonly” (Khudjakulova, 2021). As a result, author estimates “speech communication” as the public-verbal process belonging to humanity.

It is noted in one of the scientific researches dedicated to explaining of the essence as the means of interaction of the language that, “the essence of the language emerges in the practical appearance of it, in the speech activity, firstly in the realization of the communicative and cognitive functions” (Pavlova, 2019).

Thus, being of different terms of notions of the interaction, communication and business communication is emerged in the background of different approaches of considered scientific sources.

3. Method and Materials

The process of interaction is created the situation to the mutual relations with other people by getting the spiritual content, completely it is characterized the life activity of society. Interaction is the human factor (if say that, it is the phenomenon, we aren't mistaken!), all of the exponents are related to the social context – human, the main source is the human thought, intellect, it reveals the thoughts by depending on cognition, norm of behavior and the aggregate of feeling imaginations. But it is not only the whole copy of consciousness, but also the association of the ruled thoughts, it creates demand to the mentality, thought, spiritual improvement basing to the intuition in society. Later, it can turn to the rational attitude, personal behavior rules: friendship, cooperation and etc.

There are three levels of the notion of interaction:

- Providing the life manner of individual (maximal level);
- Basing to different individual relations (conservation, dispute – middle level);

— Appointing the psychological situation (microlevel).

The formula of interaction: people know each other by the interaction! The necessity of mutual relations of people and the individuality of interaction of each of them is contained in this formula, such approach is the sign of being the main element of both interaction and culture, but it isn't limited with it according to the mutual attitudes; culture is the motive power of all members of the interaction in the meaning of unity and individuality wholly, in socialization and originality. Person finds out the person only by the way of interaction, mutual communication and by this way, also knows himself.

“Interaction”, generally, is one of the main psychological category having richer content and firstly it emerges the complication of human attitudes more deeply in compared with the communication reflecting the processes of information exchange.

Y.V.Leto analyzing the considerations of R.Adler and N.Town who differ the notions of communication with interaction from each other notes that, the communication “is the process happening between two people at least and this process can happen if the person wants to interact with the other one” (Leto, 2016, p. 771).

Only the meaning of other being necessary for existing of personality makes the interaction as the main factor of culture, completely. The social status of human is related to the culture of interaction directly; before everything, the ability of making the effective interaction influences to the general level of culture in life. Sincerity is valued high in the interaction, feedback is based not to the rivalry, but to the healthy mind, reassurance, getting to the common results in turn. Though there isn't any expressive plan for such speech strategy, each of individual must clarify the aim of speech for himself. Speech manner, the qualities of cultural speech are the exponents of spiritual health. The main aim of interaction is not only to send or get information, but also to support it, to increase the mutual agreement among people to high level and to make it. And it is realized by the factor of culture.

4. Results

4.1. Interaction and Communication

Latin origin word “communication” is explained as two meanings in the dictionaries: communication (means of sending or receiving information, such as phone lines or computer) and interaction. Communication is the system connecting by the technical means in certain direction, interaction is mutual attitude, proximity (even friendship). Each two of them is combined with the notion of communication “contact, connection, mutual relation, proximity” and is systemized such as: universal – means of relation of any material and spiritual world in large meaning; technical – giving information, informative means in sending from one of the material, ideal objects to the other; biological – way of signal of the communication of animals, birds, insects and etc. in the section of ethiology of biology; social – different types of relation and attitude happening in human society, mutual relation carried out as the form of interaction among them.

The effective communication enables to various people, groups, organizations for achieving to their aims, making communication in high level and almost, it influences to all aspects of the organizational behavior. Communication – is the exchange of thought, information, idea and etc. with certain signs by the material carriers, is the (collective or individual) transmission of this or other content from one consciousness to the other one. It is closed to the notion of interaction, at first sight, the same impression happens, or the same appearance is called with different words. Identity is to happen the process of information exchange both in communication and in interaction. Interaction carries the social character, it is inseparable part of the mutual relation of people existing from the demand of

common activity, it is the exchange of cognitive or emotional-appreciated characteristic information. Human can also contact with the other animates, for example, animals: interaction is richer than the communicative processes, not only sending information, but also the practical activities, mutual agreement, feeling and emotions connect people to each other.

Interaction is irreplaceable biostimulus of life activity and spiritual aims of human in the same time. Communication is the sending of information, reveals the existence only during the connection – the connection is lost, and the communication is disrupted; interaction is one of the absolute elements of the communication, but it is not the same of it.

4.2. Business communication and Interaction

There is the difference of content, meaning among the terms of business communication and communication in real agreement. Though the similarity expresses itself more in the notion of communication, these terms are used as the synonym in the scientific literature, each of them has the speciality. Business communication is very complicated professional interaction among the mass, but solum, it is not possible to pass without it whether in the economic, legal, diplomatic, commercial, or administrative fields; it surrounds all fields of cultural activity of human, special importance is given to the mutual attitudes for being aimed form. This notion contains general language, common memory, ethic demands of criterion of general thought, culture of thought and mentality, the mechanism of sending to the generations, itself. Business communication is based to the interaction, it always preserves value for acquiring necessary importance, but it is also independent notion.

Speaker expresses the thought by the help of language during communication, interlocutor understands his expressed thoughts by the language. The results of the interaction can be considered the changes in the reaction of listener considering the sayings or in the psychical attitudes. All of them are impossible without language, the creation and existence of the language is related to the desire of only interaction, information exchange of people. By basing to this, it is possible to note “information exchange” as the “synonym of communication” (Pavlova, 2019, p.).

Business communication is one type of human communication. “Besides with the work abilities, business communication also surrounds the process of business information exchange. To get certain result is expected in the business communication, besides with the duty, in the cooperative activity” (Portas, 2018, p.).

The characteristic feature of business communication is to comply to the rules and limits defined with the level of adjustment, it means, the type, form of business communication, and level of formality. The results of the science studying the social psychology, the rules of behavior and activity of people can be applied here for business communication happens not only interpersonal, but also in the group level: the problem of making interaction is important for social psychology. “The analysis of professional activity shows that, speech behavior of the person working in the official agencies is accompanied with the business and interpersonal contacts both inside and outside of the organized system” (Polyakova & Golikova, 2019, p.) and the resulting of the work process successfully depends on appropriation true to the skills of business speech directly.

The business communication has four main functions:

1. Instrumental — it means, common practical activity (for example, the common collective work);
2. Syndicative – unity of joined people to communication;
3. Expression himself – mutual agreement and communication;
4. Transmission – broadcast the opportunity of activity, valuation (for example, share in the internet).

The functions are approached from different positions for forming with different mutual agreement, they are considered as the aspect of adequate culture. The subject performing it for any function is main, so that, the human carries on different duty as the subject of activity in the sphere of interaction: communicative (to provide mutual relation), informative (mutual expression), cognitive (mutual cognition), emotive (to turn from one form to the other one by the anxiety, influence of mutual relation). Thus, business communication provides different demand of human – personality being the social existence: business communication as dialogue with the others, understanding and self-awareness, creative activity and etc. is the choice of true strategy and tactics.

The aim of business communication is to give the direction to the attempt of joining to the interaction of the counterparts and to create the mutual attitude among them. It provides joining of the counterparts to the process commonly, mutual self-awareness and self-expression of the members participating in the interaction with the activity of dialogue; one of them chooses the role of entrepreneur, regulates the mutual attitudes. All of them happen in the process of dialogue: The real speech activity of people is being “subject of speech”, oral mutual influence realizes with the dialogue, as well with the expression of the thoughts.

Dialogue is not only understood as the speech form considering the rotation of the subjects, it assumes larger meaning – alternation of different views, positions, consciousnesses, notions and interpretations, explanations. Factually, the dialogue is only the exchange of oral expressions for making relation.

The main functions of business communication are the informatization (give the true of false information), interactivity (organizing of mutual activity among people, for example, from different forms of influence: persuasion, command, request, agreeing of the aim by using from hypnosis, division of duties, influencing to the belief, behavior, mood of the interlocutor), perspectivity (“digestion” of the partners of interaction each other and creation of the mutual agreement on this base). The communicative obstacles are more in this field:

- disbelief;
- not to express the thought;
- viciousness of the speech;
- inability to listen;
- modal obstacles;
- character;
- impatience to the forthcoming speech;
- expressiveness (creation of emotional impressions).

Business communication is the intellectual information exchange of members, the formation of the attitudes in the mutual relation for reaching to the aim in the common activity. As being constructive, this process also carries destructive character: interaction is versatile and different, and for that, it divides into to the type of business and non-business according to the meaning and aim. Non-business is related to personal, voiceless, internal psychological problems: to discuss the issues happened around, to comment on, the thoughts about the meaning of life, to share the other’s sorrow and etc. Business communication is the form of specific mutual influence in the exchange of the social information, the main feature is the stimulus for realizing the aim or aims, it includes to the productive activity and it has directed to the increasing of the effectiveness of common activity in certain level.

The speed of the business life makes necessity existing of the skills of communication among people. Communication is the relation of information of the subject with this or other object – it is the totality of skill to get and send information by the help of the technical means (mass media, radio, television, internet and etc.), also with each other of the people, it considers for the great auditorium. Business communication is the mutual appearance of the business attitudes, is the component of technology and the synonym of speech word relating the people and servings in different form and content of information. But if the communication is getting the information by the part accepting it from the information sender, business communication is the speech exchange among people. There are the similar and distinguished features among them in the semiotic attitude: if the mutual relation has created among the partners of the interaction, we can accept these terms as the synonym in the complete meaning; there attitudes reflect certain qualities of the process, in that time the difference appears among these terms.

5. Discussion

Interaction is the process of information, it can realize not only with the people, but also by the technical means, even by the artificial languages, and business communication exists among the people, it carries both the practical and spiritual informative character.

Communication is the relation of the subject with this or the other object, in this case, not only the human, but also any animate (animal) or machine (technical means) can be accomplished as the human samely in the role of human. But business communication happens among only individual subjects – people.

Communication is the process of sending the information, it is one-sided – monologue, business communication is the process of mutual relation, attitudes, two-sided – dialogue. Conditionally, communication is divided into the following levels: the beginning of information exchange; impression of ideas with the word, symbol and information; transmission of information by the choosing communication means; acceptance of information in the verbal and non-verbal form; answering of acceptor of the information as the feedback level.

Interaction and business communication distinguish according to the degree of activity of the members. One person is always active in communication, the other or others are passive in getting information; the roles can change – but the regularity doesn't change. All of the counterparts can be active less or more in the same time during the business communication, the speaker (or the writer) doesn't express the speech only with to listen (or write) and it is not only directed to accept (or transmit) only the information, but also expresses the mutual, active reaction to the comment alternately. Activity is the result of personal thought and independence, interaction, as the process, demands to understand and express the richness, individuality of idea from the personality, it is necessary condition of the speech activity.

Communication is one-directed process, it is compiled for the plan; if there is a need to deliver the message to someone or about something, all possible opportunities are existed for this – listen by the technical means or read written information: communication fulfils its duty in all situations. As being the process of mutual relations, business communication is improvisation every time, doesn't define before. For example, you can make the same decision during discussing any of the issue with your business friend, or your counterparts don't agree with your offer during the interaction, he can convince you to distract from your mind, inappropriateness, generally, not to worry about this problem. It isn't possible to know before how the end of such discussions will conclude. Communication is the function of network – information is transmitted to the addressers signed in the same time, in this case, the amount of acceptors of information doesn't influence to the character of

the communication, though they are the great collective, they accept this information individually, lonely. But in the business communication, information demands the mutual exact addressing among the counterparts.

Business communication and communication are differed from each other according to the result of understanding in the process of information. The effectiveness is appreciated with the degree of transmitting and accepting the information in communication, instead to understand it isn't demanded for the acceptor – the person who gives the information doesn't matter what send every time. For example, to read the difficult content expressively, loudly by the student during the lesson doesn't testify to appropriate the content, understand the meaning of it by him, yet. So, the information can't be understood in the communication, too. The effectiveness is how understanding of counterparts to each other firstly in the business communication. To understand is belonged to both the interaction and to the partners, it is possible to accept the information during speech, and one of the level of understanding is both the understanding of the human himself, and expressing the position in any problem, information is to be understood it by the addressed people. The result of understanding is realized in the last instance – it is possible to understand the same meaning in different level, and depending on this, the answer will be difficult, too. Business communication cannot exist if there is no any understanding, the generality of thought either will be happened or won't among the counterparts. Thus, to understand carries the optional (approximate) importance for communication, but it reflects absolute importance for business communication.

6. Conclusion

It becomes clear that, the difference between the notions of business communication and communication is the nomenclature attributes in this process: each of them has its advantage in the process of speech. Their formal positions are the distinguishing for the amount of the members and speakers: monologue in the business communication, dialogue in the business interaction. But it isn't the exact difference between them.

Being of the nature of business communication is to be in the form of dialogue of it, by approaching from this position; monologue doesn't exist as only speech form, it forms without existing of the rotation of counterparts providing the speech, and it depends on the replica of internal dialogue (even though the response form is silent).

The main duty of the business communication is to transmit or to accept the information; in contrast, communication isn't accompanied with the reaction of response every time. Otherwise, it expresses either the question addressed to the information, or the response given to the information, information exchange is continued by the principle of rotation mutually, and it is the specific feature belonging to the monologue, not to the dialogue. According to its nature, the communication is monologue by differed from the interaction in an appropriate manner.

To make a text, to understand it provides the set of the manner, attitudes of speech truly and all of them are important issues in the professional activity of people. The development of these abilities starts from the formation of the level of speech culture and it provides the development of business communication.

Speech is the unit of interaction, the specific features are the ethic, aesthetic and communicative norms in the role of this process. It is necessary to pay attention to the importance of the voice and intonation, to follow the norms during the business communication; the content, essence of speech culture is explained with these attributes, the importance and influence is put forward in different levels.

References

- Alinajjar, J.N. (2018). Communication Business Networks from the Perspective of Linguistics // Academic journal of modern philology. Vol. 7. 7-20. (in Eng.)
- Azimova, N.F. (2018). Features of business communication // Problems of Pedagogy. No 2 (34). 24-25. (in Russ.).
- Boff, O.M.B. and others (2009). The textual genre of opinion: a means of interaction // Revista virtual de eudos da linguagem-revel. 2009. Vol. 7. Issue 13. 43-50. (in Eng.).
- Bronckart, J.P. The different forms of interaction and its status in a science of language: Considerations and questions // Calidoscopio. 2010. Vol. 8. Issue 2. 154-164. (in Eng.).
- Guseva, D.I. (2019). "Communication" and "Interaction": correlation of concepts // Bulletin of Science and Education. № 20-2 (74). 84-87. (in Russ.).
- Kadar, D.Z. & House, J. (2021). Interaction Ritual and (Im) Politeness // Journal of Pragmatics. Vol. 179. 54-50. (in Eng.). DOI 10.1016/j.pragma.2021.04.021
- Khujakulova, R.Sh. (2021), Speech communication // Bulletin of science and education. No. 1-2 (104). 23-25. (in Russ.).
- Pavlova, L.P. (2019). Language as a means of communication // Bulletin of the Kurgan State University. No. 1 (52). 96-98. (in Russ.).
- Podoroga, V.A. (2013). Metaphysics of the landscape. Communicative Strategies in the Philosophical Culture of the 19th-20th Centuries, 2nd ed. Moscow: Kanon+. (in Russ.).
- Polyakova, T.A. & Golikova, N.L. (2019). Communicative communication in professional activity // International journal of applied sciences and technologies "Integral". 2019. No. 3. 76-82. (in Russ.).
- Portas, Yu.A. (2018). Influence of business communications and business communication on the activities of the organization // Issues of regulation of the fuel and energy complex: Regions and Federation. No. 4. 29-30. (in Russ.).
- Summer, Ya. V. The concepts of "communication" and "communication" in psychology // Young scientist, 2016. No. 12. P. 770-772. [Electronic resource]: URL: <https://moluch.ru/archive/116/31756/> (date of access: 09.01.2022)

AUTHOR BIODATA

Professor in Philology Mammadli Nadir is the director of the Linguistics Institute named after I.Nasimi of Azerbaijan National Academy of Sciences. N.Mammadli participated in a number of international conferences and published journal articles and books on speech communication and speech communication culture issues, theoretical linguistics and terminology issues.

Copyright of Journal of Language & Linguistics Studies is the property of Journal of Language & Linguistics Studies and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.