

Business Discussions and Their Psychological Characteristics

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Abstract: In modern times, conducting business discussions is very helpful in solving significant problems, as well as in building business communications. The article examines the very concept of discussion, the rules and the course of the discussion, as well as identifies the features of the discussion in the framework of business communication. A discussion is a collective discussion of a controversial or unresolved issue in order to establish the correct solution. The result of a successful discussion is to find a common opinion without disagreements.

Keywords: business discussion; business communication; subjects of business communication; psychology of communication; individual and personal characteristics

Introduction

Exchange of information, promotion and development of working ideas, control and coordination of employees' activities, summing up and evaluation of achievements - these are just some aspects of the organization's activities related to holding meetings and business discussions.

Relevance Business discussions, business meetings and telephone conversations can be considered as independent types of business communication. They differ from each other in goals, the form of contact and the number of participants, which determines the socio-psychological characteristics of their organization and behavior. This explains the relevance of the topic of this study.

Targets and goals. The object of the research is business discussions. The subject of the research is conducting a business discussion on the YouTube channel. The empirical object of the research is the release on the YouTube channel of the Jewish Business Club entitled Discussion on the topic: "The institution of marriage in the XXI century." The purpose of this work is to consider the specific features of the discussion in the framework of business communication.

All communication as information interaction is carried out between the subjects. The subjects of business communications are living people of different ages with their various physiological, psychological, intellectual and moral qualities, with their knowledge, emotional and strong-willed attitude, worldview and ideological attitudes and value orientations [1, p.200].

Scientific novelty. In this paper, we analyzed the issue on the YouTube channel of the Jewish Business Club entitled Discussion on the topic: "The institution of marriage in the XXI century."

The analysis was carried out on the basis of highlighting the characteristics of the psychology of the message, the psychology of the communicator and the psychology of the audience.

The publisher is the SOLOMON Business Club, a secular organization based on the Federation of Jewish Communities of Russia, which unites business people of Jewish origin. The goal of the publisher is to express their positions on the topic under discussion and confirm their words with the help of facts.

Socio-psychological studies show that the formation of a positive image of a communicator is facilitated by a wide variety of his qualities - from socio-demographic to individual-personal. The individual and personal characteristics of the communicator include:

- A. characteristics of appearance (physical data and appearance),
- B. communicative characteristics (timbre of voice, diction, manner of speaking, etc.),
- C. internal, personal characteristics (knowledge, intelligence, emotionality, moral values, etc.)

In a business discussion, everything is important: content, intonation, manner of expression, gestures, facial expressions. It is important to remember that almost half of the information is conveyed through intonation. However, the same words spoken in a different way can lead to the opposite result. Monotony should be avoided in speech; speak clearly and clearly. Emotionality during the discussion should correspond to the content [3, p.157].

Business discussion is regulated, that is, it is subject to established rules and restrictions. The rules for conducting a business discussion establish the date and time of the meeting, its duration, the composition of the participants, the order and time of speeches, the order of debates, etc. Invarious situations, the rules may be violated.

Participants in a business discussion act in formal official statuses that determine their roles and the necessary norms and standards of conduct. Each role corresponds to certain expectations of other participants in the communication. It is necessary to take this into account and behave in accordance with the requirements of the specific situation and the role assumed. Such functions of the communicator, such as: collection of information; data processing; creating a message; taking responsibility for the message; the release of the message has been successfully completed. In terms of communication theory, G. Lassuela's model distinguishes such elements as the source of information, its content and method of transmission, the recipient of information and its effectiveness. G. Lasswell developed his model in relation to the analysis of the process of mass communication, but it is also applicable in the analysis of business communications. Within the framework of any form of communication, the question arises of who communicates, what is the level of trust in the communicator, through which channel to transmit the message, what is the effectiveness of communication.

In modern works in the field of management and business communications, the communication process is considered as a system with feedback and noise that distorts information. American specialists in the field of management M.Kh. Mescon, Albert M., Hedouri F. believe that the main goal of the communication process is to ensure understanding of the information that is the subject of exchange, that is, messages. The goal is to meet the basic information needs of the audience. The communicator's communication style with the audience is "I-Other-Centralization", since the relationship is built on an equal footing and everyone expresses their opinion on this topic.

Verbal, non-verbal, and behavioral characteristics are used in the text. Attraction of attention to the release is carried out through the use of images, title, plot, intonation, color, advertising, heading. All the signs of a media text are present, such as media content, openness, and integrativity.

Results. The issue is posted on YouTube and is designed for a mass audience that is diverse in its composition and characteristics. The audience can differentiate according to the principle of leisure use, interests, hobbies and motives. Psychologist N.N. Bogomolova offers her own classification of motives: informational (it is based on the need for information and orientation in social events); emotional (based on the motives for satisfying the need for emotional release - to relax, have fun);

pragmatic (contains motives based on the need for practical information); social (associated with the need for contact with other people); for the sake of the company.

The discussion takes place in an online format and one feels direct contact, and from this it follows that there is a near-distance type of communication.

Conclusion. Thus, conducting discussions in the framework of business communication requires knowledge of simple rules and principles of building communication, as well as the ability to determine the psychological types of people in order to build productive communication.

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