

**IMPORTANCE OF COMMUNICATION
IN ADVERTISING BUSINESS
(ВАЖЛИВІСТЬ СПІЛКУВАННЯ В РЕКЛАМНОМУ БІЗНЕСІ)**

Припула Л.П., гр. ГРС-49

Наукові керівники: канд. філол. наук, доц. **І.В. Удовенко**,
ст. викл. **Л.А. Подворна**
Харківський державний університет харчування та торгівлі

Реклама – мова ринку, за допомогою якої бізнес спілкується з потенційними клієнтами. Щоб бізнес був прибутковим, важливо знати особливості цієї мови.

Business is a game that connects with other people and directly communicates with them. Business involves commerce and needs to communicate with people to get what they need and to offer them what I can offer them, so communication is one of the most important things here.

Success in business depends on how you communicate. Your product that you offer is also the same particle that is transmitted and testifies to the quality of communication. A bad product causes a poor quality of communication, and a good product causes a good one. In order for people to want to accept something from you, they need to create some conditions, a reality, so that they understand what they will receive and why they need it. You need to communicate with them. Business is an exchange: you gave, you received. First they passed the idea, and then the product. If you submit a product without an idea, they simply will not take it. Therefore, communication is the basis of business existence. A person should want to communicate and treat other people with affection. If you do not like communication, it will not be.

Man exists in communication. It is an integral part of human behavior. From an early age we communicate on different levels on different topics. Communication is the basis of everything. Communication is an exchange between people of thoughts and ideas, in the process of which at least two people take part - one tells, the other listens. The quality and effectiveness of communication depends on the ability to convey to the interlocutor their ideas and thoughts.

In addition, there are many schools and trainings where you can improve your communication skills. Most people face communication problems simply because they are unaware of the existence of communication technologies. As you know, following technology, you can achieve success in any area.