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**STRATEGIES FOR MANAGING CONFLICTS IN
PROFESSIONAL COMMUNICATION: METHODS FOR
PREVENTING AND RESOLVING CONFLICTS ARISING
FROM INFORMATION AGGRESSION**

Conflict management strategies in professional communication are an important aspect of effective interaction under conditions of information aggression. Conflicts can arise for various reasons, such as misunderstandings, differences of opinion and emotional reactions. While there are seemingly endless reasons for conflicts, they generally surround the underlying needs of all humans including physical, intellectual, emotional, social, and spiritual [1].

One of the conflict prevention methods is active listening. This method enables communication participants to better understand each other and reduce the level of tension. Active listening is a conflict prevention technique that involves giving full attention to the other person and understanding their point of view. This approach helps to create an atmosphere of trust and respect that reduces the possibility of misunderstanding. In active listening it is important not only to hear the words but also to perceive non-verbal cues such as intonation and gestures. By paraphrasing and clarifying what is being said, the listener shows interest and readiness for the dialogue. As a result, active listening promotes more effective communication and helps to avoid conflicts in the early stages.

It is also important to establish clear rules of communication. The rules may include prohibitions on insults and hate speech. It is important that all participants know these rules and follow them. Interpersonal and team conflicts can arise from a variety of sources, often stemming from differences in perspectives, priorities, and communication [2]. Empathy plays an important role in conflict resolution. Understanding the feelings and perspectives of others

helps to reduce aggression. When people show empathy, it creates an atmosphere of trust and openness that fosters a more constructive dialogue. Understanding the opponent's feelings helps to reduce tension and prevent conflict from escalating. Empathy also allows to see a situation from another person's perspective, which can lead to more effective decisions. In order to find a common language, it is important not only to hear but also to feel what the other person is going through. Using empathy in communication helps to strengthen relationships and increase mutual understanding. Empathy refers to the ability to feel other people's emotions and imagine what another person might be feeling [3]. Thus, empathy becomes an important element in the conflict resolution process, enabling compromises to be found and agreements to be reached. The I-message method can also be useful. It allows to express one's feelings and thoughts without blaming others. For example, instead of 'You always ignore me', you can say 'I feel unheard when you don't answer'. This helps to avoid a defensive reaction from the interlocutor. It is important to remain calm when conflict arises. An emotional reaction can make the situation worse. Instead, you should pause and think about your

words. A constructive approach to conflict involves finding a compromise. This can be achieved by discussing possible solutions and choosing the one that is most acceptable to all parties.

Training employees in conflict management skills is also an important strategy. Workshops and seminars can help develop the necessary skills. It is important to create a culture of open communication within the organisation. This facilitates faster identification and resolution of conflicts. A workplace communication can be construed as the process where by employees stimulate meaning in the minds of others either through verbal or non-verbal messages in a formal organizational setting [4]. Regular feedback between employees helps to avoid dissatisfaction. Open discussion of problems helps to create an atmosphere of trust. It is important to remember that conflict is a natural part of professional life. Managing them correctly can lead to better relationships and greater work efficiency.

Therefore, conflict management strategies in professional communication include active listening, which allows the parties to the conflict to feel heard and understood; empathy, which helps to

understand the feelings and experiences of the other party, which helps to reduce tension; a constructive approach and training. Approaching conflict constructively involves finding solutions that satisfy both parties, rather than seeking to win for one party. Moreover, training employees in conflict management skills is important, as it allows them to better handle difficult situations. Finally, it is important to create an atmosphere of trust in which employees can openly discuss their concerns. The above methods help prevent and resolve conflicts arising from information aggression.

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