

VOROBEL Bohdan Yevheniiovych,
Student of the Faculty of Economics,
Scientific Supervisor:

CHERNELYA Iryna Mykolaivna,
Senior Lecturer of National University of
Life and Environmental Sciences of Ukraine

JUSTIFICATION OF THE CONCEPTS

**«COMMUNICATION», «PROFESSIONAL LANGUAGE
COMMUNICATION», «COMMUNICATION
EFFECTIVENESS», «INFORMATION AGGRESSION»,
«PROPAGANDA»**

In the modern world, where information has become one of the key resources, communication plays a decisive role in shaping public consciousness, decision-making, and influencing mass audiences. Communication, professional language communication, the effectiveness of communicative processes, as well as phenomena such as information aggression and propaganda, have become subjects of scientific interest and practical application.

The purpose of these theses is to theoretically substantiate key

concepts such as “communication”, “professional language communication”, “communication effectiveness”, “information aggression” and “propaganda”, to reveal their meaning, interrelationships and role in modern communication processes. Within the theses, the main characteristics of these concepts will be considered.

Communication comes from the Latin word *commūnicātio* (“message, transmission”), which is related to the verb *commūnico* (“to make common; to communicate; to connect”), which is derived from *commūnis* (“common”) [1, p. 545].

In the scientific literature, there are many definitions of the concept of “communication”, each of which examines a specific aspect of the phenomenon, providing a deeper understanding of communication.

In exploring the features of management, P.V. Melnyk, M.M. Filonenko, and L.P. Hatska propose considering communication as the exchange of information through words, letters, symbols, and gestures, which enables a manager to obtain information for making effective decisions and conveying them to the executors [2, p. 53].

The scholar R. Jacobson defines communication as the process of transmitting information between people through sign systems (signals) [3, p. 52].

Sociologist F. Sharkov notes that communication includes not only the transmission of information but also the mass exchange of this information with the aim of influencing society and its parts [3, p. 52].

Based on the researched sources, we have formulated our own understanding of the concept of communication.

Communication is a multi-level process of exchanging information, ideas, emotions, and meanings between individuals or groups, which occurs through verbal, non-verbal, written, or visual channels with the aim of achieving mutual understanding, influencing thoughts or behavior, or creating a shared field of meaning. This process always takes place within a specific socio-cultural context and may involve elements of collaboration, conflict, manipulation, or creativity.

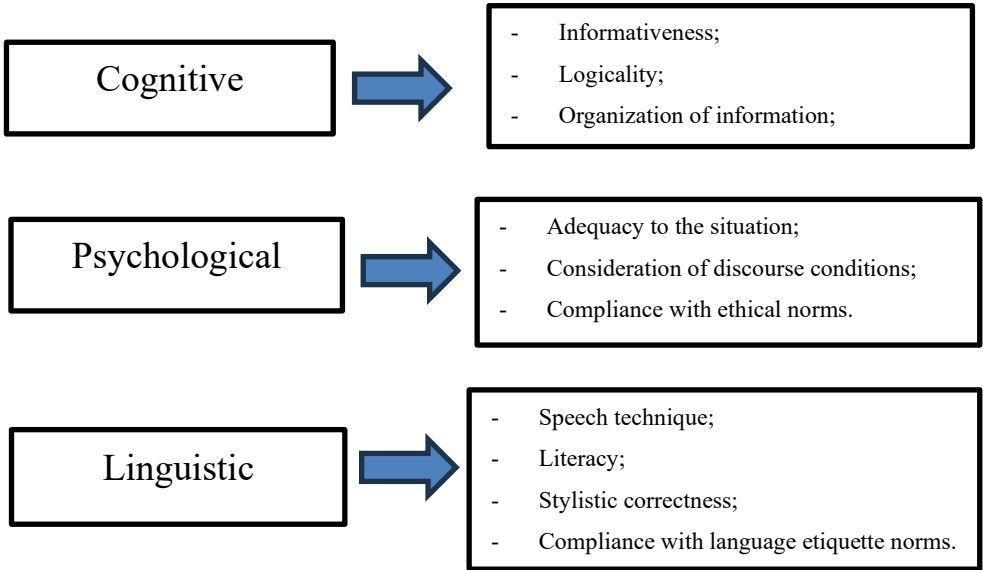
Communication, as a social phenomenon, is the foundation of interaction between people, but in the professional sphere, it acquires

specific features and requirements.

Professional linguistic communication differs from the general concept of communication in its purposefulness and focus on solving specific tasks within a particular professional field. It is based on the use of industry-specific terminology, adherence to professional speech etiquette, and the implementation of effective communicative approaches that ensure clarity, precision, and the achievement of desired outcomes. Thanks to this, professional linguistic communication becomes a key tool for successfully fulfilling professional duties and establishing effective interaction in the professional environment.

The effectiveness of such communication is determined by achieving the set goal while maintaining harmonious interaction between participants, where each of them feels comfortable, understood, and respected during the exchange of information. Thus, professional linguistic communication not only ensures the accomplishment of tasks but also fosters the creation of trusting and productive relationships within the professional team.

Factors of successful communication:



In the modern information space, the factors of successful communication often face challenges related to information aggression and propaganda.

Information aggression, which manifests itself through manipulation, disinformation, and deliberate distortion of facts, is closely linked to propaganda—the systematic dissemination of certain ideas or narratives aimed at influencing public consciousness. Together, they create significant obstacles to building trustworthy and

constructive communication processes. Therefore, understanding the mechanisms of information aggression and propaganda, as well as the ability to counter their influence, have become essential elements of effective communication in the context of modern information society, where truth is often intertwined with manipulation.

Information aggression and propaganda are based on:

- *Manipulation of consciousness* — the use of psychological techniques to influence the thoughts, emotions, and behavior of the audience.
- *Disinformation* — the deliberate spread of false or distorted information to create a misleading perception of reality.
- *Emotional influence* — an emphasis on feelings of fear, anger, or hope to ensure quick and uncritical acceptance of messages.
- *Repetition* — the constant reiteration of certain ideas or narratives, leading to their entrenchment in the consciousness.
- *Creation of enemy images* — portraying certain groups, ideas, or countries as threats to justify aggressive actions or positions.

- *Use of authorities* — involving well-known individuals or institutions to increase trust in the promoted ideas.

- *Simplification of complex topics* — presenting complex phenomena in an understandable but often distorted form for quick assimilation by a mass audience.

Communication, as a process of exchanging information and emotions, is the foundation of social interaction. In the professional sphere, it transforms into professional linguistic communication, ensuring precision and effectiveness. However, information aggression and propaganda, which are based on manipulation and disinformation, undermine the effectiveness of communication. Understanding these phenomena and the ability to counter them are crucial for maintaining trustworthy and constructive communication processes in the modern information society.

References:

1. Etymological Dictionary of the Ukrainian Language: in 7 vols. / [chief ed. O.S. Melnychuk]. Kyiv: Naukova Dumka, 1985. Vol. 2.

2. Melnyk P.V., Filonenko M.M., Hatska L.P. Management. [Textbook]. Irpin: Academy of the State Penitentiary Service of Ukraine, 2001. – 154 p.
3. Dutsyk D.R. Political Journalism. K.: Kyiv-Mohyla Academy Publishing House, 2005. 138 p.
4. Zubenko L.H., Nemtsov V.D. The Culture of Business Communication: a textbook. Kyiv: "EksOb", 2002.
5. Kosenko Yu.V. Fundamentals of the Theory of Language Communication: a textbook. Sumy: Sumy State University, 2011. 187 p.
6. Pocheptsov H.H. From Pokemon to Hybrid Wars: New Communication Technologies of the XXI Century: a monograph. Kyiv: Kyiv-Mohyla Academy Publishing House, 2017. 260 p.