Section 1. Cultural studies

FOUNDATIONS OF ESTABLISHING MUTUAL RELATIONSHIPS IN BUSINESS AND ACADEMIC COMMUNICATION

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Abstract

In modern times, the dynamic development of society and the intensification of information exchange have increased the relevance of business and academic communication. In this context, people are evaluated not only by their technological and professional skills, but also by their social and communicative skills, such as communicating, exchanging ideas, and listening to the other party. The article examines the main principles of building mutual relationships in business and academic spheres, the organization of communication processes, and important factors affecting the effectiveness of this communication. In the business context, the formation of professional relations, effective teamwork, and ethical behavior issues are in the foreground, while in the academic sphere, scientific cooperation, information exchange, and the protection of academic ethics are in the foreground. Similar and different aspects of mutual communication in both spheres are comparatively examined.

Keywords: *Business communication, academic communication, collaboration, ethical principles, effective communication*

Introduction

Communication is an integral and important part of human life. People use various means of communication to share their thoughts, feelings and information, and this process plays a key role in building both personal and professional relationships. The Latin word "communicare" – meaning "to share, to communicate" – also expresses the essence of this process. Throughout history, communication methods have been transformed, starting from gestures and facial expressions, with the emergence of written language, the development of printing technologies and the formation of mass media. Especially in the 20th century, with the advent of radio, television and the Internet, information exchange began to be carried out in a faster and more effective way. These technological advances have also affected the structure of human relationships and have created the basis for the emergence of more purposeful, systematic

and formal forms of communication in business and academic fields.

In modern times, communication is not only a means of everyday communication, but also an important mechanism for organizing mutual relationships in business and academic environments. In both areas, purposeful, structured and effective forms of communication determine the quality of cooperation and activity. While official correspondence, meetings, reports and presentations are the main tools in business communication, scientific articles, lectures, dissertations and seminars are at the forefront in academic communication. In these contexts, improperly building mutual relationships can lead to misunderstandings and ineffective cooperation. On the contrary, relations based on respect, trust and open communication are an important condition for both professional and social development. Therefore, the foundations of properly building mutual relations in business and academic communication should be examined separately and the approaches applied in this field should be analyzed.

Historical development of communication

Communication has played an important role in the development of human society and has evolved over time, taking various forms. According to historical sources, since language and the concept of words did not exist in early human societies, people tried to communicate with each other through gestures and facial expressions, sound signals, signs, and visual symbols related to the environment (Fiske, 2011). Cave paintings, petroglyphs, pictograms, and ideograms are considered the first means of communication of this stage. The invention of writing and the formation of the alphabet created new opportunities for recording and transmitting human thought. The discovery of paper and the spread of writing led to the expansion of the written form of communication.

The invention of the printing press in Europe in the 16th century was a revolutionary turning point in the history of communication. This development enabled the mass dissemination of information and paved the way for the emergence of the first mass media, newspapers. In the 19th century, technologies such as the telegraph, telephone, camera, and phonograph allowed people to communicate with each other more quickly and effectively. This period is characterized by historians as the "Communication Revolution" (Hardt, 1992). Along with this technological progress, theoretical discourses on communication also emerged. The English philosopher and liberal reformer John Stuart Mill (1836) emphasized that modern means of communication and transportation made possible the free exchange of ideas and that this process was one of the main indicators of civilization. In the United States and Germany, sociologists such as Cooley and Schäffle noted that society is formed through both material transportation and symbolic communication. These approaches formed the foundations that play an important role, especially in the process of academic communication – the exchange of ideas, knowledge, and theories.

The changes observed in communication systems in the first half of the 20th century affected all areas of society, including business and academic relations. Graham Wallas (1916) noted in his work "The Great Society" that the changes in transportation and communication that have occurred in the last 100 years have affected every aspect of human life. John Dewey also supported this idea, stating that communication tools can transform a fragmented industrial society into a "great community" – an idea that explains the theoretical foundations of cooperation and interaction in modern organizations and academic environments. In particular, researchers such as Harold Lasswell, Robert Park and Edward Sapir at the University of Chicago presented various models of communication theory, approaching it from the perspective of history, culture and anthropology. Their work serves as a theoretical basis for the formation of academic discourse and the development of business relationships that take cultural differences into account in the modern era. Canadian economist Harold Innis, on the other hand, put forward the concepts of time-binding media and space-binding media, examining the impact of control over information on political and economic power. His approach allows us to understand how the sharing and accessibility of information is a strategic factor in modern

corporate and academic environments (Innis, 1951).

After World War II, the term "mass communication" became widely used in academia. In the United States, Paul Lazarsfeld and Wilbur Schramm laid the institutional foundations of this field, putting forward theories such as the "two-step communication model" and "public opinion leaders". These models are applied, especially in the analysis of leadership, influence and decision-making processes in the business environment. In Europe, representatives of the Frankfurt School (Adorno, Horkheimer, Lowenthal) analyzed communication tools in the context of ideological control and cultural manipulation – these approaches are important in protecting business ethics and academic freedom (Hardt, 1992).

In the 20th century, communication tools developed further. Radio and newspapers, especially during the world wars, played an important role in delivering information to the masses and shaping public opinion. The introduction of television in 1939 had a major impact on shaping public consciousness, demonstrating the power of means of communication. Television brought the Western and Eastern worlds closer together, delivering public events and scientific innovations (such as Neil Armstrong's moon landing in 1969) to billions of people simultaneously (McQuail, 2010). These technological innovations later formed the basis of visual presentations, public speaking, and distance learning in both business and academia.

In the late 20th century, mobile phones and the Internet revolutionized the world of communication. People-to-people contacts have become faster, information flows have expanded, and scientific, technological, and cultural collaborations have increased globally. This has been particularly important in terms of speeding up business correspondence, organizing online academic conferences, and creating opportunities for remote collaboration. With the development of the Internet, it has become possible for a researcher in Canada to share information with a colleague in South Korea in seconds, without having to physically move. It has also created new opportunities for implementing development initiatives in rural areas and expanding educational opportunities. (Fiske, 2011).

Thus, communication has played an important role in the formation of society, the transfer of knowledge, and the formation of relationships at all stages of human history, and this development has had a direct impact on the quality of interactions in business and academic environments.

Building relationships in business communication

Business communication is the main tool that ensures the exchange of information between organizations and strengthens mutual relations. This process is not limited to the transfer of information, but also plays an important role in building mutual understanding, trust and cooperation. The formation of successful relationships in the business world not only increases the effectiveness of the organization, but also facilitates the process of achieving common goals. In this context, business communication is of strategic importance in terms of preserving the internal culture of the organization and shaping its external image. In the globalized and rapidly changing modern business environment, organizations should not only respond to external challenges, but also structure their internal communication processes in a systematic and purposeful manner.

Effective communication within an organization plays a crucial role in strengthening team spirit and developing a collaborative environment. Well-structured communication strengthens mutual understanding between employees and facilitates more effective collective decision-making (Wulandari, 2020: 69–76; Nugroho, 2021:1–11). At the same time, disruptions in relationships often stem from misunderstandings and individual approaches in communication. The fact that the listener and speaker have different perspectives can lead to misunderstandings and, as a result, disruptions in the collaboration process. The quality of communication is closely related not only to the content of the information, but also to how it is expressed. Empathy, openness, clarity of the message and effective feedback act as key components of effective communication (Fullerton, 2021:228–231). Active listening and an empathetic approach serve to form deep and lasting relationships based on mutual trust

in the work environment (Petersen, 2020: 63–71).

Nonverbal communication also plays an important role in the formation of business relationships. According to research, approximately 55% of transmitted messages are received through nonverbal means (Yulistiani, 2021:282–286). This shows how important body language, facial expressions, gestures and tone of voice are in business communication. In this regard, the correct use of body language and the development of emotional intelligence are important factors that increase mutual understanding (Gantiano, 2020: 80–95).

Effective communication not only builds trust, but also prevents internal conflicts. It is known that teams managed with open and transparent communication are more productive and have fewer internal problems. Members of such teams feel safer and can freely express their ideas. This stimulates both individual development and organizational effectiveness. Most organizations, by providing communication skills training to their employees, aim not only at personal relationships, but also at the development of the organization as a whole. Therefore, the correct establishment of mutual relations in business communication strengthens trust between employees, prevents conflicts and increases the effectiveness of the organization.

Mutual relationships in academic communication

In the modern scientific environment, the effectiveness of academic communication is determined not only by the transfer of information, but also by the system of mutual relations established between members of the scientific community. These relations, in addition to the sharing of knowledge, also create conditions for its joint creation and formation in an environment of intellectual cooperation. The relations established between various parties involved in academic communication, such as the author, researcher, reader and listener, serve the formation of scientific discourse and the development of the exchange of ideas (Kišiček and Stanković, 2014: 134). From this point of view, academic mutual relations are not only the transfer of information, but also the main means of building the socio-cultural structure of the scientific community. At the same time, every young researcher who becomes familiar with this communication system is not satisfied with only receiving scientific information, but also begins to form his or her intellectual position based on the requirements and principles of this system. Academic communication, as one of the main directions of this process, is an important platform that develops the researcher's scientific thinking, ethical rules of conduct and critical approach skills. To succeed in this environment, a researcher must learn to effectively use various communication channels and adapt to existing intellectual traditions (Talishinski & Namazova, 2022: 129–139). Thus, academic communication is not only the transmission of scientific products, but also the main means of socialization of the individual in the scientific arena.

The research process plays an important role in the formation of academic relationships. The results obtained during initial research are presented to the scientific community with the author's personal analysis and considerations. Secondary level research is carried out through the analysis of previous works, where the author refers to previous research to justify his position and put forward new ideas. Ivanić's (Lillis, 2009: 169–187) concept of "talk around text" emphasizes the importance of dialogue over the text in these relationships, that is, substantiating the idea, correctly citing sources, and stating one's position.

The role of written and oral communication tools in this system of these relations is also important. Written scientific texts are presented in a more rigid structure: a clear purpose, problem, hypothesis and methodological approaches come to the fore. Although oral discourse is more flexible, its main purpose is also the sharing of scientific ideas and open discussion to criticism. At the same time, both written and oral academic communication affects the formation of mutual relations. Baynham analyzes academic writing based on three main approaches: skill-oriented, content-oriented and practical-oriented approaches (Baynham, 2000). These approaches develop the student's ability not only to acquire academic knowledge, but also to apply it within the framework of concrete academic relations.

Interactions in scientific communication are not only about information transfer, but also about the development of critical thinking, the formation of an analytical approach and the ability to think independently. These interactions form the basis of quality scientific research and ensure the correct presentation of scientific data. Boaz and Ashby (2003) evaluate the quality of scientific research by criteria such as low methodological noise, clarity of signal and effective transfer of results. These aspects demonstrate that academic communication is closely related not only to research, but also to the interactions that occur during the sharing and discussion of research results.

Conclusion

The true establishment of mutual relations in business and academic communication directly affects the effectiveness and quality of activity in both areas. In modern times, communication plays an important role not only in the transfer of information, but also in the development of mutual understanding, trust and cooperation. In two different contexts, communication strengthens the ties between participants, facilitating the achievement of the goals of organizations and scientific communities.

Business communication develops relationships within organizations and in relationships with the external environment, creates an environment of successful cooperation and mutual trust. This ultimately increases the effectiveness of organizations, prevents internal conflicts and develops a culture of cooperation. In particular, non-verbal communication, empathy and active listening help to build deeper relationships in the work environment. By developing communication skills, organizations form healthier business relationships among their employees and establish long-term cooperative relationships.

In academic communication, interactions are not only about sharing scientific knowledge, but also about co-creating and developing this knowledge in an environment of intellectual collaboration. Researchers' effective use of written and oral communication tools ensures the development of scientific discourse and the formation of critical thinking. Dialogue and debates between researchers in this area increase the quality of scientific results, stimulate the emergence of new ideas, and socialize the scientific environment.

The historical development of communication, the changes in this field and technological advances help to emphasize the importance of strategic approaches aimed at developing mutual relations in business and academic fields. The correct establishment of mutual relations in both business and academic environments serves the sustainable development of the organization and academic education. Therefore, the development of communication skills, the establishment of cooperation and effective mutual relations are the basis for success in both fields.

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