**V. Samoilenko**

***Dnipro, Ukraine***

**ETHICS IN BUSINESS COMMUNICATION**

Ethic problems in business communication can be shown as the way by which one person interchange necessary information with other person, parties or different groups of people. Also communication will be prosperous when both sender and recipient understand the same message. Nowadays, useful communication skills are essential due to the extremely high informational and technological age.

We can observe that a lot of people prefer to use emails, but traditional business communication by means of letters is still preferred method for many companies and business people. In fact, many consumers choose to do business with enterprises that aim to be socially and ethically responsible. That’s why such companies have an advantage in the market.

Writing a business letter is fully different from other styles of letters. It’s so hard to formulate the right tone of your letter, so we can notice some misunderstanding. In the most cases the tone of business letters is formal, that’s why it is important to use proper business etiquette to present yourself in the positive light and express in the letter everything you need in clear way.

If we are talking about tips for writing a business letter we should distinguish the following ones: the letter’s content ought to be relevant; ensure that spelling and grammar are perfect; assure that letter has a right structure; and the tone of letter should be polite.

To be on the safe side, it is preferably to avoid humor in a business letters. Nevertheless, if you are well-known with the addressee and suppose that he or she will understand the pun or joke then you can make use of humor. Also, you should remember that it will be incorrectly to use brief forms of words such as “Gr8” which means “for great”, “ASAP” which means “as soon as possible” and etc.

The next crucial etiquette is how we keep the layout of the business letter. It is important matter because every well-written letter should have its beginning, middle and finishing paragraphs. We should remember how we can write company address and recipient’s address. Write the full date before we begin writing a letter. The next step is the purpose for writing the letter which can be represented in the first paragraph. The next paragraphs will include detailed information about the letter’s aim. Pay attention to the end of letter: if we began with the receiver’s name we will use “Yours sincerely” and “Yours faithfully” if we used Sir or Madam.

The above mentioned etiquette differ a formal letter from an everyday one. When followed properly, it will not only make a good impression, but also help the recipient for quick reply.