

Foreign Language Skills in Writing Business Communication (CECIIS). Poster submission

Martina Buček

Faculty of Organization and Informatics

University of Zagreb

Pavlinska 2, 42000 Varaždin,

Croatia

mbucek@foi.hr

Abstract

For the purpose of CECISS – Central European Conference on Information and Intelligent Systems – related to the Research Track, this paper investigates the communication skills inside a group, between the members of the Cultural Art Society of Bilogora – „Palična“. The main purpose is to disclose how the members within a group communicate, which social media they use as their form of written communication and how did the newly formed global health crisis of the coronavirus disease (COVID-19) pandemic affect their communication. The theoretical part refers to written communication, specifically the pros and cons of business communication, the variety of forms of written communication and the main rules of its usage. The theory also covers the key competencies essential for quality communication skills as well as written communication without spelling and grammar errors. The research on a sample of respondents within the Cultural Art Society of Bilogora – „Palična“ in Severin is conducted using a survey questionnaire via Google Forms. The survey is carried out amongst the members via e-mail and social media.

The results of the survey show that most members of the Cultural and Artistic Society of Bilogora – “Palična” conduct their communication via Facebook's chat service Messenger, as the mentioned form of communication proved to be the easiest to use within their group. Since the research was conducted at the time of the new situation due to the COVID-19 pandemic, it has shown that, despite the bans on most social gatherings, communications – as important as it is for continuous group activities to stay unobstructed – still continued via social networks and media in written form.

Keywords: communication, written communication, language/linguistics competence

References

- [1] Author Bagarić, V., Pvičić-Takač, V.: Komunikacijske strategije i komunikacijska jezična kompetencija, Filozofski fakultet J.J. Strossmayera u Osijeku, Osijek. 2009.
- [2] Webauthor: Elementa-komunikacije.hr (2020), available at: <http://www.elementa-komunikacije.hr/poslovna-komunikacija/poslovni-bonton> , Accessed [29.05.2020.]
- [3] Webauthor: Europass.eu (2020), available at: <https://europass.cedefop.europa.eu/hr/resources/european-language-levels-cefr> , Accessed [29.05.2020.]
- [4] Webauthor: Gimnazijamarul.hr (2020), available at: <https://www.gimnazijamarul.hr/marul/o-skoli/osam-kljucnih-kompetencija/> , Accessed: [29.05.2020.]

- [5] Author Kliment, A.: Poslovne komunikacije, Zeus, Zagreb, 1996.
- [6] Author Kliment, A., Knežević, B.: Primjena poslovnih uredskih normi EU u poslovanju RH. Zagreb, A Fine Conference Proceedings: Ekonomski fakultet u Zagrebu, Vol. 2, No. 1, 2004. pp. 121-142, available at: https://hrcak.srce.hr/index.php?show=clanak&id_clanak_jezik=41452 , Accessed [28. 06. 2020.]
- [7] Author Kraljević, R., Gujić, M., Kraljević, I.: Nove dimenzije komunikacije prednosti i prepreke uporabe interneta kod studenata. Zagreb, Vol.3 No.1, 2012. pp. 19-25, available at: <https://hrcak.srce.hr/123816> , Accessed [19.06.2020.]
- [8] Author Kvasina, J., Radičević, J.: Jezična pismenost kao jedna od ključnih poduzetničkih kompetencija. Zagreb. Hrvatska, Vol. 8 No. 2, 2018. pp. 167-178, available at: <https://hrcak.srce.hr/213876> , Accessed: [19.06.2020.]
- [9] Author Landale, A.: Cutting the bull: an effective business writing approach, vol. 38, no. 6, pp. 317- 321, 2006.
- [10] Langlotz, A.: Idiomatic Creativity, University of Basel, 2006., (According to Bly 1999.), pp. 48-49, available at: <https://books.google.hr/books?id=JRU6AAAAQBAJ&pg=PA48&lpg=PA48&dq=bly+1999&source=bl&ots=-zEID48Yw-&sig=ACfU3U2--QQmSaf2AITqQI8-dZovSP68Pw&hl=hr&sa=X&ved=2ahUKEwie4rX1u5PqAhUMkMMKHezHA-cQ6AEwDHoECAoQAQ#v=onepage&q=bly%201999&f=false> , Accessed: [21.06.2020.]
- [11] Webauthor Mihaljević, D., J., Bagarić, V. : Definiranje komunikacijske kompetencije, Vol. 8, No. 14, 2007, pp. 84-93, available at: <https://hrcak.srce.hr/26943> , Accessed: [21.06.2020.]
- [12] Author Ožanić, M.: Poslovna pisma, Tehnološki park, Zagreb, 2005.
- [13] Author Pavličević-Franić, D.: [Lingvistička kompetencija nasuprot komunikacijskoj kompetenciji u ranojezičnome diskursu](#). Učiteljska akademija sveučilišta u Zagrebu, Zagreb, Vol. 53-54 No. 1-2, 2002. pp. 117-126, available at: : <https://hrcak.srce.hr/16339> , Accessed: [29.05.2020.]
- [14] Webauthor Radojčić, T. : Jezična kompetencija. Časopis za odgoj i naobrazbu predškolske djece namijenjen stručnjacima i roditeljima, Vol. 17 No. 64, 2011. pp. 16-17, available at : https://hrcak.srce.hr/index.php?show=clanak&id_clanak_jezik=183590 , Accessed: [21.06.2020.]
- [15] Webauthor Sinonim.hr, available at: <https://www.sinonim.hr/blog/poslovna-komunikacija-elektronickom-postom-5-savjeta/> , Accessed: [29.05.2020.]
- [16] Author Škarić, I.: Temeljni suvremenog govorništva. Zagreb: Školska knjiga, 2008.
- [17] Author Srića, V., Kliment, A., Knežević, B.: Uredsko poslovanje: Strategija i koncepti automatizacije ureda. Zagreb: Sinergija, 2003.
- [18] Webauthor Stratego.hr, 09.06.2015., available at: <https://www.stratego.hr/2015/06/09/7-zlatnih-pravila-email-komunikacije-za-poslovne-korisnike/> , Accessed: [22.05.2020.]
- [19] Author Vidak, I.: Oblik i struktura poslovnog pisma. Visoka škola za menadžment u turizmu i informatici u Virovitici. Virovitica, Vol. 5 No. 1, 2014. pp. 79-82, available at: <https://hrcak.srce.hr/134957> , Accessed: [22.05.2020.]