Modern Business Writing Etiquette

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Abstract. This article attempts to consider the etiquette of a business letter. The importance of observing the norms and rules of speech etiquette is emphasized. It also talks about the structure of an e-mail, the observance of which is the key to a successful letter and respect for the addressee. The topic of business etiquette remains relevant and useful in our time. One of the most important factors determining the success of business communication is the ability to maintain business documentation, compliance with ethical standards and rules. Possession of the culture of business communication, knowledge of etiquette rules is considered one of the most important professional qualities of a business person. The relevance of this topic is due to the fact that modern society is constantly developing new forms of communication, the network Internet penetrates into all areas of business communication.

1 Introduction

Business etiquette is an essential element of the professional activities of entrepreneurs. Knowledge of the requirements and norms of business etiquette, the skills and abilities to fulfill them are included in the set of those mandatory professional competencies of a businessman that objectively need to be formed, effectively applied and constantly improved [1]. It is known that in any civilized society there is a well-known legal principle: “Ignorance of the laws does not exempt from responsibility for their violation.” Similarly, in entrepreneurial activity, ignorance, therefore failure to comply with the requirements of business etiquette, must also inevitably cause retribution. The punishment here is expressed in the form of interrupting business contacts, being refused to sign a mutually beneficial contract, terminating lending, refusing to invest, and so on. But you never know what forms of active or passive protest against unethical, shameless and tactless behavior can be demonstrated by a principled entrepreneur to business partners! The practice of modern domestic entrepreneurship shows that almost 70% of profitable deals did not take place due to the fact that Russian businessmen are not sufficiently oriented in the rules of business etiquette and do not know how to choose behavior models that are adequate to the business situation [2]. Therefore, one should not be surprised that a lot of entrepreneurial careers were destroyed and a lot of obvious benefits were missed due to improper behavior or deficiencies in education, expressed in ignorance by domestic businessmen and personnel of various firms of the basic requirements of general civil, business and office etiquette [3].

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Companies can benefit from adopting best practices in business writing etiquette for the following reasons:

- **Professionalism**: The use of proper e-mail etiquette creates a professional image of the organization.

  Efficiency: Emails that follow etiquette are direct and concise, conveying their message quickly.

  With an increase in the number of letters, the likelihood of making an embarrassing mistake that entails unpleasant consequences increases. In order to warn yourself and the person you represent, it is important to know the rules of business writing, which are presented below. So, the first rule of business correspondence is this: respect the time and attention of the interlocutor [10]:

  1. One letter should be one case. It can be difficult to solve problems mixed up, so, for example, many will agree that it is easier to solve all cases with one project than to switch between them.
  2. It is important to clearly write the title of the letter, it should be informative so that the reader immediately understands its essence.
  3. Designate the urgency of the letter. This will help you get a response in the time you need.

Also, we should note that it is important to remember and follow the rules of business courtesy [4]. Recall that politeness is not only words, but also a character trait that characterizes a person with good manners, good deeds and education.

So, polite etiquette rules have a special place in business communication, and in such communication we must observe the following rules:

- the letter must have the correct structure;
- the name must be spelled correctly;
- do not abuse the “words”, they will formulate the opinion of a frivolous attitude;
- arrange the letter in a way that will be convenient for the reader.

## 2 Research Methodology

Modern business ethics has been formed, functions and develops in accordance with the requirements of the following three groups of moral principles, rules and norms, which, in essence, act as a kind of regulators of business and office etiquette [5]. The first group contains normative principles fixed in universal ethical norms and based, as a rule, on a system of religious beliefs, the violation of which leads to public formal and informal condemnation, as well as to personality frustration - “remorse of conscience”. These universal norms and principles are contained in the most complete form, as a rule, in religious and ideological systems [6]: Christianity, Islam, Judaism, Buddhism and other beliefs. The second group combines formal legal laws and legal norms prescribed by society for implementation by all legal entities and individuals, through state bodies. These bodies, performing a variety of power-legal functions, ensure the development, adoption and implementation of laws and legal norms at all levels of society, and also punish their violation through appropriate legal sanctions and instruments. The third group of moral regulators includes the principles, norms and rules for the formation and maintenance of the required models of business and organizational (corporate) behavior, implemented both in the process of entrepreneurial activity of business people themselves, and in the process of functioning of each organization, regardless of its various features and scope of activity, through the functioning of its organizational and cultural system.

## 3 Results and Discussions
Etiquette realizes a person’s desire for certainty, order. It is through turning to stereotypical, well-established, honed by history and the experience of other generations forms of behavior and the rules governing them that a person acquires a value support, stability, and the validity of the choice of behavior options [7]. The presence of ready-made stereotypes of decent behavior relieves us of the need to construct communication schemes anew each time. Here are some rules of business communication.

Use the official mailbox [8].

It is important to use an official mailbox so that the recipient knows who they are dealing with. You should not come up with nicknames in which you write down the names of flowers, some numbers, etc. Your data should be clearly presented, this will make it possible to formulate an opinion about you as a serious interlocutor [10].

Use formal addresses.

No matter how well you know the recipient, you must, above all, separate personal and work matters from each other. With a formal address, you emphasize your respect. “Hello”, “Seryoga”, - such expressions are best left outside the office. Of course, there is an exception, if the addressee asks to be called by his short name, you can refuse the formal address.

Be careful with humor.

The problem is clear - you may be misunderstood or considered frivolous, irresponsible, etc. which will give the reader a negative opinion of you. Of course, sometimes it’s worth adding a drop of humor to the conversation, but if you are new to the interlocutor, it’s better not to risk it.

Different cultures, different rules.

Misunderstanding can occur due to cultural differences, especially during correspondence, when it is not possible to see gestures, facial expressions and hear intonation. If you have to communicate with people of different nationalities at work, then it is worth learning a little more about the intricacies of their culture. So, high-context cultures (Japanese, Arabic) involve a long study of a person and business before making a deal. Representatives of low-context cultures (German, Scandinavian) prefer to achieve results faster.

Use a classic font.

During business correspondence, use the classics, use generally accepted sizes, colors and types of fonts. The main thing is that the message should be easy and easy to read, both in meaning and visually.

Write the recipient’s address last.

The recipient’s address is best written last. First of all, you should make sure that all the text is written and all documents are attached.

Just like with a phone call, we should always keep the purpose of the letter in mind when preparing to write a business letter. You must make sure you take the time to write the letter correctly. For the most part, writing a business letter should not be difficult, but remember the importance of following the rules and regulations of speech etiquette.

Compliance with the rules of business etiquette is the basis of a constructive partnership. Often, a well-written business letter can help establish strong contacts, help in solving complex issues in the business environment.

Business etiquette is the most important aspect of the morality of a person’s professional behavior. Not knowing the rules of business etiquette is one of the main mistakes. when it comes to important transactions, contracts, etc. which, due to the inability of a particular person, were not concluded [2]. Failure to comply with the norms of business etiquette leads to a negative opinion of the opposite side, this phenomenon is described by the words from the well-known fairy tale “can neither step nor speak” [2].
It is known that a business letter is a short document relating to a specific issue and intended for the implementation of operational information exchange between enterprises, organizations or institutions and their structural divisions. We can refer this definition to both paper letters and electronic ones.

It should be noted that a business letter (electronic and regular) must meet certain standards. First of all, be written on the letterhead of the company (or with an appropriate heading at the beginning, which indicates the name of the company, logo, sender’s details and contacts for communication). Further - to correspond to a certain type [1].

4 Conclusions

Thus, polite speech etiquette occupies an important place in the preparation and design of a business letter, some elements of which require special attention. By the way a person knows business etiquette, observes it, an impression is created about himself, his upbringing and business qualities. Correctly composed letters create a favorable impression about those organizations, institutions, etc. Such letters can serve as the key to a long and successful partnership.

So, thanks to the above rules, the importance of this article for the whole society as a whole is emphasized. The author presents the rules of business etiquette only superficially, but after listing the basic rules, the idea of them changes for the better. It is thanks to the observance of these rules that you will be able to achieve success in your affairs, impress your interlocutor and formulate a positive opinion about yourself.

References