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Y CIENCIAS SOCIALES

Homenaje a

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THE VITAL ROLE OF TELEPHONE COMMUNICATION

EL PAPEL VITAL DE LA COMUNICACIÓN TELEFÓNICA

Ph. D. Lyubov Ivanova

South-West University “Neofit Rilski”, Bulgaria

lubovivanov@abv.bg

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Abstract

Communication is the basis of our lives and we would in this day and age, be handicapped without it. Everyday we are communicating with each other in some way or another, be it by using words, actions or even expressions in conveying a message. The humans depend not only on face-to-face communication but they also depend on this kind that appears to be a bridge between people by mere seconds across vast distances. This is the mobile communication. The ease, which the remote communications provide, whether it is the use of a conventional phone, mobile phone or e-mail, and the lack of time for personal meetings, make this type of contacts more important in the business world and are used on a daily basis, albeit not always confident.

Keywords

Communication – Telephone – Business – Negotiations

Resumen

La comunicación es la base de nuestras vidas y, en esta época y hoy, seríamos discapacitados sin ella. Todos los días nos estamos comunicando entre nosotros de una u otra manera, ya sea mediante el uso de palabras, acciones o incluso expresiones para transmitir un mensaje. Los humanos no solo dependen de la comunicación cara a cara, sino que también dependen de este tipo que parece ser un puente entre personas por segundos a través de vastas distancias. Esta es la comunicación móvil. La facilidad que brindan las comunicaciones remotas, ya sea el uso de un teléfono convencional, un teléfono móvil o un correo electrónico, y la falta de tiempo para reuniones personales, hacen que este tipo de contactos sean más importantes en el mundo de los negocios y se utilicen a diario, aunque no siempre seguro.

Palabras Claves

Comunicación – Teléfono – Comercio – Negociaciones

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Everyday we are communicating with each other in some way or another, be it by using words, actions or even expressions in conveying a message. The humans depend not only on face-to-face communication but they also depend on this kind that appears to be a bridge between people by mere seconds across vast distances¹. The most popular device to communicate orally is the telephone. It connects people irrespective of the distance. It brags the tone and helps us to communicate at any movement and from any location.

The telephone was invented by Graham Bell during 1876. The telephone in that era and the telephone in the modern age are far different. The modern telephone has taken the shape of cell phone, which is easily portable and can be used anywhere in the globe where network is supported to mobile operator.

We could hardly imagine the business without the availability of communication in its vast variety and without the help of modern means of communication. The better the mobile communications between business entities - managers, suppliers, customers, institutions, competitors, etc. are, the faster they will build and maintain their market positions, and the companies will build a better positive image. Not only the individual, but also the business entities and the firms, are involved in the economic processes as senders and recipients of information, notably through communication. A great part of the development of business life is due to the communications, especially the mobile /telephone/ communication. Mostly, from 75% to 95% of communication is conducted through talks, negotiations and listening².

Very often, the inter-company negotiations take place over the phone. Of great importance for business communication, especially in meetings and negotiations, is the ability to listen well. According to experts, the effective listening does not exceed 30% of what's said. This means that a great deal of information in oral communication is lost. In order to learn to listen effectively, we need to develop our skills, among which the most important are:

- We should be in a conversation with the attitude of listening very focused.
- To suggest that what we hear, will be interesting and useful.
- To eliminate any external and internal irritants by maintaining constant contact with the speaker. The irritants must not become a barrier to the communication.
- To listen carefully to the content, by grasping the basic ideas, to follow the speaker's thought. Listening to be with the purpose of understanding rather than to become a continuous interruption to complete the speaker's thought.
- In the process of listening to capture the intonation and to follow the process of feelings that say a lot. Words say one, but the intonation and the manners speak different.³

The careful and purposeful listening always produce positive results that lead to more fruitful relationships, exchange of useful information that influences decision-making and understanding of the point of view, in order to strengthen the future business relationships.

¹ M. Uttara, Why is Communication Important, Socialmettle, <https://socialmettle.com/why-is-communication-important>

² I. Stoychev; A. Vasileva and B. Andonov, "Delovo obshtuvane I pregovori v mezhdunarodniya biznes", "Nova zvezda" (Sofia: 2006).

³ I. Stoychev; A. Vasileva and B. Andonov, "Telefonen razgovor I umenie da se slusha", Delovo obshtuvane I pregovori v mezhdunarodniya biznes, "Nova zvezda" (Sofia: 2006).

For more than 100 years, the phone has a solid place in our everyday life. Countless improvements have made it a trivial technical tool in a matter of luxury and prestige. Today, hardly anyone will be stunned by the presence of mobile and videophones; from remote-controlled devices that can even change your voice (make it from hoarse-velvety, from male to female or vice versa). Particularly massive portable, portable phones are used to help you make the most unusual conversations - from the bathroom, the toilet, the restaurant, the park, your own car or the billiard room.

Making the first phone call in the middle of the 19th century is undoubtedly a turning point in the development of communications. Throughout the years and the advances in technology, the ability to talk to someone in another city, state, or the other side of the world has become more and more accessible and easy to implement. That, what more than a century ago was a "luxury" to the simple mortals is today even for 6-7 year kids. But is there no change in the main purpose of the phone as a means of speaking in the most direct sense of the word?⁴

It is estimated that the average duration of the business phone conversation is 3-5 minutes. The manager speaks on the phone 20-30 times a day, i.e. he spends several hours on phone calls. For this, before you call, you need to know exactly what you want to tell or what information you want to get, and to formulate your question clearly.

According to a Statista 2014 survey, the average phone call duration in the US in December 2012, is 1.8 minutes⁵. By comparison, in June 2007, the same indicator was 3.13 minutes. Writing messages has unquestionable advantages. Information is transmitted instantly - no introductory words or explanations are needed that can sometimes divert the conversation and lead to unnecessary waste of time. They do not cause unnecessary anxiety when the recipient is involved with something else. On the other hand, written communication makes it possible to trace back the transmitted information and to avoid any misunderstandings.

At the moment the whole territory of Bulgaria has a mobile coverage. This coverage is realized by Vivacom, A1 /the former Mtel/, Telenor. Bulgaria is also one of the European countries with a very good and very strong and quick internet connection.

The phone is the fastest means of communication in the modern business. A number of business problems are solved by using the phone as well as the contacts are established without a personal meeting. At the same time, the phone can become a real disaster if the rules of the business communication are not followed. The specificity of the contact by telephone is determined above all by the presence of distance between the speakers. There is no business environment in which the first contact with the customer does not happen by phone - request for meeting, hotel reservation, restaurant retention, request for information about a certain type of service or future event, etc. It is in this first contact that the customer's first impression is formed, which may be decisive for his choice. That is why in any organization standards and standards are needed to be respected. These are related to the culture of phone conversation, the behavior of the client and the employee during the conversation, or, in general, the compliance of the telephone communication label.

⁴ A. Puncheva, Izchezvashtiyat vid: Telefonniyat razgovor, Premium, Tehnologii, 13.11.2014.

⁵ Technology & Telecommunications, Average local mobile wireless call length in the United States from 1987 to 2012, Statista, 2019, <https://www.statista.com/statistics/185828/average>

Interlocutors can not see each other, and for this from all the paralinguistic factors⁶ only the intonation works. A telephone call is a process of sending and receiving messages through the voice, that is, a part of non-verbal communication. Paralinguistic factors⁷ provide 38% of the information we transmit through the tone of the voice in conversation⁸. The main redistribution of information carriers takes place between the verbal level (meaning of the words) and the intonation. Thus intonation becomes something that is no less than the meaning of what has been said. Especially important is the intonation framework that marks the beginning and end of the conversation. It should have the whole spectrum of positive emotions: optimism, confidence in its position, goodwill, and respect for the interlocutor.

The essence of telephone business communication is to transmit and receive business voice and hearing messages without the participation of visual and visualization organs and senses (at least until the video telephones have become a mass practice) for the purpose of information and communication provision of corporate goals and tasks.

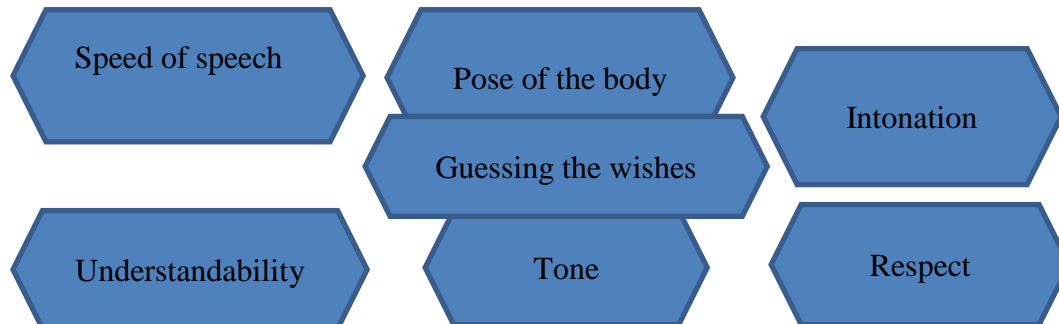


Figure 1

The Key Factors in Telephone Communication According to Jeanny Davis⁹:
Source: Mironova, N., Telefonna komunikatsia, prezentcia, Universitet za natsionalno I svetovno stopanstvo, [www. Biznes komunikacij/single-lesson-05-4.html](http://www.Bizneskomunikacij/single-lesson-05-4.html)

The smart and expedient use of the telephone is a prerequisite for organizational efficiency.

For our culture in telephone communication, it is very important to forget that the interlocutor does not see us bodily, non-verbally, to continue to demonstrate everything we would do in a direct conversation (including using gestures, smiles, posture of the body, mimics, intonation, etc.). Body positioning, voice intonation, politeness, tone, articulation, speech speed, and anticipatory responses are among the key factors in a phone call, according to Jeanne Davis, a research author for perfect phone communication. In particular, it draws attention to:

- **Position of the body.** Take this position as if your interlocutor is in front of you.

⁶ N. Mironova, Presentation, Paralinguistics is a combination of tone, intonation, voice timbre, voice. Telefonna komunikatsia, Universitet za nacionalno isvetovno stopanstvo (Sofia: 2006) www.Bizneskomunikacij/single-lesson-05-4.html.

⁷ N. Mironova, Presentation, Paralinguistics is a combination of tone...

⁸ Praktichesko rukovodstvo za obsluzhvane na klienti (Sofia: USAAID, 2007).

⁹ N. Mironova, Telefonna komunikatsia, prezentcia, Universitet za natsionalno I svetovno stopanstvo (Sofia: 2006).

- **Intonation.** If you add the right intonation in your voice, it will help you sound more friendly and more general. Put a feeling when you explain your idea or mood and talk in a way that demonstrates a high level of vigor.

- **Courtesy.** Treat the others as you expect them to treat you. Customers know when you really care about them. People behave kindly with those who are kind.

- **Tone.** Your speaking tone can program the level of communication. When you sound warm and friendly, your ability to establish lasting relationships with your customers can increase significantly.

- **Understandability.** It is normal to think that everything you say is understood, but still try to avoid mumbling, chattering or speaking of unrelated things.

- **Speech speed.** We say an average of 120-130 words per minute. It is possible to have the habit of talking faster or trying to think things well before you speak. Make a deliberate attempt to delay your speech when needed. However, note that people talking too slowly are annoying their listeners.

- **Guessing the wishes.** Quality of service generally depends on your ability to orient yourself in the expectation of the customer and to understand it correctly. By the phone, you must be able to anticipate his expectations, guess his desires, and be ready to satisfy him in advance.

But even if the phone devices are perfect, if there is a lack of a phone culture, a system of attitudes, knowledge and practical skills for conducting the conversation, this can lead to failure - especially in the business. Practice has shown that, in the case of blandness, incompetence, short-sightedness and, most of all, inadequate pre-preparation for telephone communications, hundreds of great deals have been frustrated. It has come to bankruptcy and untrustworthy, scandalous and tame the reputation of big names in the business world. The main thing about phone culture is having a faithful approach to the technical means of contacting others - an approach that shows respect to the other side, clarity in the goals of the conversation, and finding ways in which they could be achieved. Armand Hammer¹⁰ и Lee Yakoka¹¹, Paul Getti¹² и Rokfeller¹³, Hurst¹⁴ and Trump serve and had perfectly served with this one-time mediator of our time. Undoubtedly telephone is the most common and important device for communication but there are some *advantages and disadvantages of telephone.* /See Table 1/.

Disadvantages

- A telephone invites enmity and unfriendliness in your neighborhood. The neighbors want to use the telephone for their benefits and you have to pay the bill.

- You cannot talk if the recipient of the call is unavailable or engaged in talking to someone else.

- Some of the neighbors are so frank and free that they give your number to their relatives and friends. If you fail to call the neighbor at an odd hour when the phone rings

¹⁰ Armand Hammer, American businessman, (1898-1990)

¹¹ Lee Yakoka, American businessman. Portfolio magazine puts Yakoko in 18th place in their ranking "the greatest American executives of all time".

¹² Jean Paul Getty, often only Paul Getty, is a renowned American industrialist. He is among the first billionaires in dollars, whom the Fortune magazine in 1957 ranks among the richest Americans.

¹³ John Davison Rockefeller, American entrepreneur. He revolutionizes the oil industry.

¹⁴ William Randolph Hurst was the first creator of a media empire that, at the beginning of the 20-th century, imposed the extreme sensational or so-called yellow journalism

for him, he will become angry and sweetness of neighborhood would change into bitterness. They fail to think of your comfort.

Easy and quick to use	Telephone is really very easy to use as well as it very much quick for this advantage of telephone it is very popular amongst every class of people.
Easy and available means of communication	Telephone is really very easy to use as well as it very much quick for this advantage of telephone it is very popular amongst every class of people.
Less expensive	Less expensive is the other great advantage of telephone. Telephone is much less expensive then other communication process.
3G and 4G	3G and 4G is the most advance technology of mobile telephone and they include various facility to mobile phone. As a result of 3G people can make video call form their mobile phone and this is the most famous and important advantages of mobile phone.
Distance is not a matter	Distance is not a matter for communication if you have a telephone. You can communicate with a person even if he stay other side of the world. Can communicate as no matter what the distance is. ¹⁵

Table 1

Advantages of the phone:

Source: Rasel, Advantages and Disadvantages of Telephone, Business Communication Articles, July, 6, 2013,

<http://www.businesscommunicationarticles.com/advantages-and-disadvantages-of-telephone/>

- When we are forced to attend too many calls over telephone, then our peace is disturbed.
- People wastes much of their time over useless gossip over the telephone or mobile devices.
- Telephone is often misused by tele-marketers. Very often, telemarketers makes unsolicited calls and disturbs people during office hours.
- You need to charge the battery of your mobile phone almost everyday to keep it running.
- Now-a-days, technology changes very fast. You may need to keep updated the software of your mobile-phones. However, the standard wired telephones are easy to manage and seldom needs up-gradation.
- We may waste our time in useless gossiping. Hence, we should remain cautious of time while taking to people over phone.
- Excessive use of telephone may cause headache and negatively affect the health.

Conclusion

The ease, which the remote communications provide, whether it is the use of a conventional phone, mobile phone or e-mail, and the lack of time for personal meetings, make this type of contacts more important in the business world and are used on a daily basis, albeit not always confident. The effective communication is the key to successful

¹⁵ Rasel, Advantages and Disadvantages of Telephone, Business Communication Articles, July, 6, 2013, <http://www.businesscommunicationarticles.com/advantages-and-disadvantages-of-telephone/>,

negotiation. So that your messages are understood and you can, at the same time, correctly understand the other party, it is fundamental that the interaction is transparent and as direct as possible. By the modern phone communications each resident of the world is potential or real interlocutor with any other citizen of any country all over the world. At the same time, this means of communication appears to be the most direct way of getting closer the people each other. The telephone business communication shows how the technical innovation helps to streamline the business and management, and also warns of the possible risks of irresponsible and unprofessional communication with modern techniques. The knowledge in this field convinces us how useful and important it is to make the phone an excellent friend and helper in our every day organizational and business activities.

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