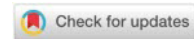


# THE MESSAGES IN COMMUNICATION - WHY DON'T WE UNDERSTAND EACH OTHER

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**Abstract:** The introduction of rules in a given field is related to the setting of certain requirements to the products, processes or bodies that implement them and aims to ensure a certain quality. This is generally the case, but it also applies in full force to the communication process. The existence of strict rules in communication presupposes the setting of specific requirements regarding the necessary knowledge, professional skills and competencies that communicators must possess in order to achieve the desired effect, striving for professional growth and career in their organizations. In the process of communication information, emotions, feelings, ideas are exchanged. Assuming the communicators are professionally trained - then why don't they understand each other? We will try to get to the reason in this post. For the purposes of the research, fundamental scientific formulations and methods of the theory of the nature of communications, comparative analysis, as well as examples from the speeches of celebrities in public space (media and social networks) - were used.

Communication between people can be characterized as interpersonal if it meets the following criteria: it involves a certain number of people in immediate interaction; participants have the opportunity to see, hear, easily provide feedback. It is assumed that each of the participants understands, perceives and influences the other side, respects the arguments of their partner. Communication implies investment of emotions, competence of the parties in relation to the established rules, possession of a certain intelligence, which is the basis of the management of emotions - emotional intelligence. It includes self-control skills, personal and social competence, motivation and delegation skills, conflict resolution, empathy and hope. It is indisputable that the skills and abilities necessary in the process of communication and the manifestation of intelligence are found in a different proportion in each one. Emotions are a starting point for personality development, they face challenges, give everyday life more depth and meaning. Emotions require intelligence, they must be harnessed to facilitate achievement. Anyone can learn to be intelligent about their emotions and apply that intelligence to solving many of life's problems. To achieve excellence in this field, knowledge and development of certain skills are required. Defining feelings makes it possible to study their nature and control them. There is no great human good without great emotion, because feelings have taught mankind to reason. Differences in religious, cultural and political beliefs are often the cause of tragic and fatal separation. The feelings manifested in sympathy and compassion, empathy and pain, all have the ability to unite.

**Keywords:** messaging, communication, writing and speaking  
Field: Social sciences

## 1. INTRODUCTION

Messages in communications are arguments for reaching agreement and a pre-planned outcome when exchanging information. Success is a matter of choice and personal qualities of the participants in the communication. It can be said that the achieved results are due to the good preparation of the communicators. Their task is to try to do the best for the organization in which they work - to communicate with customers and partners, which will help it to be competitive, with sustainable development, in the conditions of global competition. Pursuing a higher purpose will allow them to reach a new level of personal growth and effectiveness. This process should be subordinated to the desire to use the acquired knowledge and skills in communication with staff, customers and partners. By learning these habits, they will be able to open within themselves the door to change, which can only be opened from within - through desire and strong motivation. By continuing to educate themselves in this direction, they will increase not only their knowledge, but also their economic security, which depends not only on their work, but also on their ability to think, learn, create, coordinate. And to possess certain competencies that help them in the communication process to reach agreement and send messages understandable to the parties - not to cause ambiguities and misunderstandings.

In practice, however, the reality is different - they supposedly talk to each other, but they don't understand each other? There is a lack of elementary rules of behavior in communication and disrespect

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for hierarchical levels. Everyone is competent in everything, but not in their behavior and way of speaking. This is how it is in the media, publications, social networks - negativity and intolerance from all sides. The lack of diplomacy is another topic for reflection.

Is there a solution to these problems, why people became bad and evil? How to communicate, where has tolerance gone? All questions that need to be answered. This is what we will try to do with this publication - to give rules and arguments for achieving audibility in communications. Their role as a personal quality (communication skills) and success factor is indisputable.

To clarify the problem, a situational approach and analysis of literary sources on the subject will be applied.

Its success is created among a wide range of behavior patterns that exclude passivity. In the field of communications, there is no place for the truly passive personality type, because the passive personality will not take initiative or make decisions. Once formed, first impressions are difficult to change, especially if they are negative, because people tend to react stronger, longer-lasting, and more aggressively to them than to positive ones. Therefore, it is desirable to make additional efforts, to learn positive principles and habits that say: I know what I want; I intend to achieve it; I have a solid position supported by facts; I am willing to be flexible, but if I don't reach an agreement with you, I will go elsewhere.

Without these skills, contacts are doomed.

## 2. COMMUNICATION SKILLS

### 2.1. Ways of communicating to reach agreement

The subject of communications is the subject of numerous studies and definitions. Its importance is determined by the need for people to communicate with each other, reach agreement, build alliances and solve pre-planned goals. Communication is the process of exchanging information - orally (with words), with gestures (non-verbally) or in writing.

**2.1.1. Verbal communication** - words are the root of all evil, they are used after consideration. Mastering silence (listening skills) is a powerful tool in communications. We know that all things are concrete, have their definiteness. More precisely, they have their quality and quantity, which are manifested in unity - in measure. The measure defines the limits within which a quantity and quality can be realized. In communications, this unity is essential - a lot can be said with few words, no one has time to listen to long, meaningless ramblings. In order for words to achieve the goals of communication, there are several very important, non-transitory competencies: politeness, tolerance, emotional intelligence:

- **Courtesy** – good attitude towards each other, a norm that brings marginal benefit and prevents the manifestation of unethical actions. This category is related to thinking, i.e. in order to change the attitude towards others, one must think in the direction: “don't do to others what you don't want to happen to you”. It is a sense of balance, includes understanding, insight and wisdom. When these characteristics are united in harmony, it is possible to manage relationships, to show courtesy, correctness to customers and business partners. Here it is not necessary to know How to do this, but first it is important to understand Why. In order to demonstrate politeness, it is not enough to read a lot of books, learn from specialists about different professions and ways of communication, it is more important to change the way of thinking. If results are to be changed, actions are to be changed, but if actions are to be changed, a change in thinking is imperative - it is achieved with a positive attitude towards what is happening. In other words, he who cannot change his thinking will never be able to change reality and achieve the goal of communication. It is not enough for someone to be good at heart, it is more important that they are responsible and empathetic towards their work and the people they interact with - what better bet for effectiveness in work and relationships;

- **Tolerance** - defined as “demonstrating respect and understanding of another's opinion”. If there is a lack of tolerance in the relationship, if communication is broken, then fear sets in. The manifestation of tolerant behavior is related to the creation of an atmosphere in which people want to give their best, it teaches tolerance and respect for different people;

- **Emotional intelligence** – the ability to manage emotions. An important personality quality in the communication process. Groups individual abilities into six groups (Уилкс, 2003):

- understanding of one's own emotions - self-awareness, self-control, empathy, control over one's feelings;

- management of emotions - control over emotions, directing emotions to the positive emotional spectrum, if possible, this should be done regularly;

- personal motivation – having this skill implies efficiency in any undertaking, creativity;
- recognition of emotions in others - empathy, a basic “human skill”, important for the field of communications and management;
- control over relationships - art of managing emotions in others;
- an ability that guarantees popularity, leadership and effectiveness in interpersonal relations;
- transforming emotions - dealing with personal and life changes; ability to define opposite feelings, possibility to transform them (eg despair into hope, loneliness into making contacts, lying into trust, etc.).

Mastering these behaviors will enable participants in the communication process to build themselves as emotionally intelligent individuals who will outperform their less emotionally intelligent colleagues in terms of professional skills and effectiveness. In practice, technical and cognitive skills are important, but emotional intelligence is twice as important in contributing to success. One's ability to perceive, identify and manage emotions is the basis for success in almost any job and is especially important for achieving effectiveness and understanding in communications.

The essence of communications is not about winning or losing - the goal is to solve a pre-planned goal that satisfies both parties. So both sides have something to offer and something to gain. It is important how they do it - whether they know how to ask questions and how they can improve this ability. Questions are known to open the door, they draw both parties into a more active relationship, but here's what I think shouldn't be done:

- No questions that would lead to an unnecessary dispute that could spoil the good tone of the negotiations;
- No questions that cast doubt on the other party's good intentions. It won't help - if they're dishonest, it won't make them better;
- No questions from a position of strength;
- In the process of communication, give the other party the opportunity to ask questions - the mission is the same.

These are just a few tips which, if followed, would help to conduct conversations in a spirit of understanding to achieve good results. They are all similar in one way - they are an obstacle to communication and do not lead to a favorable outcome and reaching agreement on all issues. There is no circumstance that can cause the participants in the communication to retreat from their positions or be obliged to agree unilaterally.

**2.1.2. Non-verbal communication** - when words are replaced by gestures, body behavior, facial expressions and expressions, or when there is a discrepancy between behavior and words. It turns out that the truth is not in what is said, but the way in which it is said. That is why in communications it is very important to keep an eye on the other party so as not to miss something in the behavior.

The wrong perception of non-verbal messages becomes a barrier, which includes: perception of non-verbal symbols in their literal sense or their extremely subjective perception, without striving for identification and interpretation from the positions of the other. Knowledge of non-verbal behavior, signals and their possible interpretation will contribute to overcoming communication barriers, improving professionalism and increasing the effectiveness of rhetorical communication.

According to V. Rumenev, “a person's non-verbal behavior includes the set of non-verbal signs (representing the purposeful transmission of non-verbal information) and non-verbal signals (emitting information regardless of the person's will or against it), in which conscious and unconscious characteristics are combined, and on the other hand are partly innate and partly acquired, as a result of upbringing and training, especially in early childhood” (Руменчев, 1997).

Elements of non-verbal behavior are all body movements, intonation, rhythmic, pitch characteristics of the voice, its temporal and spatial organization. These elements of nonverbal behavior essentially outline the different channels for receiving and transmitting nonverbal messages. They perform various functions, primarily related to speech - support it, deny it, complement it, replace it, convey context. These functions of non-verbal communication were studied by M. Argyle, according to whom they are realized at (Argyle, 1970):

- Management of the social situation - to synchronize communication, to show interest or boredom, to exchange the roles of speaker and listener, to show understanding;
- Self-presentation - most often this happens through spontaneous non-verbal communication, but it can also be used by the well-prepared communicator to create certain positive attitudes and moods. Non-verbal information is often a very successful substitute for verbal presentation and is often better suited to creating a positive first impression and maintaining that impression afterwards;
- Expression of emotional states - this is the most widely manifested function. Modern cross-cultural

research confirms this statement by proving that basic emotions have a universal facial expression; can be transmitted through the other body channels and are recognized without difficulty by humans;

- Transmitting information about attitudes - using the possibilities of the voice, intonation, facial expressions and other non-verbal means;
- Channel control – it is related to the limitations of the auditory channel for receiving and processing sound effects and the much greater capabilities of the visual channel for receiving information;
- Substitution of language - most often through gestures and facial expressions, when it is judged that this impact will be more direct and impactful, or when speech impact is socially unacceptable.

Knowledge of non-verbal behavior, signals and their possible interpretation will contribute to overcoming communication barriers, improving professionalism and increasing the effectiveness of rhetorical communication.

**2.1.3. Written communications** - institutions function effectively when they have effective business contacts (written and verbal) when the desired reaction or result is achieved. The information that is exchanged in the communication process is necessary for people to do their jobs and to feel good as members of the team, department or organization. I believe that design thinking plays a major role here, i.e. the skills to “dress up” the written text in a specific form. The possibilities for this are enormous, depending on the skills of the author not just to write a text, but also to give it completeness through design techniques.

According to the theory, “design thinking is a design methodology that includes a problem-solving approach. More precisely, it can be defined as a method that helps generate ideas and solve problems” (Климова, 2018).

According to Elena Medvedeva, “Design today is not so much a story about “beautiful” as about “comfortable” and “informative”. Design helps people to navigate the rapidly changing world and companies to convey their messages to consumers. Moreover, design ceases to be only a means of communication. Today we are already talking about a complete phenomenon - design thinking” (Медведева, 2018).

When creating different written forms, it is required to use a vocabulary that complies with the literary norms of the Bulgarian language (or the language in which it is written). The written text is presumptively more thoughtful than the spoken. The very act of writing also implies purposeful editing, which makes it more meaningfully accurate. Thanks to these qualities, the written text is practically mandatory for official statements and for statements that may eventually become subject to interpretation. The written text has another significant advantage - it can be stored and reproduced, it can be shared with people who were not directly present at the communicative act. The main requirement is that this text should be correctly formatted, without spelling and punctuation errors, not to create ambiguity.

To bring clarity, we will consider the ways and rules that it is desirable to observe in written communication. The rules and requirements for shaping are set in advance or are established with certain standards imposed by the practice. Despite these rules, not everyone succeeds, or to put it another way – texts are formed that do not conform to any rules. Lack of writing competence suggests a lack of spelling culture, which is unacceptable. In my practice, I have encountered many gross errors and lack of literacy. I think that in the presence of a huge volume of information and opportunities for obtaining it - speaks of disinterest. This provoked me to systematize the rules for shaping written assignments, also using the design techniques that word processing programs allow:

1. Writing plan (formation of a draft) - the content of the written work is determined, as well as the visualization of the written work (schemes, diagrams, tables, highlighted texts in a different font or color). The goal is for what is written to reach the reader, to be presented clearly, accurately and comprehensibly;

2. Standard page - when there are no pre-set requirements for page formatting, the text is formatted as a “standard page”, with certain dimensions (margins). With these dimensions, the white fields are determined and the printed area is outlined - 2.54 cm (top - bottom), 3.17 cm (left - right). Depending on the writing language, the text is also shaped. In Bulgarian - each paragraph starts on a new line, further inside (1.25), the text is always double-aligned; the font size - of the main text is 12 pt (if there are no other requirements), line spacing 1.5 (if no other size is specified);

3. Formulating the title - this is a very important part of any written composition. It carries certain information and helps to understand the subject and topic of the publication. At the same time, this information must be interesting and grab attention, and also show what the content is, as well as excite the reader. This is how its functions are formed - informative, attractive and emotional;

4. Persuasive speech - to build a logical connection between the individual paragraphs, as well as their length - up to 5-6 sentences. To follow the line - raising the question, discussion, summary; to correctly cite the sources of author's texts;

5. Determining the subject of the analysis - with what he writes, the author wants to say something

to the reader, formulate the subject he will consider, offer solutions to a certain problem or present information about something new. I don't think it's right to quote famous authors who have published on a certain problem without offering conclusions and recommendations from the author of the text. Everyone in their field should be able to do science;

6. Editing of the writing - the text is checked for spelling and punctuation errors; edit the style and content, as well as the length of individual paragraphs. The writing is a business card of its author. No one will read a text full of errors that we can figuratively call "trust killers"; it is written in the literary Bulgarian language;

7. Conclusion - conclusion of the content: retrospect of what was written, summaries, conclusions and recommendations. The ultimate goal is for the writer to make sure that all the key ideas and supporting arguments are presented in a logical sequence, but also in a reader-friendly format. And one important rule - compliance with copyright;

8. Content design – the title is placed in the middle of the page in small (font size 16 pt) or capital (font size 12 pt) letters; if there are subtitles - also in the middle of the page, font size 14 pt; the main points – are numbered or marked with leading symbols (bullets). At the author's discretion, the text may be bolded or italicized to emphasize it and draw the reader's attention. The use of graphical elements such as tables, diagrams, charts and toolbars reinforces the persuasiveness of the messages in the text. Individual parts can be distinguished by bolting (B), italicizing (I), underlining (U) or the "Disign" function from the button bar. If the text allows it, you can animate pictures, another font or put the text in a frame - it depends on the views and competences of the author.

Illustrated graphically, the requirements for formatting a written text have the following sequence:

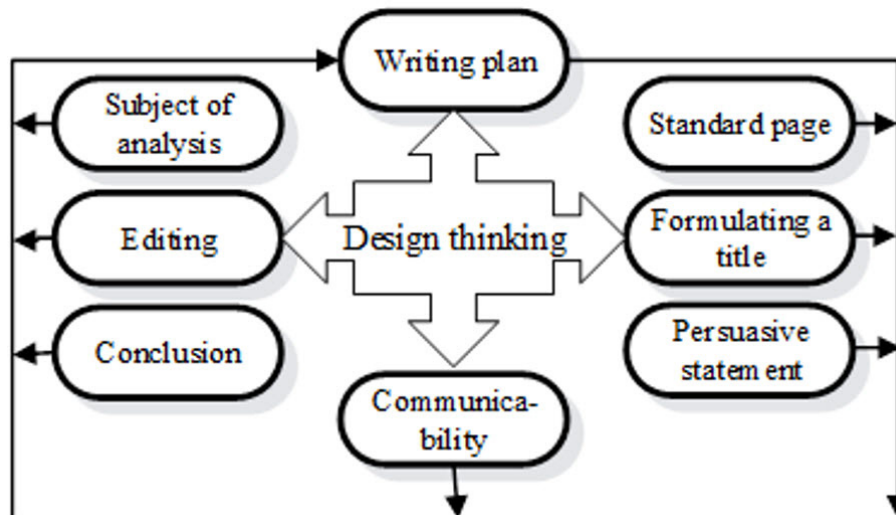


Figure 1. Sequential actions when creating a written text

### 3. RULES OF BEHAVIOR IN COMMUNICATION

Efforts to create an image of a true professional can sometimes seem futile. They require so much time, planning, organization, knowledge of "legal" rules and norms, a lot of creativity and energy. The results may not come immediately or be noticed (unlike non-professional presence - it is visible immediately, here and now). One of the secrets of success is to project an image that respects colleagues and clients while at the same time instilling trust and professionalism.

Good manners are those that will build an atmosphere of cooperation and understanding, not of animosity and conflict. The way in which contacts with partners and customers are made can affect the tone and results of the entire conversation, and therefore future relationships. Since the desire is to make the meeting a good start, a good start must be prepared. The way someone has met the first time can determine whether there will be a second time, whether as a customer or business partner. Example rules for successful communications:

1. You have an appointment - you arrive exactly at the appointed time or a few minutes earlier;
2. Appearance - clothing opens doors. It creates the first image of the person - the first three minutes of communication. Efforts to create an image of a true professional are not in vain. They require time,

planning, organization, knowledge of "legal" rules and norms, a lot of creativity and energy. The results may not come immediately or be noticed (unlike non-professional presence - it is visible immediately, here and now). One of the secrets of success is to project an image that respects colleagues and clients while at the same time instilling trust and professionalism. Clothing should be simple but sophisticated. Indeed, professional skills are more important, the workplace is not a catwalk to parade works of fashion designers (this can be done in free time). The rule is - start with more neutral tones and something more colorful can be added to them (not the other way around). For example: navy blue or dark gray woolen suit, blue or white shirts, black shoes, black belt (for women - black bags, matching colored scarf). Careful targeting of colors: darker clothes give more authority, lighter ones - a friendlier attitude;

3. Presentation - smile, handshake. Sits in a place indicated by the host. If it is a first time visit – a business card is given (and one is taken). It starts with a general conversation, no more than 3-4 minutes, then it goes to the essence;

4. Sitting in the specified place - the visitor does not shrink or sink into the chair, nor does he stand stiffly without moving; looks at the speaker and does not allow the gaze to wander around the room; It sits comfortably so no adjustment is required every two minutes. Constantly adjusting or crossing the legs indicates that the person is bored;

5. Farewell - the visitor does not linger unnecessarily. Thanks for the hospitality. If the visitor is late and continues to take up the host's time, they can excuse themselves with a "I'm sorry, but I have another appointment - I beg your pardon"!

However, what happens in practice, how do politicians communicate with each other and what messages do they send to society? How do they talk to each other, do they reach agreement on socially important issues and people's expectations? "The mistakes and shortcomings of business communication today, and the problems that arise from them, mostly stem from the inability to send and receive messages, to motivate people, to demonstrate listening skills, to follow the rules of business etiquette and company culture, from the lack of competences at work" (Николова, 2022).

I will give examples from the saga of forming a government and the relations between the parties in the Bulgarian parliament (Колева, 2023):

1. The realization of the second mandate to form a government seems increasingly in question;

2. The idea was to seek agreement around the program declaration of the party "We continue the change";

3. The other parties, GERB, DPS and "Vazrazhdane" boycotted and did not appear at the meeting;

4. Although it responded to the invitation, the BSP was also categorical - it would not support the declaration of the PP and their government]

5. "Bulgarski Vozhod" announced that they also had reservations about the draft declaration, which they would further explain.

Thus, the parties explained how they do not talk to each other, but how they work for the people and for the country, but in fact this lack of communication and lack of dialogue, imposition of narrow party interests, faced the country with new elections and a cabinet. However, a sense of dissatisfaction and lack of choice remained among voters.

## 4. CONCLUSION

Developing interpersonal relationships is a process that involves a lot of effort and time for self-improvement. Acknowledging this fact requires the creation and application of innovative educational technologies adequate to the management and needs of education. There is no doubt that today in the dynamically changing environment, universities, together and in partnership with business and public institutions, must become real learning organizations, focusing their efforts on the development of new competencies and practical skills, especially in the process of communication and dialogicity.

In this sense, our society needs politicians who are ready to take responsibility, to cooperate, to be able to cope with the changing conditions in the external and internal environment, to be responsible to the sovereign and his needs, to have a vision for development of the state. Of course, change requires enormous efforts, high commitment and devotion to a certain cause and above all communication and high morale are needed. If and when - hardly...

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