

**Abstract of the Article**  
**“The Growth of the Social Capital through Efficiency Growth  
of Business Language of a Person”**  
**by A. Korotych**

The article deals with the research of ways of social capital growth through the development of personal and professional qualities and capacities for business language in the professional sphere of every individual.

Social capital of a country, region, and enterprise is formed on the basis of combination of the achievements acquired by active communication of every person which is a member of the appropriate community. The personal social capital can be bigger or less depending on how effective intercourse of a person is, on his ability to express his opinions and to convince interlocutors, on his capabilities to answer questions successfully and to use means of business language.

Basic constituents that influence formation and development of social capital of a person are considered in the article. Among them: formation and development of personality; development of society and public relations; socialization of personality; social-psychological adaptation of people; exchange of emotions; teaching, transfer of abilities and skills; exchange of information; exchange of activity; attitude formation toward yourself, other people and the society on the whole.

Since present social capital of every worker acquires considerable ponderability in the modern competitive environment, so both at personal level and at the level of development management of enterprises personnel it is expedient to expand knowledge as for improvement of business intercourse and increase of effectiveness of the information exchange processes during labour activity.

Social capital of a person is the basis for formation of group, regional, state and world social capitals. That is why it is necessary to use every possibility to improve effectiveness of business intercourse of every person.