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## **INTERNAL COMMUNICATION IN THE “BREMBO” COMPANY AS AN EMPLOYEE MOTIVATION TOOL**

### **Внутренняя коммуникация в компании "Brembo" как инструмент мотивации сотрудников**

Effective incentives system is the main tool of increasing employee motivation and optimizing the quality of their own work.

The objective of the work is to identify the features and problems of motivational system and the role of communication between employees and management in the company "Brembo". In order to achieve the objectives the survey of managers «Brembo» was conducted, which was aimed at identifying special features, difficulties of building and receiving feedback in motivational system of company.

The motivation system of “Brembo” is aimed at attracting employees for the long-term period of work and for preventing staff turnover. In order to attract employees, company pays out additional financial bonus to new employees in three steps: after the first, third and sixth months of work. In addition, there is referral system where the current employee receives a reward when the person he refers has been working for the company for one and three months.

For preventing absenteeism and increased discipline at workplace, the company implements system of additional payments. If an employee has not missed work for a month (with the exception of pre-agreed days-off), he receives a bonus.

The company reimburses an employee for transport expenses to the workplace, partially reimburses the costs of lunches (the employee pays only 25% of the amount for a full lunch) and telephone costs. Additional payments are provided for important events in the life of an employee: a wedding, a birth of a child or a funeral.

One of main feature of motivational system of company is the possibility for each employee to implement idea, which could improve production processes. If management of company consider it as worthwhile, the idea is implemented into work and the employee receives a financial reward.

However, in practice managers have difficulties in making motivational system improvements due to poor understanding employees’ needs. The reason for this is the failure to receive feedback from employees and, in some cases, the disinterest of managers themselves in improving the motivational system. Considering these problems, it is possible to conclude that effective motivational system cannot exist without regular communication among managers and employees.

Managers of "Brembo" apply various methods of information exchange: team meetings, usage of internal website, email communication and printed materials.

In terms of frequency, organizations are committed to regular communication with employees. Monthly sessions are conducted in 40% of the cases. In other 40% of the cases, these sessions occur annually. The survey shows that managers, who regularly communicate with their employees about motivation, are more likely to seek feedback actively and implement suggestions. In these cases, managers are interested in receiving feedback and, as a result, they have complete and meaningful representation of employees' needs. At the same time, managers, who communicate with their employees annually or once per few years, are more likely to seek for feedback but rarely make changes. In one case, the manager was not interested in receiving feedback.

The research results demonstrate that "Brembo" has strong motivational system that include various types of incentives. The majority of managers interviewed recognize the importance of keeping employees informed about motivation programs. However, in practice not all managers are succeed in getting feedback. In order to change it managers should motivate employees to participate in feedback sessions, to conduct sessions in way that is the most convenient for each employee and put more efforts into consideration of employees' needs. It will make motivational system more effective and solve obstacles faced by managers in communication with employees.

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## **REALIZATION OF CONFLICT DISCOURSE IN THE POLITICAL COMMUNICATION THROUGH LINGUISTIC MEANS**

### **Реализация конфликтного дискурса в политической коммуникации через языковые средства**

The topic under consideration is the realization of conflict discourse in the political communication through linguistic means. The actuality of the research is preconditioned by the fact that there have been dramatic changes in the field of political communication in recent years, but conflict political discourse does not lose its relevance. On the contrary, it is filled with new challenges. The purpose of the research is to highlight and analyze conflict discursive models of communication manifested in politics. The object of the research is the linguistic means of conflict discourse in political communication.