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**STORYTELLING AS AN INSTRUMENTAL COMPONENT OF SELF-
PRESENTATION IN BUSINESS COMMUNICATION**

***Abstract:** The role of storytelling, narrative as an important component of self-presentation in business communication is considered. It is investigated that the students of technical universities using storytelling spontaneously, do not link them with the concept of «business cooperation». The different tools of narrative practices used by psychologists and teachers for developing professional skills to freely express opinions in a given direction in terms of psychological patterns of the self-identity process and in terms of rhetoric are analyzed.*

***Keywords:** self-presentation in business communication, personality image, self-presentation tools, narrative, storytelling, SmallTalk and ARE techniques, «Rory's Story Cubes» method.*