Chapter 8
communication skills

Section 8.1
Defining Communication

Section 8.2
Speech and Writing
CONNECT  When have you had to be an effective communicator?
OBJECTIVES

• **Define** effective verbal and nonverbal communication.

• **Explain** the role of listening in communication.

• **Explain** why awareness of cultural differences is important.

• **Define** reading for meaning.
Effective communication is a key component of marketing. It includes sending and receiving messages that are understood by sender and receiver. Improving listening and reading skills will lead to success.
Defining Communication

VOCABULARY

- communication
- channels/media
- feedback
- barriers
- setting
- distractions
- emotional barriers
- jargon
The Listening Process

Things that Help the Listening Process
- identify the purpose, look for a plan, give feedback, search for a common interest, evaluate the message, listen for more than verbal content, listen for a conclusion, take notes

Things that Stop the Listening Process
- distractions, emotional barriers, planning a response
The process of exchanging messages between a sender and a receiver.

**Communication Skills**

- Listening
- Reading
- Speaking
- Writing
### The Communication Process

#### Examples of Channels, or Media

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<thead>
<tr>
<th>Face-to Face Conversations</th>
<th>E-mails</th>
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<tr>
<td>Telephone Calls</td>
<td>Letters</td>
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<td>Text and Instant Messages</td>
<td>Reports</td>
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<td>Written Memos</td>
<td>Online Chat and Social Networking Messages</td>
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**Channels / media**
The avenues through which messages are delivered.
The Communication Process

**Feedback**

- A receiver’s response to a message.

- Allows participants to clarify the message.

- Ensures that all parties understand the meaning of the message.
The Communication Process

Barriers

Verbal
(vague, unclear language)

Language or dialect not familiar to the receiver

barrier
An obstacle that interferes with the understanding of a message.
Defining Communication

The Communication Process

- Setting
- Place
- Time
- Sights
- Sounds

*setting*

The process of exchanging messages between a sender and a receiver.
Defining Communication

Listening

Techniques for Effective Listening

1. Identify the Purpose
2. Look for a Plan
3. Give Feedback
4. Search for a Common Interest
5. Evaluate the Message
6. Listen for More than Verbal Content
7. Listen for a Conclusion
8. Take Notes
**Distractions**

Something that competes with the message for the listener’s attention.

**Emotional Barriers**

A bias against a sender’s opinions that prevents a listener from understanding.

**Planning a Response**

**Barriers to Listening for Understanding**
Defining Communication

Reading

Know the Purpose of Your Reading

- Look for a Plan
- Search for an Interest
- Evaluate the Message
Reading for Meaning

1. Focus Your Mind
2. Summarize as You Read
3. Make Connections
4. Form Mental Pictures
5. Build Your Vocabulary
Learn the **jargon** used in your field of work.

**jargon**
A specialized vocabulary used by members of a particular group.
### Reading

#### Strategies for Reading for Meaning

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# Strategies for Reading for Meaning

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1. **Explain** how feedback, barriers, and setting may affect communications.

   Feedback allows participants to clarify the message and it ensures that all parties understand the meaning of the communication. Barriers interfere with the understanding of the message being communicated. A setting can be a barrier to communication when, for example, the setting is too noisy for the listener to hear and understand what is being communicated.
2. **Identify** some strategies you can use to improve your listening skills.

Strategies include: identifying the purpose of the communication; looking for the plan or organization of a structured speech; giving verbal or nonverbal feedback to the speaker; searching for a common interest in the ideas being discussed; evaluating the message so you know how to respond to it; listening for more than verbal content through the speaker’s rate of speech, pitch, volume, and voice quality; listening for a conclusion rather than jumping to your own conclusion; taking notes that are structured according to the plan in the presentation.
3. **Discuss** how jargon can be a barrier to communication.

Jargon is a specialized vocabulary used by members of a particular group. Jargon can be a barrier if used to communicate to people who are not in the group. Those people likely would not understand the jargon and so it would become a barrier to communication.
SHARE  When have you had to change the way you spoke or wrote for different audiences?
OBJECTIVES

• Explain how to organize and present your ideas.

• Demonstrate professional telephone communication skills.

• Explain how to write effective business letters and persuasive messages.
THE MAIN IDEA

Speaking and writing are ways to send messages. Building professional speaking and writing skills will ensure that your messages are communicated successfully.
Speech and Writing

Section 8.2

VOCABULARY

- persuade
- enumeration
- generalization
Section 8.2

Speech and Writing

Graphic Organizer

Tips for Effective Communication

Effective Speaking

Speaking/Writing

Effective Writing
Speech and Writing

Section 8.2

Tips for Effective Communication

**Effective Speaking**
- Show respect
- Use voice effectively
- Structure the message
- Enumeration
- Generalization with examples
- Cause and effect
- Compare and contrast

**Speaking/Writing**
- Know the purpose
- Organize your thoughts

**Effective Writing**
- Know your audience
- Know your subject
- Develop a writing style
- Use language effectively
In most business situations, the most important rule is to show courtesy and respect for others.
Speaking

Know the Purpose

Inform
Persuade
Entertain

**persuade**
To convince someone to change an opinion to get him or her to do what you want.
### Is the Purpose to Inform, Persuade, or Entertain?

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<th>Television Program</th>
<th>Inform</th>
<th>Persuade</th>
<th>Entertain</th>
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Good communicators use their voices effectively.

Good communicators use nonverbal cues to enhance their presentation.
# Tips for Speaking on the Telephone

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<td>Sound cheerful in a formal way.</td>
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<td>Speak directly into the mouthpiece.</td>
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<td>Speak loud enough.</td>
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<td>Never interrupt.</td>
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</table>
**Enumeration**
A listing of items in order.

**Generalization with Examples**
A statement that is accepted as true by most people.
Writing

Basic Considerations in Writing

1. Know Your Audience
2. Know Your Purpose
3. Know Your Subject
## Writing

### Tips for Developing a Writing Style

- Read company letters, official e-mails, memos, and reports.
- Use a direct yet respectful conversational style.
- Your writing should be crisp, clear, and easy to read.
- Use grammar and spelling checkers in your word processing program.
- Review your writing from time to time.
- Use the name of the person who will receive your message.
- Use jargon appropriately.
Organizing Your Thoughts

1. Opening Paragraph
2. A Persuasive Body
3. A Concluding Paragraph
Writing

Written Communication

Letters: more formal than e-mail; used for official announcements, thank yous, confirmations; often written to address group interests.

E-mail: fast, informal; files can be attached; leaves a permanent record; follow company rules about e-mail.

Memos: used in business; brief, covers one topic; grammar, spelling, punctuation important.

Business Reports: cover lengthy topics; prepared by multiple people; organization; may include charts and graphs.

Company Publications: for employees only; may include newsletters; may be on Web site; often written by communications department.
Writing

Graphic Organizer

Standard Format for a Meeting

Order of Business
Section 8.2  
Speech and Writing

**Writing**

**Graphic Organizer**

**Standard Format for a Meeting**

1. Call to order  
2. Minutes of the meeting  
3. Treasurer’s report  
4. Committee reports  
5. Old business  
6. New business  
7. Adjournment  

**Order of Business**
1. **Describe** how each of the most common purposes for speaking might be used in a business situation.

**Inform**: Conversations with customers and general business meetings are held to inform others.

**Persuade**: Marketing involves sending messages that convince, or persuade, others to change how they think or what they do.

**Entertain**: Salespeople frequently need to entertain clients or customers.
2. **Explain** the nature of effective verbal communication and why written messages have some advantages over spoken messages.

Effective verbal communication always shows courtesy and respect for others. Verbal communication also has a purpose, usually to inform, persuade, or entertain. Writing a message allows more time to organize the message and get the wording just the way you want it. Writing also allows for a permanent record of the information being communicated.
3. **Explain** the importance of using correct grammar, spelling, punctuation, and formatting when writing effective business correspondence.

Students may suggest that correct grammar, spelling, punctuation, and formatting should always be used when writing business correspondence. Business correspondence represents the sender and the company the sender works for. Ensuring that grammar, spelling, punctuation, and formatting are correct shows that the sender cares, is professional and respectful, and pays attention to details, which is good business practice.
End of Chapter 8 communication skills

Section 8.1 Defining Communication

Section 8.2 Speech and Writing