

Marketing Essentials



Chapter 8

communication skills

Section 8.1 Defining Communication

Section 8.2 Speech and Writing

Defining Communication



Before You Read

CONNECT When have you had to be an effective communicator?

Defining Communication

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.

THE MAIN IDEA

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

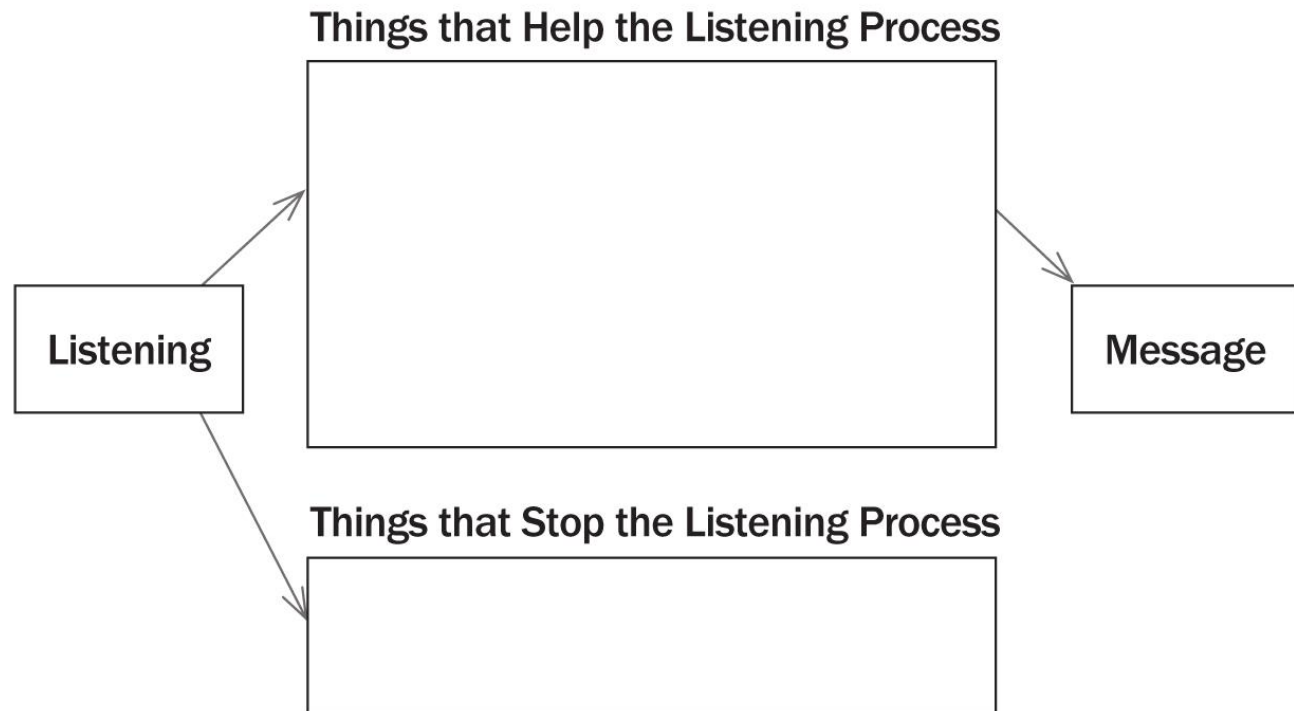
VOCABULARY

- communication
- channels/media
- feedback
- barriers
- setting
- distractions
- emotional barriers
- jargon

Defining Communication

Graphic Organizer

The Listening Process



Defining Communication

Graphic Organizer

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

Listening

Message

Things that Stop the Listening Process

distractions, emotional barriers, planning a response

Defining Communication

The Communication Process



communication

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

The Communication Process

Examples of Channels, or Media

**Face-to Face
Conversations**

E-mails

Telephone Calls

Letters

**Text and Instant
Messages**

Reports

Written Memos

**Online Chat and Social
Networking Messages**

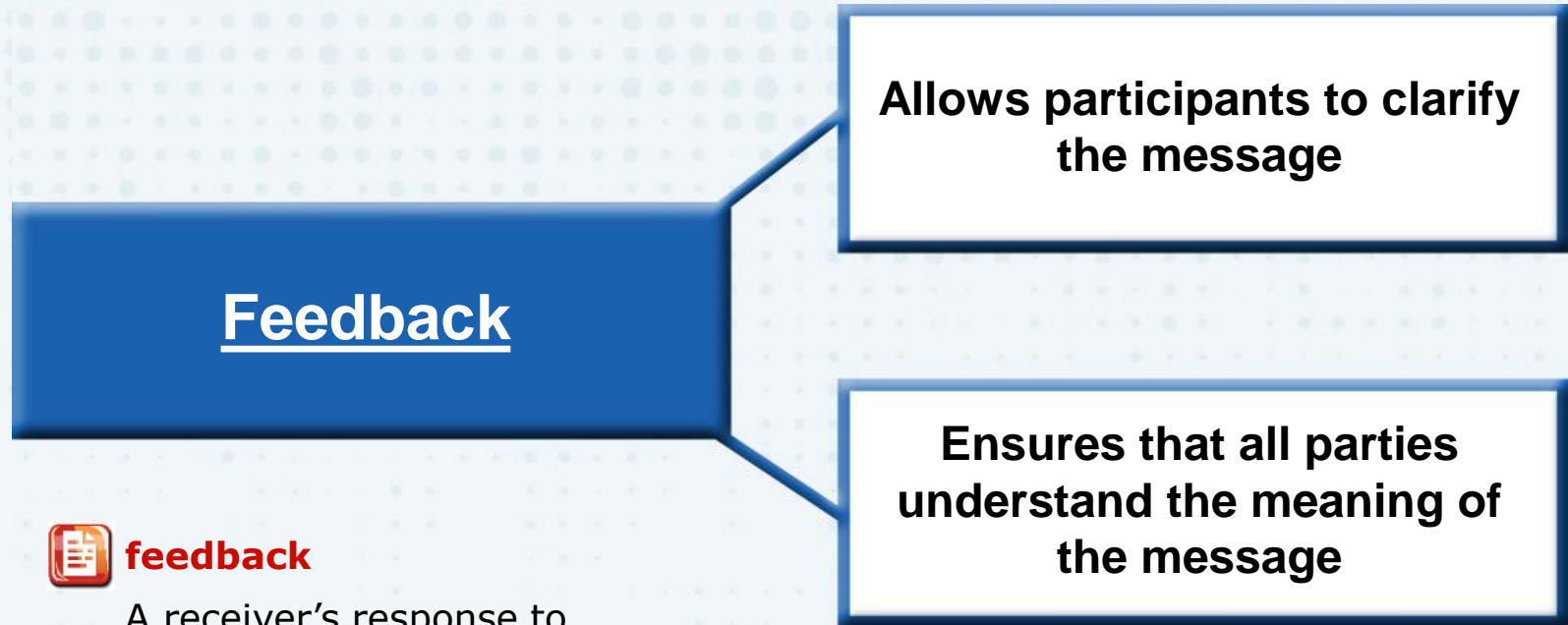


Channels / media

The avenues through which messages are delivered.

Defining Communication

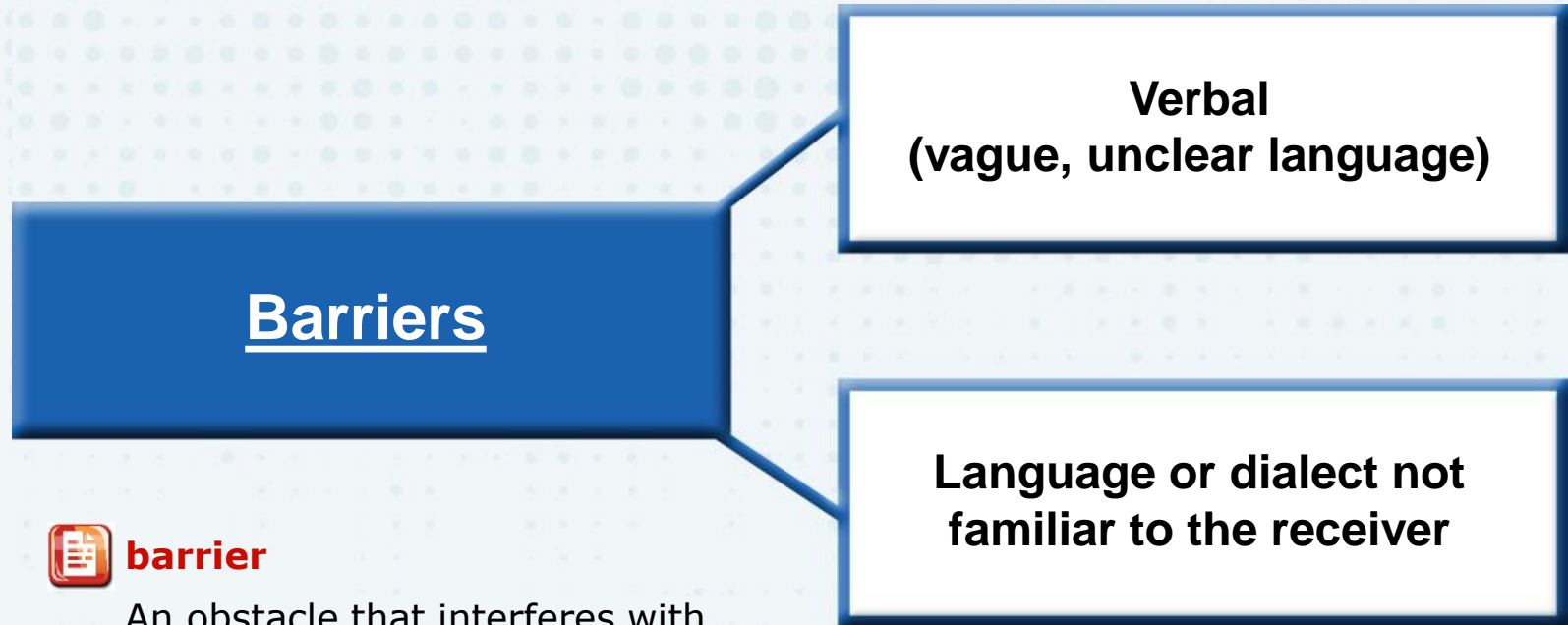
The Communication Process



feedback

A receiver's response to a message.

The Communication Process

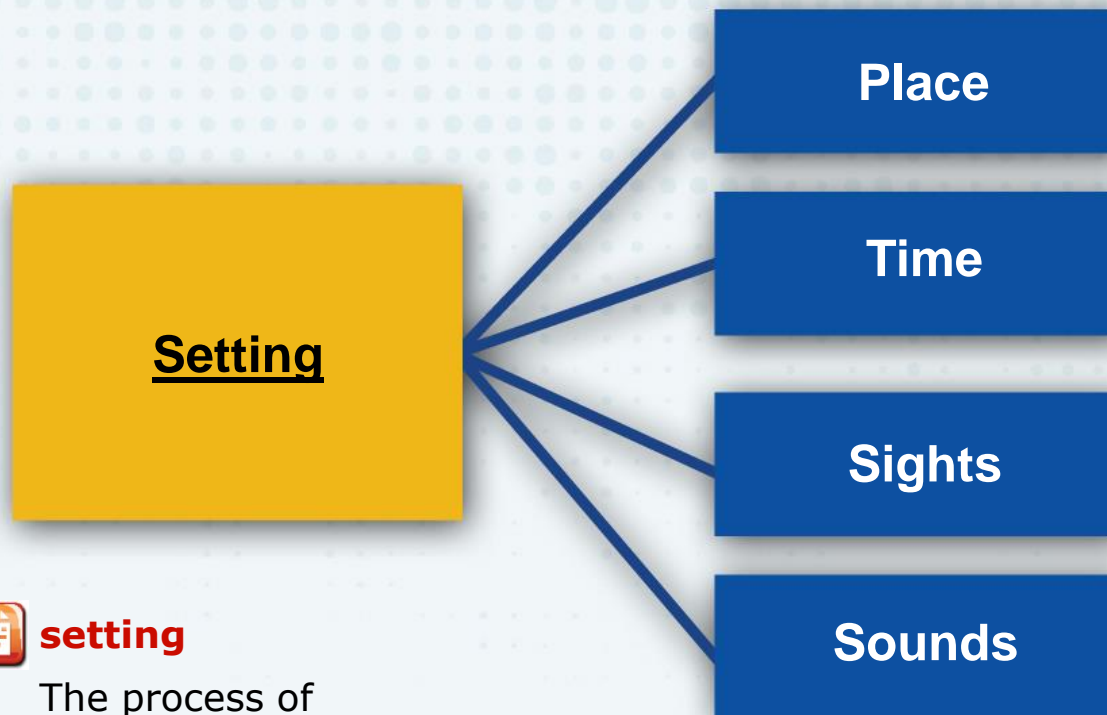


barrier

An obstacle that interferes with the understanding of a message.

Defining Communication

The Communication Process



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**

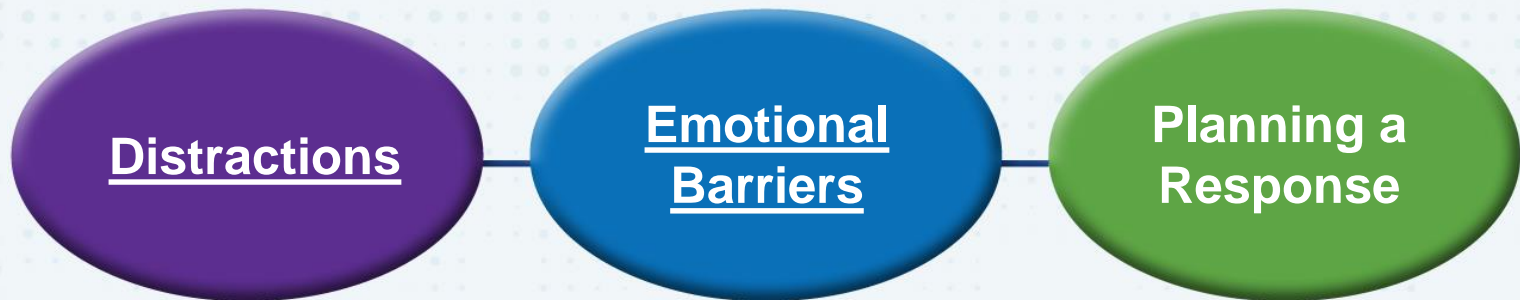
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Take Notes

Defining Communication

Listening

Barriers to Listening for Understanding



distraction

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



emotional barrier

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

Defining Communication

Reading

Know the Purpose of Your Reading

Look for a Plan

**Search for an
Interest**

**Evaluate the
Message**

Defining Communication

Reading

Reading for Meaning

1

**Focus Your
Mind**

2

**Summarize
as You Read**

3

**Make
Connections**

4

**Form Mental
Pictures**

5

**Build Your
Vocabulary**

Defining Communication

Reading

Learn the jargon used in your field of work.



jargon

A specialized vocabulary used by members of a particular group.

Defining Communication

Reading

Graphic Organizer

Strategies for Reading for Meaning

| Reading for Meaning |
|-------------------------|
| Focus |
| Summarize |
| Connect |
| Visualize |
| Build Vocabulary |

Defining Communication

Reading

Graphic Organizer

Strategies for Reading for Meaning

| Reading for Meaning |
|---|
| Focus Think about how each paragraph relates to your purpose for reading. |
| Summarize Mentally review what you have just read, go over it again if you do not understand what you have read. |
| Connect Ask yourself: How does the material relate to what I already know? |
| Visualize Form pictures of the people, places, things, and situations described. |
| Build Vocabulary Use context or a dictionary to figure out the meanings of words you do not know. |

Defining Communication



After You Read

Section 8.1

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.

Defining Communication



After You Read

Section 8.1

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.

Defining Communication



After You Read

Section 8.1

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.

Speech and Writing



Before You Read

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.

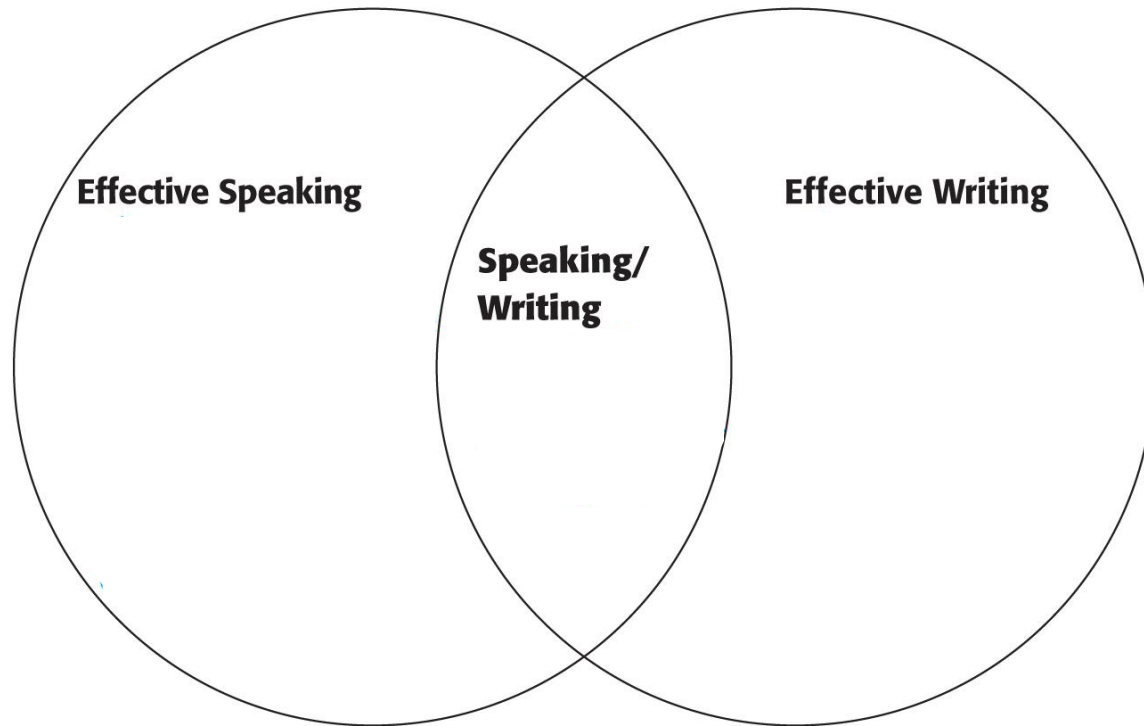
VOCABULARY

- persuade
- enumeration
- generalization

Speech and Writing

Graphic
Organizer

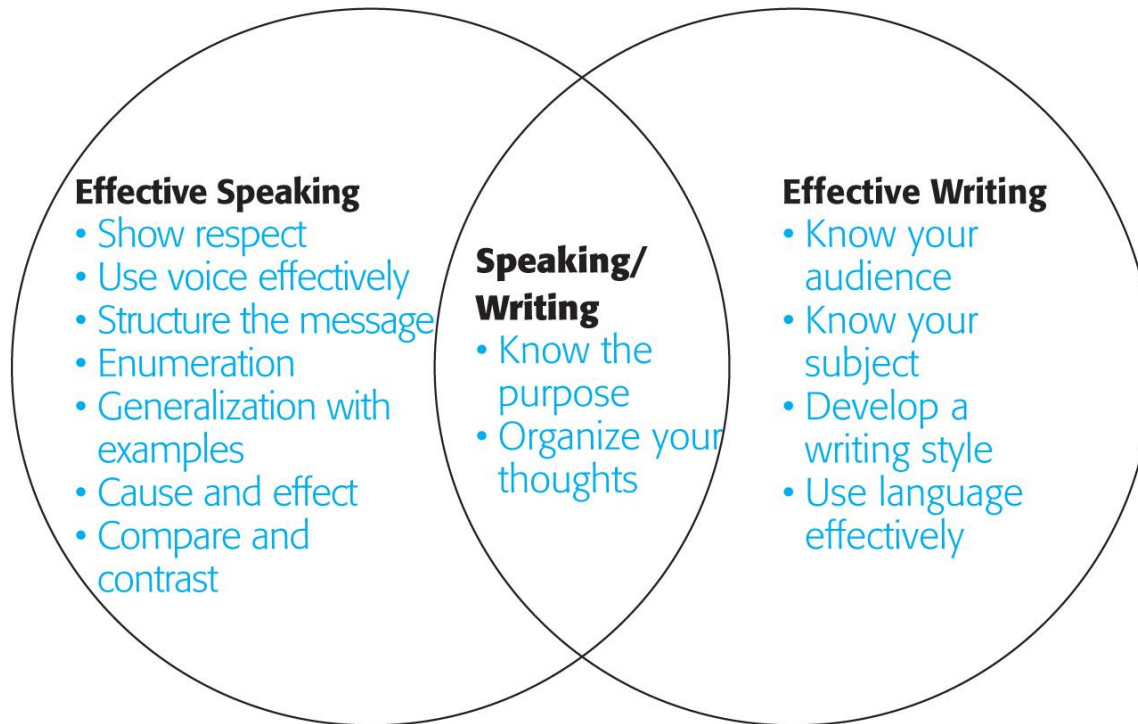
Tips for Effective Communication



Speech and Writing

Graphic Organizer

Tips for Effective Communication



Speech and Writing

Speaking

In most business situations, the most important rule is to show courtesy and respect for others.

Speech and Writing

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.

Speech and Writing

Speaking

Graphic Organizer

Is the Purpose to Inform, Persuade, or Entertain?

| Television Program | PURPOSE | | |
|--------------------|---------|----------|-----------|
| | Inform | Persuade | Entertain |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Speech and Writing

Speaking

**Good communicators
use their voices
effectively.**

**Good communicators
use nonverbal cues to
enhance their
presentation.**

Speech and Writing

Speaking

Tips for Speaking on the Telephone

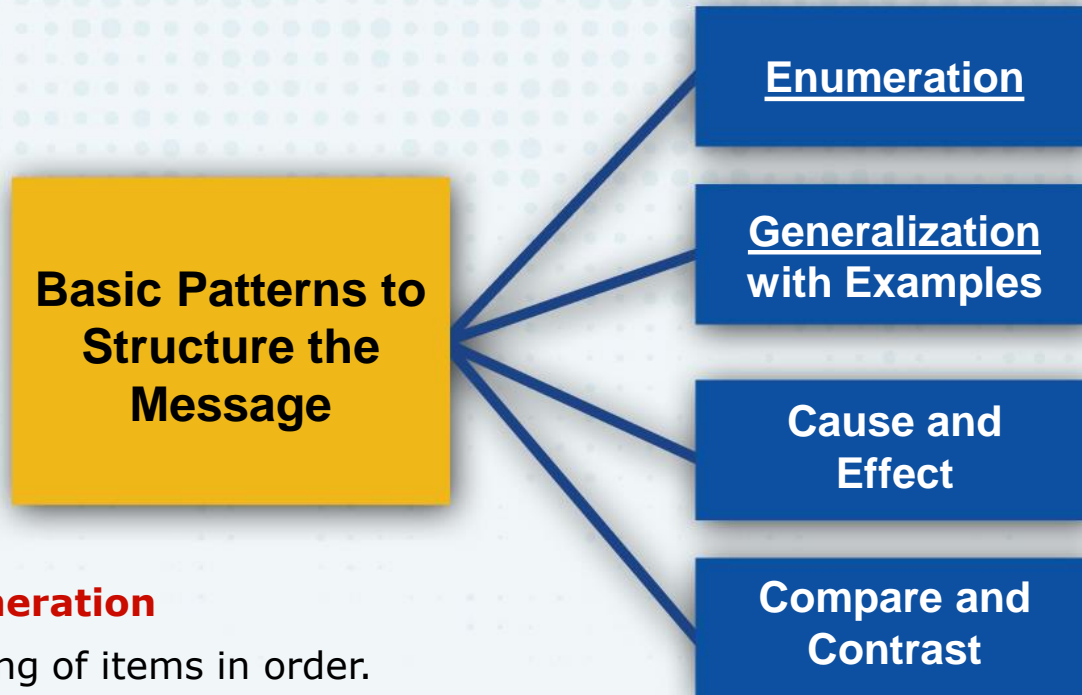
Sound cheerful in a formal way.

Speak directly into the mouthpiece.

Speak loud enough.

Never interrupt.

Speaking



enumeration

A listing of items in order.



generalization

A statement that is accepted as true by most people.

Speech and Writing

Writing

Basic Considerations in Writing



Speech and Writing

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.

Writing

Organizing Your Thoughts

1

Opening Paragraph

2

A Persuasive Body

3

A Concluding Paragraph

Speech and Writing

Writing

Graphic
Organizer

Written
Communication

Letters:

E-mail:

Memos:

Business Reports:

Company Publications:



Speech and Writing

Writing

Graphic Organizer

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.

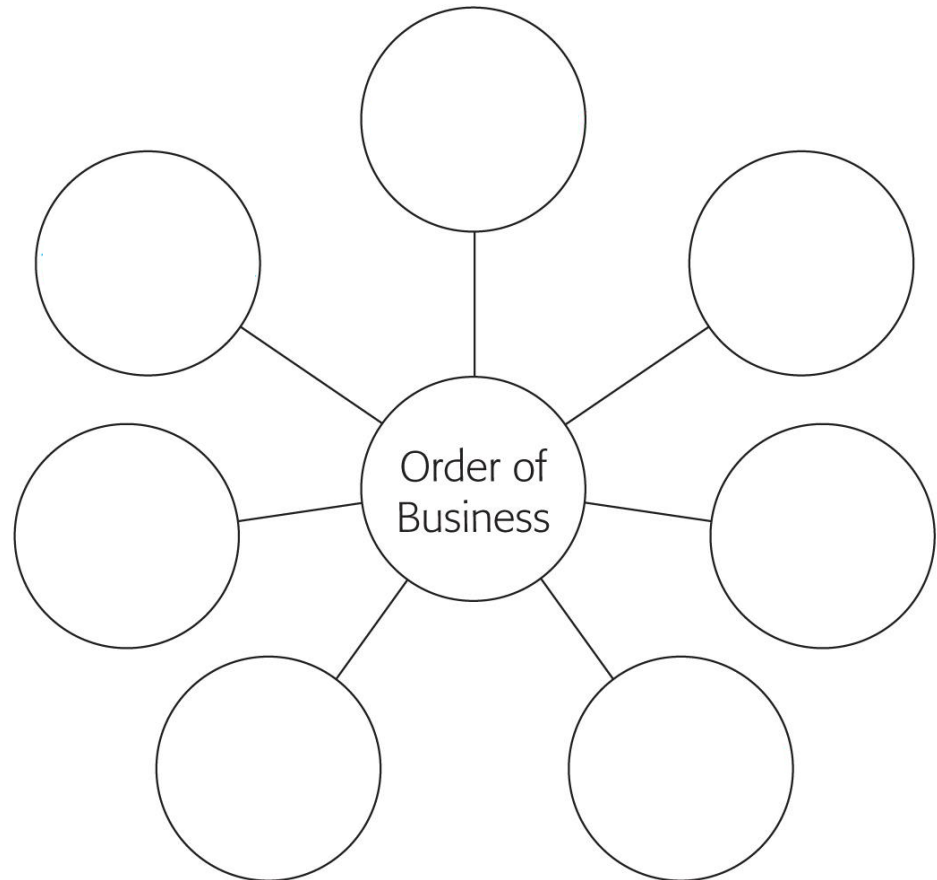
Company Publications: for employees only; may include newsletters; may be on Web site; often written by communications department.

Speech and Writing

Writing

Graphic Organizer

Standard Format
for a Meeting



Writing

Graphic Organizer

Standard Format for a Meeting



Speech and Writing



After You Read

Section 8.2

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.

Speech and Writing



After You Read

Section 8.2

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.

Speech and Writing



After You Read

Section 8.2

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.

Marketing Essentials



End of
Chapter 8
**communication
skills**

Section 8.1
**Defining
Communication**

Section 8.2
Speech and Writing