Business Communications Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chapter 1 - Communication on the Job

I. What is Communication?

A. Communication

1. Def - The exchange of information by listening,

speaking, writing, reading or non-verbal means.

2. Average person spends 70% of each day engaged

in some form of communication.

B. Communication is a 2-Way Process

1. *Sender*

a. Has the obligation to make the message as

clear as possible.

b. Feedback - proof that the message was

understood.

c. Ask receiver to repeat the message to you

(unnecessary to be in the same exact words).

d. If necessary to repeat (paraphrase)

information try to use different words.

*Ex. 1 - We need to get this shipment out to the Seattle office without delay.*

*Ex 2 - Seattle needs this shipment right away.*

2. *Receiver*

a. Has the obligation to listen and interpret the

message.

b. If not understood you must ask for

clarification.

c. 2 Reason for not understanding

1) Message not heard.

2) Message heard but meaning of the words

used was not clear. *Fishing vs. phishing*

B. Communicating at School and at Work

1. Goal of Communication at School

a. Demonstrate your knowledge.

b. Show the teacher that you have learned a

certain skill or piece of information.

c. Teacher makes an evaluation and assigns a

grade.

2. Goal of Communication Changes at Work

a. Employers expect you to know how to

demonstrate your knowledge and skill.

b. Employers expect you to communicate to

give people the information or ideas they

need to do their jobs.

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1. I can work effectively with others.
2. I can cooperate with members of a team to accomplish

a task.

1. I have participated in teams to solve problems.
2. I can read or listen to directions and carry them out.
3. I can explain to others what needs to be done.
4. I can interpret nonverbal cues.
5. I can understand information presented in graphs,

schedules and flow charts.

1. I can organize my ideas and communicate them to

others orally and in writing.

1. I can describe a process to someone else.
2. I can adapt knowledge and skills to new technology.

3. Tools of Technology that help us to communicate

on the job.

a. computer aided design software (CAD)

b. groupware

c. on-line services

d. printers (hard copy)

e. voice recognition

f. virtual reality

g. satellites

h. cellular phones & pagers

i. scanners

j. video conferencing

4. Tools may change; however basic types of

communication remain the same.

D. Four Communication Skills needed to succeed in the

work place of the 21st Century.

1. **Reading** - Ability to locate, understand, and

interpret written information in ordinary text and

in formatted documents (manuals, graphs, etc.)

2. **Writing** - Ability to communicate thoughts,

ideas, information, and messages in writing

(letters, graphs, etc.)

3. **Listening** - Ability to receive, attend to, interpret,

and respond to spoken messages and nonverbal

cues.

4. **Speaking** - Ability to organize ideas and

communicate orally.

II. What is Technical Communication?

A. Traditional vs. Today

1. Traditional - Technical communication was

engaged in by experts who had specialized

knowledge in technical fields.

2. Today - Technical communication:

a. has a specific purpose

b. deals with a specific subject area in school

c. is directed toward a specific audience

d. takes an objective, straight forward approach

B. Writing

1. Writing will take many forms and will vary from

job to job and company to company.

2. Examples

a. notes

b. reports

c. newsletters

d. letters

e. memos

f. e mail messages

- TEXT MESSAGES

g. news releases

h. flyers

i. writing instructions

B. Reading

1. You will need to read for a specific purpose:

a. to find information

b. follow directions

c. check information

d. draw conclusions

e. for enjoyment

2. Readings may

a. be complicated

b. may need to be re-read.

c. be high in volume & overwhelming

d. not be on paper (computer screen)

3. Not all readings will be text:

a. graphs

b. tables

c. charts

d. drawings

4. Shortcuts

a. scan

b. hi-light

c. prioritize

d. print e mail messages

C. Speaking

1. Casual conversation.

2. Explain procedures to others.

3. Participate or conduct a meeting.

4. Give a formal presentation.

5. Introduce someone else.

6. Leave a telephone message.

7. Persuade boss to give you a raise.

8. Observe & evaluate facial expressions and body

movements of your listeners to see how your

message is being received.

D. Listen

1. Listen to the message being sent to you.

2. Ignore any distractions & background noise.

a. Instructions given in loud factory.

b. Boss giving instructions on cellular phone.

3. Good listening is not easy - YOU MUST

RECEIVE A MESSAGE ACCURATELY.

E. 2 Ways of Technical Communication

1. Independent Communicator

a. You may be solely responsible for the entire outcome of a project

b. You have all responsibility of collecting all data to complete final project.

2. Member of a Team

a. Collaborate on one or more long-term

projects that take several months or even

years to complete.

b. You may be assigned part of the project and

be expected to coordinate your work with

other team members.

III. Preparing for the Future

A. Know How to Communicate Effectively

1. Purpose? (For example: to inform, etc.)

2. Subject? (presentation on teamwork)

3. Audience? (classmates)

4. Approach? (MS PowerPoint presentation)

B. Know how to be both an Independent Communicator

and Team Member.

C. Keep up with technology and be willing to learn.