

## Tasks - project management and business communication





## Task 2 - 'Official' communication styles

### *Individual task 2*

The task consists of identifying different communication styles, as well as analyzing messages, which you find in the more "official" room. Here you should also look for examples of styles and signals that do not match your idea of how it should or is expected to be. You can examine text messages, emails, letters, newspapers, notes, linkedin profiles, etc.

Specifically, you must focus on communication where you yourself are some kind of "customer", but it can also be, for example, as a user or resident of a municipality, etc.

An effective method is for you to work with a friend; each first brings out a couple of examples which you then discuss together.

Clarify what is deviant or expected. (you should work with examples of both 'correct' style and deviant). Try to put into words what is "wrong" or "right" in your examples. Discuss and note which messages and signals are sent out through the style. If you do not agree on certain things, note that in your results as well.

Even in this task, it is suitable, but not necessary, with a simple framework (see task 1) - What you did in task 1 is useful both as a basis for creating the next framework or as a basis for your discussions. In addition, you should pay attention to what signals and underlying messages are trying to be conveyed, (a bit of a "written attribution" but which can also be conveyed via an image, etc.)

*The example below shows two variations of communication in the same situation - one of them is clearly according to the expected style, the other is deviant:*

*Variant 1)* booking confirmation via SMS from a hairdresser: "Hi Tobias, here is a confirmation of your haircut time on Monday, September 23, at 17:30 at Mona's. A warm welcome to us at Salon Klipp! (PS. You can always find more information on our website: [www.salongklipp.se](http://www.salongklipp.se))"

*Variant 2)* booking confirmation via SMS from a hairdresser: "Hey mate ! Then it was time to get to the mess on Monday. the usual time, six thirty, if you don't want to hang around all day waiting at my place. "

