

Kity O. Socker

Business and Administrative Communication

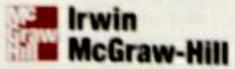
Edition

Kitty O. Locker

The Ohio State University

DEMINIST LIBRARY
Department of Cim ster Saleson
UNIVERSITY OF KARAGM

THE ASIA FOUNDATION
BOOKS FOR ASIA
SANFRANCISCO, CALIFORNIA, USA
NOT FOR SALE



Boston Burr Ridge, IL. Dubuque, IA Madison, WI New York San Francisco St. Louis Bangkok Bogotá Caracas Lisbon London Madrid Mexico City Milan New Delhi Seoul Singapore Sydney Taipei Toronto

7.	ne Building Blocks of Effective Messages 1 Communication, Management, and Success 2
T	Building Blocks of Effective Messagement, and Success 2 Business Communication, Management, and Success 2
1	Business Contained 22
2	
3	Adapting Your Wessage 82 Making Your Writing Easy to Read 82 Making Your Writing Easy to Read 82
5	Making Your Writing Lasy Planning, Composing, and Revising 114 Planning, Composing, and Screens 130
6	Planning, Composing, and Reventy Designing Documents, Slides, and Screens 130
4	71 1 = 0
Le	tters and Memos 153
7	Informative and Positive Messages 154
8	n meine Messages 220
9	Handling Difficult Persuasive Situations 258
10	Sales and Fund-Raising Letters 276
11	
P 3	11 Three
	terpersonal Communication 311 Communicating Across Cultures 312
12	Communicating record
13	Working and Writing in Groups 334
Pa	
	ports 363
14	
15	Analyzing Information and Writing Reports 404
16	
17	Making Oral Presentations 482
Pa	
Jol	Hunting 503
18	Résumés 504
19	Production 200
20	Job Interviews, Follow-Up Letters and Calls, and Job Offer
Ap	pendixes 586
A	
В	Formats for Letters, Memos, and E-Mail Messages 586 Writing Correctly 608
C	Making and Comments
D	Making and Communicating Meaning 632
	Toulmin Logic 650
	Glossary 657
	Notes 669
	Photo Credits 679
	Company Index 681
	Organization Index 685
	Subject Index 685
	- mjeet midex 687

Part Das

The Building Blocks of Effective Messages 1



C Leadership relies, above all else, on effective communication skills. 99

1 Business Communication, Management, and Success 2

An Inside Perspective: Business Communication, Management, and Success 2 Communication Ability = Promotability 4 "I'll Never Have to Write Because ... 4 The Managerial Functions of Communication 6 The Cost of Correspondence 8 The Costs of Poor Correspondence 10 Benefits of Improving Correspondence 12 Criteria for Effective Messages 12 Trends in Business and Administrative Communication 12 Understanding and Analyzing **Business Communication** Situations 20 How to Solve Business Communication Problems 21 Summary of Key Points 25 Exercises and Problems for Chapter 1 26

2 Building Goodwill 32

An Inside Perspective: Building Goodwill 33 You-Attitude 34 Positive Emphasis 37 Tone, Power, and Politeness 43 Reducing Bias in Business Communication 45 Summary of Key Points 51 Exercises and Problems for Chapter 2 53

3 Adapting Your Message to Your Audience 58

An Inside Perspective: Adapting Your Message to Your Audience 59 Identifying Your Audience 50 Ways to Analyze Your Audience 61 Choosing Channels to Reach Your Audience 66 Using Audience Analysis to Adapt Your Message 66 Reader Benefits 72 Writing or Speaking to Multiple Audiences with Different Needs 77 Summary of Key Points 78 Exercises and Problems for Chapter 3 79

4 Making Your Writing Easy to Read 86

An Inside Perspective: Making Your Writing Easy to Read 87 Good Style in Business and Administrative Writing 88 Half-Truths about Style 91 Evaluating "Rules" about Writing 92 Building a Better Style 92 Ten Ways to Make Your Writing Easier to Read 94 Readability Formulas and Good Style 106 Organizational Preferences for Style 107 Summary of Key Points 107 Exercises and Problems for Chapter 4 108

5 Planning, Composing, and Revising 114

An Inside Perspective: Planning, Composing, and Revising 115 The Ways Good Writers Write 116 Activities in the Composing Process 116 Brainsterming, Planning, and Organizing Business Documents 117 Revising, Editing, and Propreading 119 Getting and Using Feedback 123 Lising Boilerplate 124 Overcoming Writer's Block and Prograstination 125 Technology and the Writing Process 126 Summary of Key Points 126 Exercises and Problems for Chapter 5 127

6 Designing Documents, Slides, and Screens 130

An Inside Perspective: Designing Documents, Slides. and Screens 131 Guidelines for Page Design 132 Designing Brochures and Newsletters 138 Designing Presentation Slides 140 Designing Web Pages 141 Testing the Design 142 Document Design as Part of Your Writing Processiest 143 The Importance of Effective Design 143 Summary of Key Points 143 Exercises and Problems for Chapter 6 145

Letters and Memos 153



66 Bad news should be communicated openly and honestly, despite how difficult the news may be for the employees to hear 29

7 Informative and Positive Messages 154

An inside Perspective Informative and Positive Messages 155 Weining Letters and Memos 156 Dreamizing Informative and Positive Messages 157 Subject Lines for Informative and Positive Messages 159 Using Reader Benefits in Informative and Positive Messages 162 Writing the One-Page Memo 163 Ending Informative and Positive Letters and Memos 163 Writing E-Mail Messages 164 Varieties of Informative and Promise Messages 167 Solving a Sample Problem 171 Summary of Key Points 174 Exercises and Problems for Chapter 7 176

8 Negative Messages 190

An Inside Perspective: Writing Negative Messages 191 Subject Lines for Negative Messages 192 Organizing Negative Letters 193 Organizing Negative Memos 193 The Parts of a Negative Message 196 Tone in Negative Messages 201 Alternate Strategies for Negative Messages 202 Writing Negative E-Mail Messages 202 Varieties of Negative Messages 203 Solving a Sample Problem 203 Summary of Key Points 208 Exercises and Problems for Chapter 8 209

9 Writing Persuasive Messages 220

An Inside Perspective: Writing Persuasive Messages 221 Choosing a Persuasive Strategy 222 Writing Direct Requests 225 Writing Problem-Solving Messages 228 Tone in Persuasive Messages 234 Writing Persuasive E-Mail Messages 235 Varieties of Persuasive Messages 236 Solving a Sample Problem 239 Summary of Key Points 245 Exercises and Problems for Chapter 9 246

10 Handling Difficult Persuasive Situations 258

An Inside Perspective Handling
Difficult Persuasive Situations 259
Limiting Your Audience 261
Bringing Everybody on Board 261
Involving Your Audience 263
Convincing the Reader 267
Summary of Key Points 270
Exercises and Problems for
Chapter 10 271

11 Sales and Fund-Raising Letters 276

An Inside Perspective: Sales and Fund-Raising Letters 277
Components of Good Direct Mail 278
Is It "Junk" Mail? 279
Basic Direct Mail Strategy 280
How To Organize a Sales or Fund-Raising Letter 283
Strategy in Sales Letters 289
Strategy in Fund-Raising Appeals 290
Writing Style 297
Parts of a Direct Mail Package 303
Summary of Key Points 304
Exercises and Problems for

Part Thise

Interpersonal Communication 311



Cultural competence requires learning to expect differences and having a positive attitude toward challenges and change. 99

12 Communicating Across Cultures 312

An Inside Perspective: Communicating Across Cultures 313 The Importance of International Business 314 Diversity in the United States and Canada 314 Ways to Look at Culture 315 Values, Beliefs, and Practices 315 Nonverbal Communication 317 Oral Communication 322 Writing to International Audiences 325 Learning More about International Business Communication 327 Summary of Key Points 327 Exercises and Problems for Chapter 12 328

13 Working and Writing in Groups 334

An Inside Perspective: Working and Writing in Groups 335
Listening 336
Group Interactions 338
Working in Diverse Groups 343
Conflict Resolution 345
Effective Meetings 349
Collaborative Writing 350
Summary of Key Points 353
Exercises and Problems for Chapter 13 354

Reports

363



determine the tone
and focus of the
presentation.

14 Planning, Proposing, and Researching Reports 364

An inside Perspective Planning.
Proposing, and Researching
Reports 365
Varieties of Reports 366
Defining Report Problems 367
Writing Proposals 368
Writing Proposals 368
Writing Progress Reports 377
Research Strategies for
Reports 380
Using and Documenting
Sources 391
Summary of Key Points 397
Exercises and Problems for
Chapter 14 398

15 Analyzing Information and Writing Reports 404

An Inside Perspective: Analyzing Suts and Writing Reports 405 A Timetable for Writing Reports 406 Analyzing Data and Information for Reports 406 Choosing Information for Reports 411 Organizing Information in Reports 412 Presenting Information Effectively in Reports 421 Writing Formal Reports 425 Summary of Key Points 448 Exercises and Problems for Chapter 15 450

16 Using Graphs and Other Visuals 456

An Inside Perspective Using Grazes and Other Visuals 457
When to Use Visuals 458
Designing Visuals 459
Integrating Visuals in Your Text 470
Using Visuals in Your
Presentation 471
Summary of Key Points 471
Exercises and Problems for Chapter 16 472

17 Making Oral Presentations 482

An Inside Perspective: Making Oral Presentations 483 Purposes in Drail Presentations 484 Comparing Written and One Messages 484 Planning a Strategy for Your Presentation 485 Choosing Information to Include in a Presentation 491 Organizing Your Information 492 Delivering an Effective Presentation 493 Handling Questions 497 Making Group Presentations 498 Summary of Key Points 496 Exercises and Problems for Chapter 17 500

May Will



a houses the

a me bank Acres 10 THE RESERVE AND The state of the same man st the same or the same of The same of the same the three is Was a hour thank the See all the see of the Now a surger them became the same of the A 100 100 100 4 per 15 - west Service on Persons in 11 0 000

A Ch Partition

Comment of the commen

The season of the

to me beginning THE REAL PROPERTY. married to being on me 40 produce a service the same William or the state many a new or my a new year STREET, STREET, STREET, Distance of the State of the leading 10-10-1 all to make the Commercial feetings on Suppose to Mar. 11

A Formats for Letters, Memos, and E-Mail Messages 586

An Inside Perspective: Formats for Letters, Memos, and E-Mail Messages 587 Formats for Letters 588 Alternate Format for Letters That Are Not Individually Typed 597 Typing Envelopes 597 Format for Memos 599 Formats for E-Mail Messages 599 State and Province Abbreviations 603

B Writing Correctly 608

An Inside Perspective: Writing
Correctly 609
Using Grammar 610
Understanding Punctuation 614
Punctuating Sentences 614
Punctuation within Sentences 616
Special Punctuation Marks 620
Writing Numbers and Dates 621
Words That Are Often
Confused 622
Proofreading Symbols 627
Exercises and Problems for
Appendix B 628

C Making and Communicating Meaning 632

An Inside Perspective: Making and Communicating Meaning 633
Communication Channels in Organizations 634
A Model of the Communication Process 634
Principles of Semantics 637
Summary of Key Points 645
Exercises and Problems for Appendix C 646

Glossary 657
Notes 669
Photo Credits 679
Company Index 68
Organization Index
Subject Index 687

D Toulmin Logic 650

An Inside Perspective: Toulmin Logic 651 The Toulmin Model 652 How Much of the Full Toulmin Model to Use 653 Summary of Key Points 654 Exercises for Appendix D 655