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Detailed Contents

Chapter 1 Fundamentals of Communication

The Importance of Communication: Helping You, Helping the Organization – The Basic Forms of Communication: Nonverbal Communication, Verbal Communication – The Process of Communication: Sender, Message, Channel, Receiver, Feedback – Barriers to Communication: Problems Caused by the Sender, Problems in Message Transmission, Problems in Reception, Problems in Receiver Comprehension – Dealing with Communication Barriers: Know Your Subject, Focus on the Purpose, Know Your Audience, Be Organized

Oral Communication

Chapter 2 Nonverbal Communication

Characteristics of Nonverbal Communication – Components of Nonverbal Communication: Paralanguage, Kinesics, Proxemics, Use of Time, Mode of Stress

Chapter 3 Listening

The Importance of Listening – Barriers to Effective Listening: Physiological Barriers, Environmental Barriers, Attitudinal Barriers, Poor Listening Habits, Lack of Common Experiences – Approaches to Listening: Discriminative Listening, Comprehensive Listening, Critical Listening, Active Listening – How to be a Better Listener: Be Motivated to Listen, Be Prepared to Listen, Be Objective, Be Alert to all Cues, Make Good Use of the Thinking-Speaking Time Difference, Use Feedback, Practice Listening, Use Verbal and Nonverbal Cues to Encourage the Speaker – What Speakers Can Do to Ensure Better Listening: Try to Empathize, Adjust to Delivery, Utilize Feedback, Be Clear, Be Interesting

Chapter 4 Interpersonal Skills

Building Positive Relationships: Use Descriptive ‘I’ Language, Focus on Solving Problems, Not Controlling Others, Be Open: Don’t Try to Deceive, Show Empathy, Don’t Put on an Air of Superiority, Listen with an Open Mind – Giving Praise: Make Praise Specific, Praise Progress, Not Just Perfection, Be Sincere, Don’t Overdo Praise, Get the Timing Right – Dealing with Criticism: Offering Constructive Criticism, Responding to Criticism – Managing Conflict: Approaches to Conflict, Resolving Conflict

Chapter 5 Negotiations

Approaches to Negotiation: Bargaining Orientation, Lose-Lose Orientation, Compromise, Win-Win Orientation – The Major Elements of Negotiation Preparation: Understand the People Involved, Know Your Objectives, Conduct – The Situation

Chapter 6 Interviewing

Types of Interviews: Employment Interviews, Performance Appraisal Interviews, Counseling Interviews, Disciplinary Interviews, Persuasive Interviews – Planning the Interview: State the Purpose, Get Information about the Other Party, Decide the Structure, Consider Possible Questions, Plan the Physical Setting, Anticipate Problems – Conducting the Interview: The Opening, Body, Closing –The Ethics of Interviewing: Guidelines for the Interviewer, Guidelines for the Respondent

Chapter 7 Group Communication

Factors in Group Communication: Size, Longevity, Leadership, Perception and Self-Concept, Status – Group Decision Making: Reflective Thinking, Brainstorming, Nominal Group Technique, The Final Decision – Effective Meetings: The Planning

Process, Why Have a Meeting at All?, What Type of Meeting Should be Held?, Who Should Participate? Where Should the Meeting be Held? When Should the Meeting be Held?, Notice, Agenda, Minutes, Opening the Meeting, Conducting Business, Concluding the Meeting, Following up the Meeting

Chapter 8 Making Presentations – Getting Started

Speech Purposes - General: Informative Speeches, Persuasive Speeches, Entertaining Speeches – Speech Purpose - Specific – Methods of Speaking: Speaking from a Manuscript, Speaking from Memory, Impromptu Delivery, Extemporaneous Delivery – Analyzing the Audience – Nonverbal Dimensions of Presentation

Chapter 9 Organizing and Presenting the Speech

Why Organize? – The Core Statement – Organizational Structures: Organizing the Speech to Inform, The Conclusion, Organizing the Persuasive Speech – Supporting Your Ideas – Visual Aids: Designing and Presenting Visual Aids, Selecting the Right Medium – After the Presentation

Written Communication

Chapter 10 Letter Writing: Writing about the Routine and the Pleasant

Understanding the Audience: Cultivating a “You” Attitude, How Can we “Understand the Audience”? – Organizing Your Message: Why Organization is Essential, How to Organize Letters – Business Letters: Routine Claims, Routine Letters about Credit, Routine Letters about Orders, Letters about Routine Requests

Chapter 11 Writing about the Unpleasant

Writing for the Reader: Sequence of Ideas, Style of Expression – Saying ‘No’ to an Adjustment Request – Saying ‘No’ to a Credit Request – Saying ‘No’ to an Order for Merchandise: Unclear Orders, Back Orders, Substitutions, Offering a More Suitable Product – Saying ‘No’ to a Request for a Favor – Special Problems in Writing about the Unpleasant: First Paragraph, Bad-News Sentence, Last Paragraph

Chapter 12 Writing to Persuade

The Basis of Persuasive Sales Messages - Identifying Objectives: Know the Product or Service, Know the Customer, Know the Desired Action – The Basis of Persuasive Sales Messages - Organizing the Message: First Paragraph: An Attention- Getter, Introducing the Product, Convince the Readers with Evidence, Last Paragraph: Motivating the Reader to Action – Writing a Complete Sales Letter – Claim Letters and Requests for Favors: Making a Claim, Asking a Favor – The Collection Series: Reminder, Inquiry, Appeal – Strong Appeal or Urgency: Ultimatum

Chapter 13 Communication for Employment – Resume

Content of the Resume – Formulating Career Plans: Self Analysis, Career Analysis, Job Analysis, Matching Personal Needs with Job Profile – Planning your Resume – Structuring the Resume: Chronological Resume, The Functional Resume, Combination Chronological and Functional Resume – Content of the Resume: Heading, Career Goal or Objectives, Education, Work Experience, Summary of Job Skills/Key Qualifications, Activities, Honors and Achievements, Special Interests, References – Electronic Resumes

Chapter 14 Communication for Employment – Application Letter

Qualities of Well-Written Application Letters: The You-Attitude, Length, Addressed to a Person Not to a Title, Knowledge of Employer’s Activities, Knowledge of Job Requirement, Reader-Benefit Information, Organization, Style, Mechanics – Letter Plan: Opening Section, Middle Section, Closing Section

Chapter 15 Writing Effective Memos and E-mails

Fundamentals of Effective Memos and E-mails: Organization, Clarity – Categories of Memos: Request Memo, Confirmation Memo, Periodic Report Memo, Ideas and Suggestions Memo, Informal Study Results Memo – Memos about the Unpleasant – Persuasive Memos – E-mails: Features and Problems – E-mail Etiquette

Chapter 16 Structure and Layout of Letters

Punctuation Styles and Letter Formats – Formats: Block, Modified Block, Simplified Block – Standard Letter Parts: Heading and Date, Inside Address, Salutation, Body, Complimentary Close, Signature Block, Reference Initials – Special Letter Parts: Mailing Notation, Attention Line, Reference Line, Subject Line, Second-page Heading, Enclosure Notation, Copy Notation, Postscript – Memorandum Formats

Chapter 17 The Framework of a Report

The Elements of a Report: The Letter of Transmittal, The Title Page, The Abstract, The Table of Contents, The List of Illustrations, The Executive Summary, The Glossary and List of Symbols, The Appendix – The Text of the Report: Introduction, The Body of the Report, Summary, Conclusions and Recommendations, Notes and Bibliography.

Chapter 18 Writing the Report

Different Types of Reports: Formal or Informal Reports, Short or Long Reports, Informational or Analytical Reports, The Proposal Report, Vertical or Lateral Reports, Internal or External Reports, Periodic Reports, Functional Reports – Four Steps in Writing a Report: Defining the Problem and the Purpose, Zeroing in on the Problem, Developing the Statement of Purpose, Identifying Issues for Investigation – Structuring the Report: Informational Assignments, Analytical Assignments – Concluding the Report

Chapter 19 Managing Data and Using Graphics

When to Use Visual Aids – Selecting a Suitable Visual Aid: Tables, Bar Charts, Gantt Chart, Line Charts, Pie Charts, Pictograms, Maps, Flowcharts and Organization Charts, Other Visual Aids – Introducing Visual Aids in the Text

Chapter 20 Review of Writing Skills

Sentence Structure – Punctuation – Paragraphs: Logical Order, Concluding Sentence – Compositions: Steps in Essay Writing