



# COMMUNICATION

## Chapter 8

# COMMUNICATION PROCESS

- Communication-Process of exchanging messages between receiver & sender.
  - Contain: information, ideas, or feelings
- Communication Skills – skills used to receive and send these messages.
  1. Listening
  2. Reading
  3. Speaking
  4. Writing



# CHANNELS OR MEDIA

- Avenues through which (Way) messages are delivered
  1. Face-Face
  2. Telephone
  3. Text
  4. Instant Messaging
  5. Written Memos/Email
  6. Online Chat
  7. Social Networking
- Differ in how much content they carry
- Differ in Cost
- Differ in Quality



# FEEDBACK

- Receiver's response to a message
  - Allows for clarification & understanding of meaning.
  - Ask Questions



# BARRIERS

- Obstacles that interfere with understanding a message.
  - **Verbal:** vague or unclear language, have accent, or dialect (Soda, pop, Coke) different country-Marketers must be sure their language is appropriate and understandable for their audience.
  - Cross-cultural Marketing
- Non-Verbal Barriers-facial expressions and body language



# SETTING

- Where the communication takes place.
  - Place
  - Time
  - Sights
  - Sounds
- Selling in an electronic store may be difficult with music blaring.....



# LISTENING

- Listening for understanding is one of the most valuable communication skills
- Active mental process
  - Recognizing
  - Assimilating – drawing connections
  - Assessing
  - Evaluating
- Skill that must be learned
- Important when handling customer complaints
- Listening is different than just hearing!



# TECHNIQUES

1. **Identify a Purpose** – learning & review the purpose of communication (Managers create Agendas, prepare for customer meetings)
2. **Look for a Plan** – think about how a speech is organized or structured (alerts, main ideas, closing) Face-to-face is informal so stay focused.
3. **Give Feedback** – to show you understand the message (non-verbal-head nod, smile, frown) (verbal-ask questions, summarize) Sometimes you can wait for a pause, other times you need to interrupt to clarify a point.
4. **Search for Common Interests** – Listening is easier when you are interested. Resist the temptation of finding something boring. It is not acceptable in a business situation to tune out. Nodding and repeating key phrases will help so you don't miss important information.





1. **Evaluate the Message** – understand the message even if it conflicts with your view. Know how to respond correctly. Don't become defensive. See the message from the speaker's point of view.
2. **Listen for More than Verbal Content** – Rate of speed, volume, pitch, tone. Be aware of cultural differences. Asian countries-eyes down as a sign of respect. Korea-"That may be difficult" means no.
3. **Conclusion** – Wait to ask questions or interrupt. You may need to take action.
4. **Take Notes** – Main points presented (Hear Signal Words – first, second, then, another, therefore). Helps to memorize and can be looked at later.



# BARRIERS TO LISTENING

## ○ Distractions

- Things that compete for a listener's attention
- Noises, conversation, thoughts.

## ○ Emotional Barriers

- Biases against the sender's opinions (don't agree and aren't open to other's ideas)
- Poor listeners close their minds to things they disagree

## ○ Planning a Response

- Receiver stops listening & begins thinking about what to say next.



# READING

- Like listening is an active mental process of receiving and understanding a message
- Essential for all jobs
- Know the Purpose of Your Reading
  - Look for a Plan
  - Search for Interest
  - Evaluate the Message
- Keep the Mind on the purpose of Reading & Know Why You are Reading
- We read a novel for fun differently than one for class.
- Different types of reading for job documents.



# READING FOR MEANING

- Must analyze & evaluate information in a short period of time.
  - Most job related reading assignments involve reading for meaning
1. Focus Your Mind-must be trained
  2. Summarize Your Reading-mentally review
  3. Make Connections-how does it relate to older material
  4. Form Mental Pictures-Images improve memory
  5. Build Your Vocabulary-look up unfamiliar words, don't just skip them.



## READING FOR MEANING

- **Jargon:** specialized vocabulary used by members of a particular group.
  - **Meanings are not commonly used**
  - Not listed in standard dictionaries
  - Only use with people who are familiar with the words (co-workers) or explain them to outsiders
- Many businesses have jargon that fits for the industry, topic, or business itself
  - Medical v. Business v. English class
  - Market to many people is a place to shop. To marketers it means the group of people who share a common need for a product.
  - Learn the jargon in your field or in your customer's field.



# SPEAKING-USED FOR PHONES, MEETING, ETC. IMPORTANT FOR BUSINESS AND MARKETING.

1. Show Respect – in business settings. Use a friendly tone and use proper grammar and vocabulary.
2. Know the Purpose
  - Inform – pass on information-clear and concise
  - Persuade – convince someone to change an opinion or do what a person wants. Used in Marketing. Know the listener/customer needs and tell them how your company or product can meet those needs.
  - Entertain – creates a comfortable atmosphere-salespeople build relationships to improve customer reactions
3. Using Nonverbal Cues
  - Change voice tone & pace (sports commentators)
  - Gestures-Eye contact
4. Speaking Formally
  - Speeches have structure (opening statement, conclusion, basic points in-between)
  - Visual Aides



# SPEAKING

- Enumeration
  - Listing items in order
  - Giving directions or explaining a process
- Generalization
  - Statement that is accepted by most people
  - Supported with evidence or examples-See book page 200
  - Creates confidence in the speaker
  - Use key words-For instance, for example
- Cause & Effect
  - Demonstrate that one event or situation is the cause of another.
  - Use to persuade
  - Help listeners understand a sequence (therefore, as a result)
- Compare & Contrast
  - Used to persuade
  - Show are items are similar and different
  - Useful in cross-cultural settings
  - Nevertheless, Similarly, however



## SPEAKING ON A TELEPHONE

- Cannot rely on body language or expressions
  - Pleasant voice is important
  - Use of tone, volume is needed
  - Cheerful but formal
  - Enunciate clearly
  - Courteous and respectful
- Must convey all Information
- Be prepared to take a message
- Don't Interrupt while they are talking
- Repeat the message





# WRITING

- Written message is necessary when there is a large volume of material and presenting it verbally would be impractical
- Most business and marketing communication is written
- Necessary for permanent record of communication
  - Legal documents, manuals, contracts



1. Know Your Audience –Who will receive your message? (teacher, business, slang) Do they have the same experiences? What do you know about them?
2. Know Your Purpose-Why are you writing? Inform, confirm, inquire, answer, or persuade.
3. Know Your Subject-in-depth knowledge to relate what you know to the customer. Research.



# STYLES

## ○ Formal

- In business use a direct yet respectful conversation style.
- Crisp, clear, and easy to read
- Professional – but don't use big words (jargon if they are in the same industry and understand it is ok)
- Grammar & Spelling- Edit your work-Have someone review it
- Personalize your message with their names to develop a relationship
- Jargon: depending on audience



Use language Effectively-words and phrases familiar to your audience

Organize your thoughts-

Persuasive messages-opening (grab their attention)-persuasive body topic sentences) ethical-be honest-closing (positive and state exactly what action they should take)



# FORMS OF WRITTEN COMMUNICATION

## 1. Letters

- For people outside of the company
- Formal and use for official announcements, thank you's, confirmations, transactions

## 2. Email

- Fast, informal communication inside/outside a company
- Advantage of speed over all others
- See page 203- for elements and signature

## 3. Memos

- E-mail, instant messaging, text have replaced memos
- Written message to someone within the company-brief and only one topic

## 4. Business Reports

- Cover lengthy topics – yearly sales, survey, in-house reports
- Simple & complex reports – vary in length
- Company employees, stock holders, from one department to another

## 5. Company Publications

- Internal-Newsletters, handbooks
- Promotional brochures (marketing)



# PARLIAMENTARY PROCEDURE

- A structure used for holding group meetings and making decisions.
  - Favors opinion of the majority of a group, but viewpoint of minority is not overlooked
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1. Quorum – proportion of the membership required to conduct business. Usually 51%.
  2. Order of business
    - Call to Order
    - Minutes of the Meeting
    - Treasurer's Report
    - Committee Reports
    - Old Business
    - New Business
    - Adjournment
  3. Motion
    - Member makes a proposal after being granted permission to speak
    - Another member must Second
    - Vote is Taken

