**COMMUNICATION – HOMEWORK: SESSION 3**

**Business Communication: Process and Product – 9th Edition**

**Mary Ellen Guffey and Dana Loewy; Cengage Learning 2018 (ISBN: 978-1-305-95796-1)**

**Chapter Seven: Short Workplace Messages and Digital Media**

What are the benefits and limitations of email communication?

Describe a time when you should have had a face-to-face meeting instead of sending an electronic message. Why would the face-to-face meeting have been better?

Find an example of an email or text that caused a problem for the sender because the message found its way to an unintended recipient. What problem did the situation cause?

Compare and contrast function and structure of email and interoffice memorandum.

Explain the best uses for instant messaging and text messaging in the workplace. What are the drawbacks?

Identify and explain five things to consider regarding texting etiquette.

What is your strategy to avoid sending an IM, tweet, or text message that you might regret later?

How are podcasts, wikis, and blogging making an impact on communication in organizations?

Outline the guidelines presented to help make the best impression when blogging.

What role does social networking play in organizations today?

**Compose a 1-page blog entry on a SHINE or school-related activity/experience and submit it in hard copy. Email it to your instructor.**

**Chapter Ten: Persuasive and Sales Messages**

Define persuasion in communication. How has it become such a powerful force in today’s world?

Identify and explain five components of persuasion.

Identify and explain six basic principles that direct human behavior.

Identify and explain six effective persuasion techniques.

How does the 3x3 writing process help lay a foundation for persuasion?

What is the goal of a persuasive message? How can that goal be achieved?

What questions should a communicator consider when adapting persuasive messages to an audience?

Define the AIDA Strategy. How does this strategy impact persuasive messages?

What are the best techniques to use in an opening statement when trying to gain attention in a persuasive message?

What are the best techniques to use in order to build interest after capturing attention in a persuasive message?

Why is showing how your request can benefit the audience directly or indirectly a key factor in persuasion?

Why is it important to anticipate audience resistance? How can you best prepare your counterargument?

How can you inspire your audience to act on your persuasive request?

How do ethics impact persuasive messaging?

**Write a Persuasive Request using the following techniques: (1) establish credibility, (2) make a reasonable and precise request, (3) tie facts to benefits, (4) elicit desire while overcoming (potential) resistance in the receiver.**