**COMMUNICATION – FILL-IN-THE BLANK: 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**

In the workplace, new devices and technologies are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the way we exchange information and conduct business.

This chapter explores forms of workplace communication, beginning with email, which many workers love to hate, and memos, which are disappearing but still \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Critics say that email is outdated, inefficient, and slowly dying. They complain that it takes too much time, increases stress, and leaves a dangerous permanent record admissible in court of law.

However, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the workplace is unlikely to go away.

Email is appropriate for short, informal messages that \_\_\_\_\_\_\_\_\_ information and respond to \_\_\_\_\_\_\_\_\_.

It is especially \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for messages to multiple receivers and messages that must be archived (saved). An email is also appropriate as a cover document when sending longer attachments.

Email, however, is not a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for face-to-face conversations or telephone calls. These channels are much more successful if your goal is to convey enthusiasm or warmth, explain a complex situation, present a persuasive argument, or smooth over disagreements.

Experts advise delivering messages in person when they “require a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” – that is, when they are emotional, require negotiation, and relate to personnel.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ emails are quite different from messages you may send to friends.

Business communicators love to complain about email, and some young people even deny its existence. In the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ world, however, email writing IS business writing.

In addition to email, you should be familiar with another workplace document, the interoffice \_\_\_\_\_\_\_\_\_. Although email has replaced memos, you may still use the memo format in specific instances.

Memos are necessary for important internal \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that are (1) too long for email, (2) require a permanent record, (3) demand formality, or (4) inform employees who may not have access to email. W/in organizations, memos deliver changes in procedures, official instructions, and reports.

Instant messaging (IM) and text messaging have become powerful \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ beyond teens and twenty-somethings.

IM enables two or more individuals to use the Internet or an Intranet (an internal corporate communication platform) to chat in real time by \_\_\_\_\_\_\_\_\_\_\_\_\_\_ brief text-based messages.

Companies large and small now provide live \_\_\_\_\_\_\_\_\_\_\_\_\_ chats with customer service representatives during business hours, in addition to the usual contact options, such as telephone and email.

Text messaging, or texting, is another popular means for exchanging brief \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in real time.

The effectiveness of short messaging for marketing is impressive if the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is done right.

Texting is quick and unobtrusive, and for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ messages it is often the best alternative to a phone call or email.

Five things to consider regarding Texting Etiquette: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

In the digital era, empowered by interactivity, individuals wield enormous \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ because they can potentially reach huge audiences.

The biggest advantage of business blogs is that they potentially reach a far-flung, vast \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A blog is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or social media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with journal entries on any imaginable topic usually written by one person, although most corporate blogs feature multiple contributors. Typically, readers leave comments.

Marketing firms and their clients are looking closely at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for business because blogs can invite spontaneous consumer feedback faster and more cheaply than such staples of consumer research as focus groups and surveys.

Like other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ tools, corporate blogs create virtual communities, build brands and develop relationships.

Like Twitter, which is now drawing a loyal core following to businesses and brands, company \_\_\_\_\_\_\_\_\_ can attract a devoted community of participants.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ can be used to keep virtual teams on track and share updates on the road. Members in remote locations can stay in touch by smartphone and other devices, exchanging text, images, sound, and video clips.

Make the best impression when blogging by following these guidelines:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Popular social networking sites such as Facebook and Twitter are used by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for similar reasons and in much the same way as podcasts, blogs, and wikis.

Social networking sites enable businesses to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with customers and employees, share company news, and exchange ideas.

Because social networks are about connections, they enable companies to match up and connect dispersed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Social networks and blogs also help companies to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customer input at the product design stage.

**Chapter Ten: Persuasive and Sales Messages**

Contemporary businesses have embraced leaner corporate hierarhcies, simultaneously relying on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, eliminating division walls, and blurring the lines of authority.

As teams and managers are abandoning the traditional command structure, sophisticated persuasive skills are becoming ever more important at work. Businesspeople must try to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ others.

Although we are subjected daily to a barrage of print and electronic persuasive messages, we often fail to recognize the techniques of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

To be smart consumers, we need to be alert to persuasive practices and how they \_\_\_\_\_\_\_\_\_\_\_\_ behavior.

More than ever in today’s digital world, we should realize that persuasion has the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ “to change attitudes and behaviors on a mass scale,” as persuasion guru B.J. Fogg at Stanford puts it.

As communication scholar Richard M. Perloff defines it, persuasion is a “symbolic process in which communicators try to convince other people to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice.”

Helping us understand how persuasion works, this definition has five components:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Many smart thinkers have tried to explain how savvy persuaders influence others. In the definitive book “Influence,” Robert B. Cialdini outlined six psychological triggers that prompt us to act and to believe: (1) \_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_, (5) \_\_\_\_\_\_\_\_\_\_, and (6) \_\_\_\_\_\_\_\_\_.

Instead of a blunt, pushy hard-sell approach, persuaders play on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by using flattery, empathy, nonverbal cues, and likability appeals. They are selling an image or a lifestyle, not a product.

List Six Effective Persuasion Techniques:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Changing people’s views and overcoming their objections are difficult tasks. Pulling it off demands planning and being \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The 3x3 writing process provides a helpful structure for laying a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for persuasion. Of particular importance here are (1) analyzing the purpose, (2) adapting to the audience, (3) collecting information, and (4) organizing the message.

The goal of a persuasive message is to convert the receiver to your ideas and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ action.

To accomplish this feat in the age of social media, persuaders seek to build \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with their audiences. Even so, a message without a clear purpose is doomed.

In addition to identifying the purpose of a persuasive message, you also need to concentrate on the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. A persuasive message is futile unless it meets the needs of its audience.

In a broad sense, you want to show how your request helps the receiver achieve some of life’s major goals or fulfills key needs.

On a more practical level, you want to show how your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ solves a problem, achieves a personal or work objective, or just makes life easier for your audience.

When adapting persuasive requests to your audience, consider these questions that receivers will very likely be asking:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Adapting to your audience means \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about audience members and \_\_\_\_\_\_\_\_\_\_\_\_\_\_ why they might resist your proposal. It means searching for ways to connect your purpose w/ their needs.

The next step in a persuasive message is organizing data into a logical \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The classic indirect strategy known by the acronym AIDA works well for many persuasive requests, not just selling.

The AIDA Strategy: (A) \_\_\_\_\_\_\_\_\_\_\_, (I) \_\_\_\_\_\_\_\_\_\_\_, (D), \_\_\_\_\_\_\_\_\_\_\_, (A) \_\_\_\_\_\_\_\_\_\_\_.

Although AIDA appears to contain separate steps, successful \_\_\_\_\_\_\_\_\_\_\_\_ messages actually blend steps into a seamless whole.

To grab attention, the \_\_\_\_\_\_\_\_ statement in a persuasive request should be brief, relevant, and engaging.

After capturing attention, a persuasive request must retain that attention and convince audience that the request is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Showing how your request can \_\_\_\_\_\_\_\_ the audience directly or indirectly is a key factor in persuasion.

The best persuasive requests anticipate audience resistance. How will the receiver \_\_\_\_\_\_ to the request?

After gaining attention, building interest, eliciting desire, and reducing resistance, you will want to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the newly receptive audience to act.

A persuader is effective only when he or she is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

If receivers suspect they are being manipulated or misled, or if they find any part of argument \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the total argument fails.

**The rest of Session 3 focuses on various types of persuasive messages…**