**COMMUNICATION – HOMEWORK: SESSION 2**

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

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

**Chapter Four: Planning Business Messages**

In its simplest form, define Communication.

List the Steps in the Communication Process and describe each in your own words.

What complex factors surround the sender and affect the communication process?

How can conveying meaning become so complicated?

Why is feedback critical to the communication process?

What barriers impact the communication process? Explain each in your own words.

How does a successful communicator overcome obstacles in the communication process?

What characteristics should business writing skills contain? Explain.

Identify and describe the three phases in the writing process.

Why is it important to think about your audience when delivering a message?

What is meant by a secondary audience?

Define empathy. Describe how you have used empathy in past communication to adapt a message.

How can you convey an informal, conversational tone in business communication?

How does positive language impact communication?

Why is it important to maintain courtesy in communication?

How are teams impacting communication in organizations today?

How can you effectively edit team writing without making enemies?

**Chapter Five: Organizing and Drafting Business Messages**

How do businesspeople typically solve problems and make decisions?

Define “research” and explain its importance in the writing process.

What questions should a communicator ask when writing a message?

Compare and contrast brainstorming and brainwriting. Which do you prefer? Why?

Define crowdsourcing. Explain its appeal.

Explain the concept of an “outline” and describe its importance in the writing process.

Compare and contrast the direct and indirect strategies in regards to your outline and the written message.

Why is the Direct Strategy best for receptive audiences?

Why is the Indirect Strategy best for unreceptive audiences?

Describe the Four Sentence Types. Why are the important in your messaging?

Describe the Three Common Sentence Faults to avoid.

Why are short sentences and well-organize paragraphs important in your writing? How are they defined?

**Chapter Six: Revising Business Messages**

The final phase of the 3x3 writing process focuses on editing, proofreading, and evaluating. Define each of these processes and explain their importance in the written message.

When you tackle a serious writing project, do you prefer freewriting, in which you rapidly record your thoughts, or do you prefer to polish and revise as you go? What are the advantages and disadvantages of each method for you? do you use the same method for both short and long messages?

What are some of the techniques you should include to polish your message, particularly in its conciseness, clarity, and readability?

Are you a good proofreader? Is it easy to find other people’s errors than your own? Why? What are you good at finding? What do you frequently miss?

In this digital era of rapid communication, how can you justify the time it takes to stop and revise a message?

Define Microblogging and explain its role in business today. How can you improve these types of messages?

How can you evaluate the effectiveness of your message?

**How much writing is required by people working in your (potential) career area?**

**Learn about on-the-job writing by talking with someone who has a job similar to the one you hope to have one day, or conduct some online research. What did you discover? Are you prepared for this kind of writing?**