**COMMUNICATION – HOMEWORK: SESSION 1**

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

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

**Chapter One: Business Communication in the Digital Age**

Explain the importance of effective communication skills, particularly in today’s workplace.

How has technology impacted communication, and why is thinking creatively and critically important?

Explain the 3-point plan to help you think creatively and critically.

What do you think are the most critical job skills for success in the workplace? Explain.

Explain how recent changes in management and organizational structure affect communication.

Identify three categories related to business communication functions.

How has social media changed the way we communicate internally and externally at work?

Define Media Richness and its impact on choosing appropriate channels to deliver a message.

Define the Grapevine. Explain how it can be used both positively and negatively.

Define Ethics. Explain the importance of ethics in business.

What question(s) do you ask yourself when evaluating ethical dilemmas?

What is meant by the statement “Ethics hold us to a higher standard than the law?”

**Chapter Two: Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills.**

Identify the four key areas employers are typically interested. Explain why.

Explain what you think is meant by efficient and productive team members.

Why is the ability to work well with teams critical in the workplace?

Identify 7 reasons why teams are formed. Explain each in your own words.

Identify the Four Phases of Team Development. Explain each in your own words.

Define Groupthink. Explain the conditions that lead to it.

How can groupthink be avoided?

Identify some of the characteristics that effective teams share.

Why are meetings in the workplace important? What is the risk of ineffective meetings?

Who should attend meetings?

Why are listening skills important? Identify and explain the two kinds of listening.

What listening techniques do you employ in your life for improved listening effectiveness in communication?

Explain how nonverbal communication impacts the communication process.

How does the appearance of a business document relate to nonverbal communication?

**Chapter Three: Intercultural Communication**

How does the global village impact communication?

Define culture. Explain why an intercultural perspective is important.

Identify the five key dimensions of culture.

Compare and contrast low-context and high-context cultures.

Compare and contrast individualism and collectivism.

How is time perceived?

Compare and contrast high-power and low-power distance indexes.

How do communication styles differ in low-context and high-context cultures?

Identify and explain three techniques for achieving intercultural competence.

Share some suggestions to improve oral intercultural communication.

Share some suggestions to improve written intercultural communication.

How does diversity impact the workplace?

Why is it important for organizations to commit to diversity?