

A female teacher with dark hair, wearing a light blue polo shirt, stands in a classroom. She is holding a ball-and-stick molecular model of a complex organic molecule with red, black, and white spheres. She is gesturing with her right hand as if explaining something. In the foreground, the back of a student's head with long dark hair is visible. The background shows a chalkboard with some faint writing and a bulletin board with various papers.

Chapter 8 Communication Skills

- **Section 8.1 Defining Communication**
- **Section 8.2 Elements of Speech and Writing**

Defining Communication

Key Terms

communication

channels/
media

feedback

barriers

setting

distractions

emotional
barriers

jargon

Objectives

- Define effective verbal and nonverbal communication
- Explain the role of listening
- Explain why awareness of cultural differences is important in communication
- Define reading for meaning

The Communication Process

communication

The process of exchanging messages between a sender and a receiver.

Communication ◀ is the process of exchanging messages between a sender and a receiver. These messages can be about:

- Information
- Ideas
- Feelings

The Communication Process

The skills used to send and receive these messages are called communication skills. They include:

- Listening and reading
- Writing and speaking

The Communication Process

Effective communication is vital in every aspect of business, including:

- Developing job skills
- Training employees
- Working as a team
- Marketing products

Channels or Media

channels

The avenues through which messages are delivered.

media

The avenues through which messages are delivered; also known as channels.


Channels ◀, or **media** ◀, are the avenues through which messages are delivered, such as:

- Conversations and phone calls
- Memos letters, and e-mails

Feedback

feedback

A receiver's response to a message.

A receiver's response to a message is known as **feedback** . It allows participants to clarify the message and make sure that all parties gave the message the same meaning.

Barriers

barriers



Obstacles that interfere with the understanding of a message.

Barriers ◀ to communication are obstacles that interfere with the understanding of a message. They can be:

- Verbal - language differences
- Cross-cultural - different dialects and traditions

Setting

setting



The circumstances under which communication takes place.

The **setting** ◀ is the circumstances under which communication takes place. Factors that affect the setting include:

- Place and time
- Sights and sounds

Listening

Listening is critical to many areas of marketing and business, such as:

- Handling customer complaints
- Understanding feedback
- Recognizing customers' needs
- Following directions

Techniques for Effective Listening

The following techniques will improve your listening skills:

- Identify the purpose
- Look for a plan
- Give feedback
- Search for a common interest

Techniques for Effective Listening

- Evaluate the message - View the message from the speaker's point of view to further understand and judge it.
- Listen for more than verbal content - What is communicated by the speaker's speed, pitch, and volume?

Techniques for Effective Listening

- Listen for a conclusion - The conclusion is the final impression the speaker wants to make. How does it affect you?
- Take notes - Structured notes help you not only understand the message, but remember it as well.

Barriers to Listening for Understanding

distractions



Things that compete for the listener's attention.

A barrier to receiving a message can be environmental, like a plane flying overhead, or it may involve attitudes and characteristics of the listener. Common barriers include:

- **Distractions** ◀ - Things that compete for the listener's attention.

Barriers to Listening for Understanding

emotional barriers

Biases against the sender's opinions that prevent a listener from understanding.

Emotional barriers ◀ Biases against the sender's opinions that prevent a listener from understanding.

- Planning a response - A person cannot focus on the message and plan a response at the same time.

Reading

Reading skills are essential to any job, and are particularly needed when you are applying for a job.

Reading for Meaning

These strategies help improve reading:

- Focus your mind
- Summarize as you read
- Make connections
- Form mental pictures
- Build your vocabulary

Reading for Meaning

jargon



Specialized vocabulary used by members of a particular group.

In job-related reading, you may come across **jargon** ◀, specialized vocabulary used by members of a particular group. These words may not be in standard dictionaries.

Elements of Speech and Writing

Key Terms

persuade

enumeration

generalization

Objectives

- Explain how to organize and present your ideas
- Demonstrate professional telephone communication skills
- Explain how to write effective business letters and persuasive messages

Speaking

Whether over the phone, on the sales floor, or in a meeting, speaking is an important part of most jobs in business and marketing. It is important to know how to speak effectively.



Show respect

When handling a customer complaint or addressing a coworker at a meeting, you should maintain a cordial tone.

Know the Purpose

persuade



The process used to convince someone to change a perception in order to get them to do what you want.

In most business situations, speaking is done to:

- Inform
- **Persuade** ◀ - convince someone to change a perception in order to get him or her to do what you want
- Entertain

Using Your Voice and Nonverbal Cues

Good communicators use their voices effectively, modulating tone and pace to improve delivery.

Nonverbal cues can enhance a presentation. They include:

- Body language
- Eye contact

Speaking Formally

A good speech has a formal structure, which uses four basic patterns:

- enumeration
- generalization with examples
- cause and effect
- compare and contrast

Speaking Formally

enumeration



Listing items in order.

generalization



A statement that is accepted as true by most people.

Enumeration ◀ is listing items in order.

A **generalization** ◀ is a statement that is accepted as true by most people.

Speaking Formally

When you present an issue in terms of cause and effect, you attempt to demonstrate that one event or situation is the cause of another.

In the compare and contrast pattern, new concepts are explained by showing how they are similar to or unlike those listeners already know.

Speaking on the Telephone

On the telephone, messages are communicated solely by voice, so a pleasant voice is important. Be sure to:

- Enunciate and speak loudly
- Convey all necessary information
- Never interrupt the other speaker

Developing a Writing Style

Pay attention to the words and phrases used by your clients, vendors, and associates. If they are different from yours, translate your ideas and feelings into language that makes sense to them.

Developing a Writing Style

Construct your persuasive message into three parts:

- Opening paragraph
- Persuasive body
- Closing paragraph

Forms of Written Communication

Most business writing takes the form of:

- Letters
- E-mail
- Memos
- Reports
- Company Publications

Forms of Written Communication

- Letters - These are more formal and are used for official announcements, thank yous, and transaction confirmations.

Forms of Written Communication

- E-mail – A business e-mail should have:
 - An informative subject title
 - A traditional (not personal) greeting
 - A concise, clearly stated body
 - A formal closing and signature

Forms of Written Communication

- Memos - Brief messages to someone in the company that covers one subject.
- Business reports - Messages covering lengthy topics. These reports can go to anyone in the company, and incorporate almost all of the speech techniques.

Forms of Written Communication

- Company publications - Companies can produce internal publications, such as employee handbooks, and external publications including promotional brochures.

Meetings and Parliamentary Procedure

The standard procedure for a meeting is as follows:

1. Call to order
2. Minutes of the meeting
3. Treasurer's report

Meetings and Parliamentary Procedure

4. Committee reports
5. Old business
6. New business
7. Adjournment

Meetings and Parliamentary Procedure

During a meeting, the chairperson must permit a member to speak. To make a proposal, a member must make a motion. It must be seconded by another member before it can be discussed.

FOCUS on KEY POINTS

Section 8.1

- The global economy has brought new pressures on companies to communicate with customers and vendors around the world.
- As the volume of information increases, reading for meaning is becoming an important business skill.

continued

FOCUS on KEY POINTS

Section 8.2

- Most business and marketing jobs require the ability to communicate a message clearly, concisely, and courteously.
- Persuasion is used to convince others of the value or importance of an idea or thing.

continued

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CONNECTION

This chapter has helped prepare you to meet the following DECA performance indicators:

- Handle telephone calls in a businesslike manner.
- Orient new employees.
- Explain the nature of effective verbal communication.
- Conduct a staff meeting.
- Handle customer/client complaints.