

CHAPTER 1: COMMUNICATION AS A PROCESS

TOPICS COVERED:

- Communication Process
- Some Behavioral Concepts
- Hierarchy of Communication Levels

CHAPTER 2: CHOOSING APPROPRIATE WORDS

TOPICS COVERED:

- Kinesic Communications
- Metacomunications
- Use Simple Words
- Use Sincere Words
- Use Words Concisely

CHAPTER 3 WRITING EFFECTIVE SENTENCES

TOPICS COVERED:

- Simple, Complex, or Compound
- Positive or Negative Sentences
- Indicative, Imperative, or Subjunctive
- Active or Passive
- Abstract or Concrete
- Specific or General
- Unequivocal or Weasel
- Subject-Verb-Object
- Short or Long
- Emphasis
- Parallel Construction
- Dangling Participial Phrase

CHAPTER 4: WRITING PARAGRAPHS AND COMPOSITIONS

TOPICS COVERED:

- Paragraphs
- Compositions

CHAPTER 5: PLANNING MESSAGES FOR READER REACTION

TOPICS COVERED:

- Deductive Messages
- Inductive Messages

CHAPTER 6: WRITING ROUTINE BUSINESS MESSAGES

TOPICS COVERED:

- Claim Notices
- Credit Information Requests
- Order Notices
- Requests

CHAPTER 7: WRITING ABOUT THE UNPLEASANT

TOPICS COVERED:

- Adjustment Refusals
- Credit Refusals
- Order Refusals
- Favor Refusals

CHAPTER 8: WRITING TO PERSUADE

TOPICS COVERED:

- Before Writing the Message
- While Writing the Message
- After Writing the Message
- Persuading to Pay

CHAPTER 9: WRITING SPECIAL MESSAGES

TOPICS COVERED:

- Letters of Condolences or Sympathy
- Congratulation Messages
- Recommendations
- Introductions
- Invitations
- Resignation Notices
- Writing a Press Release

CHAPTER 10: PREPARING PERSONAL RESUMES

TOPICS COVERED:

- Be a Person Who Deserves a Job
- Conducting a Successful Job Search
- Prepare a Resume

CHAPTER 11: WRITING APPLICATION LETTERS

TOPICS COVERED:

- The Unsolicited Application Letter
- Getting Attention and Interest
- Presenting Your Presentation for the Job
- Asking for Action
- The Solicited Application Letter

- Other Letters About Employment

CHAPTER 12: BUSINESS REPORTS AND RESEARCH METHODS

TOPICS COVERED:

- Business Reports
- Sources of Information

CHAPTER 13: ORGANIZING REPORTS

TOPICS COVERED:

- The Report Outlining Process
- The Scope of Outlining
- Outline Symbols
- Deductive-Inductive Organization
- Formal Report Parts
- Major Style Manuals

CHAPTER 14: USING GRAPHICS IN REPORTS

TOPICS COVERED:

- Using Charts
- Using Other Graphical Techniques

CHAPTER 15: WRITING THE REPORT

TOPICS COVERED:

- Using Impersonal Style
- Business Plans

CHAPTER 16: FINISHING THE REPORT

TOPICS COVERED:

- Using Objectivity
- Using Documentation
- Writing Parts of the Report Body

CHAPTER 17: PREPARING MEMORANDUMS AND SHORT REPORTS

TOPICS COVERED:

- Characteristics of Internal Reports
- Writing Methods

CHAPTER 18: LISTENING AND MAKING ORAL PRESENTATIONS

TOPICS COVERED:

- Detrimental Listening Habits
- Effective Listening Suggestions
- Speaking Styles
- Making an Oral Report

CHAPTER 19: TECHNOLOGY IN BUSINESS COMMUNICATION

TOPICS COVERED:

- Internet and Telecommunication Services
- Sharing Electronic Information