

Topics Covered

Chapter 1: Communication as a Process

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

Chapter 2: Choosing Appropriate Words

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

Chapter 3 Writing Effective Sentences

- 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

- Paragraphs
- Compositions

Chapter 5: Planning Messages for Reader Reaction

- Deductive Messages
- Inductive Messages

Chapter 6: Writing Routine Business Messages

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

Chapter 7: Writing About the Unpleasant

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

Chapter 8: Writing to Persuade

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

Chapter 9: Writing Special Messages

Chapter 10: Preparing Personal Resumes

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

Chapter 11: Writing Application Letters

Chapter 12: Business Reports and Research Methods

- Business Reports
- Sources of Information

Chapter 13: Organizing Reports

- The Report Outlining Process

Chapter 14: Using Graphics in Reports

- Using Charts
- Using Other Graphical Techniques

Chapter 15: Writing the Report

- Using Impersonal Style
- Business Plans

Chapter 16: Finishing the Report

- Using Objectivity
- Using Documentation

- Writing Parts of the Report Body

Chapter 17: Preparing Memorandums and Short Reports

- Characteristics of Internal Reports
- Writing Methods

Chapter 18: Listening and Making Oral Presentations

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

Chapter 19: Technology in Business Communication

- Internet and Telecommunication Services
- Sharing Electronic Information