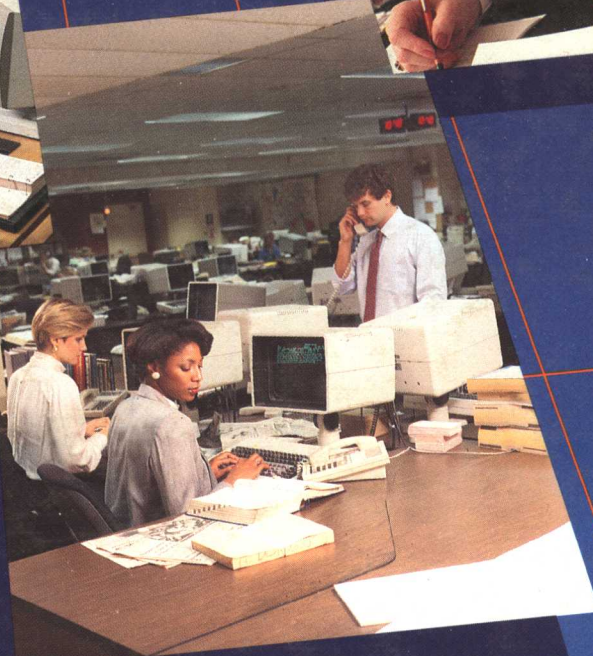
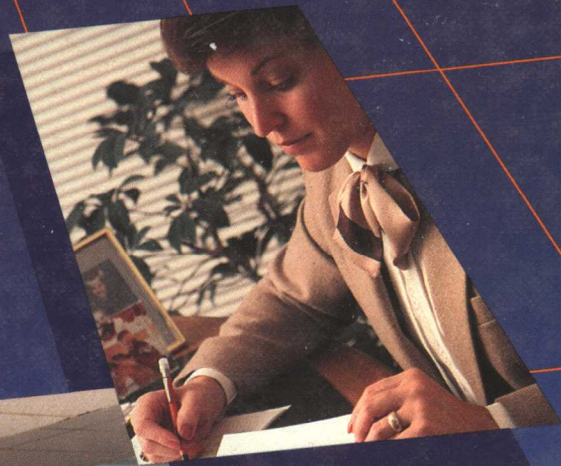
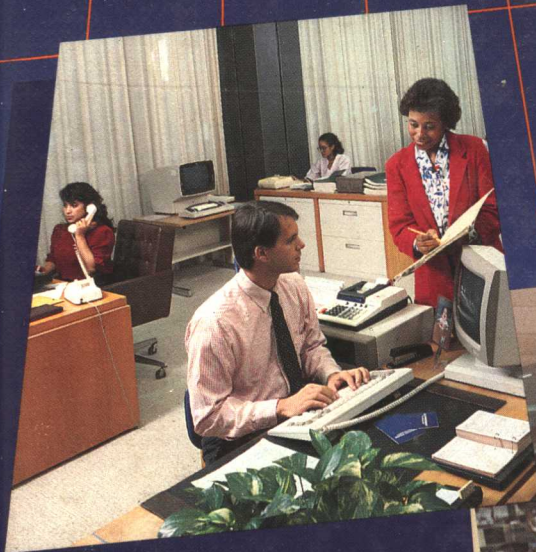


# Business Communication

for the Information Age





# **Business Communication** for the **Information Age**

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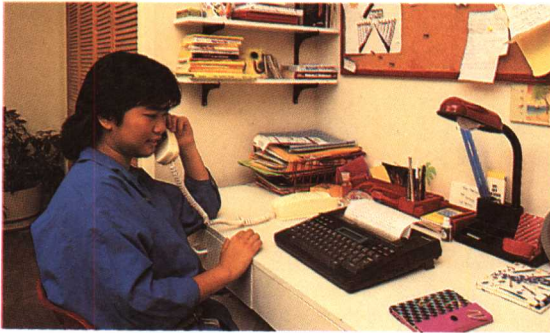
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# Business Communication Today



Business communication is used daily by almost everyone in a variety of ways. Many of the tasks that you as a student may take for granted — such as speaking on the telephone to order concert tickets, preparing reports or announcements for after-school activities, or writing letters to request information — are forms of business communication.

An office may be what comes to mind when you hear *business communication* mentioned. The words *business communication* mean more than this, however. Business communication is people interacting with each other, using a variety of equipment and skills. The equipment used may range from mere pencil and paper to high-tech computers. Skills used in business communication include good speaking, listening, reading, and writing.

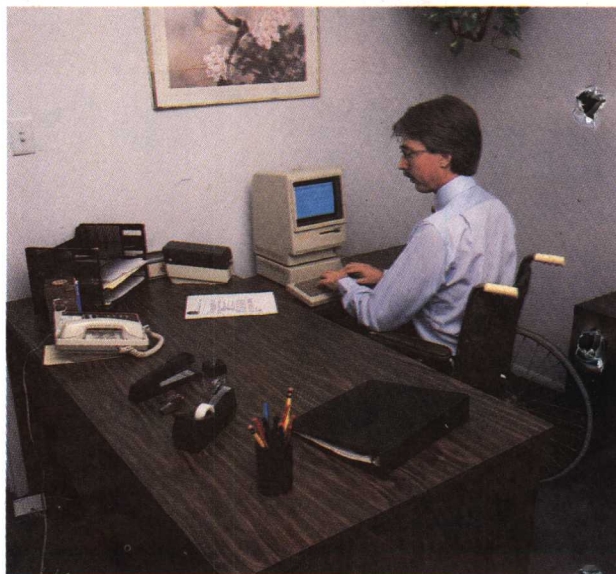


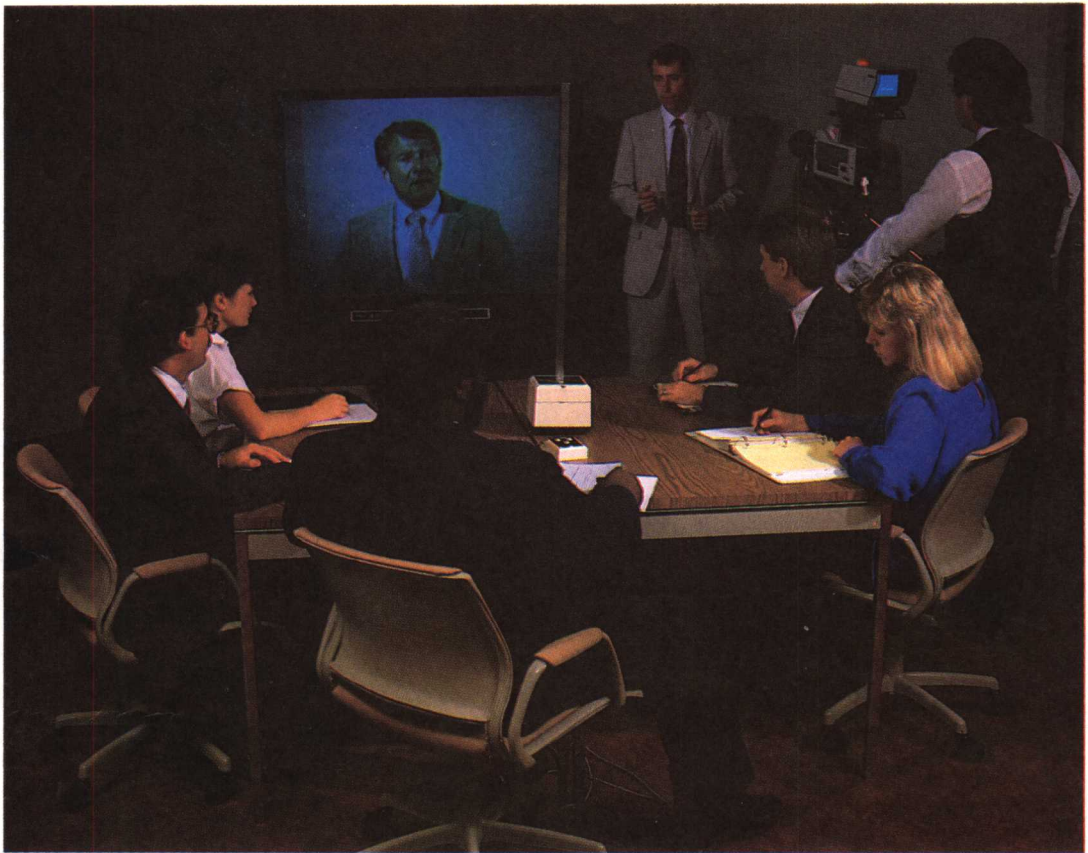




All businesses process information in some way. ▲  
All businesses also require some use of business communication. For example, in sales, both the salesperson and the customer must communicate to achieve their goals. Even in supermarkets where automated equipment is used to scan and announce prices, the customer must listen and read those prices carefully. He or she also usually speaks for a moment or two with the salesperson to complete the transaction.

▶  
Information processors and other automated tools are being used increasingly to help office workers in their business communication tasks. Often, such equipment enables people to communicate instantly over great distances. Today, nearly 60 percent of all workers are involved in some way in the processing of information using automated equipment.





Participating in meetings is an ▲ important aspect of business communication. Participants must use a combination of their speaking, listening, reading, and writing skills. In addition, participants in two-way televised meetings must have good visual presentation skills.

▲ Banking today often means using a walk-up automatic teller. Good reading skills must be used to conduct this type of business.

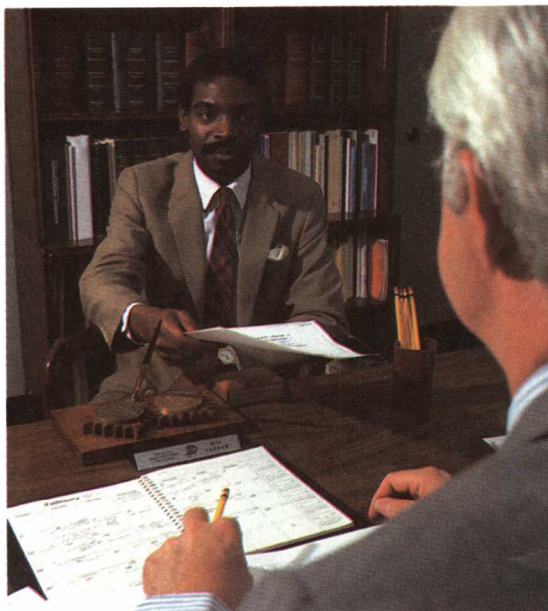


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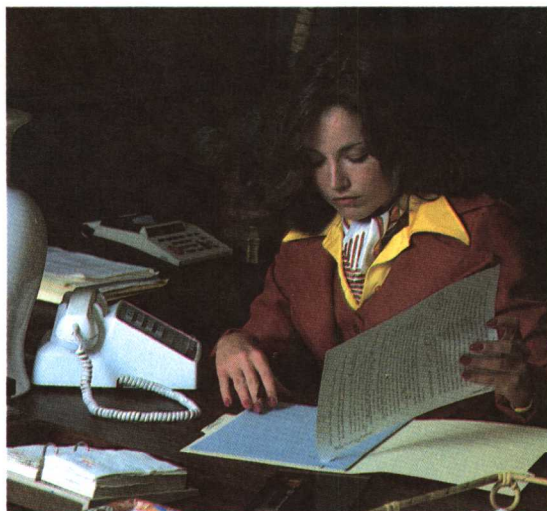
Because of the competition in today's job market, employers expect applicants to demonstrate excellent business communication skills. ▶



For the first time in American history, more workers are involved in the processing of information than in the production of goods. Those workers who have excellent communication skills should go far in any career field. ▶



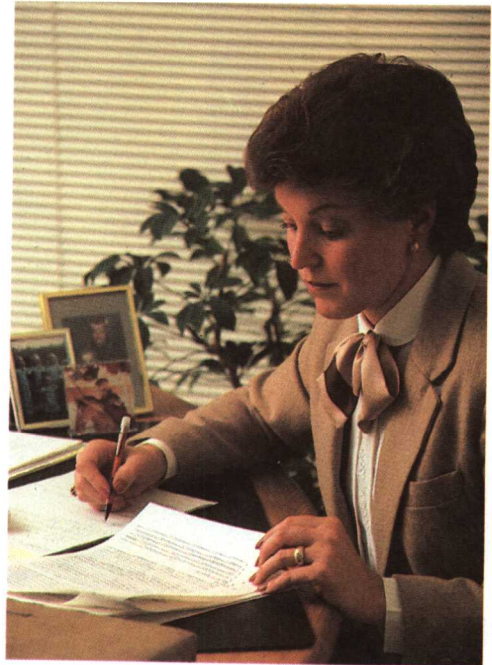
Using courtesy in any business situation is an essential business communication skill. ▶



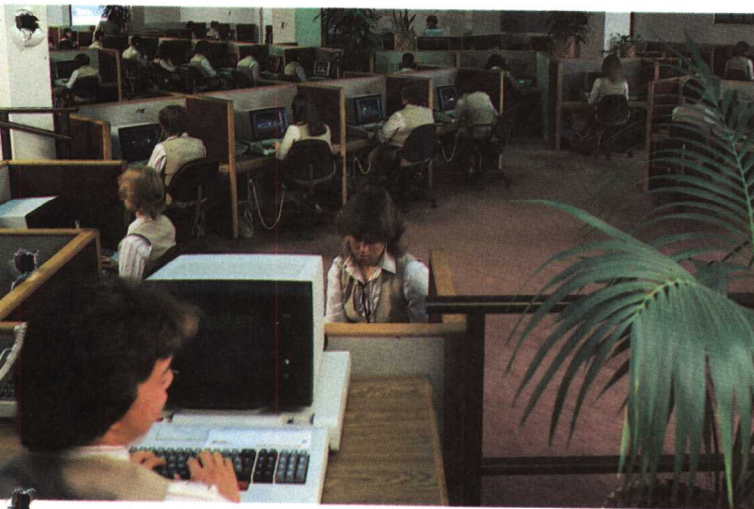


◀ Knowing how to greet and introduce people to each other is a business communication skill that must be used by almost everyone at some time.

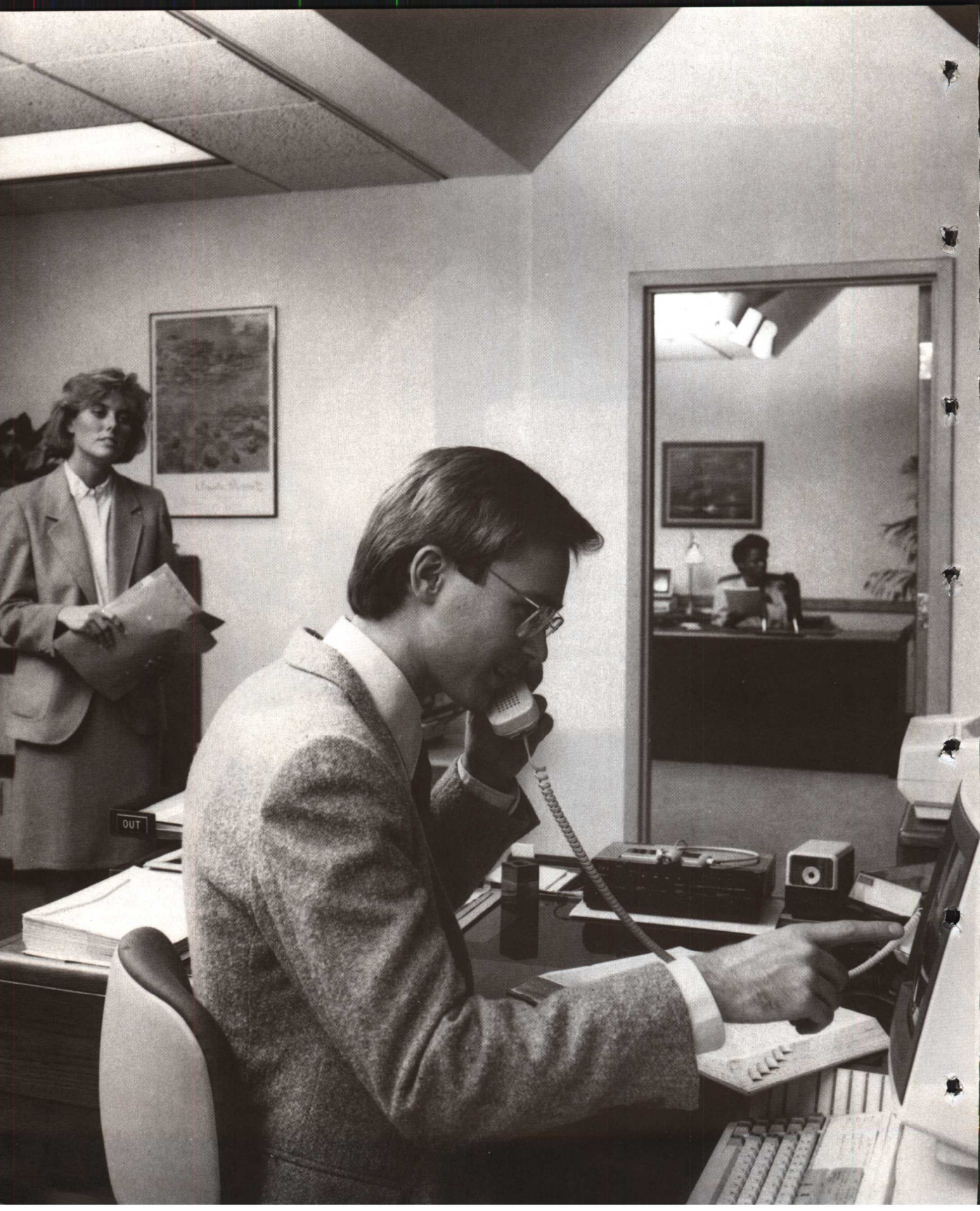
▶ Letter, memorandum, and report writing have always been important tasks in the business world. Some of the skills involved in business writing include good language skills, a knowledge of formats and styles, and proofreading skills.



▶ Today the amount of information to be processed for business purposes is increasing at an extraordinary rate. By the end of this century, available information may be doubling every month. This means that office workers will need to know how to locate, prepare, and quickly process huge quantities of information every day. Those who have the skills to manage that information will have an exciting future in the information age.









# Unit One

## Communication and Business

### **CHAPTER 1 Basic Business Communication Skills**

### **CHAPTER 2 Psychology of Business Communication**

*John Westerly, an assistant to the vice president of a large corporation, works in an automated office. On his desk are a telephone and a computer. To the right of his desk is a printer. Also on John's desk are a dictation/transcription machine and an automatic pencil sharpener. Although John has all these machines at his fingertips and can operate each piece of equipment well, he knows that the other major tools of his job are his communication skills. These include his reading, writing, speaking, and listening skills. Without these skills, John would be unable to produce accurate, clearly written letters, reports, and memorandums. Automated equipment helps John process messages quickly. Communication skills help John process messages correctly.*



## Chapter 1

# Basic Business Communication Skills

Business communication is in the midst of a great "information age." This information age is a period in which the majority of workers are involved in the processing of information. Although advancements in automated equipment enable office workers to process much information using computers, it is still necessary to process many messages on paper. Business and society are far from becoming "paperless" worlds.

Automated equipment can help prepare information, but it cannot yet guarantee accurate content or correct language usage. Anyone who prepares business messages needs good skills in speaking, listening, reading, writing, and nonverbal communication (facial expressions, posture, and gestures) and knowledge of electronic processes to succeed in the information age.

After you have read this chapter, you should be able to:

- ☐ Describe the various aspects of communication used in business.
- ☐ Explain ways in which good speaking, listening, and nonverbal skills contribute to effective business communication.
- ☐ Discuss ways to read and write effectively for business communication.
- ☐ Describe basic electronic processes used in business.