

Books Without Borders

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Communicating Through Technology

Identify the communication role of electronic mail and Internet technologies in today's business organizations.

Describe the technologies available for group communication.

Assess the ways technology is changing business communication.

Content Outline & Competencies:

I. Foundations of Business Communication

A. Organizational Communication

1. Describe how managers use communication.
2. Contrast formal and informal communication channels.
3. Explain how organizations communicate with outside audiences.
4. Describe how companies successfully communicate in a crisis.
5. Explain the six factors that contribute to effective business communication.

B. Understanding Business Communication

1. List the general categories of nonverbal communication.
2. Explain the four channels of verbal communication.
3. Identify the steps in the communication process.
4. Describe communication barriers and how to overcome them.

C. Intercultural Communication

1. Define culture and intercultural communication.
2. Identify the general skills to help communicate in any culture.
3. Identify common sources of misunderstanding.
4. Explain the importance of speaking and listening effectively when communicating with people from other cultures.

D. Communicating Through Technology

1. Identify the communication role of electronic mail and Internet technologies in today's business organizations.
2. Describe the technologies available for group communication.
3. Assess the ways technology is changing business communication.



II. The Writing Process

A. Planning Business Messages

1. Describe the three categories in the composition process.
2. Define the general purpose, specific purpose, main idea, and topic of each business message.
3. Analyze the needs of the intended audience.
4. Select the appropriate channel and medium for transmitting each message.

B. Composing Business Messages

1. Identify the characteristics of a well-organized message.
2. Arrange ideas in direct or indirect order, depending on the audience's probable reaction.
3. Identify the four organizational plans for short messages and the two organizational plans for long messages.
4. Define style & tone; describe how to use a style & tone appropriate to the document's subject, purpose, audience, and format.
5. Explain how to use the "you" attitude to interest the audience in the message.
6. Compose an appropriate e-mail message.