

Chapter 15 – Professional Communication Skills

I-Study

Communication is the exchange of information between a sender and a receiver. Communication skills such as speaking, listening, writing, and reading are crucial to career success. Before you speak, consider your purpose, audience, and subject, and organize what you plan to say. When you speak, enunciate clearly and vary your intonation. Active listening involves paying attention to the speaker's words and body language and providing responses to check understanding. Help to prevent communication breakdown by considering the other person's point of view.

Writing requires some of the same skills as speaking. You need to know your audience, purpose, and subject. You must also be clear, direct, and organized. Rewrite and revise, check your spelling and grammar, and pay attention to presentation. Common formats for business writing include memos, faxes, e-mails, and letters. Prewriting, revising, and taking notes are important writing skills. Good reading skills, including previewing, skimming, monitoring comprehension, and critical reading, are necessary for any type of job.

I-Quiz

1. What is the term for the way a word's vowels and consonants are spoken and how its syllables are stressed?
 - A.** pronunciation
 - B.** intonation
 - C.** enunciation
 - D.** semantics

2. What is the term for listening and responding with full attention to what is being said?
 - A.** courtesy
 - B.** attention
 - C.** active listening
 - D.** enthusiasm

3. What is the term for the use of communication skills to meet the needs of customers and clients?
 - A.** correspondence
 - B.** customer relations
 - C.** management
 - D.** public speaking

Answer Key

1. A

2. C

3. B