

GEB3213 FINAL EXAM STUDY GUIDE

CHAPTER 1: Establishing a Framework for Business Communication

Explain the communicative process and model and the ultimate objective of the communicative process

Encoding: the process of selecting and organizing a message

Decoding: the process of interpreting a message

- Sender encodes → selects channel and transmits message
- Receiver decodes → encodes a response or new message (becomes the sender)

Inferences: barriers; numerous factors that hinder the communication process

- Differences in education
- Physical barriers – noisy environment, interruptions, etc.
- Mental distractions

Organizational communication: the movement of information within the company structure

Formal communication channel: a channel of communication typified by the formal organization chart; dictated by the technical, political and economic environment of the organization

Informal communication channel: channel of communication that continuously develops as people interact within the formal system to accommodate their social and psychological needs

- Grapevine: "rumor mill" - the best known component of the communication system; casual talk between employees and others related to the organization

Communication Flow

Downward communication: information flows from supervisor to employee, from policy makers to operating personnel, or from top to bottom of the organizational chart

Upward communication: generally a response to a requests from supervisors

Horizontal (lateral) communication: interrelations between organizational units on the same hierarchical level

Levels of Communication

Intrapersonal: communication with oneself

Interpersonal: communication between two people

Group: communication between two or more people

Organizational: groups combined in such a way that large tasks may be accomplished

Public: reaches out to public to achieve goals (I.e. advertising)

Explain how legal and ethical constraints, diversity challenges, changing technology, and team environment act as strategic forces that influence the process of business communication

1. Legal and ethical constraints: international law, domestic law, code of ethics, personal values, etc.

Stakeholders: people inside and outside the organization who are affected by decisions

Ethics: the principles of right and wrong that guide one in making decisions that consider the impact of one's actions on others, as well as the decision maker

Causes of Illegal Behavior

- Excessive emphasis on profits
- Misplaced corporate loyalty
- Obsession with personal advancement
- Expectation of not getting caught
- Unethical tone set by management
- Uncertainty about whether an action is wrong
- Unwillingness to take a stand for what is right

Four dimensions of business behavior

1. Behavior that is illegal and unethical
2. Behavior that is illegal yet ethical
3. Behavior that is legal yet unethical
4. Behavior that is legal and ethical

2. Diversity Challenges: cultural differences, language barriers, gender issues, education levels, age factors, and non-verbal differences

Diversity skills: the ability to communicate effectively with both men and women of all ages, cultures, and minority groups

Ethnocentrism: the assumption that one's own cultural norms are the right way to do things

Stereotypes: mental pictures that one group forms the main characteristic of another group, creating preformed ideas of what people in this group are like

Chronemics: the study of how a culture perceives time and its use

Proxemics: the study of cultural space requirements

Kinesics: the study of body language, which is not universal, but instead is learned from one's culture

3. Changing Technology: accuracy and security issues, telecommunication, software applications, telecommuting, and databases

Telecommuting: also called teleworking; working at home or other remote locations and sending and receiving work from the company office electronically

Data organization: the ability to organize large amounts of data

Data integrity: assurance that the data will be accurate and complete

Data security: assurance that the data is secure

4. Team Environment: trust, team roles, shared goals and expectations, synergy, group reward, distributed leadership

Team: a small number of people with complementary skills who work together for a common purpose

Synergy: a situation in which the whole is greater than the sum of the parts

CHAPTER 2: Interpersonal and Group Communication

Behavioral Theories about human needs, trust and disclosure, and motivation related to business

Recognizing human needs

- Physiological needs (food and provision), security and safety (shelter), social needs for acceptance and belonging, and ego or esteem needs (heard, appreciated), self-actualization needs (achievement)

Interpersonal intelligence: the ability to read, empathize, and understand others

Stroke: emotional response one gets in a communication interaction that has either a positive or negative effect on feelings about oneself and others

Describe the role of non-verbal messages in communication

Metacommunication: a nonverbal message that, although not expressed in words, accompanies a message that is expressed in words (the big picture)

Directive behavior: characterized by leaders who give detailed rules and instructions and monitor closely that they are followed

Supportive behavior: characterized by leaders who listen, communicate, recognize, and encourage their followers

Total quality management: focuses on creating a more responsible role for the worker in an organization by distributing decision – giving power to the people closest to the problem – empowering the employees to initiate continuous improvement

Visual kinesic communication: gestures; winks, smiles, frowns, attire, grooming, etc.

Verbal kinesic communication: intonation, projection, and resonance of the voice

Identify aspects of effective listening

Casual listening: listening for pleasure, recreation, amusement, and relaxation

Listening for information: listening that involves the search for data or material

Intensive listening: listening to obtain information, solve problems, or persuade or dissuade

Empathetic listening: listening to others in an attempt to share their feelings or emotions

Bad listening Habits

- Faking attention
- Overlistening
- Allowing disruptions
- Stereotyping
- Dismissing subject as uninteresting
- Failing to observe nonverbal aids

Identify factors affecting group and team communication

Role: tasks employees assume that can involve power and authority that surpasses their formal position on the organization chart

Status: one's formal position on the organization chart

Characteristics of effective groups

- Common goals