**COMMUNICATION – HOMEWORK: SESSION 4**

**Business Communication: Process and Product – 9th Edition**

**Mary Ellen Guffey and Dana Loewy; Cengage Learning 2018 (ISBN: 978-1-305-95796-1)**

**Chapter Eight: Positive Messages**

What important questions should you ask as you begin the writing process?

Why do you think it is important to research and gather information as you prepare your message?

What questions should you ask as you put the final touches on your message?

Why are the opening and closing positions in a message the most critical?

Why do you think it is important to focus your message on the benefits to the reader?

In responding to requests how should you deliver good news? Bad news?

Why is it important for businesses to listen to customer comments online? When should businesses respond to customer comments?

Share your perspective on best practices for businesses to engage with and respond to customers online.

Define “claim” message. Why is it best for them to be in writing? How should they be written?

Why should smart businesses want to hear from their customers?

Define “adjustment” message. Why do businesses make favorable adjustments to legitimate claims?

What are the three goals in adjustments messages?

What is the best way to write an adjustment message? Should you include an apology?

**Write a goodwill message using the FIVE S’s to your favorite teacher, coach, group leader, or supervisor, etc. (Outline below or attach a hard copy of your message.)**

**Chapter Nine: Negative Messages**

How can you reduce the negative impact on receiver when communicating bad or disappointing news?

What are the goals in conveying unfavorable news?

Why is it important to think through the entire writing process when writing bad-news messages?

Describe each phase in the 3x3 writing process and how each phase is applied to this writing process.

When is it most appropriate to use the direct strategy?

When is it most appropriate to use the indirect strategy?

Define “buffer.” How are they used in the writing process?

Identify and describe some buffer possibilities.

Define “apology.” Why are they important in communicating negative news?

Identify and explain the FIVE R’s model for effective apologies in business messages.

Define “empathy.” Why is empathy important and how must it be demonstrated by businesses when communicating negative news?

Why is it important to provide an explanation when delivering bad news?

How can you “cushion the blow” when delivering bad news?

Share some effective strategies businesses can employ to effectively manage negative news online.

When should bad news be delivered in person?

Share some guidelines on how to tactfully, professionally, and safely deliver bad news in person.

Why should smart organizations communicate bad news openly to employees and stakeholders?