**COMMUNICATION – HOMEWORK: SESSION 5**

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

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

**Chapter Eleven: Reporting in the Digital Age**

Compare and contrast informational and analytical reports.

Compare and contrast the direct strategy and indirect strategy in report writing.

Outline the seven-step writing process.

Why is it important to analyze the problem and define the purpose of your report?

What additional factors are included in an expanded statement of purpose? Explain each.

Why is it important to consider your (primary and secondary) audience? What questions should you ask yourself?

What is included in a good work plan? Why is it important to prepare a plan?

What is meant by the following quote, “The greater part of all mischief in the world arises from the fact that men do not sufficiently understand their own aims. They have undertaken to build a tower, and spend no more labor on foundation than would be necessary to erect a hut.”? Apply it to report writing.

Explain the importance of research in the writing process. What questions should you ask about your objectives and audience?

What criteria should you consider as you examine an Internet site when conducting your research?

In addition to an Internet search, what other research methods are available?

Explain why it is important to document your research. Explain how and when to document?

Is plagiarism worth the risk of being caught? Why or why not?

**Identify a problem in your home, school, club, team, etc. Assume that your parent, teacher, club or team leader agrees with your criticism and asks you to prepare a report. Write (1) a two or three-sentence statement describing the problem, (2) a problem question, and (3) a simple statement of purpose for your report.**

**Chapter Twelve: Informal Business Reports**

How can tables help researchers summarize and simplify data?

Define “correlation.” What questions should a researcher ask when analyzing the variables involved?

What sections are the most widely read portion of a report?

Define the role of conclusions in a report. What do they represent?

What human relations factors are involved when researchers interpret their findings?

What temptation should be avoided when drawing conclusions?

What is the difference between conclusions and recommendations?

How should your recommendations relate to the audience? How should they be written?

Where should conclusions and recommendations be placed using the direct strategy? Indirect strategy?

How can you increase your chances that your report recommendations will be implemented?

Identify and explain the five common organizational methods used when ordering information logically.

Define reader cues and explain their importance in report writing.

Define “summary.” Explain its importance in report writing.

What are some of the critical guidelines in writing summaries?

**Prepare a progress report in letter format in which you do the following: (1) describe your headway toward your educational goal, such as employment, degree, or certificate; (2) summarize the work you have completed thus far; (3) discuss the work currently in progress, including your successes and anticipated obstacles; and (4) outline what you have left to complete.**