Test Bank for Leadership Communication 4th Edition Barrett
0073403202 9780073403205
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Chapter 2 - Leadership Communication Purpose, Strategy, and Structure

Essay Questions

1. What are some of the questions you should answer when analyzing your audience?

Ans:
a. Who is the primary audience?
b. Who is the secondary audience?
c. What about accidental audiences (e.g., an errant e-mail)?
d. What is the organizational context?
e. What does your audience know?
f. What does your audience feel?
g. What do you want them to know and to do?

2. List ways you might tailor messages to audiences with different decision-making styles.

Ans:
Charismatics
a. Begin with bottom line
b. Focus on results
c. Present straightforward arguments
d. Use visual aids
Thinkers
a. Openly communicate any concerns up front
b. Have lots of data ready
c. Provide all perspectives
d. Be prepared to go through methods
e. Be prepared for silence

Skeptics

a. Build credibility in yourself and your ideas by enlisting the help of someone he/she trusts
b. Emphasize the credibility of your sources
c. Make arguments as concrete as possible, using specific examples Followers

a. Present proven methods, references, and
testimonials b. Show how the idea is safe yet
innovative c. Use case studies

d. Present options

e. Provide details

Controllers

a. Carefully structure your argument

b. Provide details from experts

c. Don't push too hard

d. Provide the facts and leave them to decide

3. Discuss how writers in a professional should start their correspondence and explain why.

Ans: If the communication is in response to previous communication or otherwise requires some understanding of what came before it, business writers should start with a brief statement of the context. Then, they should provide the main message or purpose for the communication. The communicator should be sure that the opening answers the "so what?" question. The opening must let the recipient know why he or she is receiving the communication.

4. List and define ways to organize communications.

Ans:
a. Deduction (general to particular) – conclusions, recommendation, or the main idea first, then the supporting facts, arguing from general principles to specific situations
b. Induction (particular to general) –supporting information first, facts that build to the conclusions or recommendation
c. Chronological - 1st, 2nd, etc., used to describe a process or procedure or to relate events in the order they occurred as a narrative
d. Cause/effect - Because of X and Y, Z happened; a powerful and common form of analysis e. Comparison/contrast - similarities, then differences
f. Problem/solution - explanation of the situation or problem, followed by ways to solve it g. Spatial - organization based on relationship of steps, pieces, or items to each other

5. When would you select the inductive organizational approach?

Ans: For most business communication, the inductive approach should be avoided; however, it can be used for any of these specific reasons: the audience is hostile or expected to resist the messages for some reason; the main message requires evidence to be presented before the audience will understand or accept it; the method of analysis or data is of greater interest to the audience than the conclusion; or the culture of the society expects more indirect communication.

6. What are the key components to include in developing a communication strategy?

Ans:
a. Context
b. Purpose
c. Message
d. Communicator/Spokesperson
e. Media
f. Timing
g. Audience