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# PREFACE

## **Welcome to Communication Skill - I**

Through a straightforward process, Communication Skill – I moulds you with *Creativity, Strategies, and Solutions* presents a strategic approach to learning the fundamentals of business communication and designing effective business messages.

## **A Message Designed for Students**

*Message creation reaches with long arms and touches everything we think, feel, and do as communicators both personally and professionally.* This method-based instruction offers you techniques to design intrapersonal (internal), verbal (speech and writing), non-verbal, interpersonal (interaction), collaborative, and change messages for use in nearly every aspect of business. Through contemporary communication theory, real-world business examples, and practical applications, you will develop the skills necessary to become a successful communication designer. During your career, you will cultivate and use the skills mastered through this text to solve problems, face new challenges and technologies, build relationships, and develop creative communication strategies of your own.

## **A Message Designed for Instructors**

*Virtually any student can excel if the instructional design is grounded in both the theoretical and practical applications of communication design.* *Business Communication Design* focuses on pragmatic design techniques that are easy to use, understand, and teach. This text allows you to integrate your course materials and ideas into flexible and comfortable business communication content.

As you read this book, you will discover many ways to overcome communication barriers and make your communication powerful and effective. Through numerous examples and cases, you will examine different communication situations and a variety of techniques for effective communication.

Initial chapters of the book deals with the basic grammar need for oral communication and later part examines written communication. Both non-verbal and verbal aspects of oral communication are explored. To make this study meaningful and relevant to managers, communication is discussed in the context of negotiations, interviewing, group communication and presentations — all managerial activities. The later part discusses the composition of different types of written documents: letters, résumés, memos, and reports. Although oral and written communication are different in many ways, the fundamental rules of communication hold true for both. As a result, there is some necessary overlap between some of the chapters. The later part provides numerous examples and guidelines to enable readers to think for themselves and learn to adapt to different writing situations. As with first part, the purpose is not to prescribe rules, but to “enable” the readers. In this fast changing world, it is important to grasp the “tools” and not the “rules” of communication. The building blocks of communication, however, do not change. That is why this book concludes with a review of writing skills: sentence structure, paragraph structure, and composition.

**Author**