

## Chapter 8 Communication Skills

### Section 8.2 Speech and Writing

#### Section Outline with Content and Academic Vocabulary

##### Section Outline

###### Speaking

Show Respect

Know the Purpose

Using Your Voice and Nonverbal Cues

Speaking Formally

Enumeration

Generalization with Examples

Cause and Effect

Compare and Contrast

Speaking on the Telephone

###### Writing

Basic Considerations in Writing

Developing a Writing Style

Use Language Effectively

Organize Your Thoughts

Forms of Written Communication

Letters

E-Mail

Memos

Business Reports

Company Publications

Meetings and Parliamentary Procedure

A Quorum

Order of Business

##### Content Vocabulary

**persuade** To convince someone to change an opinion in order to get him or her to do what you want. (p. 199)

**enumeration** A listing of items in order. (p. 200)

**generalization** A statement that is accepted as true by most people. (p. 200)

##### Academic Vocabulary

**enhance** To increase; to make better or more attractive. (p. 199)

**sequence** An order of steps; serial arrangement in which things follow in logical order or a recurrent pattern. (p. 200)