Business Communications assignment 2 Review session

A presentation for LSC by Sarah Gibbons

Your assignment

WHAT IS IT?
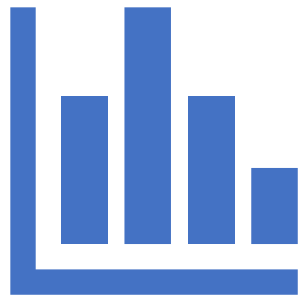
WHEN IS IT DUE?

Answers!

1500 word report

Due 5th October

Don't forget...

Keep it reader friendly...

Often readers will skim written material looking for relevant information

Design elements facilitate the reading process and improve reader understanding

Design elements include medium length paragraphs headings, subheadings.

Why do you think these design elements are important? Discuss with a partner..

Break up long blocks of text

Long sections of text
are not
inviting to the reader.

Long sections of text
are difficult to
skim and scan.

Do you remember
the reading
skills skimming and
scanning?

Signposting

This helps the reader to follow your argument.

It is important throughout your assignment

- Introduction
- Body
- Conclusion

Signposting - introduction

- The purpose of this report is to...

- This report argues that...

- This report critically examines...

- The report is divided into three main sections, part one will...

Sign posting – main body

Introducing new ideas

First(ly), … / second(ly), … / finally, … The first/next/final section provides

One important point/ idea/ viewpoint is...

Building on ideas

It is also important to consider...

Another perspective on this is that

In addition to...

This concept/ idea has been developed by...

Sign posting – main body

Introduction a contrasting viewpoint:

However not all research supports this outcome

On the other hand there are opposing viewpoints

In contrast…

Concluding a paragraph:

This evidence demonstrates that

This is interesting because

This proves that

Sign posting - conclusion

- This report has shown that
- To summarise, evidence suggests that
- This study has focused on

Remember...layout is important

- Your report should include:

- Well written paragraphs

- Section headings and sub-headings

- Bullet points

Abstract (on a separate page)

- Write this last

- A short summary of the report – it's purpose, what it discusses, conclusions/ recommendations reached.

- A combination of the introduction and conclusion! Five sentences is enough…

Table of contents (on a separate page)

- Introduction

  p. 2

- Literature review

  p. 2

Etc.

Introduction

A hook – something interesting

Background – prepare the reader for the upcoming topic

Signposting – tell the reader what you are going to do

Body – discussion and analysis

1. Organisation communication
2. Communication barriers at DreamAir
3. Strategies to overcome these (recommendations)

- Use headings and subheadings.
- Evaluate – discuss in detail and show why the information is important.
- Support your ideas with sources (evidence).
- You need a reference list and in-text citations (Gibbons, 2020)

Conclusion

Summarise	Summarise the report
Keep	Keep it general
Add	Add a concluding remark to pull together all the arguments

References

- List in alphabetical order
- Follow Harvard referencing
- This link will help - https://www.citethisforme.com/harvard-referencing

Your assignment

- Organisational communication

- Barriers

- Recommendations

- Let's look at some examples...
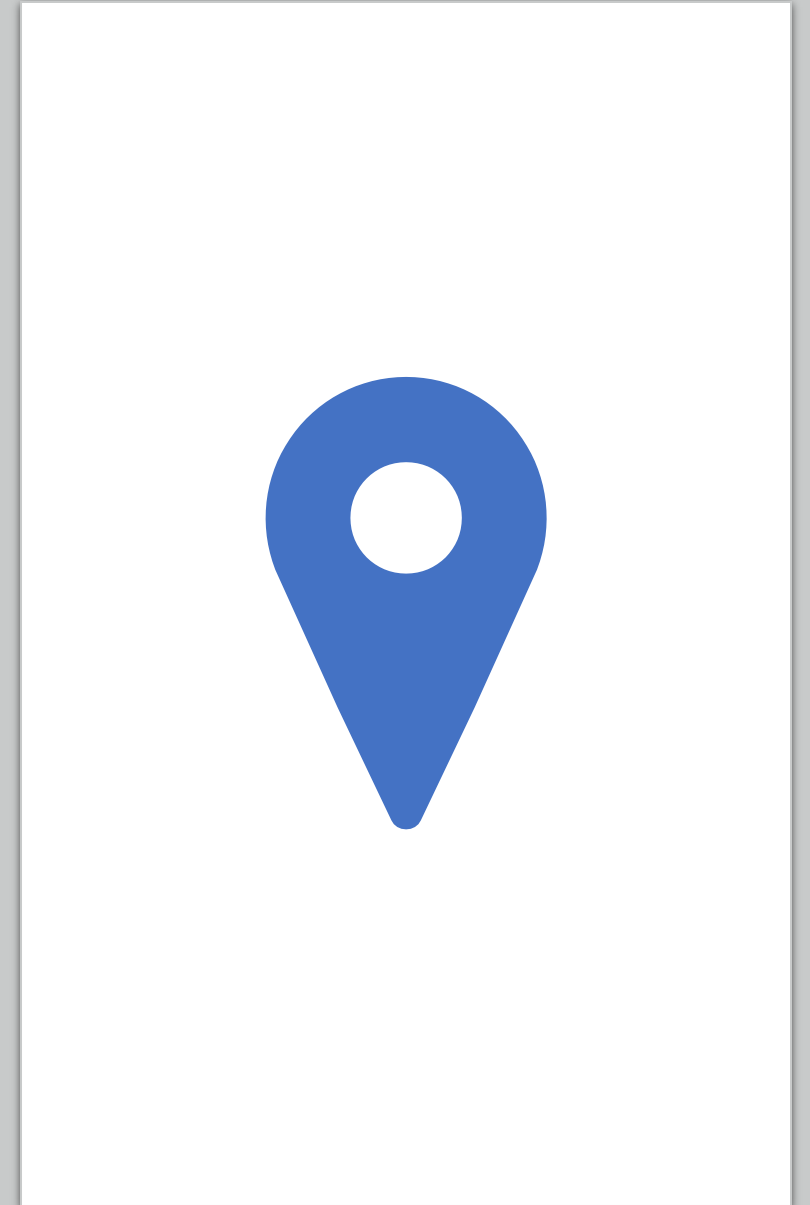
Organisation communication

- Oral and written

- Directional – upwards/ downwards/ horizontal

- Formal/ informal

- Can you think of any more?

20

Watch this video about barriers

- https://www.youtube.com/watch?v=ma3fjIaJlDE

- Which barriers are relatable to the situation at DreamAir?
- Make a list

Examples of barriers

- Message not adapted to receiver
- Lack of communication skills
- Information overload
- Emotional interference
- Physical
- Conflicting messages – jargon/ slang
- Too long chain of command
- Lack of knowledge
- No provision for feedback

Recommendations – some examples

- Clear signs and simple English
- Staff able to speak various languages
- Simple visuals, directions and instructions
- Create clear rules and regulations for code of conduct e.g. a one-way system
- Better internet connection
- Formal/ downwards communication – clear rules for staff from management
- Horizontal – clear communication between staff
- Upwards communication – feedback from staff and tourists

Your turn!

- These were just some ideas.

- Now do research and find evidence to support them.

- Your assignment is due on the 5th October!

- Remember you need to pass all your assignments to progress to the next term.

- Good luck!