

4. Describe how businesses use blogs to connect with internal and external audiences, and list best practices for professional blogging.
5. Address business uses of social networking and the benefits of RSS feeds.

WHAT'S NEW IN THIS CHAPTER

- Reorganized the e-mail discussion to streamline coverage but also to reflect current workplace use with updated techniques and advice.
- Acknowledged complaints about e-mail but emphasized that it occupies nearly a third of workers' time; provided ample contemporary advice for using e-mail strategically and professionally.
- Encouraged students to recognize the difference between writing e-mails to friends and using the professional standards and procedures required in the workplace.
- Strengthened e-mail coverage by organizing best practices into chunks with topic headings to improve readability, comprehension, and retention.
- Provided sufficient coverage of memos to remind students that memos are still important for internal messages that are long, complex, or formal.
- Focused even more emphatically on current policies and best practices in the workplace for texting, instant messaging, blogging, wikis, and social media to convey the need for solid writing skills and help students negotiate potential minefields.
- Explained the risks and benefits of communication technology on the job with many up-to-date examples to make students aware of professional social media applications.
- Introduced more than 90 percent new end-of-chapter activities to provide opportunities for students to engage with contemporary workplace communication technology.

LECTURE OUTLINE

I. Preparing Digital-Age E-Mail Messages and Memos (p. 205)

- New technologies are transforming the way we exchange information and conduct business. Businesspeople are increasingly connected 24/7.
- Communicators are increasingly switching to mobile devices.
- *Cloud computing* involves storing and accessing data along with software applications in remote networks.

PowerPoint slides 1-3

A. E-Mail: Love It or Hate It – But It's Not Going Away

- Most business messages are sent by e-mail.
- Businesspeople spend at least two hours a day writing and replying to e-mail.

PowerPoint slide 4

Guffey 8th Edition

Shasha Hu



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