

Student name: _____

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

Companies that communicate effectively with their employees create not only a healthy workplace culture, but they also enhance their public impression.

true

false

Writing skills have decreased in importance in today's business environment as most matters can be handled successfully with artificial intelligence (AI) or with automated business forms and templates.

true

false

The costs of poor communication include lost goodwill.

true

false

A document's poor organization or writing style can make it difficult for the reader to understand the message.

true

false

The best way to keep an audience involved in a presentation is to make them guess what the presenter wants to convey.

true

false

Alejandro answers a customer phone call which involves a billing complaint. He then follows up by sending the customer a claims adjustment. This is an example of internal communication.

true

false

An annual report prepared for stockholders has only one communication purpose—to build goodwill.

true

false

Mahie, a director of human resources, is writing an email to employees informing them about changes to the company benefits package. The best way to engage this audience is to emphasize how the changes will improve the company's profitability.

true

false

Large language models (LLMs) provide the most up-to-date information because they are constantly being trained with current text.

true

false

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

Which form is an example of verbal communication?

logos

gestures

eye contact

pictures

social media posts

Declan, a web developer, recently gave a presentation on the ethical implications of using AI in online communications. The presentation was a huge success, mainly because Declan maintained the audience's attention through interesting nonverbal communication. What is a form of nonverbal communication that Declan might have used in his presentation?

anecdotes

narrations

quotations

graphics

jokes

Which statement about communication skills at entry-level jobs is true?

Communication skills are not important because new employees do not communicate with others.

Communication skills are ranked relatively low among the qualities that employers look for.

Communication skills are required for persuading others and adapting information to particular audiences.

Communication skills are not necessary if a person has good reasoning and technical skills.

Communication skills are not required because people at entry-level jobs do not have writing responsibilities.

Which skill consistently ranks high among the qualities that employers look for in college graduates as it directly relates to one's ability to persuade and adapt information to particular audiences, helping them to do their work more quickly, which increases productivity, and builds trust?

technical

communication

mathematical

abstract reasoning

mechanical

Which is a characteristic of effective communicators?

They are skilled at adapting their verbal message to the audience but know that their nonverbal communications cannot be controlled.

They find a way to adapt their audience to whatever message they are trying to deliver.

They find the one method of communicating that works best for them and stick with it.

They see communication as a series of principles and guidelines that must be applied with critical thought and nuance.

They center their communication around their verbal message and only use nonverbal communication when absolutely necessary.

What is a key element in creating effective, personalized business messages?

using visuals in a creative way

combining elements of persuasion and information into the message

using the mode of communication that best suits the presenter

keeping the message general so it can be used in many situations

anticipating the needs of the audience

Aiden is preparing a presentation to potential investors on his company's newest product. The product is very complex, and Aiden wants to make sure the investors know the product's unique capabilities even though none of them have knowledge of the technical jargon or of the industry in which the product will be used. Should Aiden use generative AI to prepare his presentation?

Yes, because AI will do a better job of incorporating all the technical jargon that the investors need to hear.

No, because investors do not need to know about the product itself, only whether the product will make them money.

No, because Aiden must be able to take a complex product and adapt it to an audience that is not familiar with the technology.

Yes, because AI is better able to adapt to specific audiences and challenging conversations.

Yes, because AI will make sure that Aiden discusses every detail of the product without missing any important features.

Survey results have found that a major stumbling block among new job entrants—even college graduates—was that they

were unfamiliar with how to use AI in communication settings.

lacked effective business communication skills.

failed to understand the importance of communication skills.

placed too much importance on communication skills over technical skills.

assumed that communication skills are not needed for entry-level positions.

What is an example of an internal audience for written communication at work?

suppliers

stockholders

clients

trade associations

subordinates

What is an example of an external audience for written communication at work?

the human resources team

a subordinate

a manager

a colleague

a potential employee

Arti works at Skyward Consulting in Chicago. She recently gave a presentation on "The Principles of Sustainable Design" to the members of her team, the sales team, and the marketing team. She also showed the presentation to her superiors before making a few changes and presenting it to the firm's customers. The external audience for Arti's presentation includes

the sales team.

the marketing team.

her superiors.

the customers.

her subordinates.

Olivia, a marketing planner for a skincare company, needs to give a presentation to her superiors about the launch plan for a new line of organic lotion. Once she receives approval, she will share details of the launch with distributors, clients, and retailers. She will also then present the plan to the press to spread word about the new lotion line. Who among the following would be included in Olivia's internal audience?

retailers

clients

superiors

distributors

the press

Roman, a production manager at a small manufacturing company, has written a report for the organizational director on the types of equipment upgrades needed to accommodate a new line of products. Along with the report, Roman has also sent a memo explaining why he forwarded the document to his boss. The accompanying document is called a

quotation.

quarterly.

claims adjustment.

transmittal.

policy and procedure bulletin.

Which document is used for performance appraisals, salaries, and hiring?

annual report

job description

monthly report

10-K report

procedure bulletin

Ivy, an analyst at a major print media company, is preparing a document on the problems faced by the industry during a recent period. In the report, she explains that increased competition from more agile digital competitors and declining advertising revenues pose major challenges for the future. Which document is Ivy preparing in this scenario?

letter of transmittal

performance appraisal

procedure bulletin

quarterly report

10-K Report

Annika, a communications manager at an insurance company, needs to evaluate her team members' work for the last financial year. She plans to prepare a report on the evaluation of objectives they helped achieve. In this scenario, Annika is preparing a(n) _____, a type of _____ document.

career assessment; external

performance appraisal; internal

quarterly report; external

memo of congratulations; internal

annual report; external

A memo of congratulations is written to

- clients who have been with a company for over 10 years.
- employees who have won awards or been promoted.
- stockholders who have retained their shares.
- candidates who have applied for jobs.
- suppliers who have been loyal to a company.

A claims adjustment granting a customer request to be given credit for defective goods is a document written for what primary purpose?

to conceal

to persuade

to entertain

to request

to inform

Which statement is true regarding the purposes of organizational writing?

When writing to answer a question, the purpose is to persuade.

Most organizational messages have multiple purposes.

All organizational writing is to inform or to persuade.

The majority of organizational messages have a single purpose.

When writing to suggest that you are competent, the purpose is to inform.

Which description is a characteristic of good writing?

It keeps requests ambiguous to avoid arguments.

It uses legalistic language to impress the readers.

It follows widely accepted practices.

It presents the main point in the middle of a long paragraph.

It requires a reader to gather additional information.

Which statement about effective business communication is true?

It makes an audience guess the message that a speaker or writer has presented.

It leaves the audience's questions unanswered to create challenges and interactions.

It represents messages that are free from errors in spelling and grammar.

It considers members of an audience as numbers instead of as groups of people.

It takes a long time to decipher in order to challenge an audience's intellect.

Which statement about conventions in business writing is true?

They rarely ever change once adopted.

They are widely accepted practices.

They apply universally to all audiences.

They are rarely encountered in a business setting.

They are meant to challenge audiences.

Which strategy is a key to using conventions effectively?

using conventions only for routine activities

remembering that conventions do not change based on context

using conventions without adjusting them for a particular audience

remembering that every organization follows the same conventions

remembering that conventions always need to fit the current situation

Which strategy will improve business communication by saving the audience's time?

presenting a highly positive image of the organization

considering only the needs of the organization, not those outside the organization

ensuring a message is responsible and truthful

incorporating hidden messages and complex details

using forecasting statements to organize a message

When you convey information in which the audience's basic reaction will be neutral, this is considered a(n)

persuasive message.

good-news message.

positive message.

formal message.

informative message.

Diego just accepted a new job at a competing firm, which pays much better than his current sales position at a small family-owned business. He composes a formal letter of resignation, which he plans to give to the company owner tomorrow morning. In this scenario, the company owner represents what type of audience?

gatekeeper

primary

secondary

auxiliary

watchdog

Which message recipient has the power to stop your message and control whether it reaches the intended audience?

gatekeeper

primary audience

secondary audience

auxiliary audience

watchdog audience

What is a good strategy for communicating in writing with multiple types of audiences?

In most of the document, assume the degree of knowledge of the secondary audience.

Utilize personal pronouns to increase informality.

Organize your message based on the most negative audience attitude.

Keep the core message consistent.

Include all background and supplementary information in the opening paragraphs.

Tess must contact all customers who have purchased the Learn and Grow Baby Bouncer. The recent model has a defective support bracket, which requires immediate replacement to ensure safe usage. What strategy is most appropriate for Tess in analyzing this rhetorical situation?

First determine the income levels of the audience.

Analyze her audience as members of a group.

Focus the message on persuading, not informing.

Obtain psychographic data from consumer's web surfing records.

Assume that informality is the preferred communication tone.

What is an example of a demographic audience characteristic?

personality

age

interests

attitudes

lifestyles

Which psychographic characteristic will likely be *most* important in messages designed to persuade?

geographic region

income

education level

values

gender

Rico, the plant manager, must inform the plant's 300 employees about pending layoffs. While he knows the audience will be hostile, Rico hopes to persuade them that this is the only way to prevent a total shutdown. In this situation, what is a suggested communication strategy for Rico?

Begin his message with areas of common ground shared with the audience.

Obtain a complete demographic profile of the audience.

Search social media to determine attitudes about the company before he speaks.

Hide the information about the layoffs in the middle of the message.

Downplay the importance of the message.

As a business communicator, what information is *least likely* to be an important consideration in formulating your message?

the knowledge level of the audience about this subject

circumstances that may require new attitudes or action

the level of detail the audience wants

the speaker's psychographic profile

the hot button words that should be avoided

What is one of the five questions that should be asked when analyzing a business communication situation?

What can you infer from the information you're given?

What information must your message include?

Where could you get additional information?

Which solution is likely to work best?

What channel should you use?

Which action should be followed to effectively analyze business communication problems?

consciously focusing on a single key solution

understanding that even irrelevant audience characteristics are important

emphasizing information by placing it in the middle of a paragraph

identifying one main audience benefit

ensuring that benefits are well adapted to the needs of the audience

During a department manager's meeting, Donovan proposes consolidating two existing departments into one. What strategy will be most effective in making his proposal more convincing to his audience?

Assure the audience that the change will hardly be noticed by anyone.

Describe his personal reaction.

Describe potential benefits by using an emotional appeal.

Phrase benefits of his proposal in *you*-attitude.

Enumerate the benefits the organization may experience.

What is an effective technique for overcoming potential obstacles in a request that is time-consuming, complicated, or physically or psychologically difficult?

Make the request detailed and complicated.

Rely on extrinsic motivators.

Show how the audience will benefit when the action is complete.

Phrase the benefits of a proposal in *me*-attitude.

Stress the benefits accrued to the secondary audience.

What action describes a way to ensure ethical business communication?

using design and graphics to make content understandable

including complex words to impress the audience

placing positive information at the end of the document

focusing on abstract philosophies

using *me*-attitude to show that one is confident

What is a characteristic of a large language model (LLM)?

It is generative.

It is trained using a linear process.

It is static.

It does not require algorithms.

It's output is consistent.

Which term refers to the architecture that large language models are based on?

generative

predictive

transformer

equalizer

simulator

When is it appropriate to use an LLM?

when you need to create a personalized communication

when your communication needs to match a boilerplate template

when you are writing on a controversial subject

when your communication deals with recent events

when you need to illustrate a thought process behind a decision

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

Explain how good communication benefits both organizations and individuals.

Discuss why texting cannot take the place of effective written communication in the workplace.

Explain how poor writing contributes to wasted time.

Poor communication choices can lead to legal problems in an organization. Discuss this statement.

Differentiate between the two basic types of audiences for an organization. Provide examples of the people and documents that fall under each category.

Explain the three basic purposes of organizational writing. Provide an example of a business document which reflects all three purposes.

Review the five criteria for an effective message.

What are conventions of communication and how are they best applied?

Discuss the types of audiences you might experience in typical rhetorical situations. Identify which audience you must reach in order to fulfill the purposes of your message.

What are audience benefits and how are they used in analyzing communication? Explain at least three ways you can effectively use benefits in written communications.

Answer Key

Test name: Ch1_Business Communication_13e

TRUE

Companies that communicate effectively with their employees enjoy increased employee engagement, improved productivity, better employee satisfaction as well as a healthy workplace culture and enhanced public impression.

FALSE

Some new employees think that AI will take care of writing for them, that they can copy form letters or templates if they do have to write, that only their technical skills matter, or that they can just text rather than write. Although many of these things are helpful, they have their limitations. While text-generating AI, forms, and templates are helpful with some routine tasks, most business communication still requires a personal touch and/or creative solutions.

TRUE

Every communication serves either to build or to undermine the image the audience has of the communicator. When communication isn't as good as it could be, you and your organization pay a price in wasted time, wasted effort, lost goodwill, and legal problems.

TRUE

Bad writing takes longer to read as we struggle to understand what we're reading. How quickly readers can comprehend written material is determined by the difficulty of the subject matter and by the document's organization and writing style.

FALSE

Ineffective messages do not get results. A receiver who must guess what the sender means may guess wrong. A reader who finds a letter or memo unconvincing or insulting simply won't do what the message asks.

FALSE

External audiences are people outside the organization: customers, suppliers, distributors, unions, stockholders, potential employees, trade associations, special interest groups, government agencies, the press, and the general public.

FALSE

Most messages have more than one purpose. An annual report may be prepared to inform stockholders about financial information for the year, to persuade them to retain stock, to convince others to buy stock, or to build goodwill for the company.

FALSE

While writing a message, it is important to ensure that benefits are adapted to the audience. This audience (made up of employees) is interested in how the changes will benefit them, not the company.

FALSE

An LLM predicts text based on input (i.e., the prompt), but months or years before any response can occur, the LLM receives training on existing texts. Because LLMs base their responses on training materials that are up to two years old, LLMs cannot provide up-to-date information.

E

Social media posts are an example of verbal communication. Communication may be verbal or nonverbal. Verbal communication uses words. Presentations, email messages, letters, memos, reports, blogs, text messaging, social media, and websites are some other examples of verbal communication.

D

Declan most likely used graphics and other visuals in his presentation. Nonverbal communication does not use words. Pictures, computer graphics, and company logos are nonverbal.

C

Effective communication skills will benefit you, even in your first job. You must understand how to persuade, explain complex material, and adapt information to particular audiences. You must also be able to manage challenging conversations or negotiations with colleagues and clients. No software program or generative AI can replace these skills. It is not surprising that communication ability consistently ranks high among the qualities that employers look for in college graduates.

B

Communication ability consistently ranks high among the qualities that employers look for in college graduates. Employers and colleagues appreciate a person's ability to communicate complex topics in a manner that is easy to understand. Your ability to effectively apply business communication to your domain of expertise helps others do their work more quickly, which increases productivity, and it builds trust.

D

Effective communicators are skilled at adapting their verbal and nonverbal communications for every audience, purpose, and context. There is never one method of communicating; rather, a series of principles and guidelines that must be applied with critical thought and nuance.

E

Effective personalization requires that communicators anticipate audience needs, organize a message in a manner that is clear to the audience, express that message in a tone that is sincere and unique, and deliver the message via the customer's preferred mode of communication.

C

understand how to persuade, explain complex material, and adapt information to particular audiences. You must also be able to manage challenging conversations or negotiations with colleagues and clients. No software program or generative AI can replace these skills.

B

While students' tend to rate themselves as having extremely proficient communication skills, employers do not share the same opinion. A large survey conducted showed that a lack of effective business communication skills appears to be a major stumbling block among new job entrants, even at the college level.

E

Subordinates are an example of internal audience for written communication at work. Communication—verbal and nonverbal, spoken and written—goes to both internal and external audiences. Internal audiences are other people in the same organization: subordinates, superiors, peers. External audiences are people outside the organization: customers, suppliers, distributors, unions, stockholders, potential employees, trade associations, special interest groups, government agencies, the press, and the general public.

E

A potential employee is an example of external audience for written communication at work. External audiences are people outside the organization: customers, suppliers, distributors, unions, stockholders, potential employees, trade associations, special interest groups, government agencies, the press, and the general public.

D

The external audience for Arti's presentation will include the customers of Skyward Consulting. Internal audiences are other people in the same organization. On the other hand, external audiences are people outside an organization. Customers, unions, suppliers, and distributors are examples of an external audience.

C

Olivia's internal audience would include her superiors. Internal audiences are other people in the same organization: subordinates, superiors, peers.

D

The accompanying document sent by Roman is called a transmittal. A transmittal is an accompanying document explaining why a document is being forwarded to a receiver. Its purpose is to inform and persuade a reader to read a document and also to build image and goodwill.

B

A job description is the description of qualifications and duties of one's job. It is used for performance appraisals, salaries, and hiring.

D

Ivy is preparing a quarterly report. A quarterly or monthly report summarizes profitability, productivity, and problems during a period. It is also used to plan activity for the next month or quarter.

B

Annika is preparing a performance appraisal. A performance appraisal evaluates the performance of employees and persuades employees to improve. Since this is a communication geared toward company's employees, it is an internal document.

B

A memo of congratulations is written to employees who have won awards or been promoted. Its purpose is to build goodwill.

E

A claims adjustment is an external document granting or denying customer request to be given credit for defective goods or services. It serves to inform and establish goodwill with customers.

B

When you answer a question, for instance, you're informing, but you also want to build goodwill by suggesting that you're competent and perceptive and that your answer is correct and complete.

C

A criterion of effective business communication is that it follows conventions—those widely accepted practices that help people recognize, produce, and interpret different kinds of communications.

C

Good business and administrative communication represents messages that are free from errors in spelling and grammar. It meets five basic criteria. It should be clear, complete, and correct. It should save the audience's time and build goodwill. All of the information in the message should be accurate. The message should be free from errors in spelling, capitalization, word choice, and grammar.

B

Conventions are widely accepted practices that help people recognize, produce, and interpret different kinds of communications. The key to using conventions effectively is to remember that they always need to fit the rhetorical situation—they always need to be adjusted for the particular audience, context, and purpose.

E

The key to using conventions effectively is to remember that they always need to fit the rhetorical situation—they always need to be adjusted for the particular audience, context, and purpose.

E

The style, organization, and visual or aural impact of the message help the audience read or hear, understand, and act on the information as quickly as possible. For example, effective messages use forecasting statements for organization, "Employee stock ownership programs (ESOPs) provide four benefits." Such statements tell readers what information will follow.

E

When you convey information to which the audience's basic reaction will be neutral, the message is an informative message. If you convey information to which the audience's reaction will be positive, the message is a positive or good-news message.

B

A

D

Although you will probably use different styles, and sometimes include different content, when communicating with multiple audiences, you need to keep your core message consistent. For example, engineers might need more technical information than managers, but the core messages that the two audiences receive should not be conflicting in any way.

B

all the customers who have purchased the Learn and Grow Baby Bouncer.

B

D

A

People will approach your message with preconceived notions, some more strongly than others. When the audience will oppose what you have to say, you need to start your message with any areas of common ground that you share with your audience and show that your solution is the best solution currently available, even though it isn't perfect.

D

B

E

While solving business communication problems, one should ensure that benefits are adapted well to the needs of the audience. In an informative or persuasive message, it is important to identify multiple audience benefits. Some characteristics of an audience will be irrelevant, and one should focus on those that are relevant to the message.

D

If benefits aren't worded with *you*-attitude, they'll sound selfish and won't be as effective as they could be. Using *you*-attitude shows how your organization's policy or product meets the audience's needs.

C

A

When you convey a message in an ethical manner, your graphics will help the audience to understand the content and the design of the document will make reading easy.

A

An LLM is generative because it generates text. LLM training uses an iterative process. During each iteration of the training process, the training algorithm adjusts the parameters to tell the LLM to predict text that looks a little bit more like the training data text pulled from the internet and other sources. Thus, an LLM will not give a stable and consistent answer.

C

The term "transformer" refers to the architecture of the LLM's artificial neural network.

B

LLMs are helpful when you need boilerplate language, or language that sounds like many others have said it. However, if your communication needs to be personalized or is on a controversial matter or recent topic, LLMs should not be used.

Short Answer

Good communication is worth every minute it takes and every penny it costs. Companies that communicate effectively with their employees enjoy, for example, increased employee engagement, improved productivity, better employee satisfaction as well as a healthy workplace culture and enhanced public impression. Good communication skills also will benefit you, even in your first job. You may have wonderful ideas for your workplace, but unless you can communicate them to the relevant people, they will get you nowhere. You must understand how to persuade, explain complex material, and adapt information to particular audiences. You must also be able to manage challenging conversations or negotiations with colleagues and clients. No software program or generative AI can replace these skills.

Short Answer

It is a false claim that employees do not need to know how to write, and that phone calls or text messages can replace written communication. Important conversations and communications generally require follow-up documentation, usually in the form of emails. People in organizations put things in writing to make themselves visible, to create a record, to convey complex data, to save money, and to convey their own messages more effectively. "If it isn't in writing, it didn't happen" is a maxim at many companies. Writing is an essential way to record agreements, to make yourself visible, and to let your accomplishments be known.

Short Answer

Bad writing takes longer to read because the reader struggles to understand what they are reading. How quickly a reader can read a document is determined by the difficulty of the subject matter and by the document's organization and writing style. Second, bad writing may need to be rewritten. Poorly written documents frequently cycle to others for help. Third, ineffective communication may obscure ideas so that discussions and decisions are needlessly drawn out. Fourth, unclear or incomplete messages may require the receiver to gather more information, and some receivers may not bother to do so; they may make a wrong decision or refuse to act.

Short Answer

Poor communication choices can lead to legal problems for organizations. In particular, communications such as emails and text messages create legal obligations for organizations. When a lawsuit is filed against an organization, the lawyers for the plaintiffs have the right to subpoena documents written by employees of the organization. These documents may then be used as evidence, for instance, that an employer fired an employee without adequate notice or that a company knew about a safety defect but did nothing to correct it. These documents may also be used as evidence in contexts the writer did not intend. This means that a careless writer can create obligations that the organization does not mean to assume.

Short Answer

Communication—verbal and nonverbal, spoken and written—goes to both internal and external audiences. Internal audiences are other people in the same organization: subordinates, superiors, and peers. Examples of documents which are sent to internal audience include transmittals, monthly or quarterly reports, policy and procedure bulletins, requests to deviate from policy and procedure bulletins, performance appraisals, and memos of congratulations.

External audiences are people outside the organization: customers, suppliers, distributors, unions, stockholders, potential employees, trade associations, special interest groups, government agencies, the press, and the general public. Examples of documents sent to external audiences include quotations for a specific product or service, claims adjustment, job description, 10-K report, annual report, and thank you letters.

Short Answer

The three basic purposes of organizational writing are:

1. to inform,
2. to request or persuade, and
3. to build goodwill. In fact, most messages have multiple purposes.

An annual report can reflect all three purposes: it informs by summarizing financial information for the year; it can persuade stockholders to retain their shares; and it can build goodwill by highlighting how the company is a good corporate citizen. (Student examples may vary.).

Short Answer

Effective business communication meets seven basic criteria: it's clear, complete, and correct; it follows conventions; it saves the audience's time; it builds goodwill, and it's ethical.

- It's clear. The meaning the audience gets is the meaning the communicator intended. It prevents the audience from guessing.
- It's complete. All audience questions are answered, and it has enough information to evaluate the message and act on it.
- It's correct. All information in the message is accurate, and the message is free from errors in spelling, capitalization, word choice, and grammar.
- It follows conventions. The message uses widely accepted practices that help people recognize, produce, and interpret different kinds of communications.
- It saves the audience's time. The style, organization, and visual or aural impact of the message helps the audience read or hear, understand, and act on the information as quickly as possible.
- It builds goodwill. The message presents a positive image of the communicator and the organization. It treats the message recipient as a person, not a number. It cements a good relationship between the communicator and the audience.
- It's ethical. The communication is responsible, careful, truthful, and relevant.

Short Answer

Conventions are widely accepted practices that help people recognize, produce, and interpret different kinds of communications. The key to using conventions effectively is to remember that they always need to fit the rhetorical situation—they always need to be adjusted for the particular audience, context, and purpose.

Short Answer

You must reach the primary audience to fulfill your purposes in any message. The five types of audiences include:

- A gatekeeper has the power to stop your message instead of sending it on to other audiences. The gatekeeper therefore controls whether your message even gets to the primary audience.
- The primary audience decides whether to accept your recommendations or act on the basis of your message.
- The secondary audience may be asked to comment on your message or to implement your ideas after they've been approved. Secondary audiences also include lawyers who may use your message—perhaps years later—as evidence of your organization's culture and practices.
- An auxiliary audience may encounter your message but will not have to interact with it. This audience includes the "read-only" people.
- A watchdog audience, though it does not have the power to stop the message and will not act directly on it, has political, social, or economic power.

Short Answer

Audience benefits are advantages that the audience gets by using your services, buying your products, following your policies, or adopting your ideas. In informative messages, benefits give reasons to comply with the information you announce and suggest that the information is good. In persuasive messages, benefits give reasons to act and help overcome audience resistance.

Ways to use benefits:

- Incorporate benefits by adapting benefits to the audience. Different benefits appeal to different audiences.
- Stress both intrinsic and extrinsic motivators. Intrinsic motivators come automatically from using a product or doing something. Extrinsic motivators are not a necessary part of the product or action.
- An audience benefit is a claim or assertion that the audience will benefit if they do something. This involves two steps: making sure the benefit really will occur and explaining it to the audience.
- Show how benefits overcome obstacles. When your request is time-consuming, complicated, or physically or psychologically difficult, you need to show how the audience (not just you or your organization) will benefit when the action is completed. You should also make the action as easy as possible.
- Benefits should be worded using you-attitude to be as effective as they can. Using you-attitude also means showing how your organization's policy or product meets the audience's needs. Link features to audience needs and provide details that make the benefit vivid.