

Lecture Overheads

Communication Strategically

Communication for Managers

15.279

Fall 2012

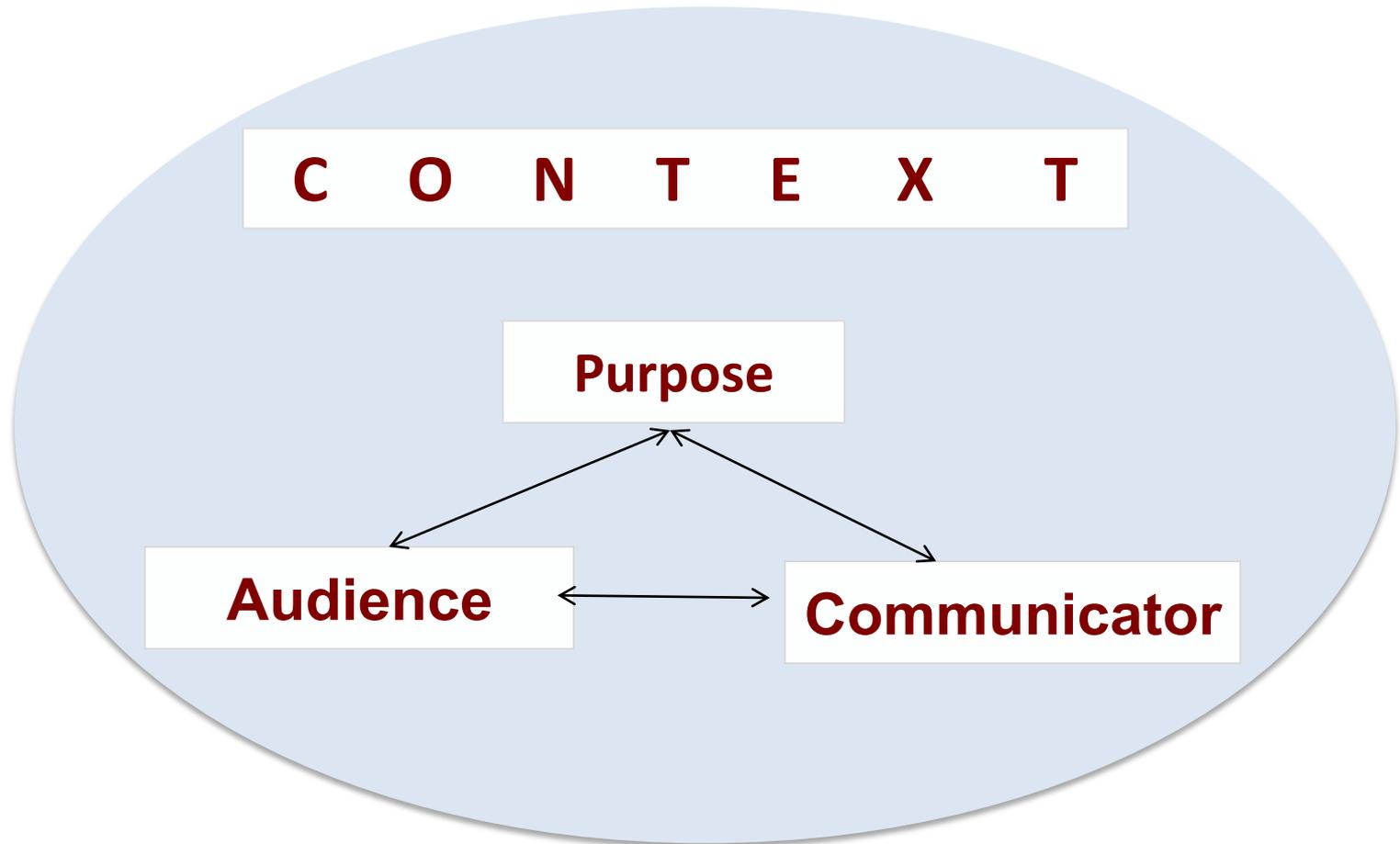
Strategic communication =

Thinking purposefully about your message, which will allow you to

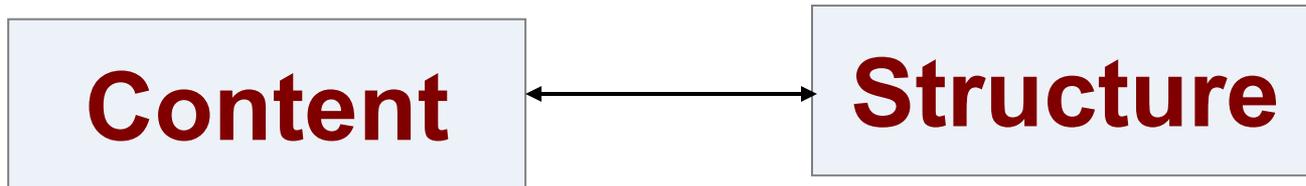


- ◆ Interact effectively with others
- ◆ Achieve your goals

A communication strategy requires analyzing certain variables . . .



**. . . and then making
certain decisions**

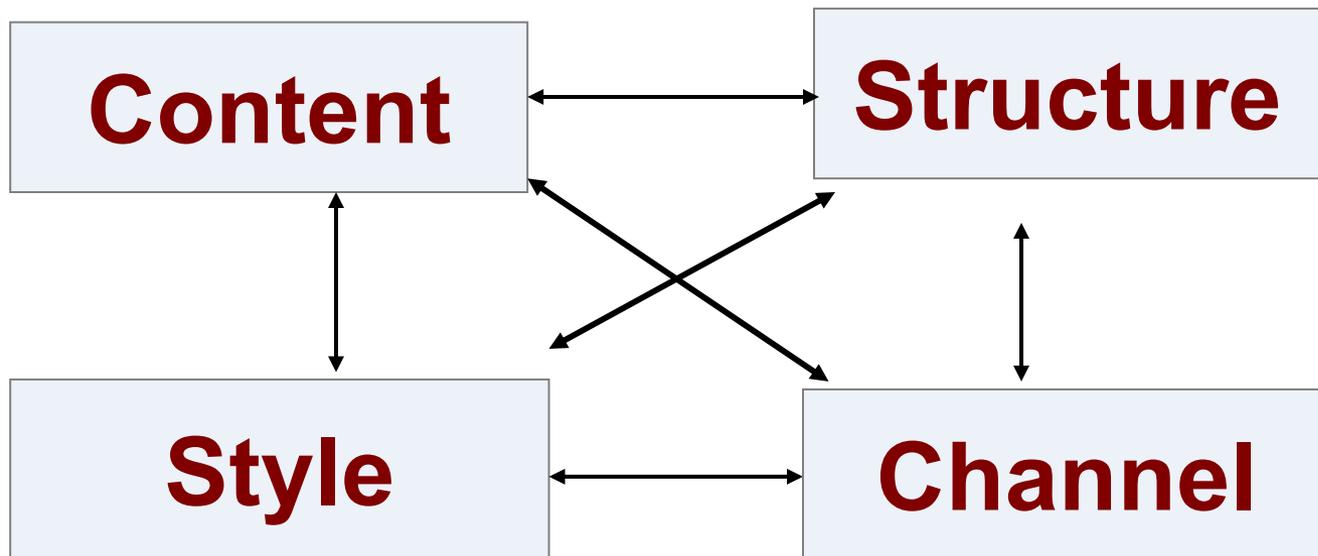


Structure can be relatively direct or indirect

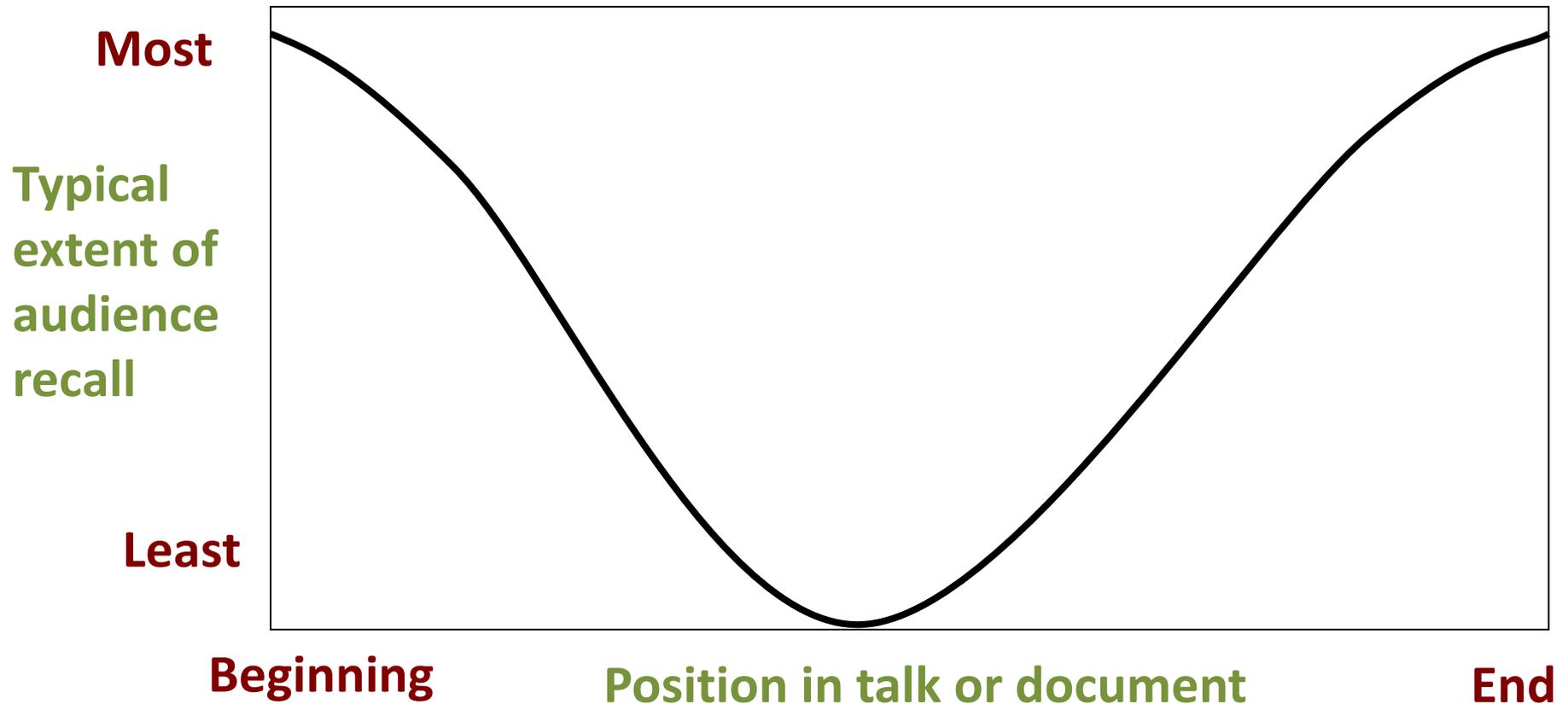


	Direct	Indirect
Informative	Main points followed by subsidiary points	Subsidiary points preceding main point
Persuasive	Recommendation backed by arguments	Arguments leading to recommendation

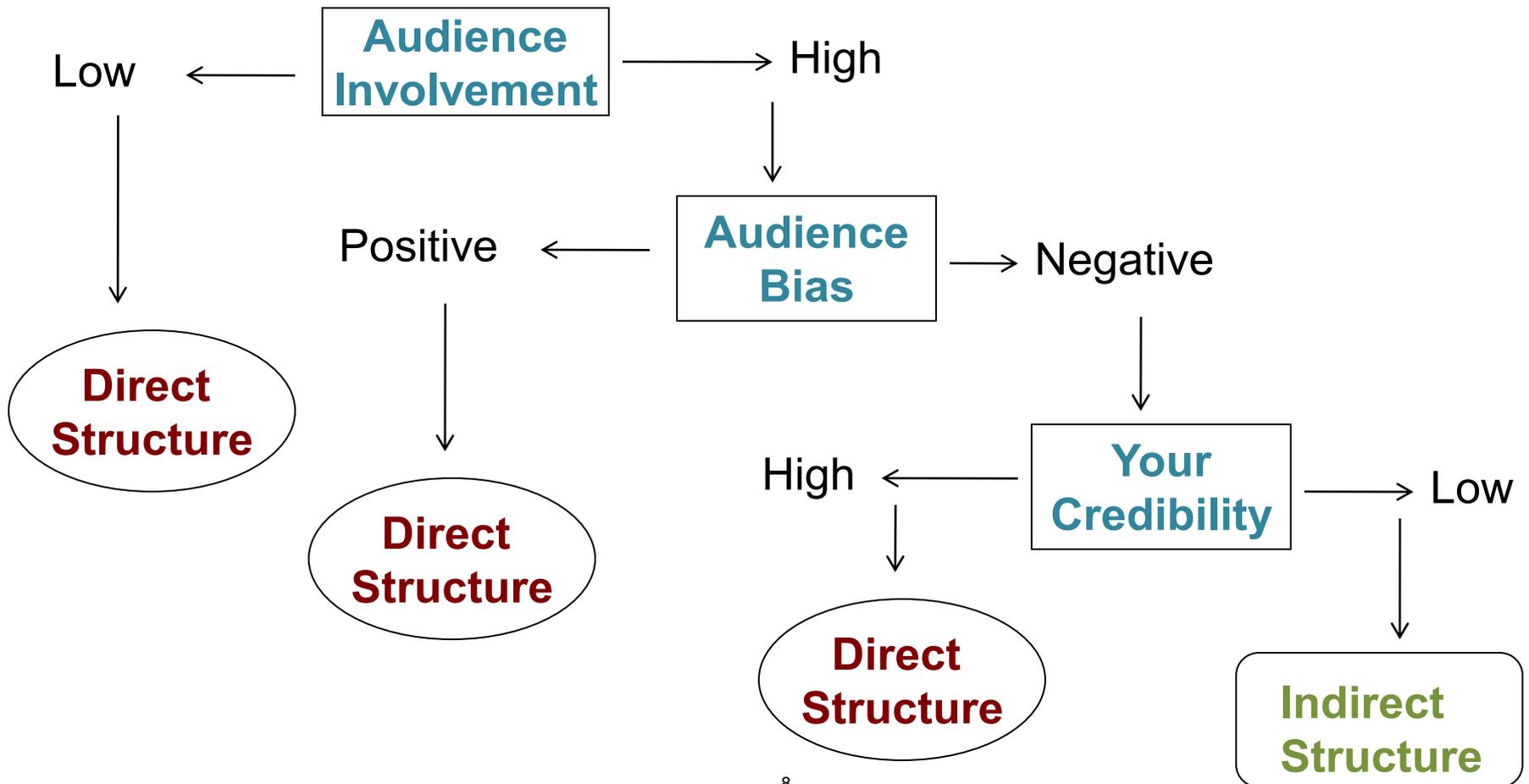
... and then making
certain decisions



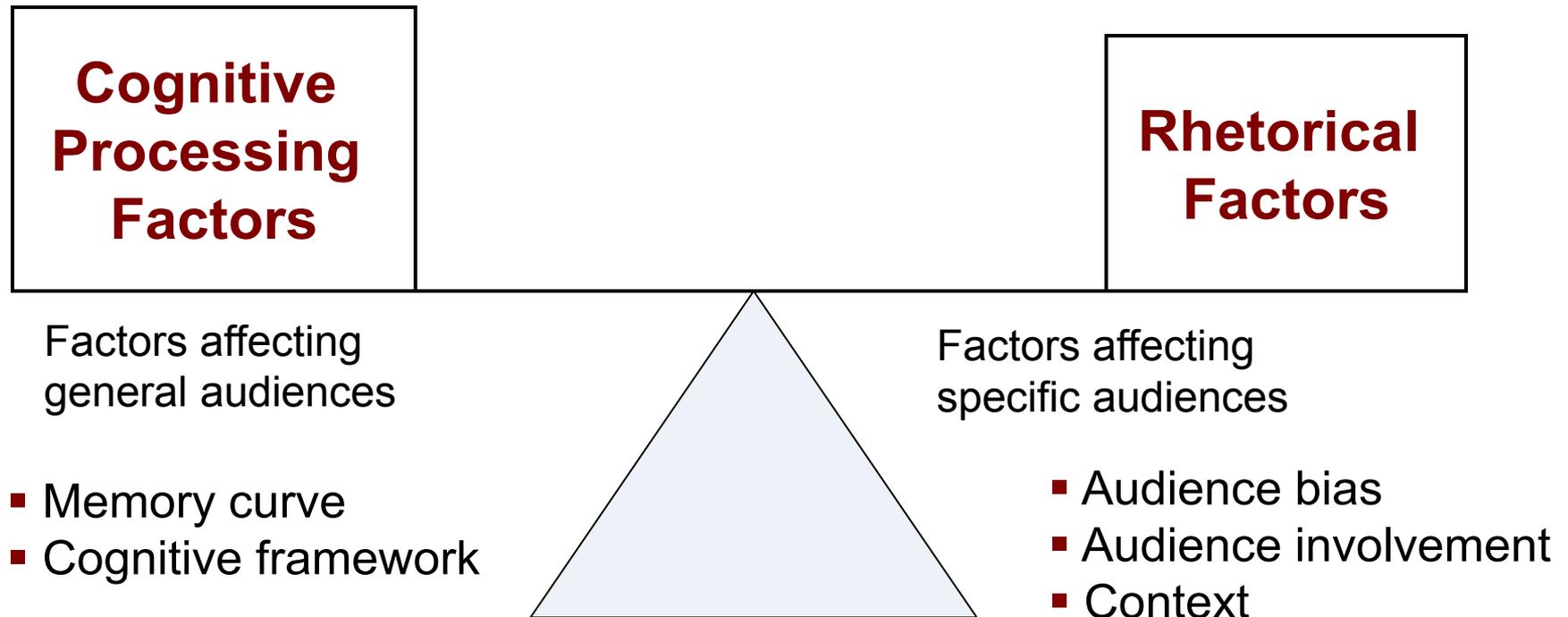
Think about cognitive processing constraints when deciding on structure



The rhetorical situation can also affect structure



To decide on a structure, you need to balance factors



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