

## Types of business communication

### Internal

 **Upward**  
From employees to management

 **Downward**  
From management to employees

 **Horizontal**  
Between peers

### External

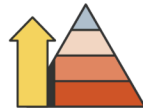
 **Customer communication**  
Support and engagement

 **Stakeholder communication**  
Reporting and updates

 **Public relations**  
Managing the company's image

## 4 Types of Business Communication

**Upward Communication**  
Information exchanged up the organizational hierarchy



**Downward Communication**  
Information exchanged from the top of the organizational hierarchy down

**Lateral Communication**  
Information exchanged between peers or across teams



**External Communication**  
Information exchanged with an outside organization



# Business Rhetorics

## Disclaimer

Always check Blackboard and your email for all official communication. This is not an official communication and only serves as a reminder.

## Contact

Contact me with any questions you have or if you need assurance. My email is on the Blackboard website.

# Next week

You will examine how rhetoric—whether in written, verbal, or visual forms—can perpetuate or challenge biases in the workplace and beyond. You will explore the subtle and powerful ways bias shapes interactions, policies, and organizational culture, while also considering strategies for identifying and addressing these issues. By analyzing the role of rhetoric in shaping narratives and decision-making processes, you will be equipped with the critical thinking skills needed to navigate and influence professional environments ethically and effectively.

## What you should do this week

### Resume

Develop a resume and bring it to class. You cannot use a pre-fill resume from websites like LinkIn or Indeed. **Must be printed.**

### Other Items

-Complete any assignments posted on Blackboard.

-Complete the attached vocabulary sheet.  
This is not the same as the research list. Just write information/definition and cite your source.

**Read selections in this Mbongi and use them to help you with Blackboard assignments.**

# Mbongi

## Research the following:

- Abe Dua
- What are the NAMLE Key Questions?
- When were women allowed to open bank accounts in the United States, without a man involved?
- The Dark Triad
- Paul Laurence Dunbar
- Octavia Butler and Parable of the Sower
- Future of Jobs and Artificial Intelligence
- Harvard IAT test
- Redlining
- The Rise of Anti-Intellectualism
- Kenneth Bancroft Clark
- Intersectionality
- Implicit Bias vs Explicit Bias
- Resume Bias by humans
- Biassed AI Resume Reading Tools

### Note:

**A definition is not research.**

\*\*\*APA citations are always required. Use an in-text citation and include a reference list for EVERY assignment. Use a separate sheet of paper if the assignment does not have a designated space for your research or a reference list.

**Students who do not bring their written research to class will not be able to participate.**

**Students who do not read and bring their hand written annotations to class will not be able to participate. Annotations must be on the reading and not a separate paper.**

# NAMLE Key Questions

Review these questions.  
Soon you will need to use  
these in your Mbongi.

## Authors and Audiences

|                   |                                                                                                |
|-------------------|------------------------------------------------------------------------------------------------|
| <b>Authorship</b> | Who made this?<br>Who was and was not involved in the creation of this?<br>When was this made? |
| <b>Purposes</b>   | Why was this made?<br>What does this want me to do?<br>Who is the target audience?             |
| <b>Economics</b>  | Who paid for this?<br>Who makes money from this?                                               |

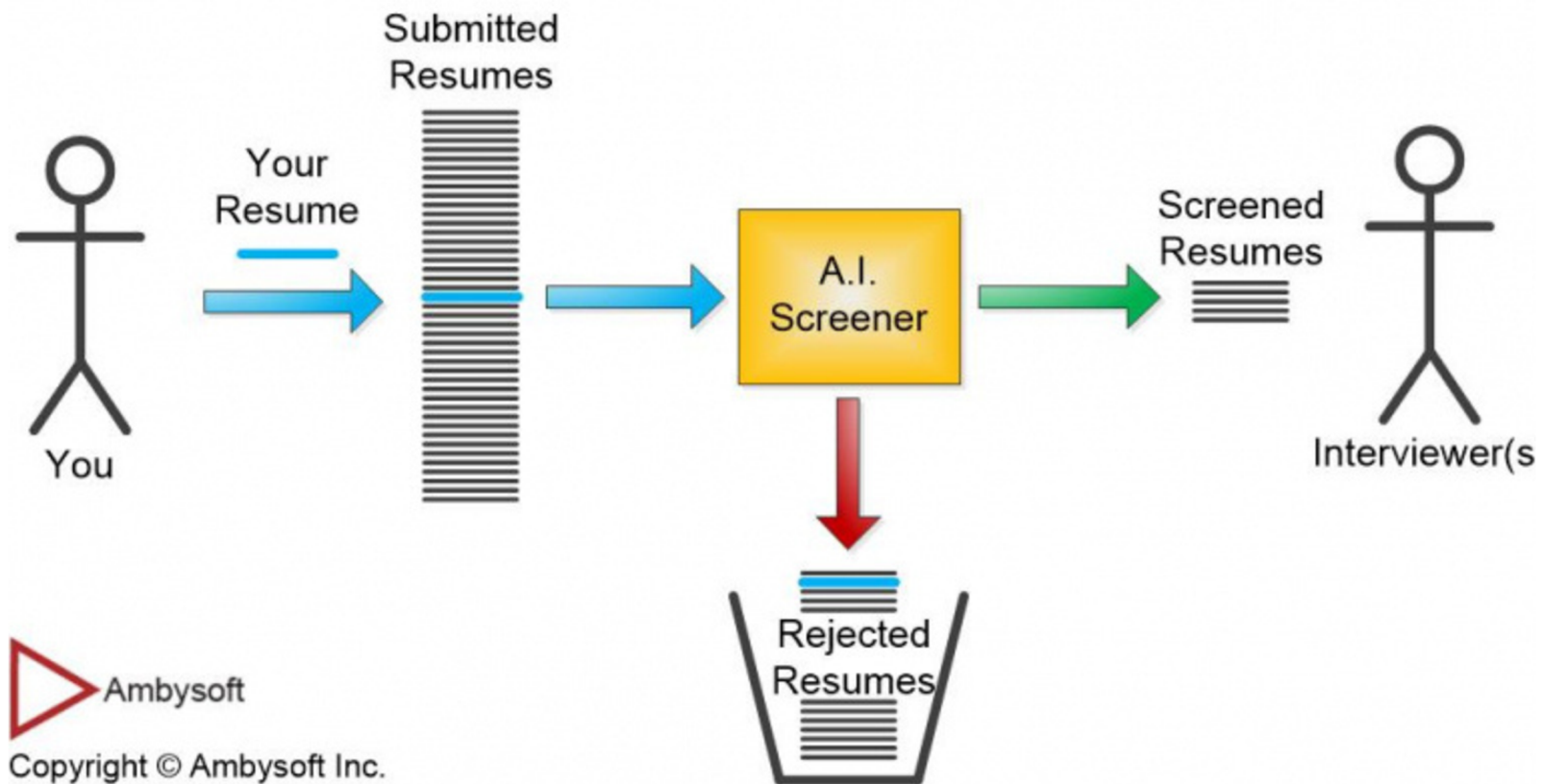
## Messages and Meanings

|                              |                                                                                                                                                                                                                                                      |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Content</b>               | What does this want me to think (or think about)?<br>What could someone learn from this?<br>What meanings, values and perspectives are obvious, and what are implied?<br>What is left out that might be important to know?                           |
| <b>Techniques and Format</b> | How does the format or method of communication impact my experience with the media?<br>Where or how was it shared with the public?<br>What techniques are used to communicate meaning, and why?<br>How do those techniques communicate this message? |

## Reflections and Evaluations

|                       |                                                                                                                                                                                                                                                       |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Interpretation</b> | What is my interpretation?<br>What can I learn about myself by reflecting on my interpretation?<br>How might different people understand this message differently?                                                                                    |
| <b>Responses</b>      | How does this make me feel?<br>How do my emotions influence my interpretation of this?<br>If I feel the need to respond, what actions could I take that would feel productive?                                                                        |
| <b>Credibility</b>    | Is this fact, opinion, or something else?<br>What are the sources of the information, ideas, or assertions?<br>How credible is this (and how do you know)?<br>How do I know I can trust this source to give me credible information about this topic? |

# A.I. Resume Screening



## F Motion

**Tina Miller**  
New York • 123-5456-7890 • tina.miller@we20@gmail.com • linkedin.com/in/tina-miller-nyc

7+ years of social marketing experience, driving customer growth and engagement in digital, B2B, and content marketing campaigns. Increased brand awareness by 25%, website traffic by 40%, customer acquisition by 25%, customer lifetime value by 40%, and sales revenue by \$2M in 6 months. Led strategies, resulting in a 45% increase in lead conversion.

**WORK EXPERIENCE**

**Senior Marketing Manager • New York, United States**

**WeWork**

- Increased lead generation by 30% in 3 months through the development and execution of cross-channel campaigns targeting key customer segments.
- Developed and executed a comprehensive content marketing strategy, driving a 40% increase in website traffic and generating \$2M in revenue through successful digital campaigns.
- Led the analysis of over 75 marketing campaigns, uncovering actionable insights that led to a 25% increase in customer acquisition and a 40% growth in customer lifetime value year-over-year.

**Marketing Manager**

**NVIDIA**

- Managed a comprehensive cross functional marketing campaign for a new product launch, overseeing a team of 10 professionals, coordinating promotional activities, and executing digital marketing strategies across multiple channels. The campaign resulted in a 30% increase in brand awareness, generating \$500,000 in sales revenue within Q1.
- Improved long and short form YouTube strategy resulting in 15% increase in channel views month over month through a better, SEO targeting, media strategy.

**Marketing Managing**

**White Lotus Resort**

- Increased digital advertising revenue by 25% in 9 months through effective B2B and B2C relations management.
- Developed a successful B2B/B2C digital advertising strategy resulting in a 300% increase in brand awareness in 6 months.
- Increased web traffic by 20% in 6 months through strategic planning and goal setting.

## Z Motion

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teal

- Your eyes always follow an F motion.
- Sometimes it uses a Z motion.
- If nothing peaks your interests, you move on to the next document.

# The Effects of Redlining, Mortgage Discrimination, and Race on Breast Cancer in Georgia

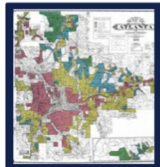
A study funded by the HERCULES Exposome Research Center to better understand if exposure to certain historical and modern discriminatory policies affects breast cancer outcomes

## Why does this matter?



### Mortgage Discrimination

Historical and current mortgage discrimination affects the built, socioeconomic, and chemical environments that people experience.



Historical redlining kept many Black residents in Georgia from buying property and owning homes.

Redlining was a form of mortgage discrimination in the United States where certain neighborhoods would be blocked from accessing loans and home mortgages, especially those with a higher population of color.

### Breast Cancer



Breast cancer is the **second leading cause of death** for women in the U.S. and in the state of Georgia.

When Black women are diagnosed, it is usually when the disease is more advanced or aggressive, which gives them a **41% higher death rate**.

## What did we want to know?

Do redlining and mortgage discrimination play a role in breast cancer outcomes among women of different races in urban areas of Georgia?

## What did we do?

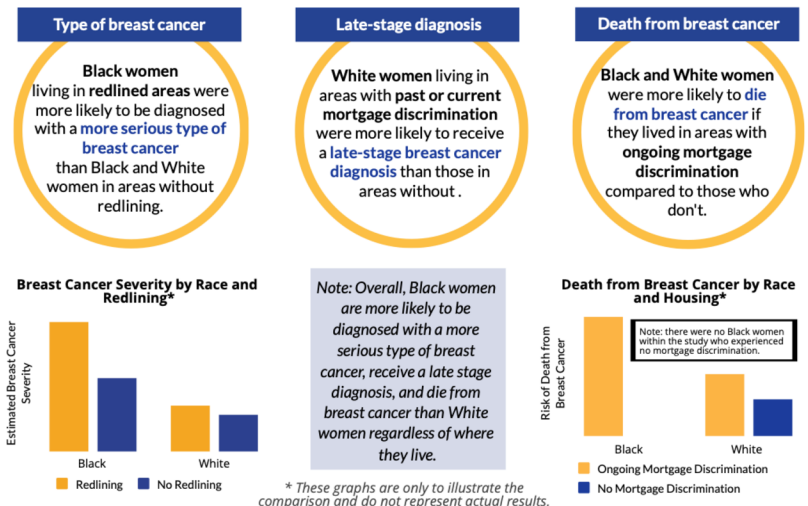
- 1 Identified Black and White adult women who had been diagnosed with breast cancer between January 1, 2010, to December 31, 2017.
- 2 Assessed women's exposure to historical, current, and ongoing mortgage discrimination.
- 3 Assessed breast cancer outcomes based on the severity of breast cancer and whether it was early or late-stage.
- 4 Gathered cause of death from death certificates.
- 5 Compared women's exposure to mortgage discrimination with their breast cancer outcomes.



What did we find? →

## What did we find?

In this study we found that, when factoring in mortgage discrimination and redlining, the risk of certain negative breast cancer outcomes increases for both Black and White women. (statistically significant differences are shown)



## What does this mean for you?

The difference in stage at diagnosis is likely due to health care access and the quality of disease screening, rather than biological factors.

There may be social structures in place, such as housing policies, that can negatively impact your health.

Regardless of race, where you live may have an impact on your health.

## Additional Resources



Learn how to do a self breast exam by visiting:  
[www.nationalbreastcancer.org/breast-self-exam/](http://www.nationalbreastcancer.org/breast-self-exam/)



The Georgia Department of Public Health provides free breast cancer screening, diagnostic services, and treatment referral for eligible people.



Learn more about redlining in the United States.



This infographic summarizes a HERCULES-funded Pilot Project. Read the full publication: Jasmine M. Miller-Kleinhenz, PhD; Lauren E. Barber, PhD; Maret L. Maliniak, PhD; Leah Moubadder, MPH; Maya Bliss, MPH; Micah J. Streiff, MPH; Jeffrey M. Switchenko, PhD; Kevin C. Ward, PhD; Lauren E. McCullough, PhD. Historical Redlining, Persistent Mortgage Discrimination, and Race in Breast Cancer Outcomes. JAMA Netw Open. 2024;7(2):e2356879. doi:10.1001/jamanetworkopen.2023.56879

HERCULES is funded by the National Institute of Environmental Health Sciences (P30ES019776)



<http://emoryhercules.com/>

@EmoryHERCULES  
herculesexposome@emory.edu  
@EmoryHERCULEScenter

Atlanta redlining map courtesy of Mapping Inequality.

# BUSINESS LETTER FORMAT

Senders address

Recipients contact

Introduction

Body

Closing

Justify Left

2"

Sell Your House, Inc.  
206 N. Sell Dr.  
Richmond, VA 23218

1 Line

March 6, 2009

1 Line

Angela Property  
220 Corporation Way  
Somewhereville, VA 22590

1 Line

Dear Ms. Property:

1 Line

Salutation

1"

1 Line

I hope that you are doing well. My name is Lydia Lease, and I am an attorney at Sell Your House, Inc. I am writing in regards to a parcel of land located at 225 Parcel St., Richmond, VA. My client, Mrs. Tabitha Land, is running into some difficulties in selling her property that is apparently still under lease by your organization.

1 Line

This parcel of land (100 ft by 300 ft) is located at the back of my client's property. According to the city records, the lease was initiated in September 2001 and never terminated. After calling your lease office, it appears that you no longer make use of this property. In order for my client to be able to sell her property, the lease must be cleared. This parcel of land is still under your organization's name. I have attached the documents describing the lease and ask that you clear your name from this property as soon as possible.

1 Line

My client is wishing to put her property on the market by April 2009. In order to do so, this parcel of land must be cleared from your organization's hold. I have enclosed my client's 1" documents concerning the ownership of this land as well as termination documents for your use. If you have any additional questions or concerns, please feel free to contact me at (123) 456-7890. I look forward to working with you to resolve this matter.

1 Line

Sincerely,

4 Lines

Lydia Lease, Attorney, Sell Your House, Inc.

4 Lines

Enclosures: 2



# TYPES OF UNCONSCIOUS BIAS



| Type of bias                               | Definition                                                                                                                |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| <b>Gender bias</b>                         | Having more or less favourable views about an individual based on their gender.                                           |
| <b>Beauty bias</b>                         | Based on someone's appearance.                                                                                            |
| <b>Ageism</b>                              | Discriminating against someone based on their age.                                                                        |
| <b>Attribution bias</b>                    | The tendency to explain a person's behaviour with their character rather than any situational factor.                     |
| <b>Affect heuristics</b>                   | Mental shortcuts you make take during an interview.                                                                       |
| <b>Confirmation bias</b>                   | Trying to confirm something based on a pre-conceived notion.                                                              |
| <b>Halo effect/<br/>Horn effect</b>        | Overly focusing on the perceived positive (for the halo effect) or negative aspects (for the horn effect) of a candidate. |
| <b>Expectation anchor</b>                  | When you anchor your expectations on a very specific image and trying to match everything to it.                          |
| <b>Affinity bias<br/>(Similarity bias)</b> | Favortism based on shared characteristics.                                                                                |
| <b>Conformity bias/<br/>Authority Bias</b> | Pressure to align opinions to what the group or the person in an authority position thinks.                               |
| <b>Intuition</b>                           | Only trusting your "gut".                                                                                                 |
| <b>Zero risk</b>                           | Tendency to overcorrect on the risk of any hire by trying to reduce the risk of hiring the wrong person to zero.          |
| <b>Culture fit</b>                         | Tendency to value culture fit over behavioural fit.                                                                       |

# “WE WEAR THE MASK”

BY

PAUL LAURENCE DUNBAR

We wear the mask that grins and lies,  
It hides our cheeks and shades our eyes, —  
This debt we pay to human guile;  
With torn and bleeding hearts we smile,  
And mouth with myriad subtleties.

Why should the world be over-wise,  
In counting all our tears and sighs?  
Nay, let them only see us, while

We wear the mask.

We smile, but, O great Christ, our cries  
To thee from tortured souls arise.  
We sing, but oh the clay is vile  
Beneath our feet, and long the mile;  
But let the world dream otherwise,

We wear the mask!

## How to do APA Citations

1. Use parenthetical citations immediately after taking notes on a specific item
2. Then use reference list citations at the end of your research as a list of ALL of your sources.
3. Read the note at the bottom of this page for more information.

### *Reference list entry:*

Alexander, P. A. (2018). Past as prologue: Educational psychology's legacy and progeny. *Journal of Educational Psychology*, 110(2), 147–162. <https://doi.org/10.1037/edu0000200>

### *Parenthetical citation:*

(Alexander, 2018)

### *Narrative citation:*

Alexander (2018)

Note. The four elements of a reference list entry include the author (in purple), the date (in blue), the title (in yellow), and the source (in green). The in-text citations that correspond to this reference include the last name of the author and year of publication, which match the information in the reference list entry.

---

## Another Example of a Reference List Entry in APA Citation

### Reference components

APA citations include four components: who, when, what, and where. These components enable the reader to locate the source.



| WORD                                     | Short Definition | APA Citation |
|------------------------------------------|------------------|--------------|
| Chevron<br>Deference                     |                  |              |
| Frederick Ludwig<br>Hoffman              |                  |              |
| Harriett Jacobs                          |                  |              |
| <b>Casual Killing Act</b>                |                  |              |
| W.E.B. DuBois<br>Double<br>Consciousness |                  |              |
| Barriers to<br>Communication             |                  |              |
| Classical<br>Conditioning                |                  |              |

| WORD                         | Short Definition | APA Citation |
|------------------------------|------------------|--------------|
| Operant Conditioning         |                  |              |
| SIC Codes                    |                  |              |
| Qualitative Research         |                  |              |
| <b>Quantitative Research</b> |                  |              |
| Grant Writing                |                  |              |
| Sponsorship Package          |                  |              |
| Repair Orders                |                  |              |

| WORD                                                                 | Short Definition | APA Citation |
|----------------------------------------------------------------------|------------------|--------------|
| Service Orders                                                       |                  |              |
| Brand Audits                                                         |                  |              |
| Brand Analysis                                                       |                  |              |
| <b>Octavia Butler</b>                                                |                  |              |
| What is the average amount of years before a civilization collapses? |                  |              |
| Why give your business a latin name.                                 |                  |              |
| Technical Communications                                             |                  |              |