Coverage of AI concepts and skills in the 16th Edition of *Business Communication Today*

Chapter 1 introduces GenAI and explores the advantages, disadvantages, risks, and ethical implications of using GenAI on the job:

Chapter 1: Professional Business Communication in the Age of Artificial Intelligence

Using AI Effectively and Ethically

    Understanding How GenAI Works: A User's Perspective

    Potential Advantages of Using AI

        Content Development

        Knowledge Management and Collaboration

        Data Analysis and Insights

        Personalization and Localization

        Communication Efficiency and Accessibility

        Professional Development

    Potential Disadvantages and Risks of Using AI

        Mistakes and Hallucinations

        Overreliance on AI Tools

        Erosion of Human Connections

    Ethical Concerns with GenAI

        Misinformation and Deception

        Perpetuation of Bias

        Compensation for Content Creators

        Lack of Transparency, Explainability, and Attribution

        AI-Generated Content Disclosure

        Environmental Impact

    Privacy, Security, and Liability Concerns with GenAI

    Developing Your AI Skills

        Writing Effective Prompts

        Using GenAI as a Creative Partner

        Evaluating GenAI Output

AI is integrated in every chapter of the text. Here are the major areas of coverage in specific chapters:

Chapter 2: Collaboration, Interpersonal Communication, and Business Etiquette

Collaborating on Communication Efforts

    Collaborating with GenAI

Chapter 4: Planning Business Messages

Analyzing the Situation

    Using AI for Situation Analysis

Organizing Your Information

    Using AI to Organize Messages

        Using AI to Refine Your Main Idea

        Using AI to Help Outline Your Content

Chapter 5: Writing Business Messages

Using AI as a Writing Partner

    Reviewing Etiquette and Ensuring Positive Language

    Verifying Inclusive and Bias-Free Communication

    Building Credibility and Projecting Company Image

    Crafting an Engaging Style and Tone with AI

    Choosing Powerful Words and Phrases

    Creating Effective Sentences and Paragraphs

Chapter 6: Completing Business Messages

Using AI to Help Complete Messages

    Using GenAI and Other Smart Tools to Improve Your Drafts

    Using GenAI to Assist with Production and Distribution

    Maintaining Your Unique Voice While Using AI

Chapter 7: Digital Media

Email

    Using AI to Improve Your Email Experience

Workgroup and Text Messaging

    Using AI to Improve Your Messaging Experience

Chapter 8: Social Media

Managing a Social Media Presence

Using AI to Plan and Manage Social Media Campaigns

Market Intelligence

Audience Segmentation and Targeting

Performance Analytics and Optimization

Content Moderation and Risk Management

Developing Social Media Content

Using AI to Create Social Media Content

Chapter 9: Visual Media

Producing Visuals

Using GenAI to Create Visuals

Define Your Purpose and Clarify Your Intent

Choose Your GenAI Tool and Learn Its Capabilities

Craft Your Prompt and Adjust the Model

Generate, Iterate, and Edit

Provide Attribution

Producing Video Content

AI-Generated Video

Define Your Purpose and Clarify Your Intent

Choose Your AI Tool and Learn Its Capabilities

Craft Your Prompt and Provide Necessary Inputs

Generate, Iterate, and Edit

Finalize and Distribute

Chapter 11: Writing Negative Messages

Using the Three-Step Writing Process for Negative Messages

Using AI to Help Draft Negative Messages

Chapter 12: Writing Persuasive Messages

Using the Three-Step Writing Process for Persuasive Messages

Using AI to Craft Persuasive Messages

Chapter 13: Finding, Evaluating, and Processing Information

Planning Your Research

Using AI for Business Research: Benefits and Risks

Chapter 14: Planning Reports and Proposals

Applying the Three-Step Writing Process to Reports and Proposals

Using GenAI and Smart Templates to Develop Reports and Proposals

Chapter 18: Building Careers and Writing Résumés

Finding the Ideal Opportunity in Today's Job Market

Using AI to Help Refine Your Job Search

Writing Your Résumé

Writing Your Résumé with GenAI: Ethical Considerations

Chapter 19: Applying and Interviewing for Employment

Understanding the Interviewing Process

AI Interviews

Note: This list includes only the AI-specific section headings in the 16th Edition. AI coverage is extensively integrated throughout the text with practical advice for every aspect of contemporary business communication.

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