

工作中的 英语写作

【美】 菲利浦·科林 著
肖丹 刘晓庆 译
PHILIP C. KOLIN

Successful Writing
at Work

第2版 双语精要版



 人民邮电出版社
POSTS & TELECOM PRESS

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人民邮电出版社

北 京

图书在版编目(CIP)数据

工作中的英语写作(第2版:双语精要版)/(美)科林(Kolin, P. C.)著,肖丹,刘晓庆译
-北京:人民邮电出版社,2011.9

ISBN 978-7-115-26090-1

I. ①工… II. ①科… ②肖… ③刘… III. ①商务-英语-写作 IV. ①H315
中国版本图书馆CIP数据核字(2011)第158845号

Philip C. Kolin

Successful Writing at Work, 2nd Edition

ISBN 978-0-618-94864-2

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工作中的英语写作(第2版:双语精要版)

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策 划 刘力 陆瑜
责任编辑 刘晓庆
装帧设计 陶建胜

◆ 人民邮电出版社出版发行 北京市崇文区夕照寺街14号A座
邮编 100061 电子邮件 315@ptpress.com.cn
网址 <http://www.ptpress.com.cn>
电话(编辑部)010-84937150 (销售部)010-84937152
三河市李旗庄少明装订厂印刷
新华书店经销

◆ 开本:850×1092 1/16
印张:23.5
字数:415千字 2011年9月第1版 2011年9月第1次印刷
著作权合同登记号:01-2009-6941
ISBN 978-7-115-26090-1/F

定价:58.00元

本书如有印装质量问题,请与本社联系 电话:(010)84937152

内 容 简 介

本书是一本实用的商务写作入门教材，也是有关职业的写作指导用书，旨在帮助学习者掌握和提升工作中写作的主要技能和交流技巧。作为精要版，内容时新、重点突出、精炼扼要、简明实用是其主要特色。

本书分为三篇十章，涵盖了工作中各个领域的写作技能：从受众分析和商业伦理，到日渐复杂的商务文件，再到工作中的演讲和简历的制作等。本书充分体现出了时代性、多样性和国际性。不仅提供了当下最流行的沟通技术——互联网、电子邮件、计算机图形、演示软件、博客、电子文档等，还从全球市场的角度讲述了如何面向外国读者写作的内容。

本书篇幅适中，理论与实务兼备，简明实用，适合用作商务写作等课程的全英语教学和双语教学教材。作为一般培训教材及自学参考书，本书也是想提高写作技能的职场人士的极佳选择。

To Kristin, Eric, and Theresa
Evan Philip and Megan Elise
Julie and Loretta
and
MARY

P R E F A C E

■ Overview

Successful Writing at Work, Concise Second Edition, is a practical introductory text for students in business, professional, and occupational writing courses. As readers of the full-length edition of this text have found, *Successful Writing at Work* clearly helps students develop and master key communication skills vital for success in the workplace. The *Concise Edition* serves the same purpose, but it is designed for those who prefer a more compact text, one that covers nearly as many business writing topics but is more streamlined and focuses on the most essential skills and strategies for writing successfully on the job. Whereas the full-length edition includes seventeen chapters, the *Concise Edition* contains ten chapters, yet fully covers the range of workplace communication: from essential considerations such as audience analysis and ethics, to writing increasingly more complex business documents (memos through long reports), to making presentations, to preparing a résumé and interviewing for a job.

This compact edition has been designed for a variety of educational settings where business writing is taught. It is versatile enough for a full semester or trimester course, or it can be used successfully in a shorter course, such as on a quarter system. It can also meet the diverse goals of varied educational settings, including online, distance education, continuing education, and week-long intensive courses, as well as in-house training programs, workshops, and conferences.

Successful Writing at Work, Concise Second Edition, provides students with easy-to-understand guidelines for writing and designing clear, well organized, and readable documents. Along with user-friendly guidelines, this edition provides students with realistic models of the precise kinds of documents they will be asked to write on the job. In addition, this text can serve as a ready reference that readers can easily carry with them to the workplace. Students will quickly find that this book includes many practical applications, which are useful to those who have little or no job experience as well as those with years of experience in the world of work.

■ Approaches

The *Concise Second Edition* integrates the following approaches to teaching occupational writing throughout the book:

1. **Focus on writing as a problem-solving activity.** The book approaches business writing not merely as a set of rules and formats, but simultaneously as a problem-solving activity that helps employees meet the needs of their employers,

co-workers, customers, clients, community groups, and vendors. This approach to writing, as introduced in Chapter 1 and carried throughout the text, asks students to think through the writing process, asking the questions *who* (who is the audience?), *why* (why do they need this document?), *what* (what is the message?), and *how* (what is the style and tone?), rather than offering inflexible prescriptions for what constitutes effective business communication.

2. **Emphasis on audience analysis, including international audiences and non-native speakers of English.** A key feature of the *Concise Second Edition* is its consistent emphasis on the first problem-solving question: *Who* is the audience? This question, discussed in depth in Chapter 1, affects everything else that goes into the writing of a workplace document, from determining its purpose to creating its message, to selecting its style and tone. All subsequent chapters stress how the needs and expectations of the audience must be considered alongside the scope and format of various types of documents. In response to the needs of today's workplace, the text expands the discussion of audience to include international readers, beginning in Chapter 1 and carried out through the book.
3. **View of student readers as business professionals.** To encourage students in their job-related writing, the *Concise Second Edition* treats them as professionals seeking success at different phases of their business careers. Students are asked to place themselves in the workplace setting (or in the case of Chapter 5, in the role of job seekers) as they approach each topic, to understand the differences between workplace and academic writing. Students are asked to see themselves as collaborative employees (Chapter 2), workers writing routine documents (Chapters 3 and 4), employees designing and writing more complex documents and reports (Chapters 6–9), and as company representatives designing and making presentations (Chapter 10).
4. **Inclusion of the most current workplace technologies.** The text shows students how to become better problem solvers and writers by using the varied resources of an evolving, ever more complex technological workplace. In light of these expanding communication resources, the *Concise Second Edition* helpfully discusses technological considerations alongside the guidelines to writing print documents. In every chapter, easy-to-understand explanations assist students in discovering the *hows* as well as the *whys* of writing for the digital world of work.

■ New to the Concise Second Edition

As in the first *Concise Edition*, the second edition continues to offer students a streamlined alternative to the full edition of *Successful Writing at Work* while still providing many important additions. Highlights of the new edition include:

- **Expanded coverage of writing for international readers and non-native speakers of English.** Several new sections have been added on these crucial topics. A new section entitled “Writing for the Global Marketplace” in Chap-

ter 1, “Getting Started: Writing and Your Career,” emphasizes the importance of international audiences and non-native speakers of English in the American work force. In Chapter 4, “Writing Letters,” coverage of writing letters for international readers has been expanded. Chapter 6, “Designing Successful Documents and Visuals,” features a new section on using appropriate visuals for international audiences. Chapter 9, “Writing Careful Long Reports,” focuses on the role international workers play in a global corporation. Chapter 10, “Making Successful Presentations at Work,” includes a new section on making presentations for international audiences. Finally, the website now includes several Additional Activities on the topic of writing for international readers.

- **New section on collaborative writing and expanded collaborative exercises.** The new collaborative writing section in Chapter 2, “The Writing Process and Collaboration at Work,” includes an overview of collaboration in the workplace setting, guidelines for collaborative writing, ways to troubleshoot group conflicts, and a section on online technologies for collaboration with a case study to reinforce the steps. In addition, exercises throughout the book have been updated to include new collaborative assignments, and the HM website now includes new collaborative Additional Activities.
- **Enhanced coverage of ethics.** This new edition pays even closer attention to ethics in workplace writing than the previous edition. In addition to the book’s emphasis on the ethical considerations of writing for international readers and non-native speakers of English, Chapter 1, “Getting Started: Writing and Your Career,” features a new section on ethical dilemmas, and Chapter 6, “Designing Successful Documents and Visuals” contains an enhanced discussion of constructing, inserting, and writing about visuals ethically.
- **Updated coverage of workplace technologies.** To keep up with the ever-changing digital workplace, technology coverage has been updated and expanded. Chapter 2, “The Writing Process and Collaboration at Work,” now includes new material on collaborating online; Chapter 3, “Writing Memos, Faxes, and E-Mails,” features a new section on e-mails as legal records; Chapter 5, “How to Get a Job: Résumés, Letters of Application, and Interviews,” provides an expanded section on online résumés with an annotated example; and technology is woven into the writing instruction throughout the text.
- **Updated and expanded visuals chapter.** Chapter 6 has been retitled “Designing Successful Documents and Visuals” to de-emphasize Web design (now removed) and expand upon such topics as using color, inserting clip art, the ethics of visuals, and the appropriate use of visuals for international readers.
- **Revised report in the long reports chapter.** The long report in Chapter 9, “Adapting the U.S. Workplace for Multinational Employees,” has been substantially revised to better illustrate the type of report employees will have to prepare in the business world. The report reflects the content, format, organization, and documentation business readers will expect to see in a long report.
- **New PowerPoint presentation in the chapter on oral communication at work.** Chapter 10, “Making Successful Presentations at Work,” now includes an annotated PowerPoint presentation.

- **Complete annotations of model documents.** Every document in the text has been thoroughly annotated to better illustrate specifically how ineffective documents can be improved and how effective documents and visuals are constructed with the principles of good workplace writing in mind.
- **Updated figures and exercises.** The figures have been updated throughout the new edition not only for currency but also to show students the importance of effective, up-to-date graphics in their own work. In addition, new exercises on the use of visuals have been added throughout this new edition.

■ Supplemental Resources for Students and Instructors

The Online Study Center is Cengage Learning's comprehensive location for extensive interactive online products and services to accompany composition texts. Students and instructors can access the Online Study Center content through text-specific student and instructor websites; via Eduspace®, Cengage Learning's online course management system; and through other course management systems, including Blackboard and WebCT. For a demonstration of the Online Study Center or to discuss special packaging options available for this text, please consult your local Cengage Learning representative (locatable through *academic.cengage.com*).

- **The Online Study Center Instructor Website** (college.cengage.com/pic/kolinconcise2e)

Instructors can access the Online Study Center content at any time via the Internet. Resources include chapter-by-chapter PowerPoint slides, sample syllabi, and teaching suggestions.

- **The Online Study Center Student Website** (college.cengage.com/pic/kolinconcise2e)

Accessible to students via the Internet, The Online Study Center content for this text includes additional activities, web links, ACE self-tests, and guidance on documentation, including a comparison of MLA and APA documentation styles. Some content may be passkey-protected.

- **The Online Study Center with Eduspace**

Eduspace, Cengage Learning's course management system, offers instructors a flexible and interactive online platform for communicating with students, organizing course material, evaluating student work, and tracking results in a powerful gradebook. In addition to the Online Study Center resources, students and instructors using Eduspace benefit from course management tools, including a powerful gradebook and practice and homework exercises.

Acknowledgments

In a very real sense, the *Concise Second Edition* has profited from the collaboration of various reviewers with the author. I am, therefore, honored to thank the following reviewers who have joined with me to create this new edition.

Sonya Compton Borton, *University of Louisville*

Kristin Dietsche, *Northern Kentucky University*

Scott Downing, *DePaul University*

Ronald G. Mullins, *Bronx Community College*

Cynthia Murrell, *New Mexico State University*

Andrea Penner, *San Juan College*

Lourdes Rassi, *Florida International University*

Leticia Slabaugh, *Arizona State University – Tempe*

David R. Swarts, *Clinton Community College*

I am also deeply grateful to the following individuals at the University of Southern Mississippi for their help: Beverly Ciko, Sherry Smith, and my chair, Michael Mays (Department of English), Mary Lux (Department of Medical Technology), and Kay Wall (Cook Library).

Several individuals from business and industry also gave me valuable assistance, for which I am thankful. They include Joycelyn Woolfolk at the Federal Reserve Bank in Atlanta, Sally Eddy at Georgia Pacific, John Krumpas at Gulf Paper Company, Hilary J. Englert at Rice's Potato Chips, Don McCarthy (an independent computer programmer), Russel Dukette at Petro Automotive Group, and Dr. Matt Fry and Dr. Michael O'Neal from the Hattiesburg Clinic.

I appreciate the input of the following two individuals, who provided the Chinese and Turkish translations that appear in Chapter 7: Jian Zheng and Fatih Uzuner.

I am also especially grateful to Father Michael Tracey for his counsel and his contributions to Chapter 6 on document design.

My thanks go to my editors at Heinle, Cengage Learning for their assistance, encouragement, and friendship: Lisa Kimball, Bruce Cantley, Charline Lake, Margaret Bridges, Sarah Truax, and Katilyn Crowley.

Finally, I am grateful to my son Eric, my daughter-in-law Theresa, my grandson Evan Philip, and my granddaughter Megan Elise for their love and encouragement. My daughter Kristin Julie merits extra praise for the many times she assisted me by doing various searches and revisions.

P.C.K.
January 2008

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