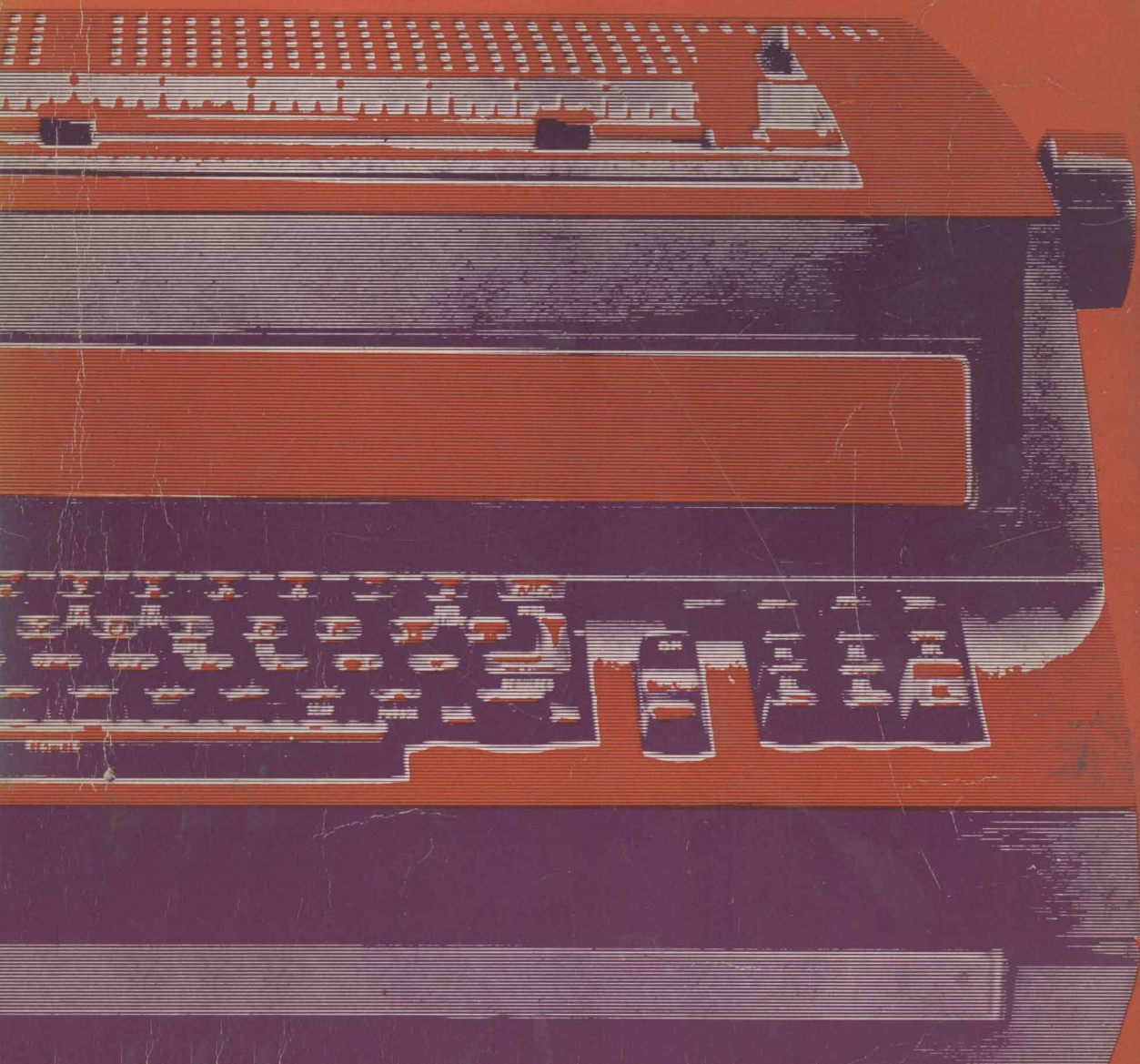


WORD PROCESSING FUNDAMENTALS

SHIRLEY A. WATERHOUSE



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Word Processing Fundamentals

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WORD PROCESSING FUNDAMENTALS

To my mother and father, Nell and Russell Waterhouse,
and my very special friend, William L. Little.

Preface

Word Processing Fundamentals has been written to introduce the concept of word processing (WP), and this book will outline many of the exciting changes that are taking place in today's offices. *WP Fundamentals* includes information on all of the major aspects of WP, including concepts, an outline of available careers, WP systems and equipment, and basic information on how to implement WP.

This book is meant to be useful for secretarial students and employees, management students and employees, and data processing students and employees. It illustrates the ways offices are changing to become more efficient and emphasizes changing office careers and new equipment used by employees in modern offices. Management students and employees will learn how WP can be used to improve the efficiency of the office, as well as the basic steps for implementing WP. Data processing (DP) students and employees will gain an understanding of how WP relates to data processing and how WP and DP may be integrated.

Word Processing Fundamentals is written in a simple, easy-to-follow style with many illustrations and photographs to guide the reader through the material. The book in itself can serve as an example of the efficiency of WP because of its realistic, organized approach to the subject. Each chapter begins with a list of objectives that will give the reader an understanding of the important points to look for in each chapter. Summaries are presented at the end of each chapter to help the reader remember the important points and the new terms presented in each chapter. Exercises and case studies are also included after each chapter. These provide the reader with challenging activities to aid in reinforcing and applying the material learned in each chapter.

To add to the relevance of the book, many WP centers and WP equipment manufacturers across the United States, Canada, and in England were contacted to obtain illustrations and the most up-to-date facts. Over 50 schools, WP centers, and equipment manufacturers have contributed examples of WP forms, procedures, and photographs to this book. Their contributions make it the most current and complete book on the subject of WP available today.

An instructor's manual is available to assist in implementing this text in the classroom. It includes a variety of activities designed to stimulate the student's interest in WP and to aid the instructor in leading discussions such as complete lecture presentations, a course outline for an introductory course on WP, transparency masters, chapter tests, suggested outside activities, and classroom activities provided for each chapter.

Shirley A. Waterhouse

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WORD PROCESSING AN INTRODUCTION

Word processing (WP) is a new concept in office management, using modern equipment and specialized procedures as well as specialized employee skills. It is a much-talked-about topic in management circles and is defined in various ways by many different office workers. Chapter 1 will introduce you to the concept of WP by defining it and explaining why WP is needed. It will also illustrate some of the specific office problems WP works to solve. Chapter 2 will explain how WP solves office problems, and Chapter 3 will illustrate a variety of WP systems. Chapter 4 will illustrate WP positions, the changing role of the secretary, and the skills needed for WP positions.

ONE

The Need For WP

OBJECTIVES

When you have mastered the information in this chapter you will be able to:

1. Define *word processing* (WP) and list the three major WP components.
2. Describe the major difference between WP systems and *traditional* office systems.
3. Define *communications* and discuss the importance of processing *typewritten communications* and *verbal communications*.
4. Discuss reasons why the cost of producing letters is so high.
5. Describe *workflow* and the problems related to traditional workflow methods.
6. Describe the responsibilities of a traditional secretary.
7. Discuss the major office problems associated with *generalized* secretarial responsibilities.
8. Discuss why traditional secretarial/manager arrangements can be inefficient.
9. Develop an understanding of the major reasons why offices need WP systems.

Word processing (WP) is an exciting new office system that is rapidly gaining popularity in offices throughout the United States, Canada, Germany, France, England, and many other industrialized countries around the world. The success of WP is attributed to a new system which enables offices to increase efficiency and reduce costs. For office workers, WP offers challenging new careers.

By definition:

WP is a system of processing communications using standardized procedures, modern equipment, and specialized employee responsibilities to produce quality communications at rapid speeds and low costs.

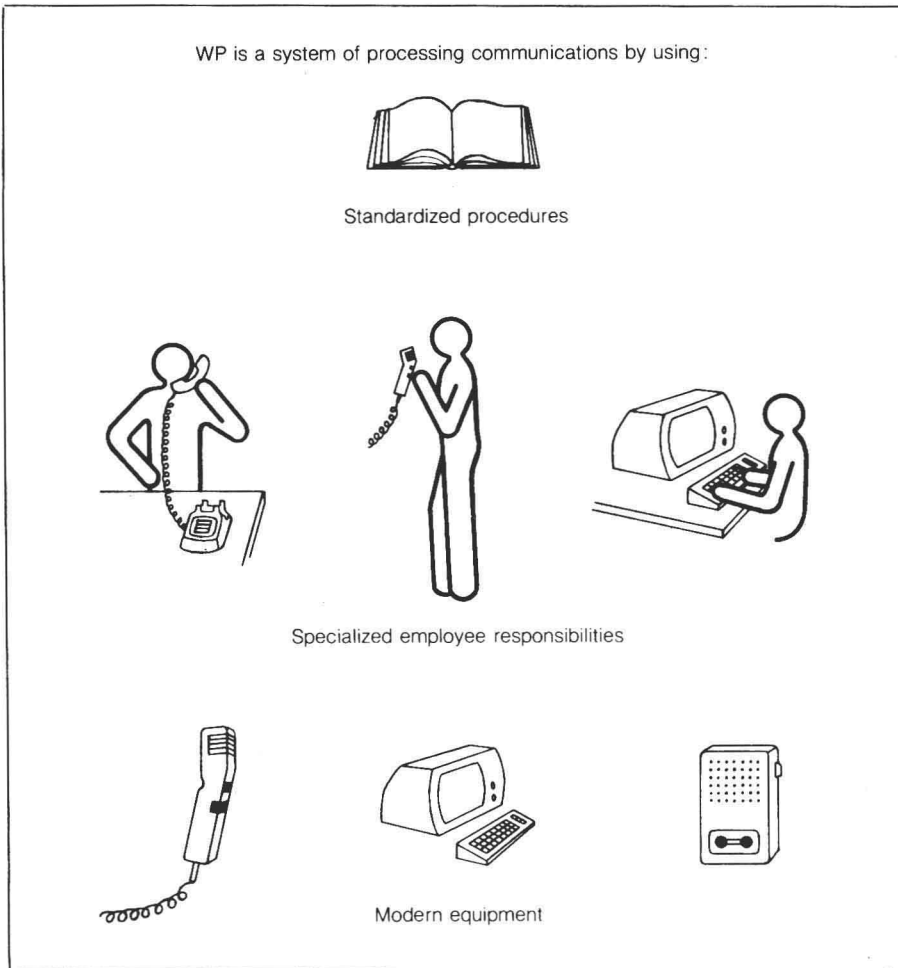
Analysis of this definition shows that WP is simply a system of processing

communications. Although any office engaged in processing communications is engaged in word processing, WP should be thought of as a "modern" method of processing communications employing standardized procedures, specialized employee responsibilities, and modern equipment (see Figure 1.1).

Offices which wish to benefit by WP do not have to employ each of the components of WP. For example, many one-secretary offices may implement WP with just the addition of modern equipment, but without attention to specializing employee skills or modern procedures. On the other hand, large companies with many offices commonly implement WP by using all its major components.

To ensure a clear understanding of WP, it is necessary to compare traditional offices with offices using WP. References to traditional offices, traditional employees, traditional equipment, or traditional procedures will indicate offices which have not yet employed WP.

Figure 1.1
Definition of WP



WP is significant in the evolution of the office. In many ways, the impact of WP can be compared to the impact *data processing* (DP) had on industries several years ago. Through several major components—computers, specialized employee responsibilities, and standardized procedures—DP enables personnel to process more efficiently volumes of numbers, statistics, and data. Just as DP improved the efficiency of employees responsible for processing numbers and data, WP improves the efficiency of office employees responsible for processing communications.

This chapter will present descriptions of the types of communications commonly processed in offices and the personnel responsible for controlling office communications. Special emphasis will be placed on the problems of traditional offices in processing communications. In addition, the WP components used to improve the efficiency of the office will be discussed briefly at this time. Chapter 2 will more thoroughly illustrate how the components of WP improve the efficiency of the office.

THE IMPORTANCE OF OFFICE COMMUNICATIONS

Millions of men and women all over the world work for many different companies engaged in such activities as manufacturing or selling fashions, insurance, or automobiles, and providing legal services, medical assistance, and many others. A company may have one office with two or three employees or hundreds of offices with thousands of workers. Despite such a wide variety in size and type of industry, most companies have one goal in common—making a profit. In order to make a profit, companies must have communications within their boundaries and with outside customers. Information about goods and services must be distributed, customer needs must be met, products must be designed, and so on.

Communications in general encompass a wide range of office activities, including telephone conversations, personal conferences, office visits, and typewritten documents.

Typewritten communications include letters, memos, reports, customer billing, and so on. (Another term used when referring to typewritten communications is *documents*, and this term will be used frequently.) Typewritten documents flow in and out of the office each day. Incoming correspondence should be answered promptly and with care to convey the thoughts and messages of the company both professionally and in an effort to create a favorable company image.

Verbal communications are spoken, on the telephone, with office visitors, and in personal conferences; they occur all day. Office employees are taught to deal with outside callers and visitors pleasantly because the satisfaction of customers means greater profits for the company (see Figure 1.2).

The purpose of the office staff is to “control” communications and to use them to increase the profits of the business. Therefore, the efficiency with which the office staff processes communications determines the success of the company—this is why communications are so important!

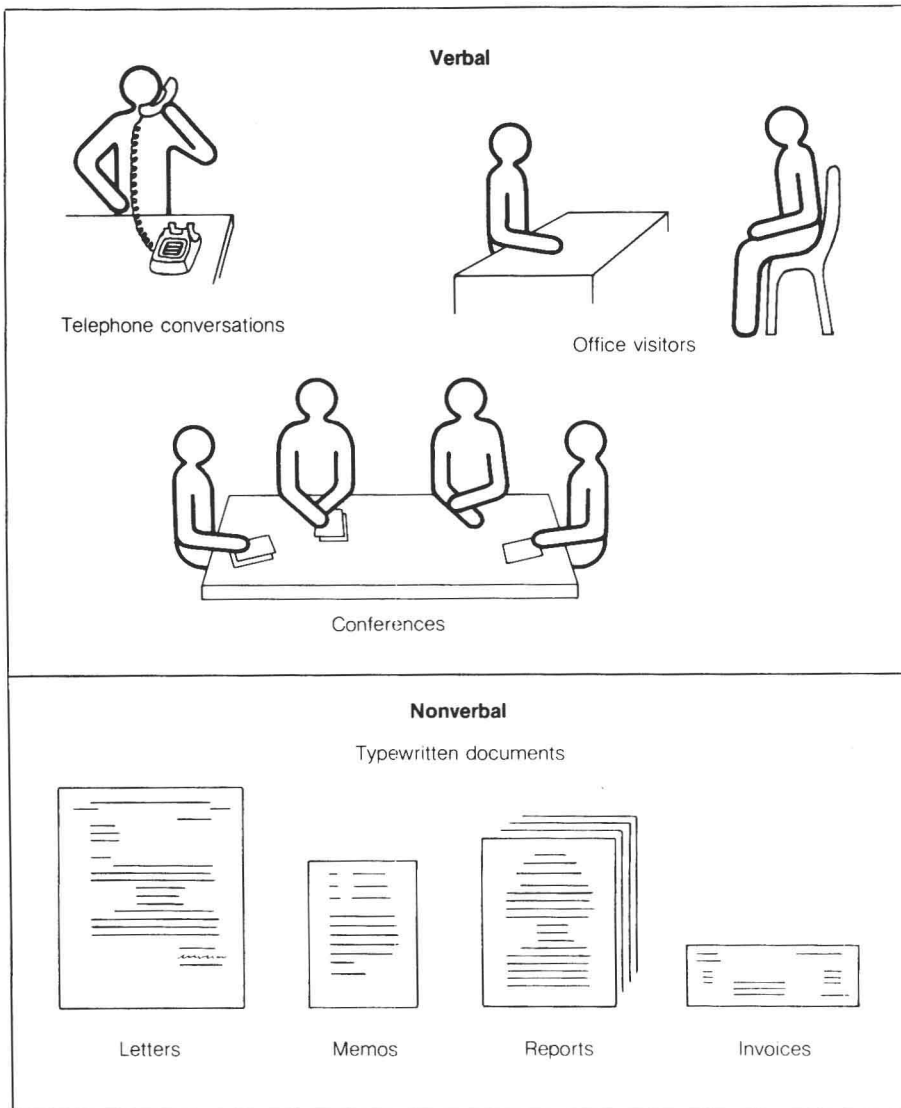
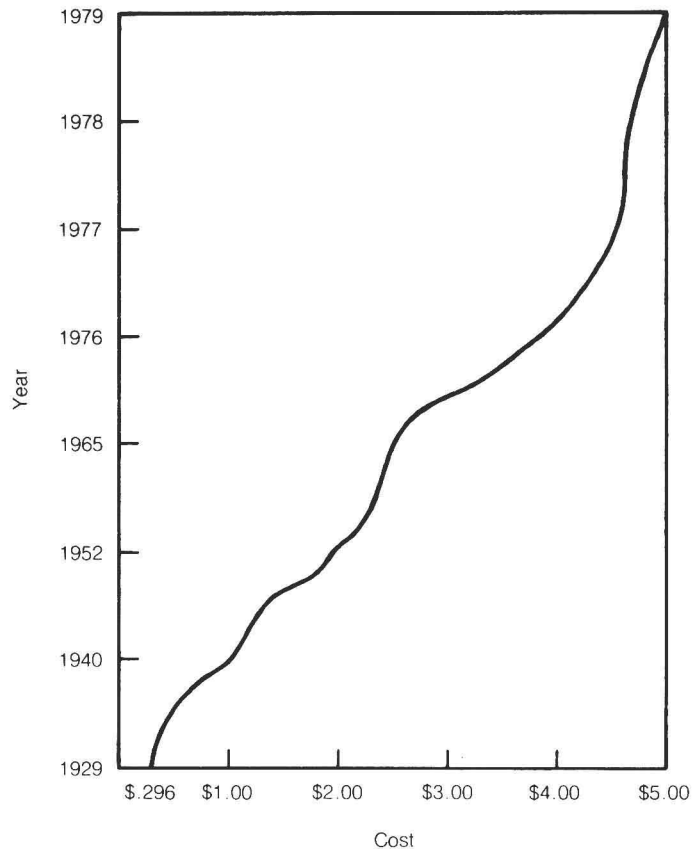


Figure 1.2
Communication

The amount of paperwork that offices are required to produce and the cost of supplies and employee salaries have all skyrocketed over the past few years, pushing the price of processing communications incredibly high. In 1930, the Dartnell Institute of Business Research reported that an average business letter cost only a little more than \$.29. In 1977, Dartnell Institute reported that an average business letter cost \$4.47. Today, a business letter averages between \$5.00 to \$10.00 (see Figure 1.3). Almost every item required in the production of documents—paper, typewriter ribbons, pens, pencils, office furnishings, electricity, heating, rent—have

THE COST OF PROCESSING COMMUNICATIONS

Figure 1.3
Cost of producing an
average business letter



doubled or tripled in price over the last 50 years.

Office salaries are continually rising. The average secretarial salary will soon reach \$15,000 a year. Managers' salaries range from \$15,000 to top levels of \$50,000 and up. These costs of supplies and salaries will continue to rise, pushing the price of typewritten documents up even more. Therefore, the need to bring the high cost of producing communications down is a major reason why companies need WP.

With WP, companies use methods designed to work toward reducing the cost of processing communications by limiting the misuse of supplies and employee time. In addition, WP works toward improving the company image by upgrading the quality of typewritten communications and by providing courteous and prompt verbal communications.

In Chapters 2 and 3, specific WP systems will be thoroughly described to illustrate how WP works to reduce the costs of processing communications. However, before a more complete discussion of WP systems is presented, it is important to develop an understanding of two areas of the traditional office that contribute to the high cost of processing communications. These areas are: (1) the procedures and equipment used