College English and Communication

and

Eighth Edition

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DEDICATION

With thanks for their encouragement and support, we would like to dedicate the eighth edition of College English and Communication to our families: Gladys, Charles Sr., Charles Jr. and Amber, Charles III, and John Mattison Camp II for Sue Camp; William, Marcy, and David for Marilyn Satterwhite.

Cover and unit illustrations by Tom White

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Preface

Welcome to the eighth edition of *College English and Communication.* The world of business communication has changed since the first edition of *College English and Communication* was published in 1964. We now use computers instead of typewriters, E-mail is fast replacing "hard copy" memos as the preferred mode of internal business communication, and employers, more than ever before, require employees to have real-world communication skills. As we progress into the 21st century, the need for competent communicators will only increase. The Internet, the cellular technology boom, even the increase in digital television and digital video discs (DVDs) all reflect an innate human need to engage information in an authentic and immediate manner. Training tomorrow's business leaders to become competent communicators begins by providing instructors and students the tools they need to be successful in the "real-world."

These real-world skills do not exist in a theoretical vacuum. To achieve success in any career, you will need a solid foundation in grammar and mechanics and in reading, listening, speaking, and writing. In addition, you will need to understand how factors such as cultural diversity, ethics, nonverbal communication, and technology impact business communication. Today's businessperson also requires a complete understanding of how the Internet functions as a communication tool. This practical basis, combined with a solid pedagogical background, will help you become successful in your chosen profession.

College English and Communication, Eighth Edition, is designed to help you achieve success as both a professional and as what the ancient Roman rhetorician Quintilian referred to as a "good person speaking well." Responding to feedback from instructors and students of previous editions, the eighth edition retains the comprehensive, detailed presentation of previous editions and offers expanded coverage of reading, listening, speaking, writing, reports, employment communication, and technology. Cutting-edge coverage of vital topics such as global communication, digital communication, ethical communication, and the Internet round out the program, providing students with cultural material necessary to keep up with the speed of business today.

College English and Communication, Eighth Edition presents an engaging combination of new and expanded coverage.

New Coverage

Content

NEW **New unit openers. Stories From the Real World** highlight professional communicators in their working environments and increase critical thinking skills.

NEW **New unit closers. Your Turn: Real Skills for the Real World** reviews all skills developed in the previous unit, then offers real-world practical applications.

NEW **Revised chapter openers. Workplace Connection** answers the famous student question, "how can I use this information in the real world?" and provides a link between the theoretical and practical.

NEW **End of chapter materials.** Newly-designed activities create cognitive links. Revised cases include one hypothetical and one "real world" activity designed to highlight the importance of communication on the job.

NEW **Updated end-of-section materials.** Section assessment materials include **Review of Key Terms**, **Discussion Point**, **Editing Practice**, and **Practical Application**.

NEW **Collaborative learning.** Team activities are included for each chapter.

NEW **Career focus. Communicating in Your Career** appears in every chapter and provides the opportunity to further enhance occupational communication.

NEW **Internet activities. CEC Online** is a virtual treasure hunt of sorts, providing links to Web sites important to communicators. **Internet Quest** expands CEC Online and asks higher-level questions to challenge students' critical thinking ability.

New Features

GOING GLOBAL **Going Global** is an introduction to multicultural aspects of business communication.

DIGITAL DATA **Digital Data** is designed to highlight the use of new technology for communication purposes.

▶ **Ethics in Action** alerts students to ethical or legal issues in business communication.

▶ **Thinking Critically** asks questions that require more advanced thinking skills such as interpretation, analysis, comparison, making judgements, or applying concepts.

EMPLOYABILITY SKILLS **Employability Skills** are based on the Secretary's Commission on Achieving Necessary Skills (SCANS) 2000. Employability Skills links information learned in class and in text to help students in their careers.

Enhanced Coverage

▶ New quotations for many chapter and section openers
▶ Updated *Memory Hooks*
▶ Updated *Self Assessment* (was called "Checkup" in previous editions)
▶ Updated *Oops*

Concept Review and Application

Summary of Key Points sums up the chapter's major themes. The summary is organized by chapter objectives.

Case Studies encourage you to apply the concepts you have learned. Each scenario provides you the opportunity to analyze a situation, using the knowledge you have gained from the chapter, and to then propose a solution, evaluate a proposal, or make a decision.

Communicating in Your Career and *Ethics in Action* offer opportunities for you to broaden your understanding of the material presented, prepare yourself to participate in classroom discussions, and enhance your performance on exams.

CEC Online *CEC Online* encourages you to use the Internet to discover how technology helps business communication.

Program Components

The eighth edition of *College English and Communication* is a complete, well-rounded program that includes the following components:

▶ *Student Activity Workbook* has been revised to include 50% new assessment material. Activities for each chapter are organized by section and often integrated, calling on you to apply more than one skill to complete an activity.

▶ *Instructor's Annotated Edition of the Student Activity Workbook* contains a page-for-page answer key for all activities, with the answer keys shown full size.

▶ *Student CD-ROM* includes a plethora of materials for students, including Glencoe Interactive Grammar Student Software, additional assessment materials, and résumé examples.

▶ *Instructor CD-ROM*, included with every Instructor's Annotated Edition, includes PowerPoint slides for every chapter and additional teaching materials, and ExamView® Pro.

▶ *ExamView® Pro* provides comprehensive chapter tests for all 16 chapters of *College English and Communication, Eighth Edition*, with questions organized by section. Instructors have the option of using the prepared questions or adding their own. Question types include true/false, multiple choice, matching, completion, short answer, and essay.

▶ *College English and Communication Web Site* is a storehouse of additional materials, including study tips, games, password-protected instructor's materials, and more.

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College English and Communication, 8e Learning System

This book is designed to help students learn. It contains 16 chapters, divided into six units. You will learn more if you use the learning system. College English and Communication, 8e uses the following integrated learning system:

1. **Concept Preview**—The chapter opener introduces the key concepts to be learned.

2. **Concept Development**—The chapter text explains concepts in a structured, visual format.

3. **Concept Reinforcement**—In-text examples, graphics, and special features enhance and strengthen your learning.

4. **Concept Review and Application**—End-of-chapter exercises and activities encourage you to apply what you learned.

1. Concept Preview

Chapter Sections introduce the topics that will be discussed. Scan the sections to familiarize yourself with the subject matter.

Chapter Objectives alert you to the major concepts to learn. Turn the objectives into questions, and, as you read the chapters, look for the answer to the questions.
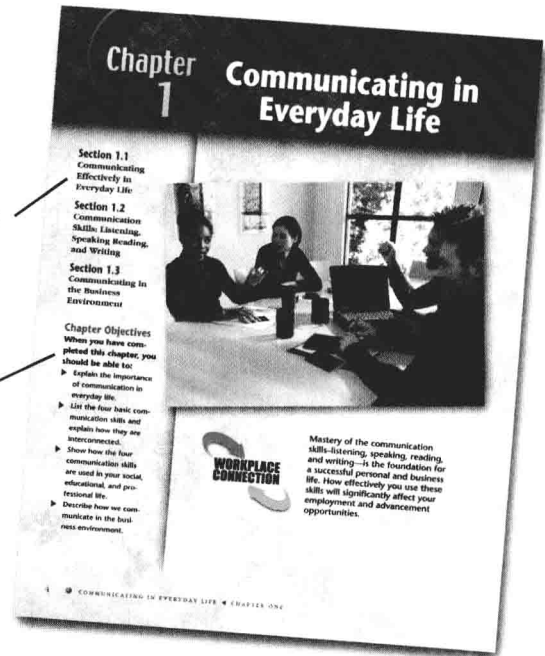
2. Concept Development

The **heading structure** shows the relationship among the topics in a section and breaks the material into easily digestible segments of information. Scan the headings to locate the information that will help you answer the questions you formed from the chapter objectives

Key points are noted in the margin, reminding you of important elements.

Key terms are printed in boldface and defined when introduced.
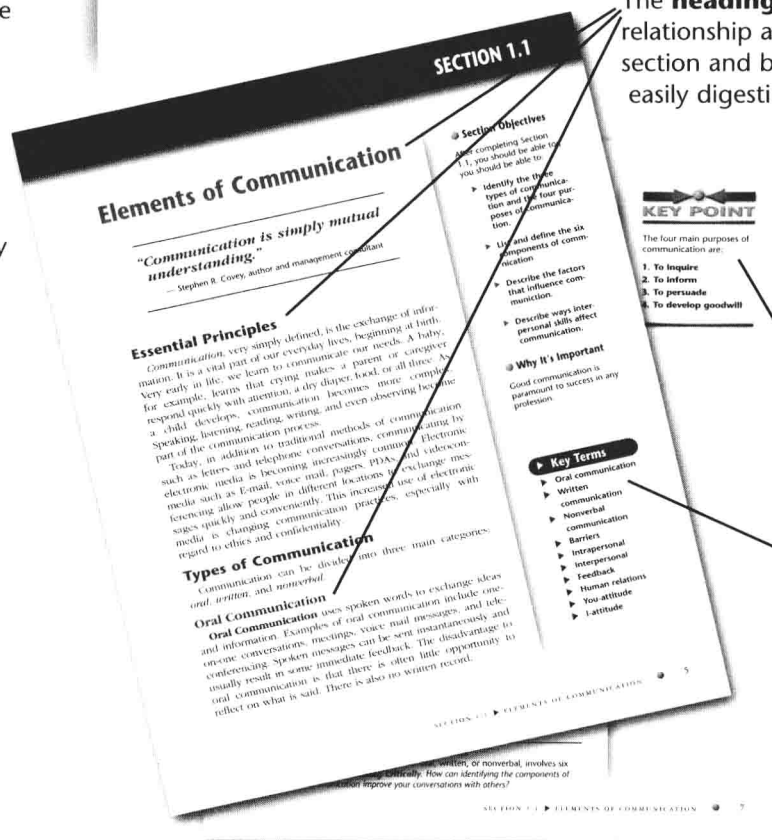
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