Communication for the Workplace

实用办公室英语

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Thomas L. Means

唐述宗　徐　钟　译注

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Preface 前

Employers tell us that communication is one of the most important skills they look for in job applicants. Unfortunately, many students lack the communication skills that will make them competitive in the job market. The goal of Communication for the Workplace *is to help students improve their skills so that they can communicate effectively on the job.*

Today's students will be working in an environment that requires them to collaborate in teams, solve problems, gather information, and use sophisticated technology to communicate with and service their internal and external customers. To meet this need, *Communication for the Workplace* supplements the traditional teaching of writing with new and innovative approaches.

Communication for the Workplace includes thorough coverage of workplace communication, along with video case studies, critical-thinking case studies, Internet and e-mail applications, a glossary of technical terms, and an appendix on the basics of grammar. We've even developed a web site specifically designed for students and instructors using *Communication for the Workplace*.

Highlights 要点

Communication for the Workplace includes exciting features and an innovative layout to make teaching and learning versatile and accessible. Comprehensive student and instructor resources complete the package.

- Chapters that are divided into sections to make content more accessible
- Chapter opening cases
- Essential chapter on researching and using information
- Special chapter on graphics
- Focused chapter on customer service
- Extensive instruction on writing reports and proposals
- Separate chapter on diversity
- Specific chapter on technical writing
- Internet and e-mail integration into activities
- Critical-thinking questions and case studies at the end of each chapter

- Career case studies and a continuing case at the end of each chapter
- Workplace Communication in Action Video tied to the video cases at the end of most chapters
- Video Casebook that includes additional cases not included in the student textbook
- Technology glossary
- Grammar appendix
- Documentation appendix for APA, MLA, and *The Chicago Manual of Style*
- PowerPoint presentation for each chapter
- Student Note Taking Guide, which enables students to take notes from the PowerPoint presentations
- Online Learning/WebCT
- Two- and four-color acetate transparencies

Features of the Textbook and Its Accompanying Package

本教科书的特点及其配套材料

Communication for the Workplace contains features that make it a powerful tool for teaching business communication. These features include:

- **Easy-to-read style and colorful illustrations.** The chapters are written in everyday language. Numerous bulleted or enumerated lists highlight important concepts. Chapters are further broken down into sections, which are usually around ten pages long. By having such short sections, the content of the text is divided into small, digestible units. Color photos, artwork, and figures provide visual reinforcement and act as a starting point for class discussion.
- **Integration of ethics and cross-cultural issues.** To provide students with forethought on these topics, concepts on ethics and diversity are incorporated into the text and in marginal notations.
- **Integration of technology.** Concepts about technology and exercises requiring the use of technology are integrated throughout the text. The technical terms used to express these concepts are defined in the Technical Glossary appendix at the end of the text.
- **Introductory case.** Each chapter begins with a case study. To solve the problems described in the case, students must apply the concepts in that chapter. Questions that follow the case challenge students to think critically to develop answers. The questions are answered, as appropriate, at the end of each section of the chapter. A summary of the case appears at the end of the chapter.

- **Career case studies.** Each chapter contains end-of-chapter cases related to "career clusters," requiring students to put themselves into various areas of profession while addressing communication concerns.
- **Continuing case.** Each chapter ends with a continuing case that follows the start-up and progress of a small business. Students are asked to answer questions and complete activities related to the owners' use of communication in running the business.
- **Chapter vignettes.** Each chapter includes at least two boxed features dealing with issues in the areas of diversity, technology, and ethics.
- **Ineffective/effective models.** Poorly written and well-written messages are illustrated side-by-side to provide students with models of good writing. Callouts highlight important features within the document models.
- **Correct and consistent document formats.** All document illustrations in the text and transparencies model correct formatting.
- **Opportunities to write and revise.** Many opportunities to write, edit, revise, and proofread are provided throughout the book, particularly in the end-of-chapter applications and the Study Guide.
- **Marginal notations.** The following icons identify marginal notations that enhance the chapter content and keep students focused:

Technology

Diversity

SCANS

Objective 1
Chapter Objectives

INTERNET

KEY POINT

ETHICS ETHICS

TEAMWORK

- **Complete but concise coverage.** *Communication for the Workplace* is divided into fifteen chapters. Each chapter is divided into sections, each dealing with an important business communication concept.
- **Checkpoints within sections.** Checkpoints located within sections provide immediate feedback, thereby enhancing learning. Students can check their answers to Checkpoints in Appendix E.
- **SCANS (Secretary's Commission on Achieving Necessary Skills).** These basic skills and competencies are highlighted throughout the chapter text and in marginal notations. Most of the end-of-chapter applications require the usage of these skills.
- **Chapter content and summary keyed to objectives.** Using a special icon, section objectives are highlighted at the point in the chapter where they are discussed. In the chapter summary, each objective is repeated and the pertinent chapter content summarized.
- **Checklists.** The checklists serve as concise reviews of the key elements or steps in various forms of communication.
- **Variety of activities.** Activities at the end of each chapter provide students the opportunity to work in teams, use technology, develop proofreading and editing skills, and exercise their critical-thinking skills.
- **Discussion questions.** Each section ends with discussion questions that require students to recall and apply concepts presented in the section, providing an opportunity for classroom discussion of key concepts.
- **Critical-thinking questions.** At the end of each chapter, critical-thinking questions require students to expand their thinking about the concepts presented in the chapter. These questions are excellent discussion generators.
- **Specialized glossaries.** Two glossaries are included in the appendices of the text—one for key terms and the other for technology terms. These glossary terms appear in bold type in the chapter text.
- **Video case.** To provide another opportunity to apply business communication concepts, a video case is included at the end of most of the chapters. This case offers another learning media for students. Using a related video clip from the Workplace Communication in Action Video, students analyze, problem-solve, and apply communication concepts to respond to the video case questions.

Student Resources 供学生使用的资料

The student supplement learning package provided with *Communication for the Workplace* includes enrichment activities that provide additional opportunities for students to learn and apply the principles of effective communication.

- **Student Note Taking Guide.** This note taking guide is tied to the PowerPoint presentation provided for each chapter. The guide provides students with reduced images of the PowerPoint slides with space for taking notes beside each slide.
- **Study Guide.** The printed Study Guide provides students with additional opportunities to apply concepts from the chapter.
- **Online Learning/WebCT.** This browser-based instructional tool is appropriate for distance education or as an enhancement to classroom instruction, delivering interactive exercises, online reference documents, web links, presentation slides, and more. It is available in HTML format or as a WebCT cartridge.
- **Communication for the Workplace Web Site.** Accessed from South-Western Educational Publishing's web site, www.swep.com, the site contains additional activities, instructor support, and updates for links listed in the chapter Internet activities.
- **WebGuide: Your Online Career Search.** This real-time CD-ROM gives students the power to connect with the best resources on the Internet for the very latest in career information, resume writing and interviewing strategies, and job opportunities.
- **words@work.** This software package connects students to the skills needed to succeed in the workplace. Interactive lessons and exercises reinforce essential grammar, workplace writing, and employability skills. The 40 interactive lessons include 400 extensive grammar and writing exercises as well as a reference section and glossary including links to related Internet resources.

Instructor's Resources

供教师使用的资料

The resources available to instructors using *Communication for the Workplace* include the following items:

- **Instructor's Manual.** The comprehensive instructor's manual contains general teaching suggestions and chapter-specific teaching outlines and solutions.

- **Instructor's Resource CD.** **PowerPoint presentations** for each chapter are available on the Instructor's Resource CD. The **PowerPoint97 Viewer** is provided free for users who do not have the PowerPoint program. The Viewer will allow users to view but not edit the PowerPoint presentations. **Chapter tests** are provided on the CD in Microsoft Word, WordPerfect, and Microsoft Works. Additional **grammar activities** are also provided on the CD.
- **Electronic Test Bank.** The electronic test bank includes all of the questions found on the Instructor's Resource CD test bank and gives you the ability to edit, add, delete, or randomly mix questions.
- **Video and Video Casebook.** The Workplace Communication in Action video features real companies dealing with realistic business situations. The Workplace Communication in Action Casebook and the video cases in the student text are related to the video and require students to analyze, problem-solve, and apply communication concepts.
- **Two- and Four-Color Acetate Transparencies.** Over 100 transparencies are available to assist with the discussion of chapters. Formatted letters and memos, checklists, and summaries of key concepts support and supplement the chapter material.
- **Annotated Instructor's Edition of the Study Guide.** Solutions overprint the student exercises in the Annotated Instructor's Edition of the Study Guide.

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