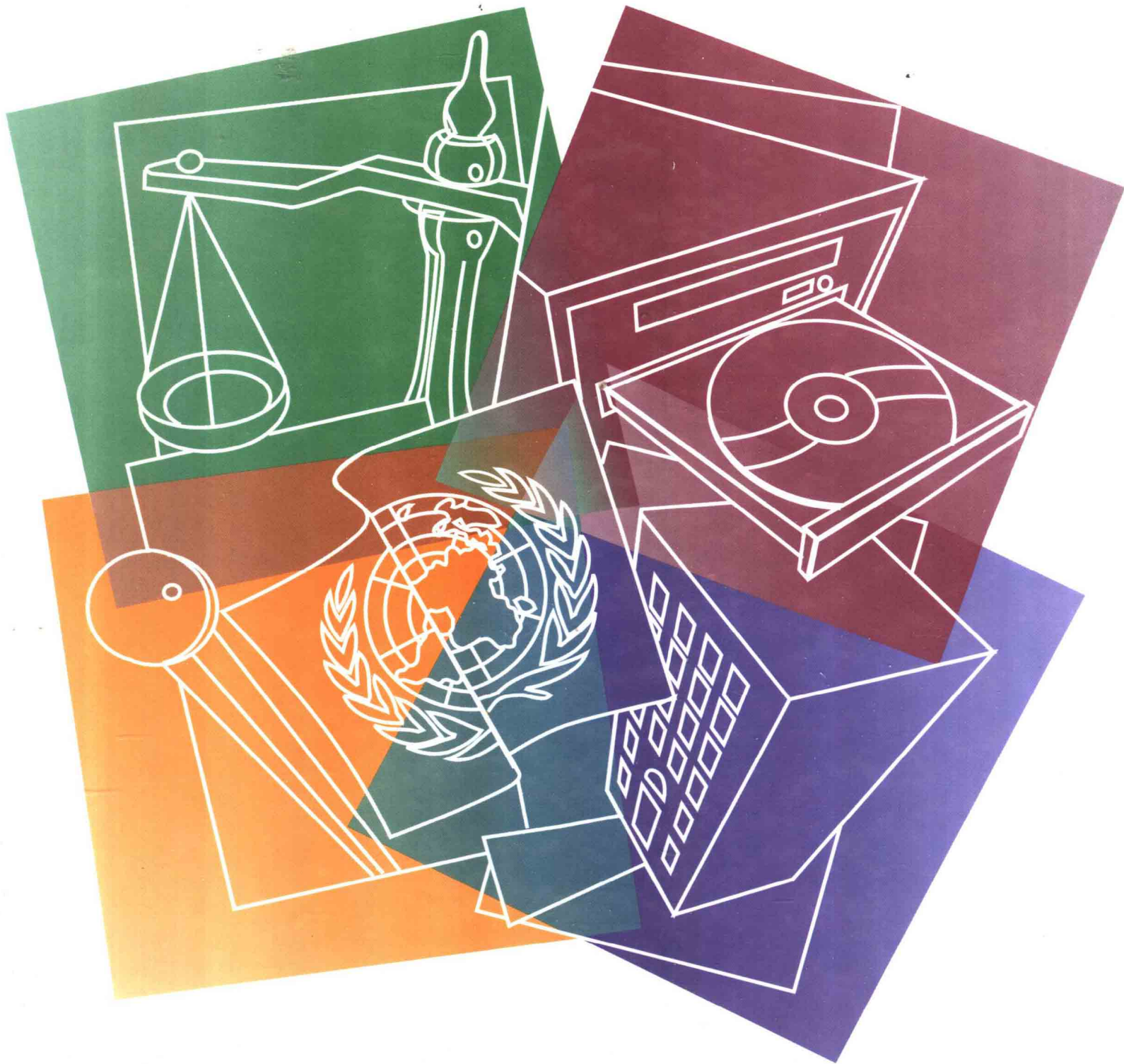


Fourth Edition

# Business and Administrative Communication



Kitty O. Locker

# Business and Administrative Communication



Kitty O. Locker  
The Ohio State University

**Mc  
Graw  
Hill** **Irwin  
McGraw-Hill**

Boston, Massachusetts Burr Ridge, Illinois Dubuque, Iowa  
Madison, Wisconsin New York, New York San Francisco, California St. Louis, Missouri

# **Irwin/McGraw-Hill**

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## **BUSINESS AND ADMINISTRATIVE COMMUNICATION**

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This book is printed on acid-free paper.

3 4 5 6 7 8 9 0 VNH VNH 9 1 0 9 (US Edition)  
3 4 5 6 7 8 9 0 VNH VNH 9 1 0 9 (International Edition)

ISBN 0-256-22057-3

Publisher: *Craig S. Beytlen*  
Sponsoring editor: *Karen Mellon*  
Developmental editor: *Catherine Schwent*  
Marketing manager: *Ellen Cleary*  
Senior project manager: *Mary Conzachi*  
Production supervisor: *Dina Genovese*  
Designer: *Larry J. Cope*  
Cover illustrator: *Electronic Publishing Services, Inc.*  
Compositor: *Carlisle Communications, Ltd.*  
Typeface: *10.5/12 Palatino*  
Printer: *Von Hoffmann Press, Inc.*

### **Library of Congress Cataloging-in-Publication Data**

Locker, Kitty O.  
Business and administrative communication / Kitty O. Locker. —  
4th ed.  
p. cm.  
Includes index.  
ISBN 0-256-22057-3  
1. Business communication. 2. Communication in management.  
I. Title.  
HF5718.L63 1998  
651.7—dc21

97-10359

### **INTERNATIONAL EDITION**

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When ordering this title, use ISBN 0-07-115384-5.

<http://www.mhhe.com>



*To my husband, Bob Mills, with love*

# About the Author

Kitty O. Locker is an Associate Professor of English at The Ohio State University in Columbus, Ohio, where she teaches courses in business and technical discourse and in research methods. She has taught as Assistant Professor at Texas A&M University and the University of Illinois.

She has also written *The Irwin Business Communication Handbook: Writing and Speaking in Business Classes* (1993), co-authored *Business Writing Cases and Problems* (1980, 1984, 1987), and co-edited *Conducting Research in Business Communication* (1988). She has twice received the Alpha Kappa Psi award for Distinguished Publication in Business Communication: for her article "‘Sir, This Will Never Do’: Model Dunning Letters 1592–1873" and for her article "‘As Per Your Request’: A History of Business Jargon." In 1992 she received the Association for Business Communication's Outstanding Researcher Award.

Her research in progress includes work on the effect of commenting styles on student attitudes and performance, collaborative writing in the classroom and the workplace, and the emer-



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Her consulting work includes conducting tutorials and short courses in business, technical, and administrative writing for employees of Ross Products Division of Abbott Laboratories, Franklin County, the Ohio Civil Service Employees Association, AT&T, the American Medical Association,

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September 19, 1997  
Page 2



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- Remember that most problems are open-ended, requiring original, critical thinking. Many of the problems are deliberately written in negative, ineffective language. You'll need to reword sentences, reorganize information, and think through the situation to produce the best possible solution to the business problem.
- Learn as much as you can about what's happening in business. The knowledge will not only help you develop reader benefits and provide examples but also make you an even more impressive candidate in job interviews.

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Cordially,

*Kitty O. Locker*

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Dear Professor:

*Business and Administrative Communication* (BAC) can make your job teaching business communication just a little bit easier.

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#### **Major Changes in the Fourth Edition**

Seven major changes make the text even more useful:

- Greater emphasis on e-mail prepares students to "hit the ground running" when they use e-mail on the job. Students will find specific advice about e-mail in four chapters and e-mail assignments in many chapters.
- Coverage of the Web allows students to play with one of the most enjoyable forms of business communication. Students get advice about screen design, examples of Web pages, and Web problems in several chapters.
- Categorization of problems into "Getting Started," "E-Mail Assignments," "Communicating at Work" (problems for your students with jobs), "Web Assignments," and "Letter/Memo/Report Assignments" enables you to draw from the diversity of channels available to today's business communicators.
- More coverage on tone helps students be confident but not arrogant, subordinate but not cringing.
- New and expanded chapter opening statements by business people keep the text up-to-date.
- Citations under the sidebars build credibility.
- Communication theory moves to an appendix, since many students have already covered this material in earlier communication classes.

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### Features Retained

BAC retains the features that made the third edition the number one book in business communication:

- **BAC is flexible.** Choose the chapters that best fit your course and your students. Choose from in-class exercises, messages to revise, problems with hints, and cases presented as they'd arise in the workplace. Many problems offer several options: small group discussions, individual writing, group writing, or oral presentations.
- **BAC is specific.** BAC provides specific strategies, specific guidelines, specific examples. BAC takes the mystery out of creating effective messages.
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- **BAC is comprehensive.** BAC includes international communication, ethics, collaborative writing, organizational cultures, graphs, and technology as well as traditional concerns such as style and organization. Assignments allow students to deal with international audiences or to cope with ethical dilemmas.
- **BAC is up-to-date.** The fourth edition of BAC incorporates the latest research and practice so that you and your students stay on the cutting edge.

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- **Additional exercises and cases** for diagnostic and readiness tests, grammar and style, and for letters, memos, and reports.
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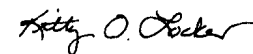
### **Continuing the Conversation**

You can get more information about teaching business communication from the meetings and publications of The Association for Business Communication (ABC). Contact

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This edition incorporates the feedback I've received from instructors who used earlier editions. Tell me about your own success stories teaching *Business and Administrative Communication*. I look forward to hearing from you!

Cordially,



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# Acknowledgments

All writing is in some sense collaborative. This book in particular builds upon the ideas and advice of teachers, students, and researchers. The people who share their ideas in conferences and publications enrich not only this book but also business communication as a field.

Several people reviewed the third edition, suggesting what to change and what to keep. Additional reviewers commented on drafts of the fourth edition, helping me further improve the book. I thank all of these reviewers for their attention to detail and their promptness! The people whose names I have been given are

Yvonne Merrill, *University of Arizona*  
Jean E. Perry, *University of Southern California*  
Elizabeth Jenkins, *Pennsylvania State University*  
Maxine B. Hart, *Baylor University*  
Vanessa D. Arnold, *University of Mississippi*  
Barbara Hagler, *Southern Illinois University*  
Jeanette Ritzenthaler, *New Hampshire College*  
Sherilyn K. Zeigler, *Hawaii Pacific University*  
Dona Vasa, *University of Nebraska-Lincoln*  
Barry Lawler, *Oregon State University*  
Kelly Sears Smith, *University of Illinois*  
Andrew Cantrell, *University of Illinois*  
Mark Hartstein, *University of Illinois*  
Linda M. LaDuc, *University of Massachusetts, Amherst*

The following people commented on specific aspects of the book or helped me with specific needs:

Bill Allen, *University of LaVerne*  
Donna Kienzler, *Iowa State University*  
Peter Hadorn, *Virginia Commonwealth University*  
Susan Isaacs, *Community College of Philadelphia*

Michael D. Mahler, *Montana State University*  
Frederick K. Moss, *University of Wisconsin—Waukesha*

Many of the teachers and students who used the third edition have taken the time to tell me about their experiences with the book. I am especially grateful to the professors whose students shared their evaluations of the text with me:

Jaye Bausser, *The Ohio State University*  
Cheryl Glenn, *Oregon State University*  
Elaine Hage, *Forsythe Technical Community College*  
Paula R. Kaiser, *University of North Carolina at Greensboro*  
Sherry Sherrill, *Forsyth Technical Community College*  
Bonnie Thames Yarbrough, *University of North Carolina at Greensboro*

In addition, the book continues to benefit from people who advised me on earlier editions:

Vanessa Arnold, *University of Mississippi*  
Lynn Ashford, *Alabama State University*  
Dennis Barbour, *Purdue University—Calumet*  
Carole Bhakar, *The University of Manitoba*  
Sallye Benoit, *Nicholls State University*  
Raymond W. Beswick, *formerly of Synerude, Ltd.*  
Vincent Brown, *Battelle Memorial Institute*  
John Bryan, *University of Cincinnati*  
Janice Burke, *South Suburban College of Cook County*  
John Carr, *The Ohio State University*  
Brendan G. Coleman, *Mankato State University*  
Moiria E. W. Dempsey, *Oregon State University*  
Gladys DeVane, *Indiana University*  
Jose A. Duran, *Riverside Community College*  
Dorothy J. Dykman, *Point Loma Nazarene College*  
Mary Ann Firmin, *Oregon State University*  
W. Clark Ford, *Middle Tennessee State University*  
Robert D. Gieselmann, *University of Illinois*

Robert Haight, *Kalamazoo Valley Community College*  
 Les Hanson, *Red River Community College, Canada*  
 Maxine Hart, *Baylor University*  
 Charles Hebert, *The University of South Carolina*  
 Paulette Henry, *Howard University*  
 Carlton Holte, *California State University, Sacramento*  
 Glenda Hudson, *California State University, Bakersfield*  
 Elizabeth Huettman, *Cornell University*  
 Daphne A. Jameson, *Cornell University*  
 Joy Kidwell, *Oregon State University*  
 Susan E. Kiner, *Cornell University*  
 Keith Kroll, *Kalamazoo Valley Community College*  
 Milton Kukon, *Southern Vermont College*  
 Suzanne Lambert, *Broward Community College*  
 Gordon Lee, *University of Tennessee*  
 Andrea A. Lunsford, *The Ohio State University*  
 John T. Maguire, *University of Illinois*  
 Iris Washburn Mauney, *High Point College*  
 Jayne Moneysmith, *Kent State University–Stark*  
 Evelyn Morris, *Mesa Community College*  
 Frank P. Nemecek, Jr., *Wayne State University*  
 Florence M. Petrofes, *University of Texas at El Paso*  
 Virginia Polanski, *Stonehill College*  
 Kathryn C. Rentz, *University of Cincinnati*  
 Frank Smith, *Harper College*  
 Pamela Smith, *Florida Atlantic University*  
 Judith A. Swartley, *Lehigh University*  
 Mel Tarnowski, *Macomb Community College*  
 Linda Travis, *Ferris State University*  
 Donna Vasa, *University of Nebraska*  
 David A. Victor, *Eastern Michigan University*  
 George Walters, *Emporia State University*  
 Judy West, *University of Tennessee–Chattanooga*  
 Rosemary Wilson, *Washtenaw Community College*

I'm pleased to know that the book has worked so well for so many people and appreciative of suggestions for ways to make it even more useful in this edition. I especially want to thank

the students who have allowed me to use their letters and memos, whether or not they allowed me to use their real names in the text.

I am grateful to all the business people who were willing to interrupt busy schedules to write the chapter-opening statements for this book. The companies where I have done research and consulting work have given me insights into the problems and procedures of business and administrative communication. Special acknowledgment is due Joseph T. Ryerson & Son, Inc., which hired me to create the Writing Skills Program that ultimately became the first draft of this book. And I thank the organizations that permitted me to reproduce their documents in this book and in the transparency masters.

Paula Weston did library research and helped with proofreading; Gianna Marsella and Andrea Williams made innumerable phone calls to schedule the interviews. The book continues to incorporate the contributions of Bennis Blue, Susan Carlson, Kathy Casto, Jane Greer, Ruth Ann Hendrickson, Scott Miller, and Carole Clark Papper to earlier editions.

My publisher, Irwin/McGraw-Hill, continues to provide strong editorial and staff support. I am particularly grateful to Karen Mellon for her creative problem solving, patience, and encouragement, to Jenny Boxell and Harriet Stockanes for taking care of necessary details, and to Larry Cope, and Mary Conzachi, for the appearance of the book.

And, finally, I thank my husband, Robert S. Mills, who continues to provide a sounding board for ideas, encouragement, a keen eye for typos, and, when deadlines are tight (as they continue to be, even on this fourth edition), weekly or nightly rides to Federal Express.

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