

STEWART  
LANHAM  
ZIMMER

# COLLEGE ENGLISH AND COMMUNICATION

THIRD EDITION

# COLLEGE ENGLISH AND COMMUNICATION

THIRD EDITION

---

**GREGG AND COMMUNITY COLLEGE DIVISION**  
**McGraw-Hill Book Company**

New York St. Louis Dallas San Francisco  
Auckland Düsseldorf Johannesburg Kuala Lumpur  
London Mexico Montreal New Delhi  
Panama Paris São Paulo Singapore  
Sydney Tokyo Toronto

**DESIGNER:** Carol Inouye  
**PHOTOGRAPHER:** Sebastian Milito  
**SPONSORING EDITOR:** Joseph Tinervia  
**SENIOR EDITING MANAGER:** Elizabeth Huffman  
**EDITING SUPERVISOR:** Evelyn Belov  
**PRODUCTION SUPERVISOR:** Gary Whitcraft

**COLLEGE ENGLISH AND COMMUNICATION, Third Edition**  
Copyright © 1975, 1969, 1964 by McGraw-Hill, Inc.  
All Rights Reserved. Printed in the United States  
of America. No part of this publication may be  
reproduced, stored in a retrieval system, or transmitted,  
in any form or by any means, electronic, mechanical,  
photocopying, recording, or otherwise, without the prior  
written permission of the publisher.

7 8 9 0 K P K P 7 8 4 3 2 1 0 9

**Library of Congress Cataloging in Publication Data**

Stewart, Marie M      date.

**College English and communication.**

Bibliography: p.

Includes index.

1. English language—Rhetoric. I. Lanham, Frank  
Wesley, date, joint author. II. Zimmer, Kenneth,  
date, joint author. III. Title.

PE1408.S763 1975

808'.066'6514

74-23459

ISBN 0-07-061401-6

**COLLEGE  
ENGLISH  
AND  
COMMUNICATION**

**Marie M. Stewart, Ph.D.**  
Former Head of the  
Business Education Department  
Stonington High School  
Stonington, Connecticut

**Frank W. Lanham, Ph.D.**  
Professor of Vocational and  
Applied Arts Education  
Wayne State University  
Detroit, Michigan

**Kenneth Zimmer, Ed.D.**  
Professor of Business Education  
and Office Administration  
California State University  
Los Angeles, California

# Preface

---

Managers, secretaries, accountants, sales representatives—these and virtually all other business workers spend a great deal of their on-the-job time speaking, reading, writing, and listening in order to perform their specialized job duties. Invariably, the men and women who achieve the greatest success in their business careers are those who have mastered these four language arts as well as the specialized skills that their jobs require. *College English and Communication, Third Edition*, provides a comprehensive program to help students master the fundamental principles of effective communication and develop the proficiency in reading, writing, listening, and speaking they will need to enter upon and progress in their careers.

## LEARNING THE FUNDAMENTAL PRINCIPLES

To develop a high level of effectiveness in reading, writing, listening, and speaking, the business worker must know how to apply the fundamental principles of word usage, grammar, and style.

Skillful word usage is implicit in effective communication; therefore, *College English and Communication* provides for continual vocabulary expansion and refinement. Chapter 1 (Sections 1 through 4) erects a platform for vocabulary building and spelling improvement. To reinforce this platform, the end-of-section activities in each of the following chapters include an exercise to help students further develop their spelling and other vocabulary skills.

The principles of grammar which every business worker must apply in writing and in speaking are fully discussed in Chapter 3 (Sections 7 through 21). Those principles that are most often misunderstood or forgotten receive special attention in *Memory Hooks*. The *Twilight Zones*, which treat language-usage principles that are in a state of transition, give the instructor an opportunity to accept or to reject alternative principles as he or she thinks appropriate. Within each section of this chapter, *Checkup* exercises provide immediate practice in applying the principles.

A consistent application of the principles of writing style helps the reader to interpret a message. In Chapter 4 (Sections 22 through 30), the student masters the style of expressing numbers and of using punctuation, capitalization, and abbreviations in business communications. As in the preceding chapter, frequent *Checkup* exercises provide immediate reinforcement of principles.

## IMPROVING LISTENING AND READING SKILLS

Effective listening and efficient reading are as important on the job as they are in the classroom. Chapter 2 (Sections 5 and 6) establishes a continuing program for listening and reading improvement.

Section 5 outlines the need for active listening in business situations and presents a self-improvement program to help students become better listeners. As the first step in this listening-improvement program, students determine their listening weaknesses by answering a series of questions and evaluating their answers. The program then helps students to correct their weaknesses and to develop habits that contribute to effective listening.

The guides to reading improvement presented in Section 6 will enable students to increase their reading speed and to improve their reading comprehension. Students learn to adjust their reading rate according to the materials they are reading, to read in thought units, to scan or preview materials, and to apply other techniques that will improve their reading skills.

### **MASTERING WRITING PRINCIPLES**

*College English and Communication* presents a thorough program on written business communications. The specialized principles and techniques covered in Chapters 5 through 8 (Sections 31 through 48) are designed to put students in complete control of any writing assignment they encounter on the job.

Chapter 5 (Sections 31 through 33) emphasizes structural principles and writing techniques that the business writer can use to help the reader interpret a letter, memo, or other message quickly and correctly.

Chapter 6 (Sections 34 and 35) inspires students to think creatively in preparation for writing the various types of business communications that will be discussed in Chapter 7. The presentation of basic psychological drives that motivate human behavior (Section 34) gives students the insights they need in order to get positive responses to their letters and memos. In Section 35, students acquire the skills of planning and organizing messages.

Special-purpose letters require special coverage. Chapter 7 (Sections 36 through 44) covers the common but important letters written for special purposes and offers principles and procedures for writing them creatively. As a preface to this project, Section 36 presents a complete discussion of the elements of style characteristic of all business letters.

Chapter 8 (Sections 45 through 48) gives full attention to communications within a company and presents specialized types of written communications: memos in Section 45; informal reports in Section 46; formal reports in Section 47; and news releases, minutes, and telegrams in Section 48.

### **DEVELOPING SPEAKING TECHNIQUES**

Telephoning clients, greeting visitors, asking and answering questions in ordinary business conversation, participating in meetings—these are but a few of the many on-the-job activities that require skill in communicating orally. Chapter 9 (Sections 49 through 54) offers a practical approach to mastering speaking techniques, an approach that will prepare the student for short-term and long-term oral communication needs.

### **PREPARING FOR AND ADVANCING ON THE JOB**

Business communication skills are put to their first real test when the student applies for a job. Chapter 10 (Sections 55 and 56) prepares the student for this important test by emphasizing the principles and techniques of writing to get a job and of communicating successfully during face-to-face interviews. Chapter 11 (Sections 57 and 58) identifies and helps the student develop the communication skills needed to advance on the job.

### **COMMUNICATION PROJECTS**

In addition to the *Checkup* exercises that appear within the sections in Chapters 3 through 5, *College English and Communication, Third Edition*, provides a

variety of *Communication Projects* at the end of each of the 58 sections of the text.

The *Practical Application* exercises immediately reinforce the principles presented in the section the student has just studied and review those covered in previous sections.

The *Editing Practice* exercises help the student acquire the ability to detect—and to correct—errors in English usage.

The *Case Problem* generally emphasizes the human relations aspects of successful business communication and develops the student's ability to make sound judgments and decisions in typical on-the-job situations.

## **SUPPORTING MATERIALS**

*Communication Problems Correlated With College English and Communication, Third Edition*, presents additional skill-building activities for each section of the textbook. Each worksheet includes carefully planned exercises that reinforce, review, and enrich the principles presented in the corresponding section of the text.

The *Instructor's Guide and Key* is a valuable source of help for planning and presenting a successful communications course. It includes 32 pages of test masters, which the instructor may duplicate for classroom use, as well as a complete key to the text, the *Communication Problems*, and the test exercises.

*Marie M. Stewart*  
*Frank W. Lanham*  
*Kenneth Zimmer*



# Contents

---

## **INTRODUCTION 1**

### **CHAPTER 1 USING WORDS EFFECTIVELY 14**

- Section 1 References for Building Your Vocabulary 16
- 2 Precision in Word Usage 23
- 3 Variety in Word Usage 31
- 4 Spelling Improvement 36

### **CHAPTER 2 RECEIVING COMMUNICATIONS 44**

- Section 5 Developing Listening Skill 46
- 6 Developing Reading Skill 54

### **CHAPTER 3 LANGUAGE STRUCTURE 62**

- Section 7 These Changing Times 64
- 8 The Sentence 68
- 9 Verbs 73
- 10 More About Verbs 79
- 11 Nouns—Plurals 83
- 12 Nouns and Pronouns—Possessive Forms 92
- 13 Pronouns—Nominative and Objective Forms 97
- 14 Pronouns—Additional Usage Problems 103
- 15 Predicate Agreement—With Simple Subject 110
- 16 Predicate Agreement—Other Types of Simple Subjects 116
- 17 Predicate Agreement—With Compound Subject 121
- 18 Adjectives 127
- 19 Adverbs 134
- 20 Prepositions 141
- 21 Conjunctions 149

### **CHAPTER 4 THE MECHANICS OF STYLE 158**

- Section 22 Period, Question Mark, Exclamation Point 160
- 23 Semicolon, Colon, Dash 167
- 24 The Comma 175
- 25 The Comma (Continued) 182
- 26 The Comma (Concluded) 189
- 27 Quotation Marks, Parentheses, Apostrophes 194
- 28 Capitalization 204
- 29 Abbreviations 212
- 30 Numbers 219

### **CHAPTER 5 WRITING SKILL 228**

- Section 31 Structuring the Thought Unit 230
- 32 Advanced Writing Techniques 237
- 33 Writing Power 245

**CHAPTER 6 CREATIVE BUSINESS WRITING 256**

- Section 34 The Psychology of Business Writing 258
- 35 Planning for Effective Writing 267

**CHAPTER 7 WRITING BUSINESS LETTERS 276**

- Section 36 Style in Business Letter Writing 278
- 37 Writing Request Letters 293
- 38 Writing Letters of Response 301
- 39 Writing Claim and Adjustment Letters 314
- 40 Writing Credit and Collection Letters 325
- 41 Writing Letters That Say "No" 338
- 42 Writing Sales Letters 347
- 43 Writing Public Relations Letters 358
- 44 Writing Social-Business Letters 371

**CHAPTER 8 OTHER WRITTEN COMMUNICATIONS 382**

- Section 45 Memorandums 384
- 46 Informal Reports 391
- 47 Formal Reports 400
- 48 News Releases, Minutes, Telecommunications 414

**CHAPTER 9 COMMUNICATING ORALLY 426**

- Section 49 Communicating Orally in Business 428
- 50 Elements of Effective Oral Communication 434
- 51 Enunciation and Pronunciation 442
- 52 Communicating With Individuals 449
- 53 Communicating With Groups 457
- 54 Preparing and Delivering a Speech 466

**CHAPTER 10 OBTAINING A JOB 478**

- Section 55 Writing to Get the Job 480
- 56 The Employment Interview 491

**CHAPTER 11 ADVANCING ON THE JOB 500**

- Section 57 Communication Duties on the Job 502
- 58 Communication and Advancement 511

**APPENDIX 524**

- Forms of Address 524
- Words Often Misspelled 528
- Abbreviations of States and Territories 531

**INDEX 533**

# INTRODUCTION

## Communicating in the World of Business

To an accountant, job success depends on more than a knowledge of accounting. To a secretary, proficiency requires more than good typing and shorthand skills. And to a sales representative, excellence means more than just meeting the monthly sales quota. For these employees, and for all other office personnel, job success cannot be measured solely in terms of special training or particular experience. Instead, success on the job can be measured by each employee's ability to communicate.

The accountant need not know how to type, the secretary may never learn to operate a calculator, and the sales representative may not be able to take dictation; but everyone who works in an office *must* excel in communicating. Office workers must *write* memos and letters; must *speak* to co-workers, customers, and clients; must *read* memos, letters, reports, invoices, and bills; and must *listen* to managers and executives, co-workers and customers. Skill in all communications media is important to every office worker, for most of everyone's business day is spent in communicating.

Even on your first job you will need skill in communicating; certainly, if you would like to advance to better positions, you must master the basic principles of writing, reading, listening, and speaking. This book will help you to acquire and develop the needed skills; it will also guide you in using these skills most effectively.

### THE SCOPE OF BUSINESS COMMUNICATION

Millions of words are spoken and listened to, written and read, every business day. These daily communications are directed either outside the company or within the company, and the range of these communications is wide.

Communication *outside* the company is usually very broad in scope: many channels of communication—from direct mail campaigns to press releases—are available. Outside the company, communication is directed to other companies, to government agencies, to stockholders, to suppliers, to customers, to the press, and to the general public.

Communication *within* the company may take the form of departmental meetings, interdivisional conferences, memorandums, and other written and verbal messages of all kinds. Without such communication, there could be no advertising, no sales, no marketing plan, no budget. In fact, there could be no business without communication.

The scope of any company's communications system—whether it be international or local, large or small—depends more on the nature of the

company's business than on its size. There are many obvious differences from company to company in operations, functions, purposes, but what is essential to *all* companies is an effective system of communication.

## HOW TO COMMUNICATE

Communication is the lifeline of any business. We know it today in many sophisticated forms, but initially communication was simply face-to-face conversation. The earliest written communication was accomplished with symbols, or word-pictures, which depicted rather than spelled out the message. As languages developed, and with them writing systems, patterns of written communications evolved. These patterns, or forms, of writing have been refined and added to over the centuries, so that today we have a wide choice of media for transmitting written messages. Messages such as telegrams can be transmitted via electrical impulses, and electronic data communications can be transmitted with exceptional rapidity from any terminal that is hooked up to a central storage area.

Means of transmitting oral messages have also become increasingly sophisticated. The telephone, of course, has for a long time been considered basic equipment in any office; today it is a very versatile instrument, capable of providing many different services.

Whether we wish to communicate in print, in sound, or through an audio-visual combination, we have a wealth of choices. It has become as easy to send a message to the other side of the globe as it always has been to send a message around the corner.

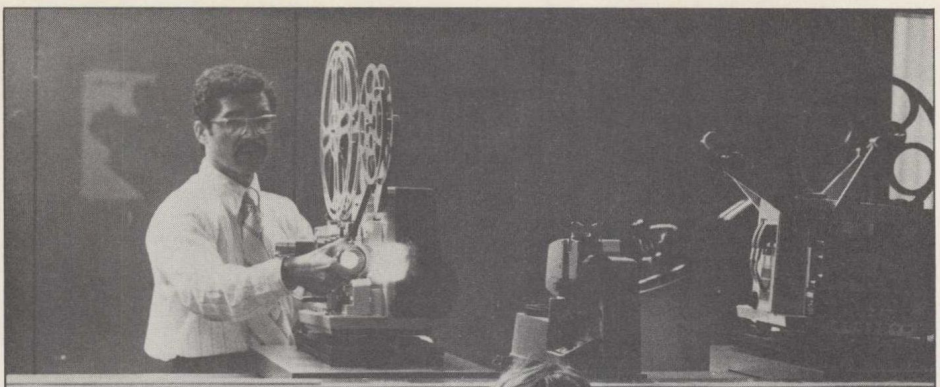
### Sending Messages Orally

**Face-to-Face Contact** Face-to-face communication is particularly important in dealing with customers, with sales representatives, and with co-workers. Often face-to-face conversation is taken for granted and treated as if communicating orally requires little or no skill. As a matter of fact, this method requires an exceptional amount of skill if the message is to be transmitted clearly and convincingly.

**The Telephone** The telephone is used by every business worker to communicate with others both inside and outside the business office. The use of the telephone facilitates receiving messages from outside the office and sending messages to other locations speedily and almost effortlessly.

The Speakerphone utilizes a microphone and a speaker so that a group may participate in a telephone conversation. The Picturephone adds a viewing screen to the audio equipment, so callers can see each other and show diagrams, blueprints, products, and other items while discussing them. The Magical dialer is only one of several kinds of automatic dialers that store phone numbers on magnetic or motorized tape or on pre-punched plastic cards, to be used to dial numbers automatically.

When great distances are involved, however, the use of the telephone is expensive, and the communicator must determine whether the cost is justified.



When a great many calls are placed between various branch offices of one firm or between two or more separate firms, direct telephone lines may be installed to connect the callers. By using these direct lines, calls do not have to be transmitted through the telephone office.

**Interoffice Communication Devices** Although the telephone is frequently used for interoffice communication, other devices are available. Loudspeaker systems enable a speaker to address a group rather than each individual separately. Some interoffice communication systems are designed to connect two or more offices in the same building.

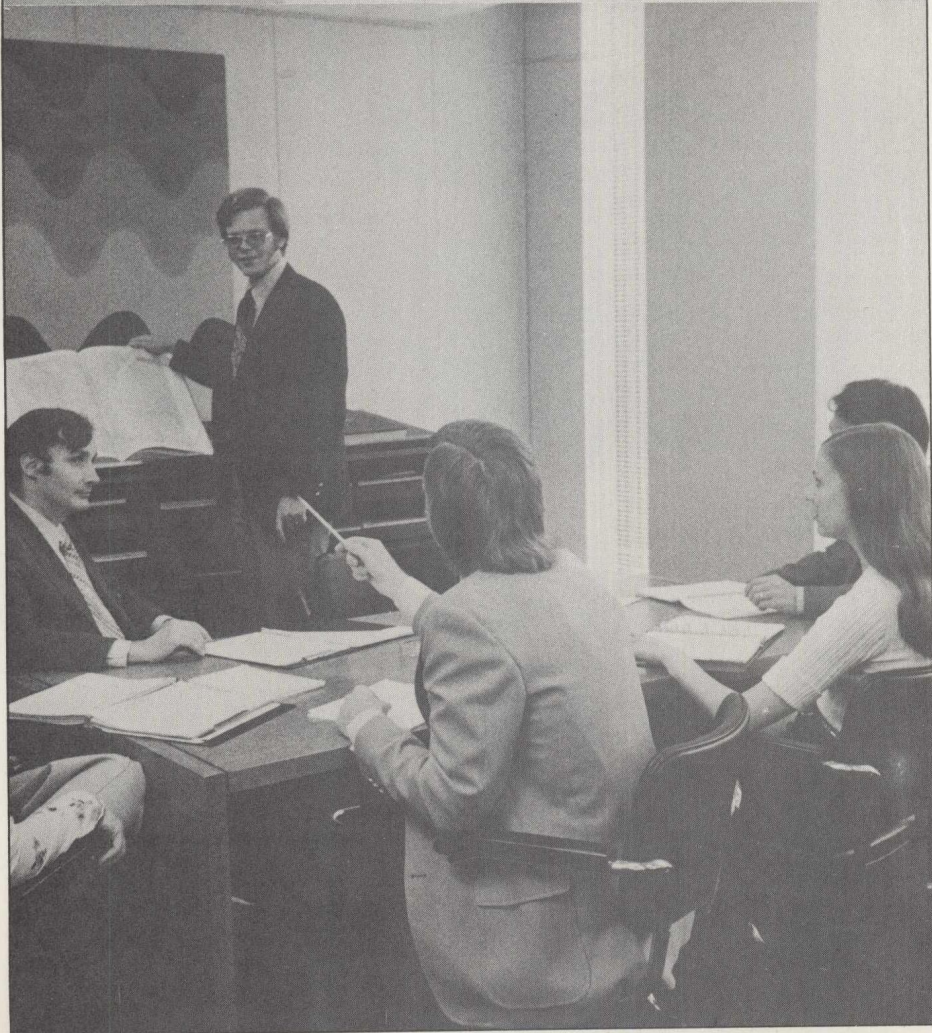
**Meetings** Meetings or conferences are an integral aspect of every business office. Meetings are used to orient new employees, to train both new and experienced personnel, and to provide information on new policies and products. Sometimes they are used for “brainstorming,” a technique often used for developing new ideas. Because business leaders must often lead conferences as well as participate in them, they should be familiar with discussion-leading techniques and parliamentary procedure. These techniques can save valuable time and make conferences more productive.

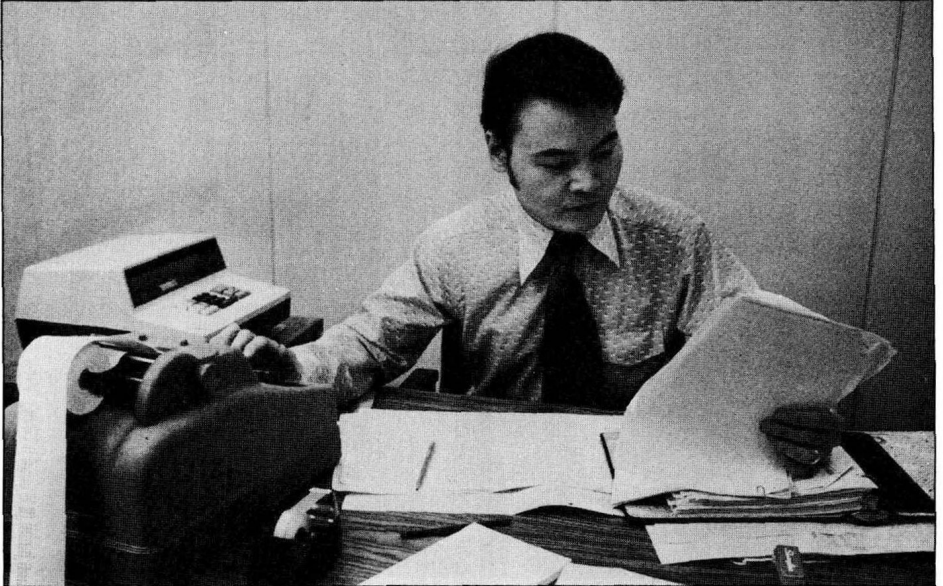
**Speeches** Though not all business workers are called on to give formal speeches, many of them are required to do so at one time or another. This activity is not limited to the top executives of a business firm; secretaries, sales representatives, accountants, and others are sometimes invited to address school groups, professional and civic organizations, and church and social groups. Even the fields of radio and television are within the realm of possibility. A businessman or businesswoman must remember that when he or she speaks to a group, the firm—not the individual—is being represented. Often members of the audience will have little or no other contact with the company; therefore, they will judge the firm by the impression given by the speaker. Here is a valuable public-relations opportunity. People who make the most of this type of opportunity are almost certain to enhance their chances for success in business.

**Dictation Devices** Although the dictation disc, tape, belt, cylinder, or wire is usually thought of as a means of recording dictation that a stenographer will later transcribe into letter or report form, the practice of mailing these recordings directly to the correspondent is growing in popularity. Of course, this technique is most informal and should be used only for communicating within one company or with business associates with whom the dictator is well acquainted. The disadvantage of sending the recorded message directly to the addressee is that no written record of the message is provided.

## **Sending Written Messages**

**Memorandums** A memorandum is actually a form of letter or report, even though it differs in appearance from either of these forms of communication. Memorandums are usually neither so formal nor so long as either the







business letter or the report, but this fact does not decrease their importance as a medium of communication. Memorandums are the most frequently used form of interoffice communication.

**Letters** Letters are used for every conceivable type of business communication. They are used to communicate with those who buy from a firm and with those who sell to a firm. They are used for sales promotion, for giving or requesting information, for requesting credit, for granting (or refusing) credit, for requesting payment on overdue accounts, and for social-business purposes. A complete list of the purposes served by business letters would be almost endless. Letters may be written and prepared individually, or they may be written in a form-letter style designed for a mass mailing.

**Telegrams** Domestic and international telegrams are used by business workers when speed is essential in transmitting written messages. In domestic communications, telegrams are often used because they attract more attention than other types of messages. Since the cost of telegrams is based on the number of words used, special skill in writing highly condensed, yet clear, messages is required.

**Reports** The modern business world depends heavily on reports to give facts or to report progress to business owners and to individuals at various operating levels. The length and formality of a report will vary with its purpose. One report may be a hundred pages long; another may be only one page long. The skillful writer must know the form and style most suitable for each particular report. There are several types of reports that business workers may have to prepare, but one special type of report with which they should be familiar is the report of what transpires at meetings, usually referred to as *minutes*.

**Business Literature** Books, newspapers, magazines, and pamphlets provide excellent opportunities for creative business writers to express their views on various phases of business. Executives often contribute to books and periodicals; in fact, some magazines depend entirely on the contributions of executives for the articles they publish.

**News Releases** A business likes to keep its name before the public. One way of doing so is to inform the public about changes in personnel, new product or service innovations, participation of its personnel in business or civic activities, and other such newsworthy items. For such events, news releases are written and are sent to newspapers and to radio and television stations. Naturally, news releases will receive more favorable attention if they are prepared in a style acceptable to the medium to which they are sent.

**Advertising Copy** Advertising copy for newspapers, magazines, radio, television, pamphlets, folders, and sales letters accounts for an enormous volume of business communications. Such material is usually prepared by people especially trained for this kind of writing, although business workers