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CONNECTIONS
Writing
FOR
YOUR WORLD

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CONNECTIONS *Writing* FOR YOUR WORLD

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SOUTH-WESTERN



Connections: Writing for Your World

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PREFACE

Ask managers or supervisors to identify the top two or three skills employees need for career success, and the answer almost always includes *good communication*. Inquire about communication weaknesses, and these employers will tell you that being *unable to write well* is a major weakness of workers in all types of jobs at all levels of their careers. While most people can get words on paper, relatively few write well enough to get their message across effectively.

You are one of the fortunate students whose instructor or school has chosen a unique textbook to help you build your writing skills. *Connections: Writing for Your World* will provide you with the writing tools you need to be successful—starting with your first day of employment. The textbook will help you understand *why* you need to learn a specific writing skill and also *how* to apply that skill to the career of your choice.

This textbook was written with your future writing needs in mind. The authors have excellent insight into the writing demands of today's jobs. They have had successful careers as writing instructors, both in schools and in training programs for employees, and they have worked with employers to identify the writing weaknesses that employees must overcome.

Take advantage of what can be learned from *Connections: Writing for Your World*, and you will be one of the employees who stands out because of excellent writing ability. Keep in mind: Anyone can be a good writer. It just takes time and practice.

Organization of the Text

Connections: Writing for Your World is divided into two major sections: (1) twenty-five chapters of writing basics that are connected to activities and exercises, and (2) a Writer's Handbook that will build your skill in the fundamentals of grammar, word usage, spelling, and punctuation. These two sections are described below.

The Chapters

The twenty-five chapters of *Connections: Writing for Your World* are divided into three parts. Each part has a specific purpose that is described below.

Part I is introductory and will help you identify how you can become a better writer.

Part II focuses on writing paragraphs, the first building block to becoming an effective writer.

Part III focuses on writing essays—not only traditional essays like those you have written in school previously, but also business documents such as proposals, reports, summaries, and letters.

Writer's Handbook

The Writer's Handbook serves two purposes: (1) to teach you some of the most frequently used grammar, word usage, spelling, and punctuation guidelines and (2) to provide practice in troublesome areas.

Within the Chapters

To learn the most from a writing course, you should be able to enjoy the content of the textbook. *Connections: Writing for Your World* offers several interesting and motivating features that will add to your overall pleasure and success. Look for the following features in each chapter.

► Objectives

Every chapter includes a list of the chapter *Objectives*. A quick glance at these will tell you what you can expect to learn in the chapter.

► Career Pathways Chart

The uniqueness of this textbook is its approach to writing as a career skill. Therefore, each chapter begins by breaking careers down into the six general pathways that represent all jobs that exist today or will be created in the future.

The *Career Pathways* chart provides valuable information. It (1) identifies one sample career in each of the six pathways, (2) shows how the chapter's topic connects to the career, and (3) gives a career-related writing example related to the chapter's topic. (For example, the *Career Pathways* chart in Chapter 11 features *Narration*, which is the chapter's topic.)

► On The Job

Near the beginning of each chapter, *On The Job* introduces an employee who is writing for work and gives an example of the employee's writing. You will read about Kara, an administrative assistant in Chapter 1 who resists when her supervisor asks her to prepare a rough draft proposal; about Keola, a promotions manager in Chapter 5 who needs to write a publicity notice; and about Jasmine, a TV reporter in Chapter 21 who has to prepare a news story. In the remaining 22 chapters, you will learn about the concerns, questions, and need for writing guidance of other profiled employees.

► Self-Assessment

One important way to improve any skill is to analyze how well you are currently doing. The *Self-Assessment* provides a short checklist that allows you to evaluate your writing ability.

► Did You Ever?

To give a clearer picture of each chapter's topic, *did you ever?* suggests times when you previously might have used a technique covered in the chapter. For example, *Did you ever return from vacation and tell your friends how you spent your time?* appears as an example of illustration in Chapter 21.

► Ethics Connections

If you read newspapers or listen to the news, you are aware of the ethics violations that occur daily and often lead to embarrassment for companies and organizations. Because writing often includes facts and figures, research or quotes, an unethical writer can misuse data and mislead readers. The *Ethics Connections* feature will help you identify what is ethical and unethical and how to ensure that all your writings are ethical.

► Technology Connection

By using technology effectively, a writer can reduce or eliminate much of the time-consuming *do-over* work that writers experienced in the past. From giving tips about cutting and pasting to describing how charts and graphs can add value to a document, the *Technology Connection* provides shortcuts and helpful hints that make writing more efficient.

► Writing Workshop

Look for the *Writing Workshop* in each chapter to provide excellent additional information. For example, in Chapter 21 you will learn how to find the correct synonym to replace an overused word.

► Cartoon

You will enjoy the *Cartoon* that appears in most chapters. Each cartoon shows a visual image of an important writing concept.

► Activities

You will complete *Activities* that allow you to apply what you have learned. These activities are placed at intervals in the text, so you do not have to remember a great deal of information before having a chance to apply your knowledge.

► Practicing Your Skills

Near the end of each chapter, you will find either one or two *Practicing Your Skills* activities that require a higher level of skill. Often, these include paragraphs or essays for you to review before answering questions.

► Applying Your Skills

The *Applying Your Skills* section gives you an opportunity to create your own material in response to each chapter. In this section, you will be asked to write a paragraph or essay that is based on the concepts and techniques discussed in the chapter.

► Writing for Your Career

Each chapter begins with a career pathways chart and ends with career pathways writing. In *Writing for Your Career*, you are asked to choose your pathway preference and complete the writing assignment for that pathway. Often, you will be referred to web site links that provide additional information on the topic of the writing assignment. Pay special attention to your work in *Writing for Your Career*, as it closely matches the type of writing you can be expected to do in your chosen career field.

Within the Writer's Handbook

The *Writer's Handbook* is a snapshot of some of the important grammar, word usage, spelling, and punctuation guidelines that writers use. Examples are provided to help you understand the guidelines. The guidelines are followed by *On Your Own*, an important feature that allows you to practice your newly gained knowledge. You can use the Writer's Handbook in two ways: (1) as a reference tool when you are writing and don't remember a rule you learned in the past and (2) to test your knowledge of rules you have just learned.







Student Resources

Handy visual aids are present throughout *Connections: Writing for Your World*. Use these symbols to make your journey through this textbook more interesting and rewarding.

► Career Pathways Symbols

Notice the symbols that identify each career pathway in the chart at the beginning of each chapter. In addition to appearing in the chart, these symbols are conveniently placed anywhere an example of a pathway is given within the chapter. The same symbols are used in the *Writing for Your Career* section at the end of the chapters.

If you have an interest in a specific career pathway, therefore, you will want to take special note any time a symbol representing this pathway appears on a page.

-  An artist's palette represents Communication and the Arts
-  A medical symbol represents Health and Medicine
-  A team of coworkers represents Human, Personal, and Public Service
-  A graph represents Business and Marketing
-  A computer chip represents Science and Technology
-  A leaf represents Environment and Natural Resources

► Data CD

The Data CD is an easy-to-use tool that expands the content of each chapter. Keep the Data CD in a convenient place so you can locate it quickly.

First, you will find one or more activities or practices from each chapter on the CD. You may choose your preferred method of performing these exercises—either in the book or electronically. Any time the Data CD symbol appears beside an activity in the text, you will know that the same or related material appears on the CD.

In addition, a form is given on the CD for your use in completing the Applying Your Skills section of each chapter. This is a standard form that takes you step by step through the Applying Your Skills activity.

Finally, several *Readings and Writings* related to each chapter are given on the Data CD. You will be asked to read these, answer the questions, and complete the writing assignments.

► Web Links

Many of the *Writing for Your Career* activities contain references to the textbook web site: <http://humphrey.swlearning.com>. By accessing the web site and clicking on the Links tab for any chapter, you will be able to locate additional helpful information.

► Instructor's Resource CD

While this CD is for your instructor's use, you will probably be asked to complete a variety of activities that your instructor provides from the CD. In addition, your instructor will have access to writing models, answers to activities, PowerPoint slides, exam questions, and other information that can expand the textbook.

Connections: Writing for Your World and its abundance of additional material can help you become an excellent writer. Remember, employers value strong workplace writers who can write clearly, accurately, and authoritatively.

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