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english for careers

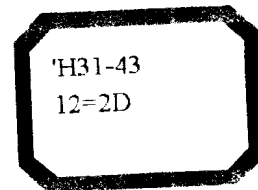
BUSINESS, PROFESSIONAL, AND TECHNICAL

LEILA R. SMITH

English for Careers

Business, Professional, and Technical

Eighth Edition



Leila R. Smith

With Contributions From
Barbara Moran, Ph.D.



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To Seymour, Eric, Alice, Roberta, Nina Beth, Sheela Danielle, Sarala Rose, Sean Suresh

"A word fitly spoken is like apples of gold in settings of silver."

—The Bible

Dear Student

Despite learning the advanced technology of your chosen field, you may not get the job you want if your communication ability is inadequate. Someone who does get the job may lose it when it's discovered that the employee can't spell or write a clear, correct sentence. Others may keep their jobs but be stuck at a dead end, unable to advance to meaningful careers because of poor or mediocre oral or written communication.

THE EMPEROR'S GRAMMAR

In the year 1414, Sigismund, Emperor of the Holy Roman Empire, said (in Latin) to an important church official who had objected to His Majesty's grammar: "Ego sum rex Romanus et supra grammaticam." (I am the Roman king and am above grammar.) If you are a Roman king, don't bother to read on. For the rest of us, the language we use, both spoken and written, significantly affects our ability to earn a good living, advance in a career, and even enjoy good social contacts.

THE FRESH START

Most of us enjoy the feeling of making a fresh start when we begin a new course. The new textbook, perhaps a new CD-ROM and a new notebook, fresh pencils, and a ballpoint that writes as though it will never run out—these all contribute to the enthusiasm and the resolve to do well. You can turn this fresh start into a successful experience that you enjoy and that will help your career.

THE LANGUAGE OF CAREERS

What kind of language does a business, professional, or technical career require? "Career English" is not a special or separate language. It is the language of network television newscasters and is often called **Standard English**. It includes the English principles you already know, those you learned in the past and forgot, and those you wish you had learned.

DIFFERENT STROKES FOR DIFFERENT FOLKS

We all use several language styles to help communicate successfully with different people in various situations.

Imagine talking with a group of adults at a party; now picture yourself warning a young child away from a hot stove. Think about how your communication style would differ. Perhaps you use slang or possibly a regional or ethnic dialect in everyday conversation with certain friends and family. You might use a different communication style with other friends or acquaintances. We all vary our communication style with the circumstances. Standard English is the name of the

style essential for success in business, professional, and technical careers as well as in many personal relationships. With a good command of *English for Careers*, you can communicate confidently and correctly for your career and with business and professional colleagues.

THE SYSTEM

You learn only the Standard English usage principles needed by adults to communicate successfully and confidently in the workplace.

- I've left out or simplified the grammar terms and rules. You'll focus only on principles needed for oral and written communication of today's Standard English, as used by well-informed people. Most adults need instruction in Standard English for careers to be sure of being right.
- The information you need is presented in an interesting and amusing way that makes learning efficient.

ENGLISH FOR CAREERS IS DIFFERENT

This book is different. You don't browse through it. You don't read it like other books. What you DO is *learn* your way through it!

CHAPTER ORGANIZATION

STARTING PAGES Each of the 14 chapters has starting pages that include a painting of people at work in a particular field, objectives, and an introduction to that chapter's topics. These pages also tell you exactly what skills and knowledge you should expect to acquire by the time you complete the chapter.

READ, RECAP, REPLAY Next come unique learning steps called *Read*, *Recap*, and *Replay*. When you **Read**, you get information in small portions. These short learning units are more efficient than longer ones, and you enjoy a feeling of accomplishment as you complete each portion. Then you apply what you just read by doing a **Recap**. After another short "portion" or two, often followed by short Recaps, you verify that you've learned by answering the **Replay** questions.

CHECK ANSWERS As soon as you complete a Recap or a Replay, check your answers in Appendix E, beginning on page 364. I suggest you write your answers with a pen; then use a different color pen to show corrections. When you're ready to review, you can easily tell which ones, if any, you originally had wrong. If you have some wrong answers, reread that portion of the text and, when necessary, ask your instructor.

CLOSING PAGES After several Reads, Recaps, and Replays, each chapter concludes with the **Checkpoint** (which usually summarizes the chapter), **Special Assignment**, **Proofreading for Careers**, and a **Practice Quiz**, which ends the chapter.

Studying the Checkpoint and taking the Practice Quiz are minimum essentials for the closing pages of each chapter. Depending on time and students' needs, your instructor might also assign the Proofreading, one or more Special Assignments, and/or other chapter-related practice and enrichment on CD-ROM, online, or on paper.

THE STEPS WORK

The recommended learning steps result in student success; skipping steps results in lower achievement. So please play the game according to the rules: Read before you Recap and before you Replay. Check your answers carefully, and ask about anything not clear to you.

Most students are enthusiastic about this way of learning. However, because doing the Replays is interesting and challenging, some students are tempted to pretest their English knowledge by responding to the questions without reading the explanations and studying the examples. Please resist such shortcuts. By following the recommended steps, you learn more, do better on tests, and end up saving time.

Because of interacting with the textbook so often, you immediately apply what you learn, enabling you to understand it better and remember it. Immediate feedback (with answers in back of the book) is satisfying and encourages you to continue with enthusiasm.

WHAT'S IN IT FOR YOU?

- | | |
|---------------------------------------|---|
| A PROVEN METHOD
THAT WORKS | What's in <i>English for Careers</i> for you? After successfully completing this textbook, you will enjoy confidence in the correctness and effectiveness of your speech and writing. Good communication skills, more than any other single factor, determine who gets the good job, who keeps it, and who gets the promotion. |
| SIDE-BY-SIDE
LEARNING | While learning <i>English for Careers</i> , you also learn more about today's workplace, and you increase or develop a success-oriented attitude. Side-by-side learning happens because many of the sentences illustrating English points deal with business practices, workplace cultural diversity, successful behavior for today's international marketplace, workplace etiquette, and helpful attitudes for self-development. |
| RESPECT OF
CO-WORKERS | You'll find that co-workers and even supervisors will come to you for business English help. They will soon sense that you are the company expert in grammar, punctuation, spelling, and communication style. |
| FUN AND GAMES | Although learning can't be all fun and games, people don't learn very much unless they enjoy the experience at least some of the time. You'll find bits of humor hidden in the various exercises; smiling helps us feel better and puts our minds in a learning mode. Enjoy <i>English for Careers</i> . With a positive attitude, you'll have some fun along the way. Give it a chance; you'll find your command of English will be a lifelong asset to your career (and personal life too)! |

Leila R. Smith

Write your answers in the blanks of this sample Replay. If you don't know an answer, look for the information in the preceding Dear Student letter. Fill in the blank for Question 1 and answer **T** (true) or **F** (false) for the rest of the questions.

- _____ 1. The language style appropriate for most business, professional, and technical careers is called _____.
- _____ 2. It's wrong to use slang when writing a letter to a friend.
- _____ 3. You should be sure to use the same style of language in all communications.
- _____ 4. Standard English is always superior to other types of English.
- _____ 5. To succeed in this course, you must memorize a long list of traditional grammar rules and terms.
- _____ 6. This course includes learning a little about international business.
- _____ 7. The single most important ability required to get a good job or a promotion is communication ability.
- _____ 8. "Side-by-side" learning means it's best to lie on your side while doing a Read and Replay.
- _____ 9. If you look at the answers in the back of the book, you are cheating.
- _____ 10. The most successful students start by first answering the Replay questions and then reading the explanations and examples.
- _____ 11. By completing *English for Careers* carefully, you will achieve thorough mastery of traditional grammar terms and rules.
- _____ 12. Look up the answers in the back of the book the day after you complete the Recaps and Replays.
- _____ 13. The Checkpoint near the end of each chapter usually summarizes the chapter.
- _____ 14. The last item in nearly every chapter is Proofreading for Careers.
- _____ 15. After completing this course successfully, you will be confident of your ability to speak and write English in a style that leads to success in the workplace.

Check your answers below.

How did you do? _____

Answers to Replay i

1. Standard English 2. F 3. F 4. F 5. F 6. T 7. T 8. F 9. F 10. F
11. F 12. F 13. T 14. F 15. T

PRETEST

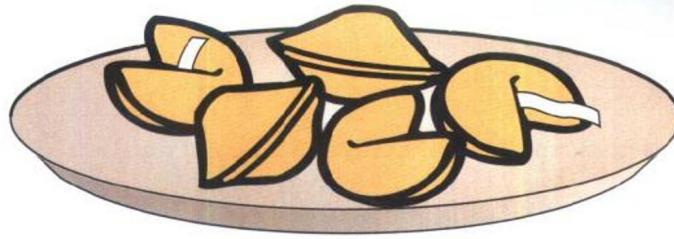
Write the letter of the correct answer in the blank.

- _____ 1. The carton of books and papers (a) have been (b) has been (c) were lost.
- _____ 2. Etymology is the study of (a) insects (b) synonyms and antonyms (c) grammar and word usage (d) the history of words.
- _____ 3. If the first line of the inside address of a business letter is "Mr. Samuel E. Smith," the preferred salutation is (a) Ladies and Gentlemen: (b) Dear Sir: (c) Dear Sirs: (d) Dear Mr. Smith: (e) Dear Mr. Samuel E. Smith:
- _____ 4. **Outsource** means to (a) import needed supplies for manufacturing (b) export high technology products (c) use services of workers who are not employees of your organization (d) wastefully use valuable natural resources (e) help laid-off employees find new jobs.
- _____ 5. Such a (a) phenomena (b) phenomenae (c) phenomenon (d) phenomeni (e) phenomenae has never before occurred.
- _____ 6. George's wife is the (a) president of the company (b) President of the Company (c) President of the company (d) president of the Company.
- _____ 7. When preparing slide presentations, the words are relatively unimportant. (True or False?)
- _____ 8. After three (a) year's (b) years' (c) years of being on this merry-go-round, George decided to get off and change his ways.
- _____ 9. When you're laying out material for a website, place the most interesting and important information at or near the beginning. (True or False)
- _____ 10. Please give the reports to Frank Hitt and (a) I (b) me (c) myself.
- _____ 11. Ms. Denova is the one (a) who (b) whom we believe danced the hoochie koochie.
- _____ 12. If you had (a) gone (b) went to work today, you would have seen the sunset.
- _____ 13. Which would be (a) easier (b) easiest (c) easier (d) easiest for you to prepare, a letter or a short report?
- _____ 14. We hope to receive (a) a (b) an 18 percent discount.
- _____ 15. **After working at the computer all day, his eyes were tired.** The preceding sentence has a (a) comma splice (b) lack of parallel construction (c) misplaced part (d) dangling verbal (e) lack of subject/verb agreement.

For items 16–20, write C in the blank if all the punctuation is correct; otherwise, correct the punctuation.

- _____ 16. "Telecommuting," he said, "is good if you are disciplined".
- _____ 17. Money, beauty, intelligence, and charm—she has them all, said George's friend Jesse.
- _____ 18. Mr. Crane is not here, however, I can help you.
- _____ 19. We've mailed you a copy of the new book we told you about and hope it will reach you before the end of the month.
- _____ 20. Greet your clients by name, then welcome them with a smile.

After you find out how many you answered correctly, read your "fortune."



Number Right _____

- 18-20 You have a good command of English for your career. This course will serve as a brushup, and you will become an expert.
- 15-17 Your English skill is fair. After the practice provided in this course, you'll have excellent skill in the English required for careers.
- 12-14 Your English for your career needs improvement. Because your basic language skill is all right, you'll enjoy the rapid learning that will result from completing all assignments.
- 0-11 You came to the right place! Taking this course is a wise decision. Because you are now motivated to learn English for your career, you'll capture those principles that escaped you in the past.

REMEMBER: Your past is not your potential.

About the Author

Leila R. Smith, Los Angeles Harbor College Professor Emeritus of Office Administration, has a New York University Bachelor of Science degree in business education and a University of San Francisco Master's degree in education.

In addition to Harbor College, Professor Smith taught at Bay Path College in Massachusetts, in California's Pierce and Valley Colleges, and in New York City proprietary schools. Among her many professional activities, she has been a Fulbright exchange instructor, teaching English and communication in the business department of City and East London College in London, England, for an academic year.

A federal grant enabled her to study methods of applying brain research to business English instruction, as reflected in the unique teaching/learning styles of this text. This study also culminated in the writing of the text *RSVP—Relaxation, Spelling, Vocabulary, Pronunciation*. Other publications include the texts *Communication and English for Careers* and *Basic English for Business and Technical Careers*, as well as professional newsletters and articles in professional journals. She has served as Communication Editor for the *Business Education Forum*, the journal of the National Business Education Association.

Professor Smith, a recipient of the Pimentel Award for Excellence in Education, has conducted workshops and seminars on business English and communication and on teaching and learning methods for educators, corporate groups, and government agencies and has worked in various business capacities.



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Word to the Wise

This mortarboard will alert you to take special care with a certain aspect of English.



Word Power

This key will point out interesting facts about words or the roots of the English language.



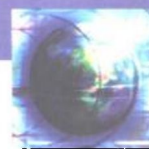
Writing for Your Career

The person at the computer indicates important advice about effective writing styles for business careers.



Recognizing Language Parts

The nuts and bolts highlight the easy ways to identify the language elements from individual words to groups of words.



The Global Marketplace

The globe will precede interesting facts for communicating internationally and in a diverse workplace.

When you see a sentence in blue type like this one, you will find a rule or definition that will help you gain control of English for your career.

- AVOID** You will see sentences that are examples of sentence structure you should avoid.
- RUN-ON** You will see sentences that are examples of incorrect sentence structure.
- CORRECT** You will see examples of acceptable writing practices you can follow confidently.

Bold type is dark and heavy, **like this.**

Italic type is light and slanted, *like this.*

Bold italic type is dark and heavy, ***like this.***

Proofreader's Marks

<i>Proofreader's Mark</i>	<i>What It Means</i>	<i>How to Use It</i>	<i>Corrected Version</i>
	Delete or omit	beginn	begin
	Insert	occurence	occurrence
	Transpose	revelant, decied	relevant, decide
	Retain crossed-out characters with a dot underneath	if you, Harry, and I go	if you and I go
	Insert space	fountainpen	fountain pen
	Close up space	stock holder	stockholder
	Start a new paragraph	days. We are ready	days. We are ready
	Move left	Dear Ms. Adams:	Dear Ms. Adams:
	Move right	Sincerely,	Sincerely,
	Change capital letter to lower case	the Advertising Budget	the advertising budget
	Change lower case letter to capital	new year's eve	New Year's Eve
	Spell out	5 days in NYC	five days in New York City
	Single space	This plan is under consideration now.	This plan is under consideration now.
	Double space	This plan is under consideration now.	This plan is under consideration now.
	Move as shown	This is \$25 only.	This is only \$25.
	Run in: no new line	four years. We'll be	four years. We'll be
	Center	memo	memo

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