

Communication and English for Careers

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Prentice Hall Career & Technology Englewood Cliffs, NJ 07632

Library of Congress Cataloging-in-Publication Data

Smith, Leila R.

Communications and English for Careers / Leila R. Smith, Yolanda Grisolia.

p. cm. Includes index. ISBN 0-13-369000-8

1. Rhetoric. 2. Communication. I. Grisolia, Yolanda. II. Title.

P301.S57 1994

808'.042-dc20

93-13569

CIP

Editorial/production supervision: Janet M. DiBlasi

Development editor: Laura Beaudoin

Cover design: Merle Krumper

Manufacturing buyer: Ed O'Dougherty

Cover art: Frances Wells

Interior design: Suzanne Behnke and York Graphics

Chapter opening art: Frances Wells Acquisition editor: Elizabeth Sugg Editorial assistant: Maria Klimek Supplements editor: Cindy Harford Marketing manager: Debbie Sunderland



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Portions of this textbook were previously published in English for Careers: Business, Professional, and Technical, fifth edition

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

8-000P4E-E1-0 N8ZI 8-P01P4E-E1-0 N8ZI 1-22E0E-E1-0 N8ZI

Prentice-Hall International (UK) Limited, London Prentice-Hall of Australia Pty. Limited, Sydney Prentice-Hall Canada Inc., Toronto Prentice-Hall Hispanoamericana, S.A., Mexico Prentice-Hall of India Private Limited, New Delhi Prentice-Hall of Japan, Inc., Tokyo Simon & Schuster Asia Pte. Ltd., Singapore Editora Prentice-Hall do Brasil, Ltda. Rio de Janeiro

To Seymour, Eric, Karen, Roberta, Udaya, Sean, Sarala Rose, Sheela Danielle, Nina Beth

A word fitly spoken is like apples of gold in settings of silver.—the Bible

For Bill, Paul, Joshua, Francisco, Gianna

To be speechless, is to be naked.—Ogotomelli, Dogon Shaman

Preface

The largest room in the world is the room for self-improvement.

We are proud to present to students and instructors a new approach to teaching and learning business communication and business English. *Communication and English for Careers* integrates the highlights of both subjects.

First we selected the most important elements of English mechanics and organized them in user friendly fashion. Research shows that grammar instruction that is too brief or too detailed is discouraging and counterproductive. We need just enough detail so that grammar makes sense and is strictly utilitarian. The instruction must be based on real world usage, not on old principles ignored by many of today's effective communicators. The grammar terms and rules must be simplified since good English usage is the objective. This text is not for training grammar teachers.

Almost half this text is devoted to helping students improve in the mechanics of English. Effective career communication requires mastery of mechanics that results from specific instruction.

The mechanics are not enough, however, and this text is for a comprehensive career communication course. Included are the techniques of writing good business letters (format as well as content). Students also learn about the job-search process, oral presentation, telephone procedures, listening techniques, proofreading, and writing short reports. Skill in all facets of communication for careers depends on improved understanding of human behavior. Students focus throughout the text on acquiring human relations skills that contribute to getting jobs, enjoying success on the job, and advancing in a career.

The organization, writing style, format, and layout of *Communications* and *English for Careers* are based on brain and mind research. Studies show we function better in learning situations that are relaxed yet structured, lighthearted rather than formal, and personal instead of impersonal.

An extensive supplements package supports the instructor and provides helpful learning aids for students.

Supplements

To obtain supplements, call or write to Prentice Hall Career & Technology. The number and address are shown below the acknowledgments.

Annotated Instructor's Edition

Answers to practice exercises are inserted in contrasting color. Solutions requiring more space are in the *Instructor's Resource Kit.*

Notes to the instructor are placed where they are most useful—in the margins beside the related instruction.

Instructor's Resource Kit

This spiral-bound kit with perforated pages is separate from the *Annotated Instructor's Edition* and includes the following:

- Supplementary Practice, copier ready and coordinated with each chapter, such as puzzles, writing and speaking assignments, more proofreading, and practice of all kinds.
- Suggestions for teaching and management, course outlines, and grading.
- Answer Booklet that may be removed and made accessible. This contains answers and solutions not in appendix D.
- Two-Color Transparencies coordinated with each chapter. Appropriately formatted solutions to letter writing and proofreading assignments are included.
- Transparency Masters for producing supplementary transparencies or handouts.
- Individualized Instruction. Copier-ready complete program for adapting the text to learning centers, open-entry courses, in-service training in business and government offices, etc.
- Quizzes and Exams. Pretest, Mini Reference Manual Quiz, two (Form A and Form B) "Real Quizzes" for each chapter, two midterms, and two final examinations, machine scorable and copier ready (answers are on separate pages).
 - Nonobjective testing, such as writing or speaking assignments, are included in the text and in this Kit.
- "Proofreading Supplement for Office Professionals" provides additional proofreading practice.
- Text-Coordinated Computerized Practice 5.25" or 3.5" *Blue Pencil Software*. Warning: This can be addictive.

Supplementary Test Item File Booklet and Test Manager Disk

Three hundred objective questions for creating mix and match tests.

Acknowledgments

We believe we have created a text with real-world content and a plan conducive to high-quality learning. But we couldn't do it without advice and cooperation. We are especially grateful for your help in creating a realistic, practical approach to teaching communication and English for careers:

Carolyn Anderson Chabot College Hayward, CA Charlotte Cohen Monroe College Bronx, NY

Ron Kapper College of DuPage Geneva, IL George Longobardi Ramapo Senior High School Spring Lake, NY Carol McGonagill Terry Strauss

Pierce College Coastline Community College

Puyallup, WA Fountain Valley, CA

Roberta Moore Diane Taylor

New York, NY National Education Center

Donna Otten Houston, TX

Emily Griffith Opportunity School Rachel Tillman
Denver, CO Marie Plotka Bronx, NY

Mid-State Technical College Annete Schley

Marshfield, WI North Seattle Community College
Daphne Robinson Seattle, WA
R. J. Reynolds High School Margaret Taylor

Winston-Salem, NC Coastline Community College

Fountain, CA

Special thanks for vital support and expertise go to Editor Elizabeth Sugg and Production Supervisor Janet M. DiBlasi, both of Prentice Hall Career & Technology, and to Development Editor Laura Beaudoin.

To Instructors

You may obtain supplements by calling either your Prentice Hall Career & Technology representative or 1-800-922-0579. Or you may write on your organization letterhead to:

Prentice Hall Career & Technology Debbie Sunderland Rt. 9W Englewood Cliffs, New Jersey 07632

We hope you'll enjoy teaching and learning from *Communication* and *English for Careers*.

The Fresh Start

The Emperor's Grammar

In the year 1414 Sigismund, Emperor of the Holy Roman Empire, said 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, you don't need to read on. For the rest of us, the way we use language, in both spoken and written communication, significantly affects our success at earning a living and advancing in a career.

Poor communication skills are more and more frequently identified as a prime cause of applicants not being hired or of employees doing an inadequate job. As a result the number of help wanted ads including communication skills keeps increasing. According to a recent study* almost 30 percent of the *New York Times* classified ads for *all* kinds of jobs requested communication skills. Whether you're a salesperson, secretary, medical assistant, physician, accountant, manager, attorney, secretary, technician, or mechanic, communicating effectively is vital. The quality of your communications with co-workers, managers, clients, vendors, patients, and customers every day on the job determines the success of your career.

Communication for Careers

What kind of communication does a business, professional, or technical person require? "Career English" is not a special or separate language. It is the language you hear spoken by network television newscasters and is called Standard English. It is based on the English principles you may have learned in the past and forgotten or wish you had learned. Where British English is used, the standard language used to be called the King's English. Now it is called BBC English (British Broadcasting Company English); there are a number of variations between BBC English and American Standard English.

Different Strokes for Different Folks

We use language to help communicate successfully with different people in different situations. To see this, imagine yourself talking with a group of other adults at a party and then warning a young child away from a hot stove. Some of us communicate differently with certain friends and family. Then we switch to another communication style with other friends or business and professional acquaintances.

*Casady, Dr. Mona, and Wayne, Dr. F. Stanford, "Communication Skills in Employment Ads of Major United States Newspapers," *The Delta Pi Epsilon Journal*, spring 1993.

The simplified communication we use with young children, slang, regional dialects, ethnic dialects, or languages other than English are all fine when used at the right time and place. They are not wrong or bad communication. But they are unsuited for use on the job, except, of course, for foreign language translations. If your everyday speaking style is non–Standard English, you might decide to alter it so that good on-the-job communication comes easily to you through habit. With good communication skills, you can project a credible, professional image and have the confidence that comes with knowing you're right.

This text provides a realistic and businesslike system for developing oral and written communication skills that contribute to success.

The System

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!

Each of the 12 chapters begins with objectives and a starting page or two. Read these objectives and the starting page first. They enable you to find out exactly what skills and knowledge you'll master in each chapter. Unique learning modules called *Read*, *Recap*, and *Replay* follow. In the Read module, you read information arranged step by step in short portions. Then you apply the newly learned skill immediately in a Replay. Many of the modules also include one or more Recaps, in which you answer a question or two summarizing what you've just learned. When you get to the Replay, you have already "recapitulated"—or reviewed—several key items that you've read. As soon as you complete a Recap or Replay, check your answers in appendix D. Toward the end of the book, however, some Recaps and Replays don't have answers in the appendix. Your instructor or facilitator will tell you more about those when you get to them.

After the Read, Recap, and Replay modules, the chapter is summarized in "Checkpoint." "Writing for Your Career" follows, and the chapter ends with a 25-question multiple choice or true/false "Practice Quiz." Solutions for the writing practice and Practice Quiz are not in appendix D. Depending on the time available, your instructor or facilitator might assign additional activities from appendixes A, B, and C.

Playing by the Rules

Not only does the Read and Replay system enable you to learn and to remember, but you'll also enjoy the process. Students are enthusiastic about this way to learn, and some of the highest achieving students think of it as a game. Because doing the Replays is interesting and challenging, however, some students are tempted to pretest their knowledge by replaying without first reading the instructional material. Please resist doing this because:

- The formula—first read; second respond; and third, check your answers—has been proven effective through research. If you shortcut the process, you learn less and are not well prepared for the quizzes or other assignments.
- You miss the personal satisfaction that comes from making correct responses.
- When you make more mistakes, you lose rather than save time.

So please play the game according to the rules: Read before you Recap and before you Replay. Read, Recap, and Replay is a good learning system because:

- By immediately applying what you learn, you understand it better and retain it longer.
- Short learning modules are more efficient than longer ones.
- Read, Recap, and Replay hold your attention, and your powers of concentration improve.
- The system motivates you to continue beyond normal attention spans.

Working Hard Is Not the Same as Working Smart

Working smart means using study time so that it is meaningful. No one improves communication skill (or does really well at anything) merely by hard work or by putting in a lot of time. If the work you do and the time you spend on improving communication and English skill is to be effective, two things need to happen: You must understand the information presented, and you must store the new skill or information in your long-term memory. The following "working smart" techniques result in understanding and retention.

Pens for Short-Answer Recaps and Replays

Do Recaps and Replays with a blue or black pen, not a pencil. Pencils are for fence-sitters, people who don't make commitments or who guess. A penciled answer means "I'm not sure of this; if I'm wrong, I'll erase it." If you don't know an answer or are not sure of it, reread the related topic. Then pen your answer, if necessary with a question mark beside it.

When you complete a Recap or a Replay, *immediately* check the answers. Correct your work with a pen of another color such as brown, green, orange, or purple. Avoid red because of its negative associations. Also use your colored pen to write an evaluation like "Great," "OK," "Not So Good," or "?" atop each corrected exercise. If you missed any items, look at the relevant part of the chapter again. Make a note in color of any items you want to ask the instructor or another student about. You'll also be able to tell at a glance which items need review before a test. If you use pencil and erase incorrect answers, you might delude yourself into thinking you know all the material.

Spelling and Vocabulary Practice for Word Power

The last Read and Replay of each chapter is called "Word Power."

Spelling. Most "Word Power" Reads and Replays include spelling practice, as well as other information about words. Twelve (one for each chapter) additional spelling lists are in appendix A. You may wish to improve your spelling by learning one list along with each chapter. The best way to learn from spelling lists is called the 1,3,2,1 plan.

1—Ask someone to dictate each word on the list to you. Then carefully check your spelling against the listed words. (Pretest)

- 3—Write three times each word you misspelled. Spell the word aloud first.
- 2—Write each of the originally misspelled words twice, first spelling it aloud.
- 1—Ask someone to dictate to you only the originally misspelled words. Write each once as in a test. If you misspell any this time, repeat the 3,2,1 process for just those misspelled.

Vocabulary. For vocabulary study from "Word Power" or anywhere else in the text, select only those words you were unfamiliar with or unsure of. Write the word on a 3-by-5-inch card. On the reverse side of the card, write the meaning. Carry these cards with you wherever you go. While you sit in the dentist's waiting room or stand in line to check out groceries, or anywhere else you have a few spare minutes, test yourself with these cards.

Keyboard the Writing Projects

Never expect to do quality work on the first attempt at a writing assignment. Good writers start with a very rough draft and do a great deal of revising.

Instead of handwriting your first draft of any writing project, develop the habit of keying it preferably on a computer or else on a typewriter, using double spacing. Keyboarding by touch and elementary word processing are part of communication skills needed for almost any career. If you don't have these skills, we suggest you learn them as soon as you can.

Keyboarding rough drafts instead of using handwriting is important for several reasons: First, once you've developed the habit, you save a great deal of time. Second, the quality of the final copy is much better because of the ease of experimenting with different wording and arrangements of ideas. Finally, keyboarding first drafts is an efficient way to handle correspondence on the job.

Research reveals that most employees up to around age 40 originate correspondence at the computer. Older employees who may be less computer literate but have assistants to keyboard for them are more likely to use handwriting or to dictate.

Keep Reference Materials Handy

Most people need ready access to reference materials related to their work. For example, medical personnel have books listing medication information, travel agents have hotel and airline directories, and so on. More generally required reference books include telephone directories and ZIP code directories.

Four reference books should be within easy reach for working smart with this text and for effective communication on the job. If you have to look for them or get up from your work station to get them, you're less likely to use them and more likely to make needless mistakes.

Your Textbook. Take a moment now to find the index and glossary in the back of this book and to glance through them. Remember to use the glossary for a quick reminder of the meaning of a term and the index to locate information in this book quickly. Next glance through the Mini Reference Manual, appendix B. Remember to refer to this part of the text when you need a quick answer to a question about expressing a number, capitalizing, dividing a word, or abbreviating.

Reference Manual. An office reference manual is vital to anyone whose career includes written business communication. At least half a dozen good ones are available. Examples are *The Gregg Reference Manual*, by W. A. Sabin, *HOW: A Handbook for Office Workers*, by Clark and Clark, and *Regents/Prentice Hall Office Handbook*, by R. C. Kutie. You can look up an enormous amount of information in these compact, spiral-bound books.

Thesaurus. If words are a tool of your trade, you'll want a thesaurus on your desk. Thesaurus is pronounced *the SOR us*, with *th* pronounced as it is in *th*ink, not as in *th*is. Have you ever been writing something and just couldn't think of the right word? A thesaurus provides a list of words related in some way to the one you look up—words that mean almost the same (synonyms), opposites (antonyms), and words related in other ways. Several thesauruses have the name *Roget's* (pronounced *ro ZHAZ*) as part of the title, just as the name Webster is part of the title of several dictionaries. *Roget's* doesn't have to be part of the title for the thesaurus to be useful. Even if your word processing package includes a thesaurus, it's a good idea to have one in book form also as it's probably more complete.

Dictionary. The single most useful reference book is a dictionary. As with the thesaurus, a computerized spelling dictionary complements but does not replace the need for a good college dictionary. For students and those who travel in connection with their work, a pocket dictionary is also essential. Unabridged dictionaries (the big ones at libraries and other institutions) have at least 250,000 entries. Good college dictionaries have at least 150,000 entries and pocket dictionaries, at least 50,000. The amount of information about each entry and in the front matter (everything before A) and appendix (everything after Z) varies as well. A college dictionary does not mean it is for use only in colleges. It means enough information is included to meet most adult personal and career needs without referring to an unabridged dictionary.

The name Webster in a dictionary's title does not indicate quality or lack of it. Several publishers produce dictionaries with Webster as part of the title, and anyone may do so, including you or me. These are our recommendations of American English college dictionaries most useful for career purposes (pocket editions are also available):

American Heritage College Dictionary, 3rd College Edition Random House Webster's College Dictionary, 1st Edition Webster's New World Dictionary of the American Language, 3rd College Edition

Merriam Webster's Collegiate Dictionary, 10th Edition

In the front matter, you'll find explanations of the special markings and abbreviations used in that particular dictionary. The system differs from one dictionary to another just as different makes and models of cars differ. The front matter explanations are your "owner's manual." Some dictionaries also have an index in the back listing the various sections in that dictionary. The appendix has a variety of information that differs from one brand of dictionary to another.

Using the dictionary in a knowledgeable manner is part of working smart. We have seen hardworking but uninformed people look up a word in a good dictionary and then spell, pronounce, or use the word incorrectly because of their inability to interpret the special markings. Do be careful, therefore, and remember about the front matter explanations.

Our changing society causes not only the rapid accumulation of new words but also the loss of outmoded words. All this happens so fast that dictionaries cannot keep up-to-date. Each new edition of the better college dictionaries includes from about 10,000 to 40,000 new words, most of which are business and technical terms important to career communication. A few examples of words found only in new editions are *liposuction*, *voice mail*, *cyberpunk*, and *biochip*. Not only are new words added, but spelling, pronunciation, and even meanings change for old words. Having the latest edition of a dictionary is important to the person who communicates on the job.

Lexicographers (dictionary writers) do not all agree on which words and other information warrant inclusion in their dictionaries. Hence dictionaries vary in the information they contain. For each entry word, however, you can find spelling, syllables, pronunciation, definition, and parts of speech. Other information such as history of the word, how to spell the plural, and whether or not the word is Standard English accompany many, but not all, entries. You find out about interpreting these items in the front matter of your own dictionary.

Learn and Enjoy

While studying *Communication and English for Careers*, you not only improve communication skills but you also learn more about the world of business and increase or develop a successful habit that carries over to career activities. Enjoy the challenge of the Read, Recap, and Replay method. Give it a chance, and you'll find that your communication ability will be a life-long asset to your career.

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