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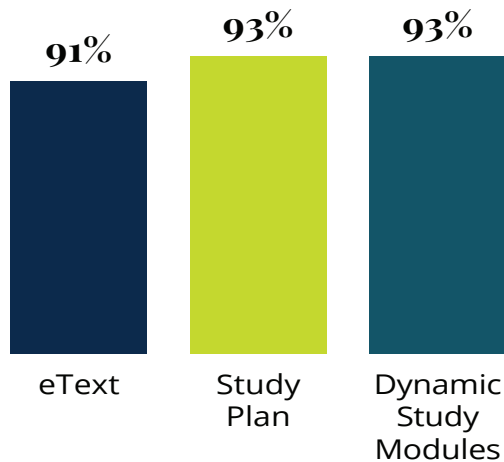
Business Communication Essentials

Fundamental Skills for the Mobile-Digital-Social Workplace

EIGHTH EDITION

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Revising Messages: Conciseness [LO-3]

Eliminate unnecessary words in the following sentences.

- 5-16. The board cannot act without a consensus of opinion.
- 5-17. To surpass our competitors, we need new innovations both in products and in company operations.
- 5-18. The chief executive of our company has been nominated again as “Best CEO of the Year” for two years in a row.
- 5-19. Don’t pay more than you have to; you can get our new fragrance for a price of just \$20.

Revising Messages: Conciseness [LO-3]

Revise the following sentences, using shorter, simpler words.

- 5-20. It is imperative that the pay increments be terminated before the company accumulates an inordinate deficit.
- 5-21. Mr. Smith’s lackadaisical attitude and callous behavior at the workplace warrants stern punitive action and could impact his promotion.
- 5-22. The impending liquidation of the company’s assets was cause for jubilation among the company’s competitors.

Revising Messages: Conciseness [LO-3]

Use infinitives as substitutes for the overly long phrases in the following sentences.

- 5-23. For living, I require money.
- 5-24. They did not find sufficient evidence for believing in the future.
- 5-25. Bringing about the destruction of a dream is tragic.

Revising Messages: Conciseness [LO-3]

Condense the following sentences to as few words as possible; revise as needed to maintain clarity and sense.

- 5-26. We are of the conviction that writing is important.
- 5-27. In all probability, we’re likely to have a price increase.
- 5-28. Our goals include making a determination about that in the near future.
- 5-29. When the minister summed up and ended his deliberation on the topic of controlling birth rates, the audience quickly rushed out.

Revising Messages: Modifiers [LO-3]

Remove all the unnecessary modifiers from the following sentences.

- 5-30. Tremendously high pay increases were given to the extraordinarily skilled and extremely conscientious employees.
- 5-31. The union’s proposals were highly inflationary, extremely demanding, and exceptionally bold.

Revising Messages: Hedging [LO-3]

Rewrite the following sentences so that they no longer contain any hedging.

- 5-32. It would appear that someone apparently entered illegally.
- 5-33. It seems apparent that changes in corporate culture in the long term are rather imperative.
- 5-34. Your report seems to suggest that we might be losing money.

- 5-35. I believe Nancy apparently has somewhat greater influence over employees in the new-accounts department.

Revising Messages: Indefinite Starters [LO-3]

Rewrite the following sentences to eliminate the indefinite starters (forms of *There are* or *It is*).

- 5-36. There are several examples here to show that Elaine can’t hold a position very long.
- 5-37. It would be greatly appreciated if every employee would make a generous contribution to Mara Cook’s retirement party.
- 5-38. It has been rumored in political circles that Ms. Robertson stands as the perfect choice for the post of governor for the district.
- 5-39. There is a rule that states that we cannot work overtime without permission.

Revising Messages: Parallelism [LO-3]

Revise the following sentences to fix the parallelism problems.

- 5-40. Mr. Hill is expected to lecture three days a week, to counsel two days a week, and must write for publication in his spare time.
- 5-41. She knows not only accounting, but she also reads Latin.
- 5-42. Both applicants had families, college degrees, and were in their thirties, with considerable accounting experience but few social connections.
- 5-43. This book was exciting, well written, and held my interest.

Revising Messages: Awkward References [LO-3]

Revise the following sentences to delete the awkward references.

- 5-44. The CEO of ABC Corp. and CIO of ABC Corp., responsible for information technology, attended the Digital Imaging Exhibition and the Electronics Exhibition, respectively, this month.
- 5-45. The Digital Imaging Exhibition and the Electronics Exhibition were inaugurated by the top brass at ABC Corp., the former by the CEO of the company and the latter by the CIO.
- 5-46. The inaugural speech given by the CEO of ABC Corp. received a standing ovation and the speech given by the CIO of ABC Corp. received a standing ovation too.
- 5-47. A laser printer and an inkjet printer were delivered to John and Megan, respectively.

Revising Messages: Dangling Modifiers [LO-3]

Rewrite the following sentences to clarify the dangling modifiers.

- 5-48. Running down the railroad tracks in a cloud of smoke, we watched the countryside glide by.
- 5-49. Lying on the shelf, Ruby saw the seashell.
- 5-50. In need of timely medical care and vaccines, many Ebola patients face death every day.
- 5-51. Being cluttered and filthy, Sandy took the whole afternoon to clean up her desk.

Revising Messages: Noun Sequences [LO-3]

Rewrite the following sentences to eliminate the long strings of nouns.

- 5-52. The focus of the meeting was a discussion of the bank interest rate deregulation issue.
- 5-53. Following the government task force report recommendations, we are revising our job applicant evaluation procedures.
- 5-54. The HR employee engagement initiative ensures employee motivation, lower staff attrition, and higher staff productivity.
- 5-55. The supermarket warehouse inventory reduction plan will be implemented next month.

Revising Messages: Sentence Structure [LO-3]

Rearrange each of the following sentences to bring the subjects closer to their verbs.

- 5-56. Trudy, when she first saw the bull pawing the ground, ran.
- 5-57. It was Terri who, according to Ted, who is probably the worst gossip in the office (Tom excepted), mailed the wrong order.
- 5-58. William Oberstreet, in his book *Investment Capital Reconsidered*, writes of the mistakes that bankers through the decades have made.
- 5-59. The national disaster management team, despite receiving clear satellite images from the state meteorological department, ignored the signs of a massive tornado.

Revising Messages: Camouflaged Verbs [LO-3]

Rewrite each of the following sentences so that the verbs are no longer camouflaged.

- 5-60. Adaptation to the new rules was performed easily by the employees.
- 5-61. The assessor will make a determination of the tax due.
- 5-62. Verification of the identity of the employees must be made daily.
- 5-63. The board of directors made a recommendation that Mr. Ronson be assigned to a new division.

Activities

Each activity is labeled according to the primary skill or skills you will need to use. To review relevant chapter content, refer to the indicated Learning Objective. In some instances, supporting information will be found in another chapter, as indicated.

- 5-64. **Collaboration: Evaluating the Work of Other Writers [LO-1]** Working with a colleague, write a 200-word review each of a film or television program that you both have watched. You both should revise the reviews after a couple of days to edit your own work and produce a second draft. Now swap your reviews with each other and evaluate the other's work using content from Chapter 5 to help you provide recommendations for improvement.
- 5-65. **Completing: Evaluating Content, Organization, and Tone; Collaboration: Using Collaboration Technologies [LO-1], Chapter 2** Working with two colleagues, select a

review by the BBC (<http://www.bbc.com/culture/tags/film-reviews>) for a film you all know. Using a digital sharing platform like Google Drive, work individually on the review one by one so that it will encourage your friends to watch the film. Save each version for comparison. Meet in person and compare the quality of the last and first versions. Summarize, with reasons, the difference between the two for your instructor.

- 5-66. **Communication Ethics: Making Ethical Choices; Media Skills: Blogging [LO-3]** The time and energy required for careful revision can often benefit you or your company directly. For example, reader-friendly product descriptions will increase the probability that website visitors will buy your products. But what about situations in which the quality of your writing and revision work really doesn't stand to benefit you directly? For instance, assume that you are putting a notice on your website, informing the local community about some upcoming construction to your manufacturing plant. The work will disrupt traffic for nearly a year and generate a significant amount of noise and air pollution, but knowing the specific dates and times of various construction activities will allow people to adjust their commutes and other activities in order to minimize the negative impact on their daily lives. However, your company does not sell products in the local area, so the people affected by all this are not potential customers. Moreover, providing accurate information to the surrounding community and updating it as the project progresses will take time away from your other job responsibilities. Do you have an ethical obligation to keep the local community informed with accurate, up-to-date information? Why or why not? In a post on your class blog, explain your position on this question.
- 5-67. **Completing: Revising for Readability [LO-2]** The following extract is in Chapter 5 under the heading "Margins and Justification." It could be adjusted to be more readable as a briefer presentation of the content by using a list of bullet points. Rewrite the paragraph using bullet points so that the meaning is retained while the explanation is simplified.

Magazines, newspapers, and books often use justified type because it can accommodate more text in a given space. However, justified type needs to be used with care and is not a good choice for most routine business documents. First, it creates a denser look because the uniform line lengths decrease the amount of white space along the right margin. Second, it produces a more formal look that isn't appropriate for all situations. Third, unless it is formatted with skill and attention, justified type can be more difficult to read because it can produce large gaps between words and excessive hyphenation at the ends of lines. Publishing specialists have the time and skill needed to carefully adjust character and word spacing in order to eliminate these problems.

- 5-68. **Completing: Designing for Readability; Media Skills: Blogging [LO-4]** Visit the United Nations website and search for the 2017 report titled "Report of the Secretary-General on the Work of the Organization." Design two blog posts to upload to your class blog, if you have one.

The blog posts should present the information in Sections A, items 1, 28 and 2, 29 and 30 in a readable and interesting style. You should consider that these items are very likely to be viewed on a mobile device, so the design should reflect this in an appropriate manner.

- 5-69. **Completing: Designing for Readability [LO-4]** Visit the United Nations website and search for the 2017 report titled “Report of the Secretary-General on the Work of the Organization.” Copy section A. 11., entitled “Forests,” and re-design the content, keeping the same words but using different typefaces, sizes, and colors to improve the readability of the section. You can add appropriate pictures if required. Send the completed document to your instructor.

Expand Your Skills

Critique the Professionals

Identify a company website that in your opinion violates one or more of the principles of good design discussed on page 154–158. Using whatever medium your instructor requests, write a brief analysis of the site (no more than one page), citing specific elements from the piece and support from the chapter.

Sharpen Your Career Skills Online

Bovée and Thill’s Business Communication Web Search, at websearch.businesscommunicationnetwork.com, is a unique research tool designed specifically for business communication research. Use the Web Search function to find a website, video, article, podcast, or presentation that offers advice on any aspect of revising, designing, producing, or proofreading business messages. Write a brief email message to your instructor or a post for your class blog, describing the item that you found and summarizing the career skills information you learned from it.

Improve Your Grammar, Mechanics, and Usage

You can download the text of this assignment from realtimeupdates.com/bce8; select Student Assignments and then select Chapter 5, Improve Your Grammar, Mechanics, and Usage.

Level 1: Self-Assessment—Adverbs

Review Section 1.5 in the Handbook of Grammar, Mechanics, and Usage and then complete the following 15 items. Answers to these exercises appear on page 524.

For the following items, indicate the correct adjective or adverb provided in parentheses.

- 5-70. Their performance has been (good, well).
- 5-71. I (sure, surely) do not know how to help you.
- 5-72. He feels (sick, sickly) again today.
- 5-73. Her (beauty, beautiful) looks won her the crown.
- 5-74. The redecorated offices look (good, well).

For the following items, provide the correct form of the adverb in parentheses.

- 5-75. Which of the two programs computes _____ (fast)?
- 5-76. Kate has held five jobs over 13 years, and she was _____ (recently) employed by Graphicon.
- 5-77. Could they be _____ (happily) employed than they are now?
- 5-78. Of the two we have in stock, this model is the _____ (well) designed.
- 5-79. Of all the arguments I’ve ever heard, yours is the _____ (logically) reasoned.

For the following items, rewrite the sentences to correct double negatives.

- 5-80. He doesn’t seem to have none.
- 5-81. That machine is scarcely never used.
- 5-82. They can’t get no replacement parts until Thursday.
- 5-83. It wasn’t no different from the first event we promoted.
- 5-84. We’ve looked for it, and it doesn’t seem to be nowhere.

Level 2: Workplace Applications

The following items may contain errors in grammar, capitalization, punctuation, abbreviation, number style, word division, and vocabulary. Rewrite each sentence, correcting all errors. If a sentence has no errors, write “Correct” for that number.

- 5-85. All too often, whomever leaves the most out of his cost estimate is the one who wins the bid—if you can call it winning.
- 5-86. Continuous scams in the financial market compelled stock exchanges in countries all over the world to re-examine their antiquated insider trading norms.
- 5-87. Shoppers were disinterested in the world-wide Web initially because many hyped services, offered no real cost or convenience advantages over offline stores.
- 5-88. Different jobs and different customers call for different pricing, estimating, and negotiating strategies.
- 5-89. Get to know the customer and their expectations, get the customer to talk about their primary use for you’re product.
- 5-90. To homeowners, who feel they have found a competent contractor who has they’re best interest’s at heart, price will not matter nearly as much.
- 5-91. If I was you, I would of avoided investing in large conglomerates in light of the collapse of energy trader, Enron Corp., over accounting irregularities.
- 5-92. Primarily the main role of the President of MiniVan Corporation; is having customer’s servicing interests respond to within 24 hours.
- 5-93. To people in some areas of cyberspace “Advertising” is a four letter word but “Marketing” is perfectly acceptable.
- 5-94. In any business effort, making money requires planning. Strategic marketing, a good product, good customer service, considerable shrewdness—and much hard work.
- 5-95. The artist has created a master-piece which is depicting warring crimes.
- 5-96. Running at full capacity, millions of Nike shoes are being produced by manufacturing plants every day.

- 5-97. Photography trick showed him as holding up Eiffel Tower in a hand.
- 5-98. Starbucks are planning to add fruit drinks to their menu in states throughout the south.
- 5-99. Credit ratings ain't what they used to be.

Level 3: Document Critique

The following document may contain errors in grammar, punctuation, capitalization, abbreviation, number style, vocabulary, and spelling. You will also find errors related to topics in this chapter. For example, look for ways to improve long words and phrases, redundancies, dangling modifiers, camouflaged verbs, and problems with parallelism as you improve this memo. As your instructor indicates, photocopy this page and correct all errors using standard proofreading marks (see Appendix C) or download the document and make the corrections in your word-processing software.

[blog post title] Ways to improve your response to technology failures

There is always a chance of racing toward a deadline and suddenly having equipment fail. The following includes a few proposed suggestions to help you stave off, and cope with, technical equipment and system failures:

- Stay cool. There are many technical failures so they are commonplace in business; and it is likely that your bosses and co-workers will understand that you're having a problem and why.
- Practice preventive maintenance: Use cleaning cloths and sprays regularly, liquids and foods should be kept away from keyboards and printers; and you should make sure systems are shut down when you leave at night.
- It is important for faster repair assistance to promptly report computer failures to Bart Stone assistant director of information services ext. 2238, who will get to your problem as soon as it is humanly possible for him to do so but you must keep in mind that there are many people demanding his focused attention at any given time.
- If you suspect that a problem may be developing, don't wait until the crucial last moment to call for assistance.
- When a last-minute technical failure of equipment threatens to disrupt your composure you might want to consider taking a walk to calm down.

The last suggestion is perhaps the most important to keep your career on track. Lost tempers; taking out your feelings in violent outbursts, and rude language are threatening to co-workers and could result in a reprimand or other disciplinary action. By calling technical support lines for help, your equipment can stay in good working order and your temper will stay calm.

The timely implementation of repairs is important, so ask your supervisor for a list of support numbers to keep handy. Then, the next time you experience a technology glitch in your equipment or systems, there are going to be quite a few numbers handy for you to call to help you handle it as just another aspect of your business regimen.

Writing Assignments

- 5-100. Why should you let a first draft "age" for a while before you begin the revision process? [LO-1]
- 5-101. How do your typeface selections help determine the personality of your documents and messages? [LO-4]

Endnotes

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PART 3

Brief Business Messages

CHAPTER **6** Crafting Messages for Digital Channels

CHAPTER **7** Writing Routine and Positive Messages

CHAPTER **8** Writing Negative Messages

CHAPTER **9** Writing Persuasive Messages

Most of your communication on the job will be through brief messages, from Twitter updates and blog posts to formal letters that might run to several pages. Learning how to write these messages effectively is vital to maintaining productive working relationships with colleagues and customers. Start by adapting what you already know about digital media to the professional challenges of business communication. Then learn specific techniques for crafting routine, positive, negative, and persuasive messages—techniques that will help you in everything from getting a raise to calming an angry customer to promoting your next great idea.



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