

Business Communication

Building Critical Skills

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Dedication

For my husband, Bob Mills, with love.

—Kitty O. Locker

For my father, who always believes in me.

—Stephen Kyo Kaczmarek

For Frank and Tina

—Kathryn Braun

McGraw-Hill Higher Education 

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BUSINESS COMMUNICATION

Building Critical Skills

First Canadian Edition

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ISBN: 0-07-088058-1

1 2 3 4 5 6 7 8 9 10 TCP 0 9 8 7 6 5 4 3 2

Printed and bound in Canada

Statistics Canada information is used with the permission of the Minister of Industry, as Minister responsible for Statistics Canada. Information on the availability of the wide range of data from the Statistics Canada can be obtained from Statistics Canada's Regional Offices, its World Wide Web site at <http://www.statcan.ca>, and its toll-free access number 1-800-263-1136.



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Cover Design: Greg Devitt

Interior Design: Elise Lansdon/Greg Devitt

Art Direction: Dianna Little

Printer: Transcontinental Printing Group

Canadian Cataloguing in Publication Data

Locker, Kitty O.

Business communication: building critical skills

1st Canadian ed.

Includes bibliographical references and index.

ISBN 0-07-088058-1

1. Business communication. 2. Business writing.
2. Communication in organizations. I. Braun, Kathryn, 1947-
II. Kaczmarek, Stephen Kyo III. Title.

HF5718.L63 2001 658.4'5 C2001-901532-1

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About the Authors



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Kathryn Braun is a professor at Sheridan College and has taught interpersonal and business communications to postsecondary students in every discipline, including the arts, business, community and health services, computer studies, journalism, and public relations. She received her Honours B.A. from McMaster University and her Masters degree from the University of Toronto. Kathryn has published articles on communications and the media, authored a variety of multi-media education and distance education texts, and is the co-author of *The Report Writer's Manual*. Through her consulting business, *communicore inc.*, Kathryn facilitates customized training in contemporary business communications for corporate and small business clients. Her areas of expertise include business language and culture, communication formats, international and non-verbal communications, negotiating and presentation skills. For more information, visit the *communicore* Web site at <http://www.communicore.on.ca>.

Business Communication

Building Critical Skills

August 2001

Dear Reader:

Business Communication: Building Critical Skills encourages you to practice the thinking, writing, speaking, and listening skills considered crucial for success in the workplace.

As you read,



- Use the chapter features to guide your learning: 1) read the chapter-opening questions; 2) look for the answers to these questions; 3) Use the **Instant Replays** to test your memory of these concepts; 4) revisit the concepts in the **Review of Key Points** at the end of the module.



- Pay particular attention to terms in bold type; carefully review their definitions. Use the **rewind** and **fast forward** icons to go to discussion of terms.



- Carefully read the **Building a Critical Skill** boxes and practice these strategies both in assignments and on your own. These skills will serve you well for the rest of your life.

- Use items in the lists when you prepare your assignments or to review for tests.

- Use the examples, especially the paired examples of effective and ineffective communication, as models to help you draft and revise. Comments in red ink identify drafts in an example; comments in blue ink note revisions.



- Read the **Sites to See** and **FYI** boxes in the margins for resources on the Internet and facts about contemporary business communications.



- Review the list of skills from the Conference Board of Canada's Employability Skills 2000+ to ensure you understand the knowledge, skills, and attitudes that will help you achieve your employment goals.

As you prepare an assignment,

- Review the PAIBOC questions in Module 1 and throughout the book. Some assignments have "Hints" to help probe the problem. Some of the longer assignments have preliminary assignments analyzing the audience or developing reader benefits or subject lines. Use these exercises to help you develop the various elements and sections of a larger document.
- If you're writing a letter or memo, read the sample problems in Modules 10, 11, and 12, together with their analyses and solutions, to explore how to apply the principles in this book to your own writing.

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- Use the **Polishing Your Prose** exercises to review grammar, punctuation and usage and to make your writing its best.
- Remember that most problems are open-ended, requiring original, critical thinking. Many of the problems are deliberately written in negative, ineffective language. You'll need to reword sentences, reorganize information, and think through the situation to produce the best possible solution to the business problem.
- Learn as much as you can about what's happening in business. The knowledge will not only help you develop reader benefits and provide examples but will also make you an even more impressive candidate in job interviews.



- Visit the Online Learning Centre (<http://www.mcgrawhill.ca/college/locker>) to see how the resources presented there can help you. You will find updated articles, résumé and letter templates, links to job hunting Web sites, and much more.

Communication skills form the foundation for success in your personal and professional life, in both the new economy and the old. *Business Communication: Building Critical Skills* can help you identify and practice these skills.

Sincerely,

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Business Communication

Building Critical Skills

August 2001

Dear Professor:

Business Communication: Building Critical Skills (BCS) makes business communications relevant to Canadian students. It accomplishes this objective while encouraging an interactive, experiential learning experience.

BCS's design and supplement package also makes it easy to integrate this text into your course. Its modular design is adaptable to five-, eight-, ten-, fifteen-, or twenty-week courses. Its video, new media tools, and supplements allow for easy integration with Internet courses.

Additional features that learners find useful are also here: contemporary anecdotes and examples, easy-to-follow lists, annotated sample documents, integrated coverage of national and international business communications, analyses of sample problems, and a wealth of in-class exercises and out-of-class assignments.

You'll find *BCS* a rich teaching resource because each module also provides:

- relevant experiences of Canadians who work in large, small, for-profit and not-for-profit businesses
- expert advice on every aspect of contemporary communications
- cross-referencing of the module's learning focus with the knowledge, skills and attitudes specified by the Conference Board of Canada's Employability Skills 2000+
- Up-to-date Web citations for students' national and international research

Other material that has been incorporated in response to your requests includes,

- **Module 3's** examination of Canadian business norms that we may often take for granted. This is just one example of how the text reflects the diversity of the Canadian workplace. This focus is maintained throughout the text's models, examples and assignments.
- **Module 19's** practical teamwork tips and techniques to guide group project management
- **Module 22's** research, analysis and documentation information useful for every discipline
- **Modules 26 to 30's** employability skills inform students throughout the job search process.

Each module of *BCS* contains several helpful features designed to help students understand and retain the contents under discussion. These features include:

- Building Critical Skills boxes that describe work-world applications
- Polishing Your Prose boxes, featuring straightforward instructions to help students correct common writing errors, as well as exercises to test what they know
- Skills from the Conference Board of Canada's Employability Skills 2000+ that apply to the main module topics are set out at the end of each module
- FYI boxes that provide insights into current business communication practise





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- Site to See boxes that invite students to use the Internet for timely information
- Instant Replays to reinforce learning concepts
- Fast Forward/Rewind indicators to help students make connections between concepts in different modules

BCS, First Canadian Edition, also includes a comprehensive package of supplements to help you and your students.

- An Instructor's Resource Manual (adapted for Canada by Kathryn Braun, the Canadian author of the text) with sample syllabi, an overview of each module, suggested lecture topics, in-class exercises, examples and transparency masters, discussion and quiz questions, and solutions to problems. (ISBN 0-07-088059x)
- A Test Bank featuring hundreds of questions for use in quizzes, midterms, and final examinations—with answers. The Test Bank is also available in a computerized format that allows you to create and edit your own tests. (ISBN 007-0880611; computerized test bank 007-088062x)
-  • CBC Video Cases, including seven brief (4-8 minutes each) segments from the CBC's renowned business affairs program *Venture*, and *Undercurrents*, its cutting-edge media show. Students will be entertained and impressed by these illustrations of real-life issues in Canadian business, focusing especially on interactive skills such as office etiquette and teamwork. Cases prepared by Susan Lieberman of Grant MacEwan College. (Available for online viewing via the Online Learning Centre)
- A video that includes segments on presentation skills, the job interview, and nonverbal messages. A brief instructor's manual to accompany this video is on the book's Online Learning Centre.
- Electronic Presentations in Microsoft® PowerPoint®, showing key figures from the text (and good and bad examples of PowerPoint design). Adapted for the first Canadian edition by Christine Frank of Georgian College. (ISBN 007-0890536)
-  • An Online Learning Centre with self-quizzes for students, e-learning sessions, Internet exercises, additional exercises, hyperlinks to all Web sites referenced in the textbook's Sites to See feature, online glossary, generic self-assessment activities, résumé and letter templates, career corner, links to professional resources, and sample letters, memos and emails. Instructors' resources include current articles and research in business communication, downloadable supplements, links to professional resources, and more. Content adapted by Christine Frank of Georgian College. (<http://www.mcgrawhill.ca/college/locker>)

We've done our best to provide you with comprehensive and easy-to-use teaching tools. Please tell us about your own success stories using *Business Communication: Building Critical Skills*, First Canadian Edition. We look forward to hearing from you!

Sincerely,

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Acknowledgments

All writing is in some sense collaborative. This book in particular builds upon the ideas and advice of teachers, students, and researchers. The people who share their ideas in conferences and publications enrich not only this book but also business communications as a field.

People who contributed directly to the formation of the first Canadian edition include the following:

Vicky Day, Northern Alberta Institute of Technology
Raymond Desrosiers, Canadore College
Kendra Carmichael, Acadia University
Susan Lieberman, Grant MacEwan College
Andrea Lovering, Georgian College
Lynn Morrissey, Memorial University
Marion Ross, Georgian College
Heather Thompson, St. Mary's University
Panteli Tritchew, Kwantlen University College
Mary Clare Vautour, New Brunswick Community College—Moncton

Other important members of our team include everyone at McGraw-Hill Ryerson who contributed to the development of the book: Veronica Visentin, Senior Sponsoring Editor; Lesley Mann, Senior Development Editor; Karen Hunter, Copy Editor; Stephanie Hess and Carole Harfst, Editorial Coordinators; Carrie Withers, Supervising Editor; Emily Hickey, Production Coordinator; Nicla Dattolico, Production Supervisor; and Greg Devitt, Designer. The assistance and advice of Sarah Reed, Development Editor for the U.S. edition, was also much appreciated.

Finally, a special thank-you to Bernie Koenig, Fanshawe College, who prepared the vignettes at the start of each module, and to Janet Fear, Sheridan College, for her invaluable advice.



Kathryn Braun
August 2001