REVIEW OF KEY POINTS

- Plurals of English nouns are usually formed by following the essential principles. Other nouns, such as some proper nouns, titles with names, or those of a foreign origin, have their own special rules for forming plurals. Additional types of nouns have special changes to become plural, are always singular or always plural, or have one form for both singular and plural.
- There are three forms of pronouns—possessive, nominative, and objective. The relationship between the pronoun and certain other words in a sentence determines whether you use the nominative form or the objective form of a pronoun.
- Nouns and pronouns have possessive forms that are used to show ownership. For nouns, a correctly placed apostrophe is used to show possession. The possessive forms of personal pronouns do not use apostrophes.

CASE 5.1

Résumé Blunder

Acela works at the head office of PennCon, a large construction company. She recently applied for the position of Personal Assistant to the Vice President, International Projects. She submitted her résumé and completed a written test given by the Human Relations department.

Acela is disappointed and surprised when she does not get an interview. She asks her friend Michael to look at her résumé.

He notices the following errors under Job Duties—"Assisted with review of the companys telephone system" and "Assisted local chapter of Helping Hand Club with a review of it's office procedures."

How will Michael explain the necessary corrections to Acela?

Why do you think the applicants were given a written test?

Internet Quest

Grammar, Making House Calls

The Grammar Doctor at **www.mhhe.com/cec9** offers "a place to receive grammar, usage, and other tips." Click on the "Writing Tips" link. Writing Tips is updated monthly. How could a Web developer best use the Grammar Doctor's service?

Internet Quest

Plain Language

Ever been confused by the language in a federal student aid application? You are not alone! Visit **www.mhhe.com/cec9** and examine the Plain Language Action Network, a government-wide group working to improve federal government communications. Answer the following:

1. What is meant by *plain language*?
2. Click the "See Some Examples of Plain Language" link. How do before and after versions of Johnson Space Center's Safety and Health handbook vary?

CASE 5.2

Journalism Awards

The first awards for online journalism were announced in November 2000. The On-line News Association and the Columbia Graduate School of Journalism sponsored the awards. Among the winners were abcnews.com and *The New York Times* on the Web. For more information, you can visit **www.mhhe.com/cec9**.

What particular writing skills do you think the judges were looking for? Why?

Communicating in Your Career

Qualifying for the Job

The ability to communicate effectively is often cited by employers as a major factor in selecting people for jobs. For example, a job ad in the *Washington Post* for a Help Desk/Network Administration position in Seattle listed "excellent verbal and written communication" as necessary qualifications. An ad in the *Chicago Tribune* from Tricon Global Restaurants Inc., the operating company of Taco Bell, Pizza Hut, and KFC, for a Manager in Training stated that applicants required "good oral and written communication skills." York University in Canada advertised for a Head Football Coach, stating that this person should be "a motivating communicator."

Give an example of the way in which written communication skills would be used in each of these jobs.

Ethics in Action

Communicating on the Net

In November 2000, a judge in Paris, France, ordered the U.S.-based Web portal, Yahoo! to block Web surfers in France from an auction site where Nazi memorabilia is sold. Yahoo! at first said this case could set a dangerous precedent, but later agreed to comply with the ruling.

- Give one point for, and one point against, this ruling.
- What is your personal opinion about the ethical position of Yahoo!? Why?