

REVIEW OF KEY POINTS

- Conjunctions are connecting words. There are three types of conjunctions—coordinating, correlative, and subordinating. The relationship between the two parts of the sentence that are joined determines the type of conjunction that is necessary.
- Prepositions are connecting words. Prepositions introduce the prepositional phrase that connects a noun with the rest of the sentence.
- Writers use adjectives to make their writing more lively and concise, to describe, and to make comparisons. Adjectives are usually placed before the nouns they modify and answer the questions “what kind,” “how many,” “which one,” and “in what order.”
- Adverbs are also descriptive words. They modify adjectives, verbs, and other adverbs. Like adjectives, they also have comparative and superlative forms.

CASE 6.1

Verbal Skills

EDS, a Texas-based company, has set up offices in Antwerp. At the Antwerp offices, language experts handle calls to and from customers worldwide. The language operators answer software-troubleshooting questions from clients.

What kind of verbal skills are important for those who work in call centers? What kinds of problems do you think occur? What are the advantages and disadvantages with talking to someone on the phone rather than face-to-face?

Internet Quest



Interesting Encyclopedia Topics

~~Need help researching and finding information? Search the Web interface of Encyclopedia Britannica to help you investigate and explore topics of your interest at www.mhhe.com/cec9.~~

Internet Quest



I Seem to Have Misplaced My Modifier

Writing creatively is not an easy task. For some, using modifiers and placing them correctly in a long sentence can prove troublesome. Visit www.mhhe.com/cec9 and answer the following question.

Click on “Using the Comparative and Superlative.” What is a double comparison?

CEC Online



What are *comparative* and *superlative adjectives*? What about classes of adverbs? Explore the Online English Grammar Web site to find out all these and more. Go to www.mhhe.com/cec9.

CASE 6.2

Improving Writing

Teresa is an intern at *The Trader*, a local newspaper. She is studying journalism at college and hopes to get a part-time position writing for the newspaper in the summer. She was asked to write a sample article about tourist attractions in the area.

When Teresa received the edited copy of her article, she was surprised at some of the comments. Her writing was not descriptive and left the reader thinking, “Why would I go there?” Additionally, she had some difficulty with parallel structure.

What can Teresa learn from this experience?

How can Teresa improve her article?

Communicating in Your Career

People often have a vision of what they want their dream house to look like. How can they make that vision into a reality? Most people begin with hiring an architect. They present their ideas and the architect offers advice. Once the architect completes a design, the house plans are passed on to a contractor who begins to build the new house.

Give examples of how verbal and written communication skills assist an architect in his or her work with contractors and clients. How can these skills be helpful in dealing with their clients?

Ethics in Action

Colleagues and Ethical Decisions

Your boss has asked you to assist your colleague in a marketing presentation. You find out that certain words and adjectives do not correctly describe the client’s products. In some cases, you find your colleague has used expletives to emphasize certain features of the product. The presentation is due in a couple of days and starting over will jeopardize the presentation date. You consider telling your boss of the problems with your colleague’s presentation. What are the ethical implications involved? Who are the affected parties?