

Internet Quest



Word Search

Do you ever have a hard time finding the perfect word to describe a situation? One way to build your vocabulary and to use words effectively is to use a thesaurus. Search the *Merriam-Webster's Thesaurus* for help in using words properly and effectively. Go to www.mhhe.com/cec9.

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Help for the Writer

Many people suffer from writer's block and have difficulty coming up with a clever topic when assigned to write a paper. Purdue University's Online Writing Laboratory (OWL) covers a wide range of topics for writers, including finding a topic, writing effective sentences, and tips on revising and proofreading. Go to www.mhhe.com/cec9.

REVIEW OF KEY POINTS

- Writers should use reference tools, such as dictionaries, thesauruses, and style manuals, for accurate and vivid communication.
- Although electronic spell-checkers and auto-correction features are good, writers should not rely on them. Proofreading is essential to catch words spelled correctly but used incorrectly.
- A well-written document is understood the first time it is read. To create effective messages, be sure that phrases and clauses are placed correctly in each sentence.
- Effective paragraphs have one main idea. Transition words and phrases show readers how ideas are related to one another. Paragraphs should contain a variety of sentence structures.
- Once a draft is written, the revision process begins. Writers should be mindful of their audience in regard to tone and language.

CASE 8.1

Writing Effectively

Martin has been an accountant with Danbridge Associates for two years. He has worked hard to prove his worth as an employee, completing his work on time and under budget. He looks for creative solutions and accepts additional responsibilities. Martin wishes to advance to a higher-level position within the company. He has decided to write a memo to his supervisor in which he will analyze his strengths and weaknesses, identify his reason for seeking a promotion, and list his qualifications for promotion.

Adopt the role of Martin. Write the body paragraphs of the memo that you would write to your supervisor. Keep the guidelines for writing effective sentences and paragraphs in mind as you compose your message.

CASE 8.2

Streamlining Meetings

From consultants at Cisco Systems to senior managers at Federal Express, employees are frustrated with meetings. First comes the big meeting, followed by meetings to figure out what that big meeting was about and to determine who is going to do what. It seems that employees are tired of wasting time in meetings and accomplishing nothing.

Meetings are supposed to be productive—a place where people can share ideas and resolve problems. Instead, people come to meetings unprepared, wander off the main topic, and end the meeting without a plan of action.

What suggestions can you offer to make meetings more productive?

CEC Online



Everyone needs help with his or her writing, and many writing experts are willing to help. To improve your writing skills, visit

www.mhhe.com/cec9.

Communicating in Your Career

An administrative specialist reads every day—e-mails, memos, letters, requests, briefs, reports. Not all the words in these documents are familiar. In addition, the administrative specialist needs to write other documents. The language should be fresh and exact.

Visit www.mhhe.com/cec9 and suggest how this site can help an administrative specialist. How can improving your vocabulary help you improve your communication skills?

Ethics in Action

Advertising companies are careful in choosing words or pictures to associate with products. Writers choose positive words or phrases to convince customers and sometimes exaggerate their products in their communications. What are the implications of using inflated words? Is it ethical to do this to promote sales?