

College English and Business Communication, 11e

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©2019

ISBN: 1259911810

Chapter by Chapter Changes

Chapter 1. Cultural and language distractions and electronic interruptions are included as barriers to communication. Both topics are important in today's business environment.

Chapter 2. Newer technology is discussed in the sections about nonverbal communication, listening, and reading. A listening exercise has been added. Texting, Twitter, Skype, tablet (such as an iPad), distance learning, and webinar are newer terms and concepts in this edition.

Chapter 3. All three sections of the chapter include new information. Section 3.1 provides an update on the location of different cultural groups in the United States, as well as updated examples of problem translations from English to another language. Additional examples of holidays in other countries are included. Section 3.2 discusses the practice, now embraced by many companies, of employing ethics officers. Teaching tips in this section presents new concerns about privacy issues with Facebook accounts, a discussion of confidentiality and nondisclosure agreements, a code of ethics exhibit, and several additional examples of professional courtesy. Finally, Section 3.3 includes numerous examples of discriminatory language.

Chapter 4. This chapter provides instructions on the parts of speech. Many of the assessments now reflect updated technology.

Chapter 5. This chapter provides instruction on nouns and pronouns. The rules remain the same, but the assessments have been provided.

Chapter 6. In this chapter, students learn about how conjunctions, prepositions, adjectives, and adverbs are used. Numerous assessments have been provided.

Chapter 7. This chapter is absolutely packed full of information regarding the mechanics of style such as sentence enders, commas, semicolons, colons, dashes, quotation marks, parentheses, apostrophes, capitalization, abbreviations, and numbers. The rules have not changed. Numerous assessments are provided for student practice. Updated wording contributes to refreshing the chapter.

Chapter 8. Section 8.1 has added information about electronic sources for dictionaries as well as a discussion of abridged and unabridged dictionaries. Section 8.4 contains new information about writing bad news in a positive way. Section 8.4 also provides more coverage and exercises for active and passive voice.

Chapter 9. Section 9.1 is now about planning and organizing messages and includes information on the advantages of a written document and how to choose the correct written document. Section 9.2 contains information about e-mails and memos, including the format for each, guidelines for using e-mail and memos, purposes of e-mails and memos, and the appropriate tone of memos and e-mails. Section 9.3 contains information about business letters, including letter parts, letter formats, stationery for letters, addresses on envelopes, and the way to fold letters for envelopes.

Chapter 10. Section 10.1 includes writing persuasive requests in addition to the material on writing sales letters.

Chapter 11. As the amount of reference material available on the Internet rapidly increases, Chapter 11 has new information on the expanded use of technology sources for reports. Also included are descriptions of podcasts, wikis, blogs, and social media. A discussion of encyclopedias as a source has been added. Updated information on web browsers, electronic notecards, and plagiarism, as well as updates on MLA and APA style, is now included.

Chapter 12. This chapter has been updated by several professionals who are qualified in this field. It covers current uses of technology in business communication and includes numerous examples and explanations of specific technologies that facilitate communication. The chapter explores how communication technology can enhance the businessperson's work life and improve his or her productivity.

Chapter 13. New material is provided about how quickly the United States has gone mobile. Emphasis is placed on how companies make their businesses easily accessible to individuals and how small companies use social media to promote their products and services. The material on the need for customer service is now expanded. Also expanded is the information on communicating by telephone, including the professional way to put a caller on hold and to transfer a call. New coverage has been added on the use of smartphones and tablets for customer service.

Chapter 14. New material is provided on the value of visual aids in presentations. Audience engagement is presented as a technique to involve the listener and increase retention of the presentation content. Information on interactive white boards and electronic meetings is included in this chapter. Additional tips are presented for developing a presentation, and there is an expanded list of suggestions for improving presentation delivery.

Chapter 15. This chapter emphasizes the value of internships in gaining experience and in securing permanent positions. Social media as a tool for both the recruiter and the job seeker is discussed. Recruiters can identify applicants with desirable personal qualities, and job seekers can learn about companies that they feel will match their qualifications and goals. Using personal business cards is encouraged with this chapter. A list of possible reasons that submitting an application letter and a résumé did not convert into an invitation for an interview. Scannable résumés are covered, and an example is provided. The importance of volunteer experience or civic involvement in demonstrating community service is stressed.

Chapter 16. Content on interview preparation has been included for the three major interview types: traditional, career fair, and digital. Elevator speeches, which are short, memorized, self-introductions are discussed. Elevator speeches can be used with personal business cards to make a positive, lasting impression on a recruiter. The concept of recruiters wanting to hire the "whole package" is explained. Many small improvements have been made in this chapter, such as advising students to turn off cell phones during interviews and explaining how to dress for interviews. The chapter also has information on reasons that applicants were not called for a second interview, keeping a current position, requesting a promotion or compensation increase, actions that cause someone to lose a job, and writing a letter of resignation.

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