

Midterm Exam Study Topics and Readings Spring 2014

Text readings: Read your chapters closely and carefully!

Cardon Chapters 16, 1, 2, 3, 5, 6, 7, 8, 10 Know all chapter content

Writing Topics--- these may overlap with chapter content in places

Parallelism

-Correct: **Flying** to Albany is as tiring as **driving**.

-Incorrect: **Flying** to Albany is as tiring as **driving** in a car. (add either in a plane or take away in a car)

Parallelism with correlatives (not only, but also, either...or, neither... nor, both... and)

-Incorrect: **Either** bring a salad **or** a pasta dish to dinner. (need both sides to have same content)

-Correct: Bring **either** a salad **or** a pasta dish to dinner.

Vague pronoun reference

-Correct: While on a business trip to Miami, I lost my brief case **which** contained files.

-Incorrect: While on vacation, I lost my wallet and camera, **which** ruined my vacation. (you don't know if it refers to the action of loosing or the wallet and camera)

Pronoun case

-This concerns Nancy and **I/Me**.

-Tom is much taller than **I/Me**.

-Someone as young as **she/her/herself** shouldn't be having back pain.

-Tim is much stronger than **they/them**.

Pronoun agreement with antecedent

-Incorrect: My television and radio did not have its reception disrupted by the electrical storm last night. (television and radio is plural = their, not its)

-Correct: My television and radio did not have their reception disrupted by the electrical storm last night.

Clichés, slang, jargon

-Clichés: overused expression that lacks originality; "over the hill"/"black as midnight"

-Slang: street language; "you guys"/"ya'll"/"pop"/"coke"

-Jargon: discipline or profession language; a coach talking to players/doctor talking to nurse

Redundancy

-Free gift

-Exactly alike

-Combine together

-Terrible tragedy

-At this point in time

-Each and every

-Repeat again

-Red in color

Gender-neutral pronoun agreement –avoiding gender bias

-Incorrect: A good policem**an** knows **his** duty. (unnecessarily excludes women)

-Correct: A good police officer knows their duty.

Dangling phrases(dangling modifiers)

- Incorrect: **Having arrived late** for practice, a written excuse was needed. (who arrived late?)
- Correct: **Having arrived late** for practice, the **team captain** needed a written excuse.



Punctuation—commas, semicolons, colons

- Since this policy is open to debate, we thought the two-sided approach was the best. (dependent connected by independent)
- Just remember this; you may need a reference from her in the future. (explanation)

Comma splices, sentence fragments, and run-on/ fused sentences

- Incorrect: Fused sentences can be difficult to read, they are really two sentences in one. (this is a comma splice and really needs to be two sentences)
- Correct: Bill spent all day in the library; **however**, he failed to finish his report. (two independent clauses joined by semicolon and conjunctive adverb)
- Incorrect: The Amish movement stems from the Mennonite church it was founded by Jacob Ammon in 1698. (run-on sentence, two independent clauses needing a semicolon to join them)

Active/passive voice

- Active: The dog bit the man. (subject is doing the action)
- Passive: The man was bit by the dog. (the subject is the object)

Hidden verbs (see slides on conciseness)

- Incorrect: Mary is the **owner** of six cats.
- Correct: Mary **owns** six cats.

Subordination/coordination

- Correct: Wilma says she wants to learn to speak French, **yet** she never attends her French class. (coordinating conjunction)
- Correct: **Even though** the windows were closed, the gusty wind blew into the room. (the dependent clause is incorporated by the subordinating clause)

Slides and Handouts

Conciseness slides in Blackboard

The Handshake and its Nonverbal Message in Blackboard

Note: Word Use and Apostrophes will be covered on the Final Exam

BUSINESS COMMUNICATIONS MID TERM STUDY GUIDE

TEXTBOOK REVIEW:

CHAPTER 16: EMPLOYMENT COMMUNICATIONS

-Resume

- Know who your audience is and tell a story
- Allowed to be more than one page
- Informative objective
- Parallelism in job descriptions
- Extra Circulars- use action verbs
- NO : fancy words, complete sentences, pronoun, high school, references

-Cover Letter

- Two short paragraphs
- Sales Pitch of yourself
- Solicited (specific open job posting) vs. Non solicited (want to work somewhere with no open position posted)
- First line should be central selling point
- End with a “call to action” – I look forward to you contacting me, here is my...

-Nonverbal message & Handshake

- Appearance of hand: texture, dryness, pressure, duration
- Style of grip: cooperative, dominant, wrist grasp, shoulder grip
- Additional motions: smile, eye contact, forward lean, head tilt

-Oral Presentation Skills

- Stand up straight, posture, executive presence
- Maintain “interested: facial expression
- Seem approachable
- Calm voice
- Smiling default face
- Hand ONLY by side, weight even on feet
- No fillers – um, like, uh

-Abilities: competence, skills, knowledge

-Attributes: personal traits or characteristics

-Business interviews: business suits, professional attire

-STAR METHOD: to convincingly respond to interview questions

- Situation: where you created a positive outcome
- Tasks- you were assigned as part of a process