# EFFECTIVE BUSINESS COMMUNICATION 

## Lessons Section

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE

## Learning Outcomes for this lesson:

By the end of this lesson you should be able to:

- understand what makes business communication effective
- understand common grammatical terms
- construct sentences using the rules of sentence structure
- compose and recognise sentences with the correct subject and verb agreement
- understand how to use punctuation correctly
- recognise some common language errors and practise avoiding them


## LESSON ONE - WHAT IS BUSINESS COMMUNICATION?

Communication - the act of giving and/or receiving information and ideas through a variety of methods including verbal, visual, virtual/technological, written and aural.


## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - EXERCISE ONE

How are your current communication skills? This is a quiz to help you analyse how you communicate.

1. Start the Word program.
2. Change to Print Layout view.

3. Open the file called Communication Quiz from your folder.

| 17 Computer - OS ( C : - My Folder |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| W Open - |  | Print | E-mail | Burn | Ne |
| ites $\quad \square$ Name | $\square$ Name |  |  |  |  |
| ktop 阿 Application |  |  |  |  |  |
| vonloads $\quad$ 比 Communication Q |  |  |  |  |  |
| ent Places |  | ㅃuld Fa | Cooker |  |  |

4. Follow the instructions in the document to complete the exercise.
5. Save and close the document, leaving the Word program open.
6. Return to the audio.

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - MEANS OF COMMUNICATION

## Written

## E-mail is used to:

- quickly send and receive written messages in electronic format
- send a document from one system to another
 (attachment)
- provide a permanent record of what you have written
- provide evidence in a Court of Law if required
- communicate confidential information


## A letter provides:

- the opportunity to plan and organise information and ideas
- time to deal with complicated subjects
- a permanent record of what you have written
- evidence in a Court of Law if required
- communication of confidential information



## Reports:

- convey factual information
- may or may not require a response/decision from others
- may be intended for a wide audience


## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - EFFECTIVE WRITTEN COMMUNICATION

## Effective written communication should

1. Have a clear purpose

- giving information
- giving instructions
- advising
- making a case (persuading)
- implementing an action

2. Be well structured

- sentences
- paragraphs

3. Be accurate

- spelling
- punctuation
- Grammar

4. Have an appropriate style and tone
5. Contain relevant and useful information

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - CONSTRUCTION OF A SENTENCE

| GRAMMATICAL TERM | EXPLANATION | EXAMPLES |
| :---: | :--- | :--- |
| noun | name of an object or thing | table, hat, idea |
| noun (proper) | name of person, place, etc | Alexander, Europe |
| verb | a doing word | walk, sit, run |
| adjective | a describing word that <br> gives more information <br> about a noun | furry, small |



## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - CONSTRUCTION OF A SENTENCE

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## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - CONSTRUCTION OF A SENTENCE

| GRAMMATICAL TERM | EXPLANATION | EXAMPLES |
| :---: | :--- | :--- |
| adverb | gives more information <br> about a verb | sat still, listens quietly |
| pronoun | used instead of a noun | I, she, he, we, they |
| conjunction | a joining word | and, but, or, although, because, if, <br> since, when |
| preposition | shows the relationship of a |  |
| thing or person to another |  |  | | Jane was driven by George. |
| :--- |
| He did it for her mother. |
| Her. |



## LESSON ONE - NOUNS

A noun is a naming word, giving a name to anything or anyone.

## Examples:

chair (an object) honesty (a quality)
London (a place) Joanna (a person)
There are different types of nouns:

- common nouns which are everyday objects such as chair,
 computer, book
- proper nouns which name particular things such as places, days of the week, people's names and so on such as David, Scarborough, Wednesday, December
- collective nouns which name groups of similar things - the group is seen as a whole and so is classified as a singular noun such as, group, company, council


## Singular and Plural Nouns

When using nouns you have to consider whether they singular or plural. A singular noun is used when you are writing about one thing. For example:

## a cat, a chair, a computer, a book

A plural noun is used when you are writing about more than one person or thing. For example:
cats, chairs, computers, books
Usually a plural is formed by adding -s or -es to the singular noun. However there are some irregular plural nouns which behave differently. For example:

| child | children |
| :--- | :--- |
| half | halves |
| mouse | mice |
| salmon | salmon |
| crisis | crises |
| woman | women |
| tooth | teeth |

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - VERBS

A verb is the word in a sentence which is described as a 'doing' word. It also:

- makes a statement about something
- gives a command
- describes an action
- asks a question
- may link one word to another


Pay bills
Wash car lanny
Get laideries
Bet grocer

## Examples:

1. A trainer delivers time management courses (statement)
2. Write to Mr Elliott before lunch (command)
3. A dog bit the postman (describes an action)
4. Have you seen the invoice? (question)
5. The animal was a Persian cat (links animal and Persian cat)

## LESSON ONE - VERBS



|  | TENSE |
| :--- | :--- |
| Past | You wrote effectively |
| Present | You write effectively |
| Future | You will write effectively |


|  | ACTIVE AND PASSIVE |
| :--- | :---: |
| Active | The secretary mislaid the file |
| Passive | The file has been mislaid |

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - PRONOUNS

A pronoun is a word that is used for, or instead of, a noun or several nouns. For example:
I, me, mine, he, him, theirs, it
As with nouns, pronouns come in a number of different types. Three of these types include:

## Personal Pronouns

These are pronouns which can replace people or things. For example:
I, you, he, she, it, we, they, me, him, her, us, them
You should use personal pronouns whenever possible. Writing 'you' instead of 'the reader' for example, is more direct and helps to create a bond between the writer and the reader.

## Relative Pronouns

These are pronouns which relate to a noun or pronoun which has previously been mentioned. For example:

> that, which, who, whose, whom and what

The accounts clerk, who was meticulous in every detail, always ensured bills that came in were paid on time.

The pronoun who refers to the accounts clerk and the pronoun that refers to the bills.
Relative pronouns can also be used to join two sentences together. For example:
This is the laptop. I use it to produce letters.
would be better written as:
This is the laptop that I use to produce letters.

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - PRONOUNS

## Possessive Pronouns

These are pronouns that show possession. For example:
mine, yours, ours, hers, his, its, theirs
The desk is hers
Pronouns are useful as they can replace nouns and so avoid repetition and make writing more interesting:

I saw the manager and asked the manager if the manager would chair the meeting.
This would be better written as:

I saw the manager and asked her if she would chair the meeting.


## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - EXERCISE TWO

Label the underlined noun or pronoun in each sentence with the following identifying letters. Some nouns may be more than one type and you should use all that apply.

| com | $=$ common noun |
| :--- | :--- |
| p | $=$ proper noun |
| col | $=$ collective noun |
| sin | $=$ singular noun |
| plu | $=$ plural noun |
| pp | $=$ personal pronoun |
| rp | $=r e l a t i v e ~ p r o n o u n ~$ |

1. The empty cup was left on the table.
$\square$
2. We entered the room and saw there were many people inside.

$\square$
3. They told me they were going to Barbados for their holiday as that was their favourite destination. $\square$
$\square$
4. She visits the same restaurant every Friday night.
$\square$
$\square$
5. There was a flock of geese at the edge of the river.
$\square$

## LESSON ONE - ADJECTIVES AND ADVERBS

An adjective is a describing word. It describes nouns and pronouns.
An adverb is a describing word. It describes verbs, adjectives or other adverbs.
For example:

| The early train <br> He arrived early | early $=$ <br> early $=$ | adjective <br> adverb |
| :--- | :--- | :--- |
| A fast car | fast $=$ | adjective |
| You drive fast | fast $=$ | adverb |

When a number of adjectives are used in one sentence, they are placed in a particular order. For example:

| 1 | quantity | seven, eight million |
| :--- | :--- | :--- |
| 2 | subjective | ugly, delightful |
| 3 | size/shape | enormous, small, square |
| 4 | age | new, old |
| 5 | colour/texture | rough, green |
| 6 | style | Japanese, Parisian |
| 7 | purpose | wine glass, writing paper |

There were six beautiful Parisian wine glasses set out on the table.


Adjectives can be used to show comparison. For example:
positive simple, easy, beautiful
comparative
simpler, easier, more beautiful
superlative simplest, easiest, the most beautiful

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - ADVERBS

## Common uses of Adverbs

- Define manner
- Denote place
- Denote time
- Express gradation
- Express frequency

He talked angrily about the strike

They stayed over there

We can look at the problem later

My glass is nearly empty

Do you come here often?

To avoid confusion, adverbs should be placed close to the word they describe, this is especially the case when using the adverb only. Look at the following sentences and how the position of the word only changes the meaning.

1. Only he went to the suppliers and ordered the computer.

Meaning - No-one else went with him
2. He only went to the suppliers and ordered the computer.

Meaning - He didn't go anywhere else
3. He went to the only suppliers and ordered the computer.

Meaning - There was not another supplier to go to

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - PREPOSITIONS

A preposition shows the link between things by expressing where one thing is in relation to another. For example:

The boys are beside the water

The dog is in the grass

The computers are on the desk


Some common prepositions are:
in, up, across, to, into, past, with, instead of, in front of, up to, on, down, along

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - CONJUNCTIONS

A conjunction is a joining word. Conjunctions join words and phrases to form sentences they are used as grammatical glue.

To show:

- similarity between two clauses or phrases, use the conjunction and
- contrast, use but, although or whereas
- sequence, use moreover or nevertheless
- cause, use because, since, as or for
- time, use before, after, as soon as, since, until or till
- place, use where or wherever
- condition, use if, although, as long as or unless
- exception, use except or except that
- result, use so or so that

Some conjunctions are often used in pairs. For example:

| not only............but also | neither .........nor |
| :--- | :--- |
| either ..............or | both $\ldots \ldots \ldots \ldots .$. and |



## LESSON ONE - EXERCISE THREE

Label the different types of words in each sentence with the following identifying letters:

| n | $=$ noun |
| :--- | :--- |
| v | $=$ verb |
| a | $=$ adjective |
| adv | $=$ adverb |
| c | $=$ conjunction |
| p | $=$ pronoun |
| pr | $=$ preposition |

Do not worry about the words 'the' and 'a'.

1 The manager bought expensive gifts for her team.


2 Marisa wanted to study for a degree as soon as she left college.
$\square$ $\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$
$\square$

3 Carlos wrote his report quickly.
$\square$
$\square$
$\square$$\square$

4 The long presentation filtered through the audience and created interest.

$\square$
$\square$
$\square$
$\square$

5 Work finished at the usual time.
$\square$
$\square$
$\square$
$\square$
$\square$

## LESSON ONE - SUBJECT AND VERB AGREEMENT

| Person | Verb |
| :--- | :--- | :--- |
| I | get |
| you | get |
| he/she/it | gets |
| we/you/they | get |

1. A singular verb is used for a singular subject and a plural verb is used for a plural subject.

The cake is in the oven.
The cakes are in the oven
2. Two or more phrases linked by and take a plural verb.

The man and the dog are in the house.
3. When two phrases are linked by or, the verb agrees with the nearest.

Either he or she goes to the shop.
4. A singular verb is used after a subject (singular or plural) with one of, every, each, everyone, someone, any and no.

Every child gets a turn on the slide.
Everyone goes to school.
Each of these letters is open.

## LESSON ONE - SUBJECT AND VERB AGREEMENT

5. A plural verb is used after a plural subject with number of, a lot of, all and some.

A number of the children are ill today. All the flowers are blue.
Some people are still waiting.
6. Either a singular or plural verb can be used after a plural subject with none of, neither of, either of and any of.

None of these presents is for you.
None of these presents are for you.
7. A collective noun may be followed by either a singular or plural verb. This depends on whether you are thinking of the collection as a unit, or as a group of individual items.

The Committee has voted unanimously
or
The committee have voted unanimously
When there are other words in the sentence which refer to the collective noun, it is important to be consistent.

The Committee has voted unanimously that they will pass the resolution $\times$
The Committee has voted unanimously that it will pass the resolution $\checkmark$


## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - EXERCISE FOUR

Insert the correct form of the verb as shown from the example:


The ball had crashed through the window and broken the glass.
begin

1. It $\qquad$ to snow heavily, yesterday.

fly
2. The wind had $\qquad$ the kite, which $\qquad$ into the sky.

## wrap

3. The presents were $\qquad$ in brightly coloured paper.

4. The child $\qquad$ his meal and $\qquad$ to bed.

## sing

5. The choir was $\qquad$ with great clarity.

6. The girl $\qquad$ for joy because they had $\qquad$ the lost kitten.

## LESSON ONE - EXERCISE FOUR

## freeze

7. Her tiny hands were $\qquad$ by the cold. shake
8. The man was $\qquad$ by the terrifying experience. meet
9. They $\qquad$ at the station last week. fight
10. The battle was $\qquad$ on the hill.

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - COMMON ERRORS

## The I/Me Dilemma

There is often confusion over pronouns and particularly when to use 'you' or 'l'.

## Example:

Anna gave it to my sister and I $x$
Anna gave it to my sister and me
An easy way to decide whether you should write I or me, he or him, she or her, when there are other people in the sentence, is to imagine the sentence with the other person omitted (if possible).

## Either/Or and Neither/Nor

Either you tell him or I will
You can either stay or leave
Neither the bank nor the post office was open
Neither the girl nor the boy knew what to do

## LESSON ONE - COMMON ERRORS

## Similar spellings

| stationery <br> stationary | writing materials <br> not moving |
| :--- | :--- |
| principle <br> principal | a fundamental truth <br> first in rank |
| compliment <br> complement | an expression of praise <br> something that completes |
| their | belonging to them <br> in, at or to that place <br> there <br> they're |
| shortened form of 'they are' |  |
| council <br> counsel | group of people brought together to make decisions <br> to give advice and guidance to help another |
| enquiry <br> inquiry | the act of asking for information <br> an investigation especially an official one |

## Confusion with noun and verb - affect/effect

Affect is mainly used as a verb and means to influence

## Losing my job will affect my style of living

Effect can be used as a verb, or a noun and means to cause something to happen, ie the result

The effect of losing my job is that I will have to sell my car (effect as a noun)
She used some insulating tape to effect a temporary repair (effect as a verb)
practice noun The medical practice allowed practise verb the GP to practise homeopathy

Also consider advice/advise, device/devise and licence/license

## LESSON ONE - EXERCISE FIVE

Use a dictionary if you are uncertain how to spell a word correctly.
Tick the correct spelling in each row.


## Example:

| abcence | $\square$ | absence | $\square$ | absense | $\square$ | abcence |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| benifit | $\square$ | $\square$ |  |  |  |  |
| burau | $\square$ | benafit | $\square$ | benefit | $\square$ | bennefit |
| commitment | $\square$ | $\square$ | $\square$ | committment | $\square$ | comitment |
| coner | $\square$ | comittment | $\square$ |  |  |  |
| consience | $\square$ | conscience | $\square$ | consiense | $\square$ | conciense |
| computar | $\square$ | $\square$ |  |  |  |  |
| compewter | $\square$ | computer | $\square$ | commputer | $\square$ |  |
| disatisfied | $\square$ | dissatisfied | $\square$ | dissatissfied | $\square$ | disatissfield |

## EFFECTIVE BUSINESS COIII LESSON ONE - EXERCISE FIVE

| barister | baristter | barrisster | barrister |
| :---: | :---: | :---: | :---: |
| imigration | immigration | immigraytion | immagration |
| immediate | imediate | immedeate | immediat |
| indeependent | independent | indapendent | indipendent |
| jepardy | jeopordy | jeapardy | jeopardy |
| knowledgable | knowledgeible | knowledgeable | knowledgaeble |
| micellaneous | miscellaneous | miscelaneous | misselaneous |
| negociate | negotiate | negosciate | negoctiage |
| ommission | omision | ommision | omission |
| permissible | permissable | permmissable | permisible |
| preferance | prefarence | preferance | preference |
| processor | prosessor | processer | proscessor |
| secutary | secretary | secetary | secratary |
| unecessary | unneccessary | unnecessary | unnecesary |

## EFFECTIVE BUSINESS COMMUNICATION

| acommodate | $\square$ accomodate | $\square^{\text {aco }}$ | $\square$ | accommoda |
| :---: | :---: | :---: | :---: | :---: |
| adress | $\square$ addres | $\square$ adderess | $\square$ | addim |
| asym | $\square$ asyum | $\square^{\text {asylam }}$ | $\square$ | asylum |
| ${ }^{\text {bisness }}$ | $\square \square^{\text {business }}$ | $\square$ busness | $\square$ | buisness |
| digital | $\square$ digotal | $\square$ digital | $\square$ | digita |
| gratic | $\square$ graphic | $\square$ graphic | $\square$ | grap |
| interative | $\square$ intactive | $\square$ intarative | $\square$ | inte |
|  | $\square$ manegmer | $\square$ manaeme | $\square$ | ma |
| professional | $\square$ proessiona | $\square$ profesional | $\square$ | pootesiona |
|  | $\square$ res | $\square \square^{\text {recive }}$ | $\square$ | reeve |
|  |  |  |  |  |
|  | $\square$ ressipt | $\square{ }^{\text {reciept }}$ | $\square$ |  |
| seperate | $\square$ separate | $\square$ sepparate | $\square$ | seppe |
| iommorow | $\square{ }^{\text {tomorow }}$ | $\square^{\text {tommorow }}$ | $\square$ | ${ }^{\text {tomorow }}$ |
|  | $\square$ weth | $\square{ }^{\text {melh }}$ |  |  |

## LESSON ONE - USING SPELLCHECK

If you are using a spellcheck facility on your computer, remember that it will only identify nonexistent words. A spellchecker will not distinguish words that you have spelt correctly but in the wrong context.

For example, a spellcheck will not identify rain as being spelt incorrectly in the following sentence:

Queen Victoria had a very long and successful rain.


In this case, rain should have been spelled reign but as the spelling was correct, a spellchecker would not have identified it.

So, beware of words that sound the same but are spelled differently and have different meanings. Check with your dictionary to ensure you have the correct spelling for your meaning.

$$
\left.\begin{array}{|l}
\hline \text { Eye halve a spelling chequer } \\
\text { It came with my pea sea } \\
\text { It plainly marques four my revue } \\
\text { Miss steaks eye kin knot sea } \\
\text { Eye strike a key and type a word } \\
\text { And weight four it two say } \\
\text { Weather eye am wrong oar write } \\
\text { It shows me strait a weigh }
\end{array}\right] \begin{aligned}
& \text { All these words are spelt } \\
& \text { correctly but are incorrect in } \\
& \text { the context used. Therefore } \\
& \text { the spellchecker will not } \\
& \text { highlight them }
\end{aligned}
$$

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - EXERCISE SIX

Tick the correctly spelt words in the following:

2. I assured/ensured Captain Williams that I would raise/rise $\quad$ the subject again and assure/ensure a reminder was issued to all managers.
3. I think the best coarse/course of action is to accept/except the draft/draught proposal in principle/principal.

## $\square \quad \square$

4. There has been a break/brake in production (referred to in recent correspondents/correspondence). If this is chequed/checked, I believe we can solve the remainder/reminder of the difficulties.

5. Many imminent/eminent immigrants/emigrants to this country practice/practise medicine.
6. If you want the stationery/stationary room proceed/precede to the third story/storey and $\square \square \square \square$ bear/bare left after the lift. It is sighted/sited on the right.
$7 \quad \square \quad \square \quad \square$
7. I advice/advise that you canvas/canvass the opinion of Council/Counsel members and, once assured/insured of their support, you proceed as soon as a check/cheque for the outstanding amount is received and the Board has formerly/formally passed/past the motion.

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - PUNCTUATION

Punctuation marks are inserted to aid the interpretation of the meaning of text.

## Sentences should be short and simple, avoiding ambiguity and therefore requiring minimal punctuation.

## Features

1. The full stop is used to mark the end of a sentence. It is not used when other punctuation such as ? or! occurs at the end of a sentence.
2. A capital or upper case letter is used:

- to mark the beginning of a sentence
- for proper nouns eg London, Mr Jones, University of Bath
- for titles eg the Prime Minister, Daily Express
- for some abbreviations eg MP, OCR


## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - EXERCISE SEVEN

1. Open a new Word document.
2. Key in the following passage, adding full stops and capital letters where appropriate. It is not necessary to add any other punctuation. There should be eight sentences altogether.
don't blow breakfast wake up to what health experts say is the best meal of the day skip breakfast and you may be cheating your body of the energy it needs to get you through the morning think about it - breakfast means breaking an eight hour or so nightly fast eating something first thing boosts blood sugar levels and could help you shrug off sluggishness and may even leave you far more alert your physical and mental energies will be tuned and may be less likely to tire as the day wears on if you cut breakfast to cut calories - think again research shows healthy breakfast eaters tend to be slimmer, possibly because they snack less during the late morning
3. Save into your folder as Breakfast.
4. Check your work with the model answer before closing the file, leaving the Word program open.

## LESSON ONE - PUNCTUATION

## The comma

## ,

The correct use of the comma - if there is such a thing as 'correct' use - can only be acquired by common sense, observation and taste.

E Gowers, The Complete Plain Words $3^{\text {rd }}$ edition (Penguin, 1987) page 156

A comma is the shortest marked pause in a sentence and is used to:

- separate words or short phrases in a list eg The thin, blue book.
- separate a word or words at the start of a sentence eg Regrettably, it was not that simple.
- introduce speech
eg As John walked down the stairs, he said, "Hello."
- separate something inserted in a sentence without changing the meaning eg It was not, therefore, a matter that could be dealt with.
- separate words which add an explanation or meaning to the main theme eg Mrs Blair, the headteacher, rose to her feet.
- make the sentence generally easier to read and to avoid any ambiguity


## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - EXERCISE EIGHT

Retype the following sentences in the space provided, inserting commas, where appropriate.

1. Gosia was pleased to receive books sweets games and magazines for her birthday.
2. Peter Walczak the community police officer talked about road safety during assembly.
3. We like the proposals from the company and even though some issues still need to be resolved we would like to proceed with the contract.
4. Undoubtedly this is an example of good practice and should be used in future training.
5. The CEO appeared at the office door and said "The meeting will be in the boardroom in five minutes."

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - PUNCTUATION <br> The semi-colon

The semi-colon represents a longer pause than a comma but a shorter pause than a full stop. It is used:

- to demonstrate a contrast in statements:
- eg Peter liked classical music; his father preferred jazz
- to separate items in a continuous list:
- eg The menu consisted of open sandwiches; sausage rolls; salad and french bread
- to show statements closely linked:
- eg The car was stuck in snow; the owner could not get to work
- to add emphasis:
eg Peter fell; he hurt his knee; he started to cry


## The colon

It is used:

- to introduce a list:
eg The tasks included: typing, writing, speaking and listening
- to introduce direct speech or a quotation:
eg The host began: 'I would like to thank .....'
- to indicate there is further related information to come in a sentence:
eg He was really pleased: he had just passed 10 GCSEs


## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - PUNCTUATION

## The hyphen

The hyphen is used to link words
eg father-in-law, twenty-three, pre-natal
The use of a hyphen will depend on the meaning:
eg Spare-parts manager
Spare parts-manager

## The question mark

## ?

The question mark is shown at the end of a sentence which asks a question.
eg How often do you walk to work?

## The exclamation mark !

The exclamation mark is shown at the end of a sentence and is usually used for emphasis.
eg What a lovely surprise!

Speech marks
66
リ
or

Speech marks, or inverted commas, are used either side of quoted speech (often called direct speech). It is acceptable to use single or double quotation marks, but you must remain consistent with whichever you choose.
eg "Help the boy catch his dog," said Mrs Jones
'The job’s going really well,' said Mai-Ling

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - THE APOSTROPHE INDICATING POSSESSION

## Example

A copy editor's work should always be accurate.
(The work of a copy editor)

## Example

The boy's bike had been stolen
(The bike belonging to the boy)

Rule 1 When the possessive word is singular, add 's at the end of the word.

## Examples

company's address
man's hat
Thomas's bicycle

Rule 2 When the possessive word is plural and ends in $\mathbf{s}$, add' at the end of the word.

## Examples

companies' addresses
ladies' hats
the Harris' house

Rule 3 When the possessive word is plural but does not end in $\mathbf{s}$, add's at the end of the word.

## Examples

men's hats
children's toys
women's shoes

## EFFECTIVE BUSINESS COMMUNICATION

## LESSON ONE - IT'S VERSUS ITS

It's means it is, or it has.
eg

It's time we were leaving.

Its is a possessive pronoun.
eg

The tree shed its leaves
(its does not need an apostrophe)

1. A place for everything and everything in its place.
2. It's Mrs Burnham, isn't it?
3. On a hot, sunny day it's hard to be inside.
4. The dog jumped into the river to fetch its stick.
5. The company and its partners have invested heavily in China.
6. It's a long way to Tipperary...
7. It's a suspenseful film and its ending is not what the viewer would expect.

## LESSON ONE - EXERCISE NINE

1. Key the following passage into a Word document. There are errors in capitalisation, subject and verb agreement, use of tense, punctuation and spelling.

Disturbing questions about french security emerge last night after claims that the Channel Tunnel fire breaked out before the train entered the tunnel two guards at the French entrance has raised the alarm after seeing flames coming from the train as it started it's disastrous journey under the see. It wasnt until the train, carrying 28 lorries and 31 drivers, had travelled almost 12 miles that the alarm sounded onboard. By then, suffocating fumes had already begun to spread and the affect of this was that the driver's could not breathe.

The french Transport Minister said flames and smoke was seen coming from the lorry as the train entered the tunnel at Calais.

Teams of investigaters carrying out 3 seperate inquiries will try to establish exactly how, where and when the blaze started. A stationery lorry, near the rear of the train was carrying polystyrene reports last night sugested oil dripping from it's engine or an overheating brake pad may have been responsible.
2. Save the document, naming it Report and then compare with the model answer.
3. Close the file and the Word program.

