Lessons Section

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.



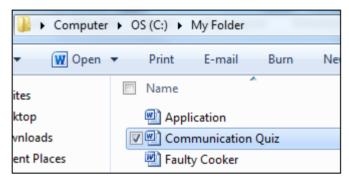
LESSON ONE - EXERCISE ONE

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.



- 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.

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





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

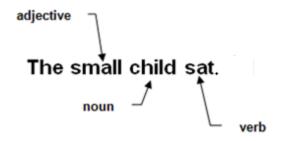
3. Be accurate

- spelling
- punctuation
- Grammar
- 4. Have an appropriate style and tone
- 5. Contain relevant and useful information



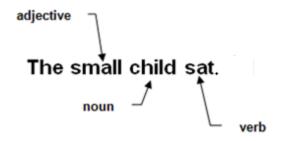
LESSON ONE - CONSTRUCTION OF A SENTENCE

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 gives more information about a noun	furry, small



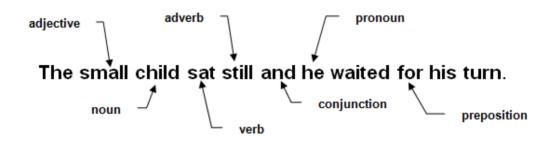
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LESSON ONE - CONSTRUCTION OF A SENTENCE

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



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



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



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

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.

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 $\underline{\text{her}}$ if $\underline{\text{she}}$ would chair the meeting.



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 =relative pronoun

- 1. The empty cup was left on the table.
- 2. We entered the room and saw there were many people inside.
- 3. They told me they were going to <u>Barbados</u> for their holiday as <u>that</u> was their favourite destination.
- 4. She visits the same restaurant every Friday night.
- 5. There was a <u>flock</u> of geese at the edge of the river.

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	early =	adjective
He arrived early	early =	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

LESSON ONE - ADVERBS

Common uses of Adverbs

Define manner
 He talked angrily about the strike

• Denote **place** They stayed over **there**

Denote time
 We can look at the problem later

Express gradation
 My glass is nearly empty

• Express frequency 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

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

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	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

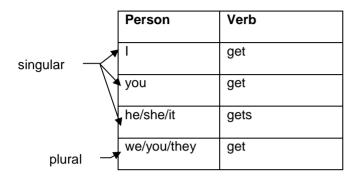
p = pronoun

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.
- 3 Carlos wrote his report quickly.
- 4 The long presentation filtered through the audience and created interest.
- 5 Work finished at the usual time.

LESSON ONE - SUBJECT AND VERB AGREEMENT



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 <u>are</u> ill today. All the flowers <u>are</u> 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 <u>is</u> 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 <u>has</u> 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 *

The Committee <u>has</u> voted unanimously that <u>it</u> will pass the resolution ✓



LESSON ONE - EXERCISE FOUR

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

EXAMPLE crash break				
The b	all had <i>crashed</i> through the window and <i>broken</i> the glass.			
	begin			
1.	It to snow heavily, yesterday.			
	catch			
2.	The wind had the kite, which into the sky.			
	wrap			
3.	The presents were in brightly coloured paper.			
	eat go			
4.	The child his meal and to bed.			
	sing			
5.	The choir was with great clarity.			
weep find				
6.	The girl for joy because they had the lost kitten.			

LESSON ONE - EXERCISE FOUR



7. Her tiny hands were _____ by the cold.

shake

8. The man was _____ by the terrifying experience.

meet

9. They _____ at the station last week.

fight

10. The battle was _____ on the hill.

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

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

station<u>e</u>ry writing materials stationary not moving

principle a fundamental truth

principal first in rank

compliment an expression of praise complement something that completes

th<u>eir</u> belonging to them th<u>ere</u> in, at or to that place

they're shortened form of 'they are'

coun<u>cil</u> group of people brought together to make decisions

counsel to give advice and guidance to help another

<u>e</u>nquiry the act of asking for information

inquiry 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 <u>effect</u> of losing my job is that I will have to sell my car (effect as a noun) She used some insulating tape to <u>effect</u> 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	absence	absense	abcence
benifit	benafit	benefit	bennefit
burau	bureau	bearau	buraue
commitment	committment	comitment	comittment
consience	conscience	consiense	conciense
computar	compewter	computer	commputer
disatisfied	dissatisfied	dissatissfied	disatissfield
eightth	eighthh	eaghth	eighth
eightth efficiency	eighthh eficiency	eaghth efficiensy	eighth efficency
· ·		J	J
efficiency	eficiency	efficiensy	efficency
efficiency electronik	eficiency ellectronic	efficiensy electronic	efficency electronnic
efficiency electronik February	eficiency ellectronic Feburary	efficiensy electronic Febuary	efficency electronnic Feberuary

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

LESSON ONE - EXERCISE FIVE

acommodate	accomodate	acomodate	accommodate
adress	addres	adderess	address
asylm	asylum	asylam	asyluum
bisness	business	busness	buisness
digitall	diggital	didgital	digital
grafic	grahphic	graphic	grapphic
interactive	intractive	intaractive	innteractive
mangment	manegment	management	managment
proffessional	professional	proffesionall	profesional
receive	recieve	recive	receve
recommendasion	recommendation	reccomendation	recommandasion
resceipt	recseipt	reciept	receipt
seperate	separate	sepparate	sepperate
tommorrow	tomorrow	tommorow	tomorow
twelth	twelfth	twelfh	tweltth

LESSON ONE - USING SPELLCHECK

If you are using a spellcheck facility on your computer, remember that it will only identify non-existent 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.

Eye halve a spelling chequer
It came with my pea sea
It plainly marques four my revue
Miss steaks eye kin knot sea

Eye strike a key and type a word
And weight four it two say
Weather eye am wrong oar write
It shows me strait a weigh

All these words are spelt
correctly but are incorrect in
the context used. Therefore
the spellchecker will not
highlight them

LESSON ONE - EXERCISE SIX

Tick the correctly spelt words in the following:

- 1. It is <u>plane/plain</u> that renewal of the <u>current/currant</u> <u>license/licence</u> will be <u>dependent/dependent</u> on the <u>affectiveness/effectiveness</u> of the service.
- 2. I <u>assured/ensured</u> Captain Williams that I would <u>raise/rise</u> the subject again and <u>assure/ensure</u> a reminder was issued to all managers.
- I think the best <u>coarse/course</u> of action is to <u>accept/except</u> the <u>draft/draught</u> proposal in principle/principal.
- 4. There has been a <u>break/brake</u> in production (referred to in recent <u>correspondents/correspondence</u>). If this is <u>chequed/checked</u>, I believe we can solve the <u>remainder/reminder</u> of the difficulties.
- 5. Many <u>imminent/eminent</u> <u>immigrants/emigrants</u> to this country <u>practice/practise</u> medicine.
- 6. If you want the <u>stationery/stationary</u> room <u>proceed/precede</u> to the third <u>story/storey</u> and <u>bear/bare</u> left after the lift. It is <u>sighted/sited</u> on the right.
- 7. I <u>advice/advise</u> that you <u>canvas/canvass</u> the opinion of <u>Council/Counsel</u> members and, once <u>assured/insured</u> of their support, you proceed as soon as a <u>check/cheque</u> for the outstanding amount is received and the Board has <u>formerly/formally passed/past</u> the motion.

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

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* 3rd 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 eq Mrs Blair, the headteacher, rose to her feet.
- make the sentence generally easier to read and to avoid any ambiguity

LESSON ONE - EXERCISE EIGHT

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

- 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."

LESSON ONE - PUNCTUATION

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

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 " 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

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 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 **s**, add '**s** at the end of the word.

Examples

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

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.