Chapter 1:

▢ Elements of an Organization's Culture

1.1 Organization History

1.2 Type of Business

1.3 Management Style

▢ Communicating Internationally

2.1 Simplify Grammar and Style Rules

2.2 Use Simple Verb Tenses and Constructions

2.3 Limit Vocabulary to Clear Words

2.4 Use Consistent Language and Terminology

2.5 Define Technical Terms

2.6 Avoid Slang Terms and Idioms

2.7 Include Visuals

▢ Ethics Guidelines

3.1 Be Honest

3.2 Do No Harm

3.3 Be Fair

3.4 Honor Intellectual Property Rights

3.5 Respect Confidentiality

3.6 Be Professional

▢ Ethics and Legal Issues in Writing

4.1 Legal Issues in Writing

4.1.1 Acknowledge Sources for Information Other Than Common Knowledge

4.1.2 Seek Written Permission Before Borrowing Extensive Text

4.1.3 Seek Written Permission Before Borrowing Graphics

4.1.4 Seek Legal Advice for Complex Questions

Correspondence Guidelines

- Know your purpose
- Know your readers
- Follow correct format
- Follow the ABC format for all correspondence
- Use the 3Cs strategy
- Stress the "you" attitude
- Use attachments for details
- Be diplomatic
- Edit carefully
- Respond quickly

ABC Format:
Negative Correspondence

- **ABSTRACT:** Puts correspondence in the context of an ongoing professional relationship by referring to previous communication related to the subject
  - General statement of purpose or appreciation—in an effort to find common bond or area of agreement
- **BODY:** Strong emphasis on what can be done, when possible
  - Buffered yet clear statement of what cannot be done, with clear statement of reasons for negative news
  - Facts that support your views
- **CONCLUSION:** Closing remarks that express interest in continued association
  - Statement, if appropriate, of what will happen next

ABC Format:
Positive Correspondence

- **ABSTRACT:** Puts correspondence in the context of an ongoing professional relationship by referring to previous communication related to the subject
  - Clear statement of good news you have to report
- **BODY:** Supporting data for main point mentioned in abstract
  - Clarification of any questions reader may have
  - Qualification, if any, of the good news
- **CONCLUSION:** Statement of eagerness to continue relationship, complete project, etc.
  - Clear statement, if appropriate, of what step should come next

ABC Format:
Neutral Correspondence

- **ABSTRACT** Puts correspondence in the context of an ongoing professional relationship by referring to previous communication related to the subject
  - Precise purpose of correspondence (e.g., request, invitation, information about new procedure)
- **BODY:** Details that support the purpose statement (e.g., a description of items requested, the requirements related to the invitation, a description of changes in procedure)
- **CONCLUSION:** Statement of appreciation
  - Description of actions that should occur next

E-mail Guidelines

- Use style appropriate to the reader and subject
- Be sure your message indicates the context to which it applies
- Choose the most appropriate method for replying to a message
- Format your message carefully
- Chunk information for easy scanning
- Use *Copy* options carefully
- When writing to groups, give readers a method to abstain from receiving future notices
- When writing to groups, suppress the e-mail addresses of recipients
- When composing an important message, consider composing it with your word processor

ABC Format: E-mail

- **ABSTRACT:** Casual, friendly greeting if justified by relationship
  - Short, clear statement of purpose for writing
  - List of main topics to be covered
- **BODY:** Supporting information for points mentioned in abstract
  - Use of short paragraphs that start with main ideas
  - Use of headings and lists
  - Use of abbreviations and jargon only when understood by all readers
- **CONCLUSION:** Summary of main point
  - Clarity about action that comes next

ABC Format: Persuasive Correspondence

- **ABSTRACT:** Puts correspondence in the context of an ongoing professional relationship by referring to previous communication related to the subject. Identifies problem or issue to be addressed
  - Focuses on how the information in the correspondence will help the reader
- **BODY:** Puts strongest points first or last, to emphasize them for the reader.
  - Clear explanation of steps to be taken
  - Emphasis on benefit to the reader
  - Reference to any attachments
- **CONCLUSION:** Summary of actions requested, with emphasis on the benefit to the reader
  - Statement of what will happen next
  - Offer of further explanation or future contact

Use the 3Cs Strategy: Capture, Convince, Contact

Chapter 9:

❑ **Reviewing Published Research**

- Secondary Sources

    1. Author or Title Search

    2. Subject Search

    3. Keyword Search

    4. Advanced Search Techniques

    o Boolean Search

    o Positional Operators

    o Truncation

❑ **Searching Online Catalogs**

- Fundamentals of Searching

- Searching by URL

- Searching by Keywords Using Search Engines and Meta-Search Engines

❑ **Library Resources**

1. Books

2. Periodicals

    o Popular Magazines

    o Professional and Scholarly Journals

3. Newspapers

4. Company Directories

5. Dictionaries, Encyclopedias, and Other General References

❑ **Searching the Web**

- Fundamentals of Web Searching

- Web Search Options

    o URL Search

    o Index-Type Search Engine

    o Subject Directory

    o Guides to Reviewed and Recommended Websites

❑ **Evaluating Sources**

- Obscured Authorship

- Out-of-Date Information

- Subtle and Obvious Bias

- Poor-Quality Links

- Flawed Style and Design

Conducting Primary Research

- Quantitative Research
  - Validity
  - Reliability
- Qualitative Research
  - Interviews
  - Focus Groups
  - Field Observations
  - Document Analysis

Interview Process

- Step 1: Preparing for the Interview
  - Develop a list of specific objectives for the interview.
  - Make clear your main objectives when you make contact for the inter view.
  - Prepare an interview outline.
  - Show that you value your interviewee's time.
- Step 2: Conducting the Interview
  - Ask Open-Ended
  - Ask Close-Ended Questions when you need to nail down an answer.
  - Using Summaries throughout the interview.
- Step 3: Recording the Results
  - Number Reference
  - Combined Question-and-Answer Page
  - Split Page

Using Surveys

- Step 1: Preparing the Survey
  - Write a precise purpose statement.
  - Limiting Questions
  - Ask Objective Questions
    - Either/Or Questions
    - Multiple-Choice Questions
    - Graded-Scale Questions
    - Short-Answer Questions
  - Provide clear questions that are easy to answer.

- Biased question:
- Undefined technical terms:
- Mixed variables:
- Question that requires too much homework:
-

  - Include precise and concise instructions at the top of the form.

  - Apply principles of document design.

  - Test the survey on a sample audience.

Step 2: Conducting the Project

- Choosing an Appropriate Audience

- Introducing the Survey with a Cover Letter

  - Opening Paragraph: Clearly state the purpose of the survey and why the reader was selected.

  - Middle Paragraph(s): Emphasize the importance of the project and highlight benefits to the reader.

  - Concluding Paragraph: Specify the return deadline for the survey.

- Encouraging a Quick Response

Step 3: Reporting the Results

Usability Testing

Using Borrowed Information Correctly

- Avoiding Plagiarism

  - Three Reasons for Documenting Sources:

    1. Courtesy: Allows readers to find additional information on the subject.

    2. Ethics: Clearly distinguish between your ideas and borrowed ideas.

    3. Law: Prevent legal violations.

- The Methodical Process for Documentation

  - Bibliography Notes

  - Rough Outline

  - Notes (Three Main Types)

  - Final Outline

  - Drafts

Selecting and Following a Documentation System

- APA (American Psychological Association)

- CSE (Council of Science Editors)

- MLA (Modern Language Association)

- University of Chicago Press (Turabian and Chicago Manual of Style)

- Purdue Online Writing Lab

- University of Wisconsin's Writing Center

▪ **Reporting Your Research**

- ABC Format for Technical Research

- Writing Research Abstracts

  o Types of Abstracts:

    ▪ Informational Abstracts

      ▪ Format: Includes major points.

      ▪ Purpose: Offers enough detail to grasp findings, conclusions, and recommendations.

      ▪ Length: Typically one to three paragraphs.

      ▪ Example: A detailed explanation of functional résumés.

    ▪ Descriptive Abstracts

      ▪ Format: Lists only main topics.

      ▪ Purpose: Helps readers decide if they want to read the full document.

      ▪ Length: Typically one paragraph.

      ▪ Example: High-level summary without conclusions.

- Guidelines for Writing Research Abstracts:

1. **Highlight the Main Points.**

2. **Sketch an Outline.**

3. **Begin with a Short Purpose Statement.**

4. **Maintain a Fluid Style.**

5. **Avoid Technical Terms Unfamiliar to the Reader.**

Chapter 10:

1. Create the Abstract as an Introductory Summary

- Purpose
- Scope
- Summary

2.Put Important Details in the Body

- Use headings generously.
- Precede subheadings with a lead-in passage.
- Move from general to specific in paragraphs.

3.Separate Fact From Opinion

- Findings
- Conclusions
- Recommendations

4.Use Attachments for Less Important Details

- Tables and figures
- Costs

Informal Document Guidelines

- Plan well before you write
- Use letter or memo format
- Make text visually appealing
- Use the ABC format for organization
- Create the abstract as an introductory summary
- Put important details in the body
- Separate fact from opinion
- Focus attention in your conclusion
- Use attachments for less important details
- Edit carefully

Transmittal Correspondence Guidelines

- Place the letter/memo immediately after the title page
- Include a major point from document
- Acknowledge those who helped you
- Follow letter and memo conventions

Table of Contents Guidelines

- Make it very readable
- Use the contents page to reveal document emphases
- Consider leaving out low-level headings
- List appendixes
- Use parallel form in all entries
- Proofread carefully

Executive Summary Guidelines

- Put it on one page
- Avoid technical jargon
- Include only the important conclusions and recommendations
- Avoid references to the document body
- Use paragraph format
- Write the executive summary last

Introduction Guidelines

- State your purpose and lead into subsections
- Include a project description
- Include scope information
- Consider including information on document organization

Discussion Guidelines

- Move from facts to opinions
- Use frequent headings and subheadings
- Use listings to break up long paragraphs
- Use illustrations for clarification and persuasion
- Place extra detail in appendixes

Chapter 11:

1. Common Informative Reports

1.1 Activity Reports
1.2 Incident Reports
1.3 Progress Reports
1.4 Regulatory Reports
1.5 Lab Reports

2. Common Analytical Reports

2.1 Technical Criteria
    2.1.1 Expertise and Capacity
    2.1.2 Physical Space for Change
    2.1.3 Long-term Needs for Flexibility and Upgrades

2.2 Managerial Criteria
    2.2.1 Financial Impacts
    2.2.2 Personnel Costs for Hiring and Training

2.3 Social Criteria
    2.3.1 Impact on Employees
    2.3.2 Safety Considerations for Employees, Customers, and Environment
    2.3.3 Consistency with Organizational Culture and Ethics

2.4 Problem Analyses
2.5 Recommendation Reports
2.6 Feasibility Studies
2.7 Equipment Evaluations

Chapter 12:

Proposal Guidelines

- Plan well before you write
- Make text visually appealing
- Edit carefully

ABC Format: Unsolicited Proposal

- **ABSTRACT:** Gives a summary or "big picture" for those who make decisions about your proposal.
  - The need—a problem to be solved or situation to be improved
  - Summary of the solution
- **BODY:** Gives the details about exactly what you are proposing to do.
- **CONCLUSION:** Drives home the main benefit and makes clear the next step.

Unsolicited Proposals

1. Description of problem or project and its significance.

2. Proposed solution or approach.

3. Personnel.

4. Schedule.

5. Costs.

Solicited Proposal

Title Page

Letter/Memo of Transmittal

Executive Summary

Appendixes

Formal sales proposals traditionally contain three basic types of information

1. Technical sections

2. Management sections

3. Cost section

ABC Format: Solicited Proposal

- **ABSTRACT:** Overview of the scope and desired outcomes
  - Scope of the proposal
  - Restatement of the situation or problem
  - Summary of proposing organization's qualifications
  - Benefits of the proposal
  - Overview of the general organization of the proposal
- **BODY:** Details of the proposed plan, product, or service
  - Summary of the current situation
  - Background information and data as appropriate
  - Technical information
  - Management information
  - Cost information
  - (Appendixes—appear after text, but support body section)
- **CONCLUSION:**
  - Benefits of accepting the proposal
  - Unique qualifications of the proposing organization

ABC Format: Grant Proposal

- **ABSTRACT:** Overview of the project
  - Statement of need
  - Mission of your organization
  - Explanation of how the proposed program will meet the goals of the granting organization
- **BODY:** Details of the proposal
  - Background information about your organization
  - Detailed explanation of the situation, including data and other supporting research
  - Objectives to be used to evaluate the success of the proposed program
  - Importance of proposal to the community
  - How results will be shared (for research grants)
  - Budget
- **CONCLUSION:** Importance of the project
  - Summary of community needs to be met
  - How community needs fit the granting organization goals
  - Main reason why your organization is best suited to meet the community need

Presentation Guidelines

- Know your listeners
- Use the preacher's maxim
- Stick to a few main points
- Put your outline on cards or paper
- Practice, practice, practice
- Speak vigorously and deliberately
- Avoid filler words
- Use rhetorical questions
- Maintain eye contact
- Use appropriate gestures and posture

Presentation Graphics Guidelines

- Discover listener preferences
- Match the graphics to the content
- Keep the message simple
- Consider alternatives to bulleted lists
- Use colors carefully
- Learn the tools available to you
- Leave graphics up long enough
- Avoid handouts
- Maintain eye contact while using graphics
- Include all graphics in your practice sessions
- Plan for technology to fail

Poster Guidelines

- Follow the requirements of the call for posters
- Follow the ABC format for research posters
- Design your poster for ease of reading
- Include acknowledgments as appropriate
- Prepare handouts as appropriate to the setting
- Edit carefully
- Be prepared to discuss your research

No Nerves Guidelines

- Know your speech
- Prepare yourself physically
- Picture yourself giving a great presentation
- Arrange the room as you want it
- Have a glass of water nearby
- Engage in casual banter before the speech
- Remember that you are the expert
- Do not admit nervousness to the audience
- Slow down
- Join a speaking organization

Chapter 16:

Table of Contents

5. **Use Your Computer to Gather Data**

Job Correspondence

5.1.1 Job Letters

- 5.1.1.1 The Readers' Needs

  - Feature 1: They Read Job Letters in Stacks

  - Feature 2: They Are Impatient

  - Feature 3: They Are Tired

  - Feature 4: They Become Picky Grammarians

  - Feature 5: They Want Attention Grabbers but Not Slickness

  - 5.1.2 The Letter's Organization

- 5.2 Résumés

  - 5.2.1 Emphasis

  - 5.2.2 Length

  - 5.2.3 Arrangement

- 5.3 Types of Résumés

  - 5.3.1 Chronological Résumé

  - 5.3.2 Functional Résumé

  - 5.3.3 Combined Résumé

6. **Objective**

- 6.1 Education

  - 6.1.1 Grade Point Average

  - 6.1.2 Honors

  - 6.1.3 Minors

- 6.2 Experience

  - 6.2.1 Key Courses

- 6.3 Activities, Recognitions, and Interests

  - 6.3.1 Activities

  - 6.3.2 Recognitions

  - 6.3.3 Interests

7. **Job Interviews Preparation**

- 7.1 Do Your Homework on the Organization

- 7.2 Prepare Portfolio Materials, If Appropriate for the Position

  - 7.2.1 Project Description

  - 7.2.2 Audience