

Communication is vital to the conduct of contemporary *multinational* business. Companies now operate across multiple cities, countries, and continents. This means that communications technology becomes ever more necessary in order to ensure quick, efficient, and effective *coordination* of operations across ever-greater distances.



Communication Technologies

There are many communications technologies that are now standard in a modern office setting. These include older technologies, like the telephone and fax machine, and newer technologies like email, online chat, and video conferencing. The ability to use these technologies effectively is extremely important to keep business moving and growing. It is also very important that all workers be equally skilled in the use of these technologies.

Q. Warm Up Questions

- 1) Why is communication so important to business?
- 2) List 3 contemporary communications technologies.

Conversation

Alex: Janice, part of your *training* will involve learning some of the newer communication technologies.

Janice: Ok. I am already rather *well-versed* in most of them.

Alex: Yes I know, but we're moving to the *implementation* of some new communication technologies, including *video conferencing*.

Janice: I suppose I could stand to learn a bit more about that.



Q. Conversation Question

- 1) What is the main new communication technology being implemented?
- 2) Does Janice know about every new technology?

Multinational: Involving multiple nations or countries.

Coordination: Making things work together through planning.

Training: Teaching skills, inculcating social practices.

Well-Versed: Slang for knowing well or being very skilled at.

Implementation: Putting in to practice, making happen.

Video-Conferencing: A communications technology that allows people to chat with video and sound.

Grammar point

No sooner~than ...

Example: *No sooner* had they arrived at the station **than** the train left.

No sooner~than ... means that immediately after one thing happens another thing happens. Usually, no sooner is followed by past **perfect form + subject** and **than** is followed by a past tense clause. The sooner in no sooner is a comparative adverb like better in **no better**, the expression should be followed by **than**. It seems to give a lot of people trouble, but **when** shouldn't be used with it.

Hardly~when ... has almost the same meaning as No sooner~than

Change the word order and make complete sentences.

- 1) (sooner no feast the bell rung than the had started).
No sooner had the bell rung than the feast started _____.
- 2) (no I began had left than it sooner to home rain).
No sooner had I left home than it began to rain ____.
- 3) (sat no had she than sooner down phone the rang).
No sooner had she sat down than the phone rang ____.

Practice IT!

- 1) What is your preferred communications technology?
Explain your choice of favorite.
- 2) Which communications technologies do you think are the best for conducting business?
Explain why you think so. Are these the same as your personal favorite?



Appropriately: Fitting in to norms, acceptably.

Identify: To announce who one is.

Personal call: Slang for a call unrelated to work.

Affiliation: Association or membership.

Strange: Unusual, off-putting.

Protocol: A code of manners or social conventions, especially pertinent to diplomacy.

Grammar point

Dynamic adjectives

Dynamic adjectives show attributes or characteristics that can usually be controlled by the person(or animal etc.) possessing them. For example, I can choose to be *careful*, *rude*, or *quiet* (but probably not choose to be *white* or *tall*). They can be used in imperative structures. Additionally, dynamic adjectives can occur in causative constructions.

Example: Be *careful!*

Also, they can be inserted into a be + -ing structure.

Example: The student was *being rude*.

List dynamic adjectives and make sentences by using them.

1) _____: _____.

2) _____: _____.

3) _____: _____.

4) _____: _____.

5) _____: _____.



Practice IT!

- 1) Think of several different ways to answer the phone. Which do you think you should use and why?
- 2) Describe a circumstance in which you think someone answered your phone call inappropriately or else was rude on the phone. Describe the specifics.



Phone *etiquette* in business exceeds the simple *protocol* of how to answer a phone in a professional, official way. Leaving a message also differs in some ways from how it is normally done in a more personal capacity. Like so many other *customs*, these allow business to function effectively while preserving an atmosphere of civility in the workplace.

Messages

A Proper *phone message* is informative rather than emotional. It provides information such as who called, when they called, and the reason for the call. It should also include information about how to reach the caller, as a courtesy to the person leaving the message. This last part is especially important, as one often leaves a message to strangers who have no other way of knowing how to return a call.

Q. Warm Up Questions

- 1) What should go in a business phone message?
- 2) How does a business phone message differ from a personal phone message?

Conversation

Alex: Ok Janice, it's especially important to know that every time you leave a message, you should make sure to leave a bunch of information.

Janice: Such as?

Alex: I'm sure you know most of this, but it helps to be clear. I want you to leave your name, explain you called on my *behalf*, give the reason for the call and give my number. Please also let them know my number is available though the company *directory*.



Q. Conversation Question

- 1) What is the main new communication technology being implemented?
- 2) Does Janice know about every new technology?

Etiquette: a prescribed or accepted code of usage in matters of ceremony.

Protocol: the customs and regulations dealing with diplomatic formality.

Customs: Typical patterns of cultural behavior.

Phone Message: A voice recording left when a phone isn't answered, or a record of an attempted phone call.

Behalf: As a representative of or proxy for.

Directory: A list of all employees and their communication information.

Grammar point

Stative adjectives

Example: My natural hair color is **black**.

Stative adjectives describe the static characteristics of animate or inanimate objects. Most adjectives are static adjectives. These states are fairly fixed and they typically cannot be controlled. So, they cannot usually be used in imperative structures unlike dynamic adjectives. Also, they cannot be used in be + -ing structures, either. Additionally, they cannot be used with stative adverbs such as carefully.

List stative adjectives and make sentences by using them.

1) _____: _____.

2) _____: _____.

3) _____: _____.

4) _____: _____.

5) _____: _____.



Practice IT!

- 1) Many people struggle to leave appropriate messages in their personal lives. What was a particularly poor message you have left someone? Explain some specifics.
- 2) If you were left an inappropriate message, what do you think would be the best way to deal with it: confront it or ignore it? Explain your answer.

Fax is short for *facsimile*. Fax machines have been a *fixture* of the office environment for the past 30 years. They remain, nonetheless, one of the most *reliable* ways to send complete documents quickly and efficiently. While most office workers can operate a fax machine, each machine is different and they can be complicated.



Fax Machine Facts

Fax machines send signals that *encode* images through phone lines. This means that fax machines are actually somewhat complicated to use. One must not simply run a piece of paper through the machine, one must enter the correct *settings* and know what the destination fax number is. This last element alone is extremely complicated, as one must often dial additional numbers to ensure that the fax reaches an outside phone line and goes to the right country and locality.

Q. Warm Up Questions

- 1) Does the commonality of fax machines make them easy to use?
- 2) What makes using fax machines especially complicated?

Conversation

Alex: Ok Janice, using a fax machine here is *very complicated*.

Janice: I used one at my last job Alex, I know how.

Alex: I know, but you must follow the dialing instructions exactly in order for the machine to work.

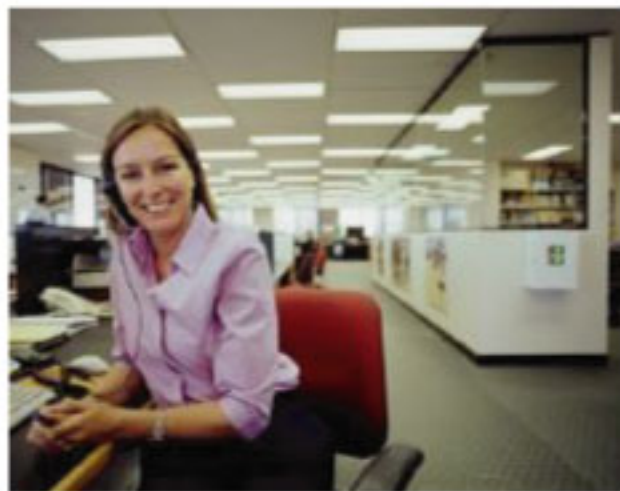
Janice: Ok, what are they?

Alex: Dial '9' for an outside line and '1' for any long distance call. If the fax is international, you have to dial the country code after that.

Janice: Easy enough.

Q. Conversation Question

- 1) Does Janice know how to use a fax machine?
- 2) What are the dialing instructions she must follow?



Facsimile: A copy or approximation.

Fixture: A dependable, changeless feature. Something stable.

Reliable: That which can be depended or counted on.

Encode: To transform a natural language into an electronic code or signal.

Settings: The options or operating parameters on a machine.

Complicated: A lack of simplicity, intellectually challenging.

Grammar point

Gerund and infinitive: difference in meaning

Some verbs have different meanings when used with gerund or infinitive.

	Gerund	Infinitive
remember	I remember switching off the lights when I went on vacation.	Remember to switch off the lights when you go on vacation.
forget	I forgot seeing him.	I forgot to see him.
mean	What you did is acceptable. I mean phoning your mother.	I mean to phone your mother, but my cell phone didn't work.
stop	I stopped smoking.	I stopped to smoke.

Also, verbs like try, come, regret and go on have different meanings when used with gerund or infinitive.

Use the following verbs and make sentences.

- 1) try with gerund: _____.
- 2) come with infinitive: _____.
- 3) regret with gerund: _____.

Practice IT!

- 1) Have you ever used a fax machine? Did you find it easy to use or difficult? Explain why you feel that way.
- 2) How would you teach someone who did not know how to use a fax machine to use one successfully? Describe in detail.





Internal messages, also called memos, are crucial to *sustaining* the proper functioning of a *large-scale* office environment. Internal messages allow all employees to stay informed about new policies and developments that affect the entire office or even the entire company. Alex dictates his memos *sloppily*, so Janice has to tighten them up.

Memos

A memo, short for *memorandum*, is a short internal message pertinent to local office policy or company policy. This irrelevance to people outside the organization is what justifies their being characterized as internal. They have important information about hiring's, promotions, policies, meetings, changes and other developments that are extremely important to all employees. Alex.

Q. Warm Up Questions

- 1) What is another name for an internal message?
- 2) What kinds of information is conveyed by internal messages?

Conversation

Alex: Janice I need you to take down a memo for me.

Janice: All right.

Alex: This is a reminder that the next payday is going to fall on the 4th of July, which, since it's a holiday, isn't a day we can *disperse* pay. Pay comes on the 5th.

Janice: Ok, I have: "Payday this pay-period is will be on the 5th instead of the 4th."



Q. Conversation Question

- 1) What is Janice doing?
- 2) What is Alex's internal message saying?

Internal: Inside the organization, not involving the outside.

Sustaining: Preserving health, energy, or momentum. Preventing decay.

Large-Scale: Big, a larger version of something familiar.

Sloppily: Lacking care or precision, carelessly.

Memorandum: A short note or message with the purpose of serving as a reminder.

Disperse: To spread out or distribute.

Grammar point

Plan + infinitive Vs. plan on + gerund

Example: I am *planning to visit* Tokyo.

I am *planning on visiting* Tokyo.

Verbs like plan can be followed by infinitive or gerund. When followed by infinitive and gerund, they have the same meanings. However, you need to be careful about prepositions that can be used with gerund.

Put the correct prepositions in the blank.

- 1) I have decided ____ buying the car.
- 2) Don't be afraid ____ making mistakes.
- 3) I'm scared ____ flying.
- 4) He has decided ____ accept the promotion.



Practice IT!

- 1) Do you think internal messages are important? Explain why or why not.
- 2) How many memos are too many? Justify your placing the limit where you do.

Attachments are files that are put into emails. They allow documents to be exchanged quickly, *efficiently*, and effectively, especially over long distances. They are, in many ways superior to fax machines, except for the fact that they do not allow documents to be written on or signed with a pen.



Portable Document Format

Portable document format, frequently *abbreviated* as pdf, is a commonly used file format for attaching files to emails. The format is a *proprietary* product of the Adobe software company. They have the property of being compact and immune to editing. This allows confidence that the documents have not been altered by any parties involved in the transmission of them. This means that even sensitive legal documents can be transmitted effectively without concern of *illicit tampering*.

Q. Warm Up Questions

- 1) What company owns the pdf format?
- 2) What are pdfs used for?

Conversation

Alex: Janice, let's go ahead and attach the revised pay schedule to the memo. This should reduce the amount of confusion about future paychecks.

Janice: Good idea!

Alex: Thanks.

Janice: Of course, some people aren't going to read it and will have more questions than before.

Alex: Yeah, but this should reduce the number of those.



Q. Conversation Question

- 1) What is being attached to the email?
- 2) What is the purpose of this particular attachment?

Attachment: Something joined with something else, a file joined with a message.

Efficiently: Minimizing waste.

Abbreviated: Systematically shortened for ease of communication.

Proprietary: Being the specific property of.

Illicit: illegal or immoral, not permitted.

Tampering: Making secret modifications to something, usually because they are forbidden or harmful.

Grammar point

The more (comparative form of adjective) A, the more (comparative form of adjective) B.

Example: *The sooner* we leave, *the sooner* we'll get there.

The expression, "The more A, the more B." means that as A gets ... , B gets ~. For example, "The bigger your family gets, the smaller your house feels." means that as your family gets bigger, your house feels smaller.

Complete the following sentences.

- 1) The more money people make, _____.
- 2) The higher the price of a product, _____.
- 3) The older you grow, _____.
- 4) The more I know him, _____.

Practice IT!

- 1) Describe some documents you find it useful to attach to emails? What kinds of documents especially benefit from this technology?
- 2) How many memos are too many? Justify your placing the limit where you do.



Like any area of life, mistakes are common in the use of office communication technology. These are usually harmless, and sometimes *amusing*. They are also occasionally *problematic*, *engendering* further confusion. For this reason it is worth a bit of care to *prevent* them when possible.



Slip-Ups

There are numbers of common mistakes in the use of communication technologies. Some common ones include dialing a wrong number, though dialing a wrong number when sending a fax is much worse. Other mistakes include *misspelling* email addresses, attaching the wrong file attachments. These, of course, are only the mistakes that occur in the use of the technologies. There are other types of mistakes involving *misunderstandings* that threaten the civility of office life.

Q. Warm Up Questions

- 1) What are the two types of common mistakes.
- 2) What are 3 common communication mistakes.

Conversation

Janice: It looks like we attached the wrong file to the memo about the changed payday.

Alex: How did that happen?

Janice: I attached the file you told me to.

Alex: I guess that was my mistake, unless you attached the wrong file.

Janice: I probably should have noticed the mistake, I'm sorry about that.

Alex: Well, we caught it early, let's just fix it.



Q. Conversation Question

- 1) What mistake was made?
- 2) How would you deal with this situation if you were Alex?

Amusing: Creating joy, pleasure, laughter.

Problematic: Giving rise to problems.

Abbreviated: Systematically shortened for ease of communication.

Engendering: Giving rise to, promoting, making more likely.

Prevent: To stop an anticipated thing from happening.

Misspelling: To spell incorrectly.

Misunderstandings: An incorrect grasp or understanding of what your interlocutor had intended to convey.

Grammar point

Adverbs of certainty and degree

These adverbs describe how certain or sure we feel about an action or event. Common adverbs of certainty are ***certainly, presumably, probably, likely, maybe, perhaps, and possibly***.

Adverbs of certainty go before the main verb but after the verb 'to be'.

Example: She ***certainly*** left the house this morning.

My mother is ***probably*** in the park with my little brother.

When we use them with other auxiliary verb, these adverbs go between the auxiliary verb and the main verb.

Example: Bob has ***certainly*** forgotten the meeting.

She will ***probably*** remember tomorrow.

Sometimes these adverbs can be placed at the beginning of the sentence.

The following is the degree of adverbs.

certainly	presumably	probably	likely	maybe	perhaps	possibly
100%	~ 80%	70-80%	60-70%	40-50%	30-40%	20%

Where should the adverbs be placed?

- 1) I'm sure that she's telling a lie. (certainly)
- 2) She will play tennis with her boyfriend tomorrow. (maybe)
- 3) The building should be remodeled. (probably)

Practice IT!

- 1) What is the worst communication mistake you can imagine making? Be specific.
- 2) Is it possible to prevent every mistake? How would you go about trying to do this? Is it reasonable to expect





At the beginning of this unit, Alex began training Janice in the use of common office communication technologies. This required us to look at many of these technologies, their attributes, and their strengths and weaknesses. This also meant learning about mistakes commonly made in using them. Let's review what we learned in this unit.

Conversation

Alex: Well, we caught the mistake before it really caused a problem Janice.

Janice: Yeah, we should be more careful in the future. It may have been minor, but mistakes like that don't inspire confidence.

Alex: No they don't. That's why even if it's my mistake, it's more important than ever that you catch them.

Janice: Yes sir.

Alex: Thanks, I appreciate it.

Q. Warm Up Questions

- 1) What are some common forms of office communication?
- 2) What are some common mistakes?

Q. Conversation Question

- 1) Who is responsible for the mistake?
- 2) Who is responsible for preventing them in the future?

Matching

Line up the following words with their definitions.

- | | |
|------------------|--|
| 1) Multinational | _____ a call unrelated to work. |
| 2) Personal Call | _____ A copy or approximation. |
| 3) Protocol | _____ Involving multiple nations or countries. |
| 4) Facsimile | _____ To spread out or distribute. |
| 5) Disperse | _____ A code of manners. |
| 6) Proprietary | _____ Being the specific property of. |

Grammar point

Change the word order and make complete sentences.

- 1) (no had than Nina arrived sooner class the started).
No sooner had Nina arrived than the class started. _____.
- 2) (to told I generous her be). I told her to be generous
_____.
- 3) (they never have not having regretted a child).
they have never regretted not having a child _____.
- 4) (I going the was on planning to party), but I couldn't. I was
planning on going to the party _____, but I couldn't.
- 5) I think that (you earn the money more you bigger a
house want the). I think that the more money you earn, the
bigger a house you want _____.
- 6) Since Mark is a consistent winner, (is he superior a player
presumably). Since Mark is a consistent winner, he is presumably a
superior player _____.

Label the following adjectives dynamic or stative.

- 1) wide _____
- 2) polite _____
- 3) silly _____
- 4) quiet _____
- 5) rude _____
- 6) spacious _____

Practice IT!

- 1) How well-versed in the use of communications technology are you?
What about communication etiquette? Do
you think this is better or worse than
average?
- 2) How would you go about improving your
abilities to use communication technology
or improving your etiquette? How

