



An Instructor's Overview to
MyBusCommLab
Part 3 - Getting to Know MyBusCommLab
Table of Contents

III) Getting to Know MyBusCommLab	1
Model Documents	2
Textbook Resources	10
Writing Process	12
Research Process	24
Document Design and Graphics	29
Grammar and Usage	30
Pearson Tutor Services	39
GradeTracker Basics	40

III) Getting to Know MyBusCommLab

The following section is intended for new users and those wanting to get more from MyBusCommLab. As you will see, MyBusCommLab is filled with many tools and activities that make instruction more effective and your class assignments more efficient. There is a balance of learn-by-example documents, auto-marked exercises and a host of instructor marked essay style assignments.

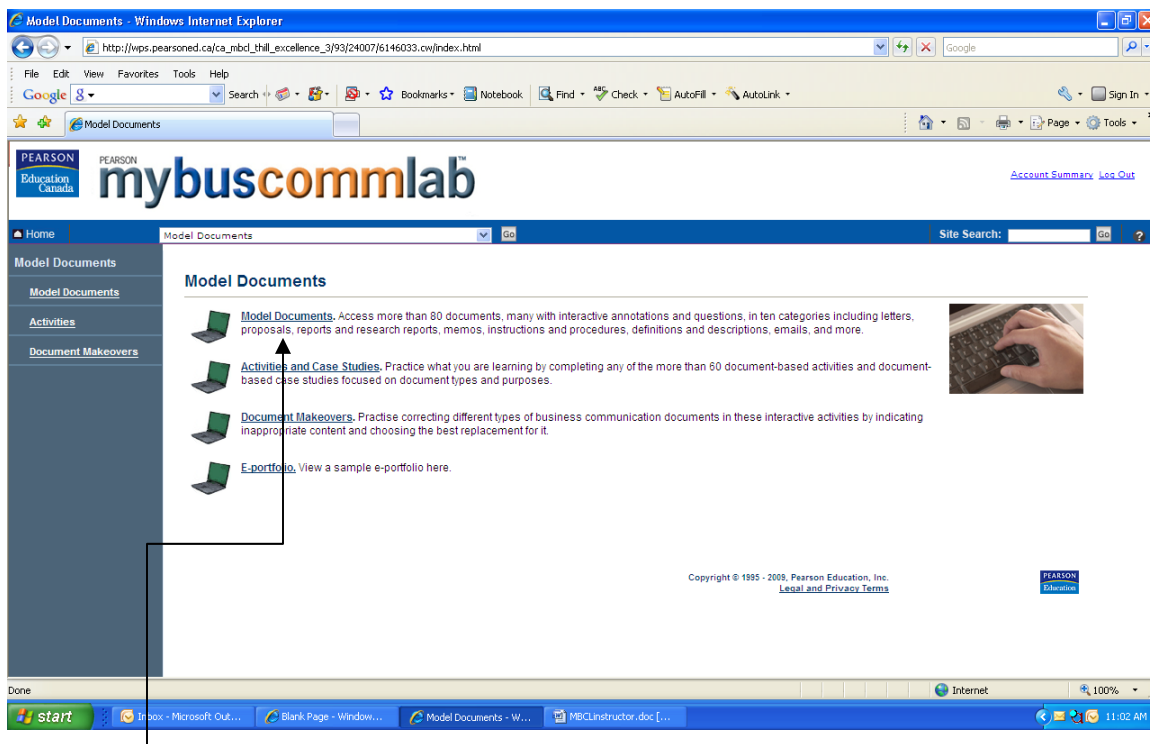
From the first page (see below) it is clear that Pearson has the needs of instructors and students in mind. There are nine sections covering: Model Documents, Textbook Resources, Writing Process, Research Process, Document Design and Graphics, Grammar and Usage, Pearson Tutor Services, Grade Tracker Basics and Instructor Resources. Each of these will be described in detail in the following pages.



III- i) Model Documents

This is a great introduction to many of the tools available to instructors and students alike. Clicking on this icon reveals 4 sections of materials for your use. These include:

- 1) Model Documents, 2) Activities and Case Studies, 3) Document Makeovers and
- 4) E-Portfolio.



III - ia) Model Documents

Access more than 80 documents, many with interactive annotations and questions, in ten categories including letters, proposals, reports and research reports, memos, instructions and procedures, definitions and descriptions, emails, and more. These documents can be used as in-class examples of “how to” write the many forms of business writing. These augment the examples within the text and provide additional hints and tips in the sidebars and margins. *Note that there are no graded assignments here, just examples of good writing.* In detail you will find examples such as:

Letters

- Letter 1: Standard Letter Parts
- Letter 2: Request (Action)
- Letter 3: Request (Product Inquiry)
- Letter 4: Request (Information)
- Letter 5: Request (Product Inquiry)
- Letter 6: Making a Claim
- Letter 7: Making a Claim
- Letter 8: Positive
- Letter 9: Routine Reply
- Letter 10: Granting Claim (Your Company at Fault)
- Letter 11: Granting Claim (Client at Fault)
- Letter 12: Granting Claim (3rd party at Fault)
- Letter 13: Granting a Claim
- Letter 14: Goodwill
- Letter 15: Goodwill
- Letter 16: Negative News
- Letter 17: Negative News - Direct Approach
- Letter 18: Negative News - Direct Approach (Collection)
- Letter 19: Negative News - Indirect Approach

- Letter 20: Bad News About Transaction
- Letter 21: Refusing a Claim
- Letter 22: Refusing a Claim
- Letter 23: Giving a Negative Performance Review
- Letter 24: Sales (Using AIDA)
- Letter 25: Persuasive
- Letter 26: Persuasive Claim (Complaint)

Memos

- Memo 1: Requesting Info
- Memo 2: Request (Action)
- Memo 3: Request (Meeting)
- Memo 4: Routine Message (Recommendations)
- Memo 5: Positive Message
- Memo 6: Goodwill
- Memo 7: Negative News - Direct Approach
- Memo 8: Negative News - Indirect Approach
- Memo 9: Terminating Employment
- Memo 10: Persuasive
- Memo 11: Cover Memo
- Memo 12: Fax Cover Sheet

E-mails

- Email 1: Request (Action)
- Email 2: Request (Action)
- Email 3: Requesting Info
- Email 4: Making Claim
- Email 5: Routine Reply
- Email 6: Routine Reply
- Email 7: Positive Message
- Email 8: Granting Claim
- Email 9: Goodwill
- Email 10: Negative News - Direct Approach
- Email 11: Negative News - Indirect Approach
- Email 12: Refusing Claim
- Email 13: Refusing Request for Recommendation
- Email 14: Rejecting a job applicant
- Email 15: Sales
- Email 16: Persuasive (Using AIDA)

Career Correspondence

- Resume 1: Chronological
- Resume 2: Combination Curriculum Vitae
- Resume 3: Scannable
- Career Letter 1: Application Letter - Unsolicited
- Career Letter 2: Application Letter - Solicited
- Career Letter 3: Application Letter (Solicited)
- Career Letter 4: Application Letter (Unsolicited)
- Career Letter 5: Follow-up Letter - Thank You
- Career Letter 6: Follow-up - Inquiry (Email)
- Career Letter 7: Follow-up - Time Extension (Email)

- Career Letter 8: Follow-up - Acceptance (Letter)
- Career Letter 9: Follow-up - Declining Offer (Letter)
- Career Letter 10: Letter of Resignation
- Career Letter 11: Cover Letter

Proposals

- Proposal 1: Informal Proposal
- Proposal 2: Itemized Estimate (Spreadsheet)
- Proposal 3: Internal Proposal
- Proposal 4: Quote (Short Letter)
- Proposal 5: Research Proposal 2
- Proposal 6: Sales Proposal
- Proposal 7: Formal Proposal - Cover Letter
- Proposal 8: Formal Proposal
- Proposal 9: Executive Summary

Formal Report

- Formal Report 1: Abstract
- Formal Report 2: Research Report
- Formal Report 3: Research Report
- Formal Report 4: Feasibility Report
- Formal Report 5: Position Paper
- Formal Report 7: Implement Policies and Procedures
- Formal Report 8: Risk Assessment
- Formal Report 9: Progress Report

Informal Report

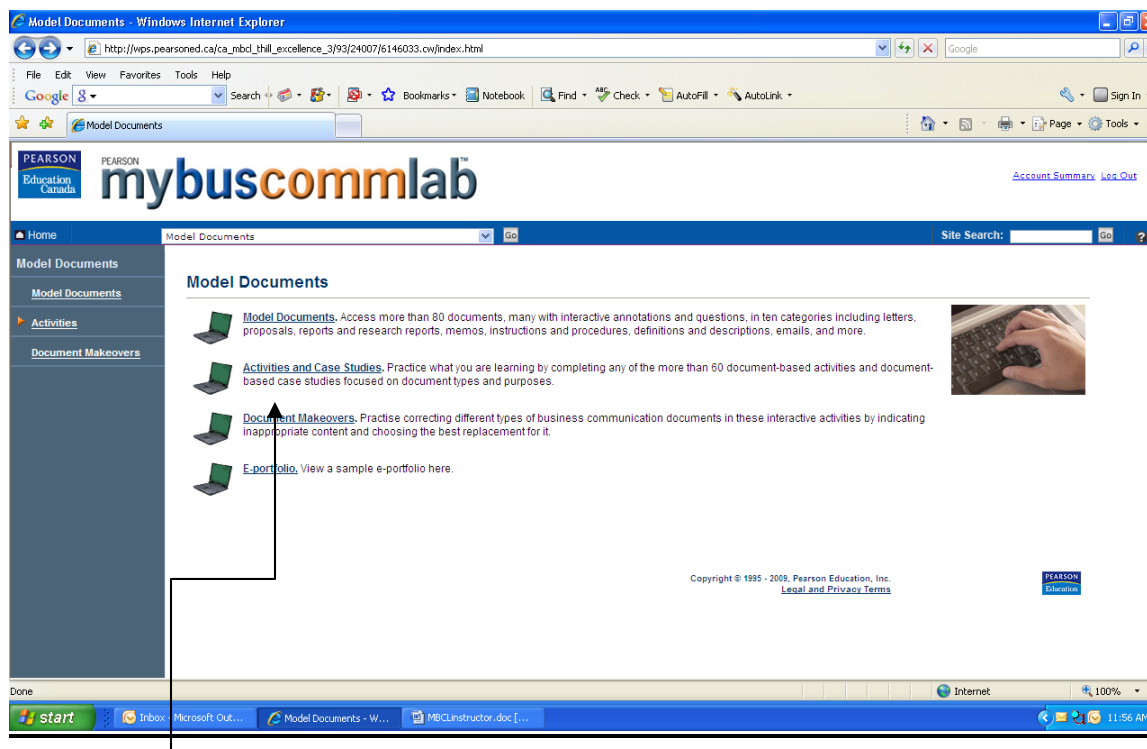
- Informal Report 1: Failure Analysis
- Informal Report 2: Personal Activity Report - Sales Call
- Informal Report 3: Problem-Solving
- Informal Report 4: Progress Report
- Informal Report 5: Using the Right Graph

Presentations

- Presentation 1: Oral Presentations using PowerPoint
- Presentation 2: Slides from Presentation
- Presentation 3: Creating Effective PowerPoint Slides

Websites

- Website 1: Red Cross



III - ib) Activities and Case Studies

Help students to practice what you are teaching in class by completing any of the more than 60 document-based activities and document-based case studies focused on document types and purposes. Because MyBusCommLab is Internet-based, students can work on these assignments on campus or anywhere that the Internet is accessible. Students can select from the more than 65 activities, organized by type of document, to practice creating documents that communicate effectively. Scroll down the screen to access the document-based Case Studies centred on questions of usability. *Note that student responses to these activities can all be submitted to you for grading.* In detail you will find:

Career Correspondence

- Requesting a Reference Letter
- Revising an Unsolicited Application Letter
- A Thank-You Letter
- Writing a Letter to Request an Internship
- Writing a Resume
- Writing a Solicited Application Letter

Cultural Sensitivity

- Case
- Language Use
- Letter to Overseas Customer
- Research
- Welcome Memo

Email

- Deciding When Email Is Appropriate
- Responding to a Flaming Email

- Revising a Problematic Email
- Writing a Brief Progress Report
- Writing a Smoking Policy Reminder

Foundations of Business Communication

- Ethics
- Meeting Agendas
- Meetings
- Teamwork
- Writing Recommendations

Letters: Negative and Persuasive

- Letters that Say No
- Letters that Say No -- Refusing an Invitation
- Persuasive Letter
- Writing an Adjustment Letter
- Writing a Claim Letter
- Writing a Sales Letter
- Writing a Solicitation Letter

Letters: Positive/Routine and Goodwill

- Writing an Inquiry Letter
- Writing a Note of Appreciation
- Writing a Note of Congratulations
- Writing a Note of Congratulations

Memos

- Recommending a Digital Camera
- Revising a Problematic Directive
- Understanding a Plagiarism Policy
- Writing a Course Progress Report
- Taking Minutes

Oral Presentations

- Effective Handouts
- Introductions
- Suggesting Improvements
- Using PowerPoint

Proposals

- Proposing a Feasibility Study
- Writing a Grant Proposal
- Proposing Equipment or Process Improvements
- Writing a Research Proposal
- Revising a Problematic Sales Proposal

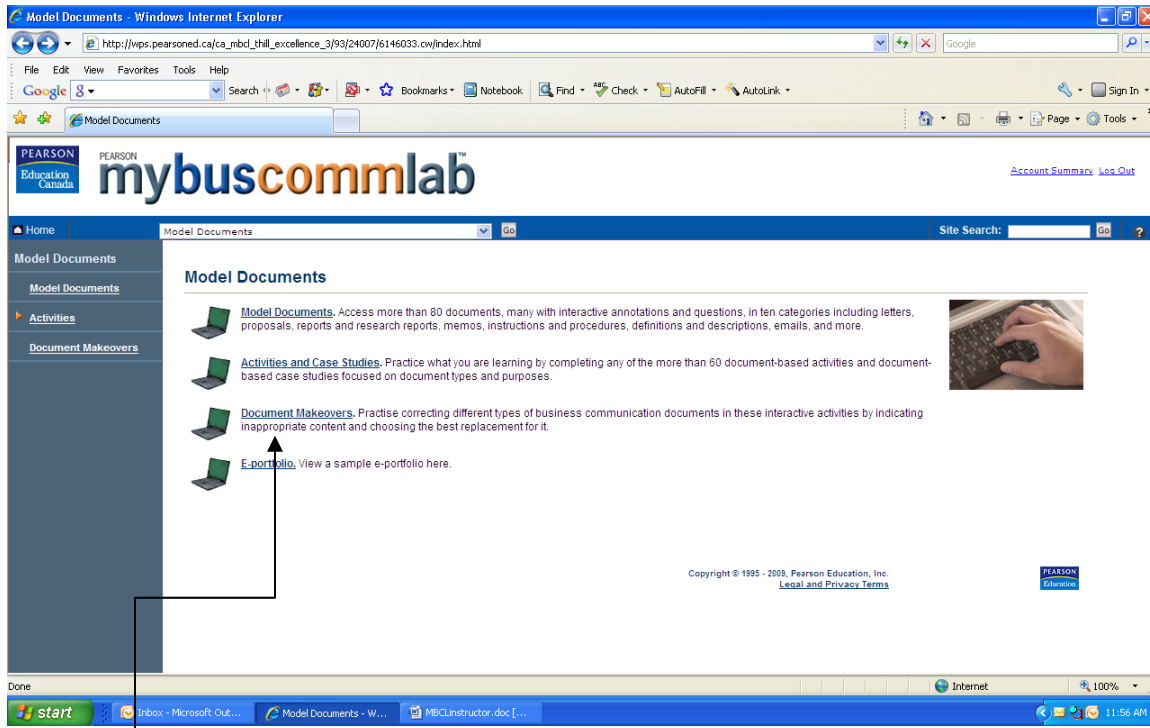
Reports: Formal

- Writing a Feasibility Study for the Community
- Writing an Ethics Recommendation Report
- Writing an Indirect Recommendation Report
- Revising Problematic Criteria for a Lab Report

- Writing a Recommendation Report

Reports: Short/Informal

- Revising a Problematic Analytical Report
- Writing a Field Report
- Writing a Progress Report
- Writing a Test Report
- Writing a Trip Report
- Writing an Incident Report (a)
- Writing an Incident Report (b)



III - ic) Document Makeovers

Have your students practise correcting different types of business communication documents in these interactive activities by indicating inappropriate content and choosing the best replacement for it. *Note that these exercises do not require instructor marking and are student led interactive multiple choice questions.* Each exercise can be repeated and even offers hints to students by pointing out the sentences with errors. Add an additional challenge by tracking time to complete the exercises.

- Exercise 1 – Memo from the shipping department
- Exercise 2 – Email on an upcoming staff meeting
- Exercise 3 – Letter of inquiry
- Exercise 4 – Career Correspondence Inquiry
- Exercise 5 – Letter Denying a Request
- Exercise 6 – Letter Granting a Request
- Exercise 7 – Memo Routine Message
- Exercise 8 – Email Granting Request

- Exercise 9 – Memo Negative News (Indirect)
- Exercise 10 - Email Request Action
- Exercise 11 – Oral Presentation Job Interview Questions
- Exercise 12 – Report Quarterly Sales
- Exercise 13 – Memo Request Meeting
- Exercise 14 – Formal Report – Implement Policies and Procedures
- Exercise 15 – Proposal - Executive Summary
- Exercise 16 – Presentation - Speech
- Exercise 17 – Presentation - PowerPoint
- Exercise 18 – Career Correspondence - Resume
- Exercise 19 – Career Correspondence – Acceptance letter



III - id) E-Portfolio

Check this out as an example of a good online resume/portfolio.



II ii) - Textbook Resources

An excellent resource for instructors looking to more fully integrate the text with online learning. This section includes a link to an electronic version of the text, MyBusCommLab Blog, Correction Symbols, Online Research Exercises, Perils of Pauline Videos, and the Business Communication Video Library. In detail you will find:

III - iia) eText

This eText contains all of the material in the printed textbook as well as links to helpful practice questions and model documents in MyBusCommLab.

III - iib) MyBusCommLab Blog

An extremely informative and interesting portal to all things "Business Communications". Check out the Instructors Support, Key Categories, PowerPoints, YouTubes, Blogs, Posts and more...

III - iic) Correction Symbols

Instructors often use these short, easy-to-remember correction symbols and abbreviations when evaluating students' writing. You can use them too, to understand your instructor's suggestions and to revise and proofread your own letters, memos, and reports. Refer to the Handbook of Grammar, Mechanics, and Usage (pp. 521-546) for further information.

III - iid) Online Research Exercises

A truly helpful set of guidelines for instructors and students alike focusing on online research. Pointed questions, helpful URLs and thoughtful exercises help lead online investigators to optimal outcomes. Examples of online research include:

- Using the Internet to Explore International Business Communication
- Participate in a Team-Based Organization
- Hone Your Skills for International Business
- Learn about Your Audience
- Compose a Better Business Message
- Write It Right: Rethink and Revise
- The Medium and the Message
- Protect Yourself When You Write a Job Reference
- Lobby Your Leaders
- Pointers for Business Plans
- Exploring Computer Graphics
- Research Reports and Learning by Example
- Post an Online Résumé
- Planning for a Successful Interview

III - iie) Perils of Pauline Videos

A series of short online vignettes highlighting a fictional character named Pauline as she learns about conducting a meeting. Putting her Communications skills to the test, Pauline works through common problems and develops effective solutions in three parts: Introduction, Bad Ending and Good Ending. Well produced and acted, the vignettes make clear the aspects of good meeting management discussed in the text.

III - iif) Business Communication Video Library

An interesting collection of videos showcasing key fundamentals of Business Communications.

- Business Etiquette
- Effective vs. Ineffective Communication
- Ethical Communication
- Communicating Effectively in the Global Workplace
- Impact of Culture on Business: Spotlight on Latin America
- Giving an Oral Presentation
- Interviewing Skills
- Management Now, featuring The Second City communication
- Technology and the Tools of Communication



III - iii) Writing Process

Welcome to Pearson's comprehensive writing resource for business communication. Click on the left-hand list or on the icons below to visit any of these extraordinary resources. Click on this icon to find useful exercises on: Exchange and Peer Review Help, Writing Process Exercises, Writing Video Tutorials, Activities and Case Studies, Document Makeovers, Analyzing Visuals, Web Links, Student Bookshelf, and Multimedia Resource Index. In detail you can find:



III - iiiia) Exchange and Peer Review Help

A helpful guide for the peer review process. This section features real student video discussing successful review strategies and step-by-step instructions on using Exchange for your Peer Review assignments.

III - iiib) Writing Process Exercises

The Process section allows students to work in depth with each step of the writing process. Students may choose to work on one specific step in the writing process, such as drafting, or choose to work through a series of "guided" exercises that walk one from one step of the writing process to the next, allowing you to bring a writing project to completion. *Note: Student submissions of this activity will be entered in the Grade Tracker to be marked by the instructor.* While presented here in neat and orderly steps, the writing process is actually a fluid and changing experience. In other words, each step of the writing process can move students forward to completing a piece of writing or backward in terms of rethinking, reshaping, and revising that piece of writing. Students can let the process take you back to the beginning. The more they know about each formal step of the writing process, the greater their ability to make decisions about the way they approach the writing and revising process. Examples of exercises include:

Prewriting - Introduction to Prewriting

- Listing Ideas
- Listing Thesis Statements
- Freewriting
- Questioning

Planning - Introduction to Planning

- Researching a Possible Topic
- Developing a Working Thesis

- Organizing Main Points
- Creating a Formal Outline

Drafting - Introduction to Drafting

- Writing Introductions
- Writing Body Paragraphs
- Working with Transitions
- Writing Conclusions

Revising - Introduction to Revising

- Improving Focus and Structure
- Sharpening Your Paragraphs
- Speaking to Your Audience
- Clarifying Sentences

Finishing - Introduction to Finishing

- Checking Voice
- Improving Sentence Flow
- Proofreading for Grammar Errors
- Designing Your Document

Guided Essays - Introduction to Guided Essays

- Writing Process: Persuade
- Writing Process: Inform
- Writing Process: Entertain
- Writing Process: Express Yourself

III - iiic) Writing Video Tutorials

Interactive videos and animations that explore common issues in writing. Topics include "Office Hours Series":

- Office Hours: Pre-Writing (3:48)
- Office Hours: Drafting (4:54)
- Office Hours: Revising (6:40)
- Office Hours: Peer Review - Part 1 (2:36)
- Office Hours: Peer Review - Part 2 (3:27)

and "Writing in Action"

- Working with Text on a Word Processor
- Working with Illustrations on a Word Processor
- Outlining with a Word Processor
- Revising with a Word Processor
- How to Format Documents Using a Word Processor
- Achieving Paragraph Unity
- Investigating Assumptions
- Achieving Parallelism
- Achieving Variety
- Combining sentences

III - iiid) Activities and Case Studies

This section provides you with a wealth of document-based writing exercises and case studies designed for technical communicators and information managers, including activities for writing and revising memos, letters, career correspondence, proposals, reports, instructions, and more, and case studies focusing on usability. Results from all the activities and case studies can be submitted to instructors for grading.

Students can select from the more than 65 activities, organized by type of document, to practise creating documents that communicate effectively. They can scroll down the screen to access the document-based Case Studies centred on questions of usability. *Note: Student responses to these activities can all be submitted to the instructor for grading.* In detail you will find exercises including:

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III – iiif) Analyzing Visuals

Learn the process of analyzing different kinds of visual texts, including advertisements, Web sites, photographs, fine art, cartoons, and informational graphics. Where would you start if you were asked to write about an image? What does it mean to analyze a visual text? How do you use critical reading to respond to visual arguments? How might you use visuals to compose your own argument? Explore these questions in depth by using these resources:

Analyzing a Visual Text

Start here for an introduction to the basics. Walk through a step-by-step process that students can use when they need to analyze an image.

Reading Visual Arguments

Look more closely at visual arguments. Explore the elements of visual argument and practice strategies for reading visual arguments critically.

Interactive Visuals

Use these interactive documents to see how the process of visual analysis can be applied to specific images.

Activities for Writing about Visuals

Look here for writing projects you can use to respond to visual arguments in your own papers.

Sample Student Papers

See how other students have written about visual texts and created their own

visual arguments. Each sample paper is annotated to help you see how it was written.

III - iiig) Web Links

This annotated list of valuable Web resources about writing will take you both to sites specific to business communication and to outstanding writing guides, grammar resources, sites with additional quizzes and exercises, usage and style guides, lists of common errors, ESL resources, and more.

In this section, you will find a wealth of resources to improve students' writing. Select from the Web sites below for additional resources to improve your writing: General Writing Sites, The Writing Process, Prewriting, Planning, Drafting, Revising, and Finalizing. In detail you will find:

General Writing Sites

- **Guide to Grammar and Writing**
Comprehensive guide sponsored by the Capital Community College Foundation
- **Paradigm Online Writing Assistant**
Interactive writing and editing guide that focuses on argumentative and exploratory essays
- **Purdue University's Online Writing Lab**
Searchable guide to writing, grammar, and research
- **Writing@CSU**
Writing guides from Colorado State University that cover subjects like reading, research, technical writing, speech writing, and using graphics

The Writing Process

- **Research and Writing Step by Step**
This Internet Public Library Website describes the writing process in clear and simple language.
- **The Writing Process from the Cleveland State University Writing Center.** This Website presents the writing process in both diagram form and as a list of easy to use links.
- **Principles of Composition from Capital Community College**
This Website explores the writing process in terms of structural considerations and patterns of composition.
- **Pre-writing, Outlining, & Drafts**
This Web page, created by Joe Landsberger, provides a brief overview of brainstorming strategies.
- **Writing as a Process from the University of Victoria**
This Website offers general advice on working through the writing process and a useful flow chart.
- **Writing Processes from Colorado State University**
This Website contains nearly two dozen links to specific parts of the writing process and other academic writing concerns.

Prewriting

- **Developing Ideas for Writing/Prewriting from Empire State College**
This Website focuses on helping writers discover topics and fresh ideas through various prewriting strategies.

- Writing Guide/Prewriting Strategies from the University of Kansas
This Website covers prewriting strategies such as clustering, brainstorming, and looping.
- OWL at Purdue University: Planning (Invention)
This Website discusses many aspects of prewriting and has many questions and exercises for student use.
- Paradigm Online Writing Assistant: Invention
This Website focuses the writer on discovering what to write and how to choose a topic.
- Prewriting from The University of Maryland University College
This Website offers a textbook-like explanation of prewriting and has a variety of links discussing other aspects of the writing process.
- Prewriting from Tracy Duckart
This Website discusses prewriting, in general, and has interesting quotations from famous authors relating to the writing process.

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Planning

- Essay Structure from Paul Taggart
This Website offers advice on how to structure an essay in terms of main points. It also provides a sample student essay broken down in terms of structure.
- Outlining from Capitol Community College
This Website discusses outlining and provides a detailed example of how an outline can help structure an essay.
- Planning and Starting the Writing Assignment
This Website presents nearly two dozen links that deal with beginning an essay as well as structuring it to fit a particular assignment.

Drafting

- In Search of Form from the Paradigm Online Writing Assistant
This Website details the different ways to revise an essay. It emphasizes critical thinking.
- Opening Paragraphs from the Bowling Green Writing Lab
This Website offers several tips on starting out a paragraph. Examples are included.
- Paragraphing from the Bowling Green Writing Lab
This Website offers a brief summary of paragraphing concerns in college-level writing.
- Writing Conclusions from the Bowling Green Writing Lab
This Website discusses the problems a beginning writer may encounter in revising an essay.
- Writing Topic Sentences from Dorothy Turner
This University of Ottawa Website offers a practical discussion of topic sentences and their place in the writing process.

Revising

- Revising Prose from the RPI Writing Center
This Website offers a handbook perspective on revision. Key terms are listed and defined.

- **Revising, Editing and Proofreading from the Bowling Green Writing Lab**
This Website discusses the similarities between several stages of the writing process.
- **Revising from Teacher Tidbytes**
This colorful page lists several key elements of revising and offers practical advice on writing another draft.
- **Revising from the Texas A&M Writing Center**
This Web page offers a checklist of items to check during revision, from audience to paragraphing.
- **Revision Guide for Writing Assignments from the Alice Randall Writing Center**
This Website offers a 12-point revision guide.
- **Revision in the Writing Process from ERIC Digest**
This Website, written by Fran Lehr, summarizes scholarly research on revising and the philosophy behind it.
- **Revising Your First Draft from the Rutgers Writing Program**
This Website discusses how to use peer and instructor feedback in the revising process.

Finalizing

- **Computers and Proofreading from the Bowling Green Writing Lab**
This Website discusses proofreading and computer programs such as the spell checker. Several examples are given.
- **Diction from the University of Ottawa**
This Website offers a simple lesson on diction. A diagram is included.
- **Editing and Proofreading Strategies from the Purdue OWL**
This Website offers many steps to follow to proofread one's own writing. Specific examples are given along with follow-up comments.
- **Grammar Now**
This Website offers links to other grammar-related sites. Users may also look up word meanings here.
- **Learning New Vocabulary from Linguarama**
This Website discusses the importance of learning new vocabulary. It also contains useful sentence diagrams.
- **Proofreading from the Virginia Tech Cook Counseling Center**
This brief discussion of proofreading presents several key points in outline form.
- **The Editing Process from the Paradigm Online Writing Assistant**
This comprehensive Website discusses editing in terms of grammar and mechanics.

III - ii(h) Student Bookshelf

The Student Bookshelf includes PDF files for two useful texts on Workplace Literacy and Academic Literacy. In detail, Student Bookshelf includes:

The Literacy Series

This series offers students guidelines for effective communicating and writing in public, social, academic, and workplace forums.

- Workplace Literacy, Second Edition
- Academic Literacy, Second Edition

Visual Communication

Refer to Susan Hilligoss's supplement, *Visual Communication*, Second Edition, for learning how to analyze design decisions and how these decisions contribute to the overall effectiveness of a written piece.

- Visual Communication, Second Edition.

Analyzing Literature

This supplement provides critical reading strategies, writing advice, and sample student papers to help students interpret and discuss literary works from a variety of genres. Suggestions for collaborative activities and online research topics are also featured as well as numerous exercises and writing assignments.

- Analyzing Literature, Second Edition.

Research

- Research Navigator Guide for English

III - iii-i) Multimedia Resource Index

Pearson provides a wealth of visual and audio tutorials in a wide selection of topics that are important to your students. Note that you will need the flash plug-in to view some of these files. If you do not have this free software, you can simply use the browser tune-up to download and install this program. Included you can find tutorials on Images & Visuals (Analyzing Visuals, Image Activities), Videos (Grammar Video Tutorials, Writing Video Tutorials, Research Video Tutorials, Video Activities) and Perils of Pauline Videos. In detail you will find:

Images & Visuals

- Analyzing Visuals
 - iPod Advertisement
 - The Scream
 - Greenpeace Advertisement
 - Oil Soaked Cove
 - Satellite Oil Spill
 - Venezuelan Mural
 - Informational Graphics
- Image Activities
 - Tell My Story
 - Welcome to College
 - Graffiti: Public Art or Public Nuisance
 - Remembering the Honored Dead
 - TV Habits
 - Your Paradise
 - The Drive
 - What is Citizenship?
 - Defining Human Progress
 - Success By What Standard?
 - Starry Night: A Masterpiece?
 - Preening Like a Peacock
 - Meadow or Mini Mall?
 - Responding to Crime

- My Body My Canvas
- You're Beautiful
- Into the Woods
- What is a Family?
- Do One Thing That Scares You

Videos

- Grammar Video Tutorials
 - Top 20 Grammar Videos
 - 1. Comma splice
 - 2. Lack of pronoun-antecedent agreement
 - 3. Lack of subject-verb agreement
 - 4. Faulty Shift in Tense
 - 5. Pronoun Reference
 - 6. Incorrect Pronoun Case
 - 7. Sentence Fragment
 - 8. Double Negative
 - 9. Fused (Run-On) Sentence
 - 10. Dangling or misplaced modifier
 - 11. Wrong Verb Tense or Verb Form
 - 12. Incorrect use of Adjective in place of Adverb
 - 13. Missing or unnecessary comma
 - 14. Misuse of apostrophe
 - 15. Ineffective or missing transition
 - 16. Spelling errors
 - 17. Lack of parallel structure
 - 18. Capitalization error
 - 19. Wordiness / Redundancy
 - 20. Incorrect or missing preposition
 - More Writing in Action Videos
 - Options for using style/grammar checkers
 - Comma problems and Word Processing
 - How to Recognize Apostrophe Problems
 - Exploring Appropriate Language
 - Learning What Pronouns to Use
 - Using Irregular Verbs
 - How to Recognize Subject-Verb Problems
 - Recognizing Antecedents
 - Recognizing sentence fragments
 - Recognizing Pronoun-Reference Problems
- Writing Video Tutorials
 - Pre-Writing (3:48)
 - Drafting (4:54)
 - Revising (6:40)
 - Peer Review - Part 1 (2:36)
 - Working with Text on a Word Processor
 - Working with Illustrations on a Word Processor
 - Outlining with a Word Processor
 - Revising with a Word Processor
 - How to Format Documents Using a Word Processor

- Achieving Paragraph Unity
- Investigating Assumptions
- Achieving Parallelism
- Achieving Variety
- Combining sentences
- Research Video Tutorials
 - Finding and Narrowing a Topic (4:56)
 - Evaluating Sources (4:05)
 - Citing Sources (2:12)
 - Avoiding Plagiarism (2:36)
 - Narrowing a Subject Online
 - Understanding Online Citation
 - Conducting Online Keyword Searches
 - Comparing Online Sources
 - How to Avoid Plagiarism
- Video Activities
 - Analyze: The Family Dinner Is Dead
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 - Argue: Free at Last?
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Perils of Pauline Videos

Spend a day in the life of Pauline as she helps communicate complicated Business Communication and Office Fundamentals in a clear and often humour way. Well produced and acted, these vignettes are a "must have" in any curriculum.

- Conducting a Meeting
- Verbal-Nonverbal Communication
- Intercultural Communication
- Using E-Mail Effectively
- Brainstorming Sessions
- Listening Skills
- Persuasive Messages
- Successful Resumes
- The Job Interview

- Giving a Formal Speech
- Writing Bad News Messages
- Resolving Conflict



III iv) Research Process

More powerful tools to help you conduct research - with guidance for every step: from starting a paper to proper citation.

Citation Diagnostics and Exercises.

Offering content for both MLA and APA styles, this section features diagnostic assessments and follow-up, self-grading practice exercises that focus on citations for books, periodicals and electronic resources. 20-question diagnostics available here are interchangeable (MLA and APA); both test the same skills and competencies. Students may choose to take either one as an initial evaluation of proficiency, or they may choose to take one as an initial evaluation and the second after they have completed the practice sets in areas of identified weakness.

The results page generated by these diagnostics will provide two kinds of information: (1) general proficiency levels in 3 categories (Books, Periodicals, Electronic Sources); and (2) individual question-by-question feedback. These results should be printed out, since when students leave the results page, the page will disappear. Based on the results of the student's diagnostic, s/he will be able to link to further practice, or topic explanations in Research Navigator.

Research Navigator

Students can access the NY Times archives, as well as online research tools and thousands of print journals. Pearson's Research Navigator offers you and your students a wide array of resources—it may quickly become your favorite destination within MyBusCommLab. Complete with extensive help with the research process and four rich databases of credible, reliable source material, Research Navigator helps you make the most efficient use of your research time. From Research Navigator's homepage, you can easily access the four exclusive databases: The EBSCO Academic Journal and Abstract Database, organized by subject, which comprises 50-100 of the leading journals in virtually every academic discipline; The New York Times Search by Subject Archive; Link Library, organized by subject, which offers editorially selected "Best of the Web" sites; The Financial Times Archive, searchable by topic, provides access to the most current financial data and economic writing. Research Navigator also offers extensive help with the research process and over 30 discipline-specific library guides.

Research Video Tutorials

Interactive videos and animations that explore common issues in research. Topics include:

- Finding and Narrowing a Topic (4:56)
- Evaluating Sources (4:05)
- Citing Sources (2:12)
- Avoiding Plagiarism (2:36)

As well as useful tutorials that also feature tips on using today's word processors to write good essays.

- Narrowing a Subject Online
- Understanding Online Citation
- Conducting Online Keyword Searches
- Comparing Online Sources
- How to Avoid Plagiarism

Evaluating Sources

This interactive tutorial with exercises will help students master the challenging skills of using and evaluating online sources. *Note: Exercises in this section are submitted to the instructor for grading.* The Internet is packed with information. A search on virtually any key word will bring you thousands, even millions, of results. How do you know which of these sources are reliable? How do you evaluate the credibility of online sources for use in research papers, projects, or class presentations? This section will help students find answers to these questions by completing the following informative exercises:

- Exercise One: Evaluating Authors
- Exercise Two: Exploring Purpose
- Exercise Three: Evaluating Content
- Exercise Four: Evaluating Audience
- Exercise Five: Evaluating Design
- Mastery Exercise (Exercise Six): Evaluating All Aspects of an OnlineSource

Avoiding Plagiarism

Explore issues of plagiarism, take self-scoring tests, and view sample papers, to learn ways of avoiding plagiarism. Perhaps the most popular site in MyBusCommLab is this set of interactive tutorials that address the most troublesome aspect of college writing today—differentiating between your student’s own words and those of others, and using (and documenting) sources responsibly.

Choose either MLA or APA documentation style from the links within. Once the student has made their selection, they will be directed to a step-by-step tutorial complete with self-tests and items for extended analysis.

Multimedia Resource Index

Again Pearson provides a wealth of visual and audio tutorials in a wide selection of topics that are important to your students. Note that you will need the flash plug-in to view some of these files. If you do not have this free software, you can simply use the browser tune-up to download and install this program. Included you can find tutorials on Images & Visuals (Analyzing Visuals, Image Activities), Videos (Grammar Video Tutorials, Writing Video Tutorials, Research Video Tutorials, Video Activities) and Perils of Pauline Videos. In detail you will find:

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 - You’re Beautiful
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 - What is a Family?
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Videos

- Grammar Video Tutorials
 - Top 20 Grammar Videos
 - 1. Comma splice
 - 2. Lack of pronoun-antecedent agreement
 - 3. Lack of subject-verb agreement
 - 4. Faulty Shift in Tense
 - 5. Pronoun Reference
 - 6. Incorrect Pronoun Case
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 - 10. Dangling or misplaced modifier
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 - 12. Incorrect use of Adjective in place of Adverb
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- The Job Interview
- Giving a Formal Speech
- Writing Bad News Messages
- Resolving Conflict



III - v) Document Design and Graphics

This highly intuitive and user-friendly section provides instructors and students alike with invaluable theory and insight into creating and editing documents to make them look their best.

Visual Rhetoric Tutorial

The five main sections of this tutorial—Elements of Visual Rhetoric, Using Visuals, Types of Visuals, Colour, Document Design—will help you understand how to make strategic decisions in this area.

Web Design Tutorial

This tutorial will guide novices through the process of creating a Web page. The four main sections in this tutorial include:

- Getting Started
- Creating Your First Webpage: the Basics
- Creating Hyperlinks: Linking to Another Webpage
- Enhancing Your Webpage: the Details

Web Links

This annotated list of valuable Web resources for document design and graphics will take your students to helpful design guides, outlines for effective design, tools to help you think visually, and guidelines for how to skillfully include images, graphs, tables, or photographs into documents.

Student Bookshelf

Refer to Susan Hillgoss's informative guide, *Visual Communication*, Second Edition, to learn how to analyze design decisions, and understand how these decisions contribute to the overall effectiveness of your students' writing.



III vi) Grammar and Usage

Business owners and Human Resource Managers have told us that that basic Grammar and Usage is critical to success in the workplace. At the same time, Instructors are saying that the basic Grammar of incoming students is "mixed". This valuable tool will help you as an instructor to bring your students' competence up to a sufficient standard while freeing you to do more in-class instruction.

Grammar Diagnostics

Have your students take one of two comprehensive 50-question diagnostics to evaluate your current command of skills in sentence grammar, basic grammar, punctuation and mechanics, and sentence style. In addition to the comprehensive diagnostics on the site, there are 8 more individual targeted assessments for Sentence Grammar, Basic Grammar, Usage and Style, and Punctuation and Mechanics. The results of the diagnostics can point students towards selected exercises that best meet their individual need.

ExerciseZone

Use your diagnostic results to point you to practise in particular areas or simply go to ExerciseZone and pick an area yourself. ExerciseZone includes thousands of practice items organized into 10-question or 20-question practice sets on over 50 topics. *Note: The exercises completed by students are submitted to the grade tracker for marking.* Examples of exercises include:

SENTENCE GRAMMAR

- Clauses and Phrases

- Comma Splices
- Compound Sentences
- Coordination
- Fragments
- Identifying Subjects and Verbs
- Misplaced Modifiers/Dangling Modifiers
- Objects
- Pronoun Reference/Pronoun Agreement
- Run-on (fused) Sentences
- Shifts (person, number, tense)
- Subject-Verb Agreement
- Subordination
- Transitional Expressions

BASIC GRAMMAR

- Adjectives and Adverbs
- Articles (Determiners)
- Conjunctions
- Negatives / Double Negatives
- Nouns
- Participles
- Parts of Speech
- Prepositions
- Pronouns
- Quotations
- Verb Form
- Verb Tenses
- Verbs (Irregular)
- Voice (active and passive)

USAGE AND STYLE

- Bias in Language
- Faulty Comparison
- Inference from Speech
- Parallel Structure
- Point of View Shift
- Redundancy and Wordiness
- Stringy Sentences (Excessive Subordination/Coordination)

PUNCTUATION AND MECHANICS

- Abbreviation, Capitalization, Numbers
- Apostrophes
- Commas
- Common Spelling Guidelines
- End Punctuation
- Italics and Underlining
- Other Punctuation
- Semicolons and Colons

SENTENCE EDITING

- Basic Grammar

- Punctuation Mechanics
- Sentence Grammar

PARAGRAPH EDITING

BusComm Glossary

Prentice Hall's Audio Glossary for common business terms. The glossary contains both a written definition and an audio recording of thousands of common business terms. Especially helpful to those that are building a vocabulary or working on English pronunciation.

ESL ExerciseZone

If English is not your first language, or if you grew up speaking English among other languages, you may want to visit our ExerciseZone for English language learners--almost 1000 entries, organized into 10-question practice sets, targeted at areas most troublesome for speakers of multiple languages. Examples of exercises include:

- Adjectives and Adverbs
- Articles
- Contractions
- Nouns and Pronouns
- Verb Forms
- Verb Tenses
- Word Order

Grammar Video Tutorials. Interactive videos and animations explore common issues in grammar. Examples of grammar and writing videos include:

Top 20 Grammar Videos

- 1. Comma splice
- 2. Lack of pronoun-antecedent agreement
- 3. Lack of subject-verb agreement
- 4. Faulty Shift in Tense
- 5. Pronoun Reference
- 6. Incorrect Pronoun Case
- 7. Sentence Fragment
- 8. Double Negative
- 9. Fused (Run-On) Sentence
- 10. Dangling or misplaced modifier
- 11. Wrong Verb Tense or Verb Form
- 12. Incorrect use of Adjective in place of Adverb
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- 14. Misuse of apostrophe
- 15. Ineffective or missing transition
- 16. Spelling errors
- 17. Lack of parallel structure
- 18. Capitalization error
- 19. Wordiness / Redundancy
- 20. Incorrect or missing preposition

More Writing in Action Videos

- Options for using style/grammar checkers
- Comma problems and Word Processing
- How to Recognize Apostrophe Problems
- Exploring Appropriate Language
- Learning What Pronouns to Use
- Using Irregular Verbs
- How to Recognize Subject-Verb Problems
- Recognizing Antecedents
- Recognizing sentence fragments
- Recognizing Pronoun-Reference Problems
- How to Repair Misplaced Modifiers

Web Links

This annotated list of valuable Web resources about grammar and writing will take you to outstanding writing guides, grammar resources, sites with additional quizzes and exercises, usage and style guides, lists of common errors, ESL resources, and more. In detail you will find:

General Writing Guides and Grammar Links

- <http://owl.english.purdue.edu/handouts/grammar/index.html>
Handouts and exercises on grammar, spelling, and punctuation. Part of the larger OWL site that is one of the most widely admired writing resources available.
- <http://www.clearenglish.net/grammar.htm>
A wide-ranging compilation of grammar sites on a variety of topics, including everything from adverbs and adjectives to verb tense and voice.
- Paradigm: Online Writing Assistant
Advice on how to write an academic paper; including sections on grammar for writing, basic sentence concepts, and exercises.
- Guide to Grammar and Writing
A guide to all aspects of the writing process, including a detailed section on grammar, with exercises and quizzes.
- The Internet Grammar of English
A free online course in English grammar intended primarily for university undergraduates; does not assume prior knowledge of grammar.
- Modern English Grammar
Hypertext presentation of grammatical terms and concepts.
- Grammar Station
A guide to the use of specific grammatical terms, including a grammar guide and grammar and spell checkers.
- Webgrammar
Definitions, tips, common mistakes, writing resources.
- Guide to Grammar and Style
A miscellany of explanations, comments on, and suggestions about grammar and usage developed by a Rutgers professor for classes; highly readable and extensive.
- Sentence Diagrams
Examples of and explanations about sentence diagramming.

Grammars with Quizzes and Exercises

- The Blue Book of Grammar and Punctuation
A collection of grammar, punctuation, and capitalization rules, with quizzes.
- Clear English Grammar
Lists of additional Web resources on grammatical terms, parts of speech; includes worksheets and exercises.
- Grammar Bytes
Interactive grammar review; includes terms, exercises, handouts, tips and rules.
- Grammar Help
Interactive language exercises, grammar resources, and usage advice.
- Daily Grammar
An archive of grammar lessons in the form of questions and a quiz on the sixth day. All lessons available in archive section.

Usage and Style Guides

- The Writer's Place: The Write Stuff: Focus on Usage and Grammar
Weekly tips on grammar and usage for writers. (Password-protected, but free).
- Strunk and White, *The Elements of Style*
The classic Strunk and White reference book in searchable online format. Concise compilation of the principal requirements of plain English style, focusing on the rules of usage and principles of composition most commonly violated.
- Fowler, *The King's English*
Another classic reference providing usage rules and a wealth of examples and focusing, like Strunk and White, on common errors.
- InfoPlease: Writing and Language
Interesting information about language; but beware the pop-ups.

[

Common Errors

- Common Errors in English
List and discussion of dozens of usage errors and non-errors.
- 11 Rules of Writing
A concise guide to some of the most commonly violated rules of writing, grammar, and punctuation, intended as an aid in the learning and refining of writing skills. Examples, explanations, a glossary, and additional Web links.

Punctuation and Mechanics

- A Concise Guide to Grammar and Style
Explanations and illustrations of the basic conventions of American capitalization, italicization, and punctuation. (Part of a larger Writing and Language Infoplease site.)

ESL

- Dave's ESL Cafe
The most popular general guide for ESL students and teachers; includes links to grammar sites, as well as sections on topics of particular interest including idioms and phrasal verbs.
- Glossary of English Grammar Terms

- EnglishClub
ESL resources, concepts, and terms; interactive Quizzes.
- Online English Grammar
Explanations of grammatical terms and concepts. Includes a “test center.”

Longman Online Handbook.

Key explanations of 50 of the most-common problems areas in grammar, mechanics, and usage. Included you will find:

Sentence Grammar

- Parts of a Sentence
- Phrases and Clauses
- Basic Sentence Patterns
- Articles
- Plurals and Possessives
- Pronouns
- Adjectives and Adverbs
- Verbs

Common Sentence Problems

- Correcting Fragments
- Commas and Comma Splices
- Correcting Run-on or Fused Sentences
- Coordinating Ideas and Structures
- Subordinating Ideas and Clauses
- Correcting Shifts
- Misplaced and Dangling Modifiers

Advanced Sentence Concepts

- Correcting Mixed Sentences
- Achieving Parallelism
- Achieving Sentence Variety
- Eliminating Wordiness
- Using Standard English
- Avoiding Slang, Jargon
- Avoiding Pretentious Writing
- Avoiding Trite Expressions
- Revising Sexist language
- Recognizing Denotation and Connotation

Punctuation and Mechanics

- Punctuation
- Capitalizing Proper Names, Titles, and Subtitles
- Capitalizing in Direct Quotations
- Appropriate Abbreviations
- Numbers in Writing
- Spelling

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- Persuasive Messages
- Successful Resumes
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- Giving a Formal Speech
- Writing Bad News Messages
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III - vii) Pearson Tutor Services

Your subscription to MyBusCommLab entitles you to complimentary access to Pearson Tutor Services, powered by SMARTHINKING Inc. While you are enrolled in your MyBusCommLab account, you will have the opportunity to submit up to 10* papers or essays to Pearson Tutor Services' paper review service. Highly qualified e-structors™ will carefully review your submission (essay, document, report, cover letter, or résumé), and provide you with a personalized and detailed critique and feedback on how to improve your document, with a return usually in 24 hours. Tutors are available to help with common areas of writing, such as

- content development
- organization
- transitions
- main idea/thesis
- grammar & mechanics
- word choice
- use of resources
- sentence structure
- introduction/conclusion

After you've set up your SMARTHINKING account, you can check how many paper review sessions you have used in the "my account" tab of your homepage. And, once you have used up all of the reviews allotted to you based on your purchase of a Pearson premium media product, you can buy additional sessions directly from SMARTHINKING by contacting Smarthinking at www.smarthinking.com.



III viii) - GradeTracker Basics

Instructors

Grade Tracker allows students to track their results on exercises and activities. Students can use it with or without your supervision. If you wish to see student results for activities and exercises, you will need to create a class and distribute a Class ID to your students.

Creating a class is quick and easy: you need to input only a class title and an end date. You do not need to establish the class before your semester starts. You can create a class and distribute the Class ID to your students at any time. All test results taken by students will appear in your Grade Tracker as soon as the students enroll with that ID. Grade Tracker is a flexible tool that lets you view student results by latest attempt, by first attempt, by best attempt, by student, or by date. Grade Tracker allows you to add a grade and a comment for essay questions. No longer will instructor inboxes be filled with hundreds of emails from students sending online exercise results!

Students

Grade Tracker is an easy-to-use feature that allows students to track their results on exercises and activities. Student results for these activities and exercises are stored and accessible from the "Grade Tracker" tab.

Students can see their test scores for each exercise attempt. Clicking the "view" hyperlink brings up the test results page, including question-by-question feedback. Student responses for essay questions are stored in Grade Tracker so they can be reviewed, although they are not automatically graded.

Grade Tracker Help

Use this link to access complete **on-screen help** for Grade Tracker.