

Thomson Advantage Books: How to Write for the World of Work

Thomson Learning

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EDITION - 7

Grade Level
Ninth Grade
Tenth Grade
Eleventh Grade
Twelfth Grade

Readability Level 9.2

Course / Content Journalism

List Price: 41

Wholesale Price 41

The features of each book or program were developed by the publisher and do not reflect the opinion of the Kentucky State Review Team Kentucky State Textbook Commission or the Kentucky Department of Education.

Content Increased coverage of Global Communications. Chapter 4, "Creating World-Ready Communication: Style and Tone," now includes an expanded discussion of preparing documents for international audiences. This chapter will help students write and speak effectively to their intended audience, and reduce misunderstanding by readers and listeners whose native language is not American English or whose primary culture is not American. NEW coverage on usability testing. Located at the end of chapters 7-18 and 22, "Planning and Revising Checklists" form the foundation for usability testing. These checklists encourage students to blend concerns of audience, purpose and content of the document and provide them with a structure to apply usability guidelines. Expanded coverage of portfolios and interviews. Chapter 10, "Portfolios and Interviews," now includes information on e-portfolios and interview preparation.

Student Experiences Expanded use of technology. Increasing students' awareness of technology in the workplace, a revised Chapter 2, "Computers and Workplace Communication," reinforces basic skills and includes up-to-date coverage of emerging technologies such as PDAs, Pocket PCs, and instant messaging. NEW emphasis on service learning. Integrated throughout the text, specific assignments guide students toward identifying opportunities from which they can practice their writing and speaking skills, see the relevance of their academic subject to the professional workplace, and become an active volunteer in their community and/or university. Emphasizes workplace writing with assignments that guide students toward identifying opportunities from which they can practice their writing and speaking skills and see the relevance of their academic subject to the professional workplace.

Assessment This edition emphasizes the latest developments in these fields, including the importance of emerging technologies, global communications, and usability testing. This text expands the definition of the workplace to include business settings outside of the sciences and, in the survey of genres, to include less technical forms of communication (such as correspondence, memos, e-mail, resumes, employment letters, recommendations, application forms, and oral presentations). At the same time, it concentrates on traditional technical communications such as instructions, reports, proposals, and mechanism descriptions.

Organization

Resource Materials

Gratis Items to be provided and under what conditions Yes -

Available Ancillary Materials

Research Data and Evidence of Effectiveness

Disclaimer: the research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, the State Textbook Commission, or the Kentucky Department of Education.

Research Available **not available**

Overall Strength and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions. They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/Instructional Materials Review Team completed each evaluation form during summer of 2005. In order to maintain the integrity of the review team's comments, editing was limited to spelling and punctuation.

Recommendations: *Although this is listed as a journalism book, it seems more like a terrific book for teaching transactive writing.*

Summary Form

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