This chapter teaches how to critically examine your writing in order to achieve a writing style that reflects the standards of today’s business environment. In the past, the accepted tone and style for business writing was formal. Business writing tended to sound different from the way people talk and wordy phrases were the norm. For example, when sending materials, writers would start with, “Enclosed, please find the information you requested.” Today, a writer is more likely to phrase it as, “The information you requested is enclosed.”

Objectives
When you complete Chapter 8, you will be able to:
• Define the terms writing style and tone.
• Select appropriate words to convey a meaning while reflecting sensitivity to the audience.
• Create structured sentences to achieve variety and clarity in writing style.
• Develop paragraphs that convey ideas through appropriate logic, length, and use of transitions.

Terms
- writing style
- redundancy
- Standard English
cliché
- tone
- industry language
- bias-free words
- active voice
- euphemism
- passive voice
- condescending
- transitions
- context
- direct approach
- connotation
- indirect approach

Go Green
The physical letter is still valued, but today much “written” communication is in the form of e-mail. By sending an e-mail, the message can still be communicated, but paper, ink, and other costs associated with mailing a physical letter are saved.

1. Estimate how much it would cost to send a one-page letter to a friend in another state. Take in consideration the cost of the paper, ink, postage, travel costs of going to the store to purchase supplies, and travel costs of going to the post office.
2. Do you think sending an e-mail rather than a letter is appropriate? Give examples of appropriate messages that could be in an e-mail and those messages that should be in a formal letter.

Writing Style and Tone
Writing style refers to the way in which a writer uses language to convey an idea. It reflects the numerous decisions the writer must make regarding word choice and construction of sentences and paragraphs.

In the world of business writing, Standard English is the norm. Standard English means that word choice, sentence structure, paragraphs, and the layout or format of communication follow standard, accepted conventions used by those who speak English. “Texting” language is not acceptable in business writing. Business writing must be clear and specific, as opposed to vague, pretentious, or possibly unfamiliar to the reader.

The style you use creates a tone—an impression of the overall content of the message. Is it friendly or hostile? Demanding or courteous? Sensitive or insensitive? Ask yourself or a reviewer if the writing has a style and tone that are both professional and friendly.

Judge your writing based on the four C’s of communication. A clear, concise, courteous, and correct writing style that also shows respect and sensitivity will leave on the reader a positive impression of you and your company. That is the style to aim for in business writing.

Checkpoint
1. What is a writing style?
2. Describe why “texting” language is not acceptable in business writing.

Choosing the Right Words
The world is diverse. Various groups—social, age, ethnic, and even work groups within various businesses and industries—have unique ways of communicating. Words and phrases can have different meanings in these diverse communities.
In business writing, it is important to carefully think about the words you use. This means being sensitive not only to the intended meaning, but also to the meaning the words might have in the mind of the receiver. There are word choices you can make that will increase the likelihood readers will respond in the desired way.

Precise Language

Some words are more precise than others in a given situation. When precise language is used, the readers will be better able to understand the message and respond in the desired way. For example, this phrase is vague:

"I would like to receive your feedback on this proposal as soon as possible."

On the other hand, giving a specific date is clear and specific:

"I would like to receive your feedback on this proposal no later than Friday, March 25."

This makes it more likely the information will be delivered when it is needed.

Precise words also make writing more interesting to read. As shown in Figure 8-1. Notice how much easier it is to create a mental picture when precise words are used, as opposed to generalized or vague terms.

Always keep in mind, however, that writing style is not about formulas. Sometimes you will find it makes more sense to write in general terms before getting specific. For example, if you are writing to describe a new service offered by a spa franchise, it might be best to first describe it in general terms as a new personal service before specifically stating the service is a Dead Sea Salt Scrub.

Sensitive Language

When writing a business message, it is important to use language free of biases related to gender, age, race, culture, disabilities, or other groups. Bias-free words are neutral, imparting neither a positive nor negative message.

Gender, age, race, etc., cannot be inferred from a bias-free word. Using gender neutral words, such as server rather than waiter or waitress, focuses the reader on the job or the individual’s qualifications instead of the gender of the individual. Rather than saying, “we hired a young man for the manager job,” state, “we hired a new manager.” When a disability must be referenced, use a specific term such as hearing impaired or physically disabled. Do not use outdated terms that are now considered offensive.

Some words may sound acceptable in conversation, but may come across as harsh in writing. For those words, you may need to find a euphemism. A euphemism is a word that expresses unpleasant ideas in more pleasant terms. For example, instead of saying, “this phone system is cheaper,” the preferred business language is less expensive.

In another example, what is now commonly called the customer service department used to be commonly called the customer complaint office. This reflects a desire by the business to service a customer’s needs. Some businesses even use the term customer care to communicate greater sensitivity to the customer’s needs.

Use euphemisms when needed, but use them wisely. Some euphemisms go too far. For example, using vertically challenged instead of short to describe someone’s height is transparent and sounds silly. However, you can say, “he is not very tall” without offending most people.

Another aspect of sensitivity is to avoid language that is condescending. To be condescending means to assume an air of superiority. Use words that the reader will understand, but not interpret to mean the writer feels superior in status to the reader. For example, giving an explanation that is too basic or oversimplified to make sure the reader understands may sound condescending to the reader. It is important to know the audience. It is important to estimate what level of knowledge the reader should have on the topic to avoid insulting the reader’s intelligence.
Personal Pronouns

Business writing style is now friendlier and more casual than in the past. One way you can achieve this tone is by making liberal use of personal pronouns. I, me, my, you, your, he, she, it, we, they are examples of personal pronouns. Personal pronouns come naturally in speech but sometimes writers adopt a style that avoids them. Writing that does not use personal pronouns may sound formal. Written messages will sound normal—personal, helpful, and friendly—when personal pronouns are used. Notice how the personal pronouns make the following message sound friendly and sincere:

Dearest Stephenson,

I have enclosed the agreement we discussed last week for your services on the sales conference video. If the terms meet with your approval, please sign both copies of the agreement and return them to me for my signature. I will promptly return your copy so that we can begin our collaboration on the video.

All of us on the conference-planning committee look forward to working with you.

Sincerely,

Positive or Neutral Words

In business writing, it is easier to influence people and get results with words expressing a positive tone than with words expressing a negative tone. For example, it is always better to emphasize what you can do rather than what you cannot do. Notice how these two sentences create different feelings when you read them:

Negative

We cannot mail your package by overnight express mail.

Positive

You can choose to have the package sent by two-day air or three-day ground service.

Many words tend to automatically cause negative reactions. Similarly, there are words that generally have a positive effect on readers. The words italicized in the following sentences tend to create good feelings.

We hope you will be able to take advantage of this one-time offer.

Loyal customers like you deserve the very best.

It is our pleasure to offer you a free trial of this new product with no strings attached.

Consider the words listed after this paragraph. Think about how a message using the words on the left will be received. The words on the right mean the same thing, but are neutral and, therefore, better accepted by the reader. Use a thesaurus or dictionary or consult a colleague when you need a neutral word or phrase to communicate a negative message.

<table>
<thead>
<tr>
<th>Negative</th>
<th>Neutral/Positive</th>
</tr>
</thead>
<tbody>
<tr>
<td>cannot</td>
<td>unable to</td>
</tr>
<tr>
<td>cheap</td>
<td>affordable/less expensive</td>
</tr>
<tr>
<td>defective</td>
<td>malfunctioning</td>
</tr>
<tr>
<td>fault</td>
<td>responsibility</td>
</tr>
<tr>
<td>misinformed</td>
<td>unaware</td>
</tr>
<tr>
<td>neglect</td>
<td>forget</td>
</tr>
<tr>
<td>regret</td>
<td>apologize</td>
</tr>
<tr>
<td>wrong</td>
<td>incorrect</td>
</tr>
</tbody>
</table>

In many cases, whole industries and professions have developed common language that presents bad news in a neutral way. The publishing business provides an example. Writers submit articles and manuscripts for publication and the dreaded “rejection letter” is legend in the publishing profession. Yet, you will never find any form of the word reject in a publisher’s letter. A polite way to convey rejection is, “we must decline the opportunity to publish your work” or, “we find your work is not suitable for our publication.” Similarly, companies very rarely tell applicants, “you are not qualified for the position.” It would be honest, but might open the door to disputes and potential legal problems. The more sensitive and preferred way to communicate this message is to say, “we have selected another candidate who more closely suits our needs.”
Shades of Meaning

Good writers look for fresh, clear words to describe and express ideas. They are also always aware that words should be handled with care. Words have an exact meaning or meanings according to the dictionary, but sometimes words convey even more meaning outside of their definition. A word’s meaning can vary according to the context in which it is used. Context is the words or paragraphs surrounding a word that can explain the meaning.

In some cases, however, context is not enough. The real meaning of some words resides in the mind of the user or the listener, not in the word itself or in its dictionary definition. This is what is known as the connotation of a word—its meaning apart from what it explicitly names or describes. This is where the shades of meaning become a concern for the writer.

An example of connotation is the word foreign. In spite of its basic meaning of simply referring to something outside of one’s own country, the word may have a negative connotation to some people. The word foreign can be associated with the idea of other, meaning not one of us or not like us. Thus, in the business world, you will find the word international is most often used in place of the word foreign.

With careful attention to shades of meaning among similar words, consider the audience’s interpretation of a word’s meaning when editing your writing. This will help you avoid the common problems of misunderstanding or misinterpretation in communication. For example, if you describe an office facility as adequate for our needs, one reader may interpret adequate as sufficient. Another reader may interpret adequate to mean close to the lower limit of quality or acceptability. Each of these readers has a different impression of the facility.

Achieving Four C’s of Communication

When editing a written draft, look for places where you can make the writing clear, concise, courteous, and correct. Remember, these are the four C’s of communication. Avoiding redundancies, clichés, and trendy words and using familiar words are ways to achieve the four C’s of communication.

Avoid Redundancies

A redundancy is repeating a message or saying the same thing more than once. Two or more words may have the same meaning or two or more sentences may say essentially the same thing. This can confuse or irritate the reader. In the following example, a manager is asking a staff member to follow up on an issue after a meeting. After reading the draft, try to identify the redundancy. Then, look at the revision to see how the repetition has been eliminated. Also notice the changes add clarity, conciseness, and precision to the writing.

Draft

At Monday’s status meeting, you mentioned there is a potential for cost overruns on the Jamison Park project. If you feel there could be cost overruns, I need an itemized list of what specific items are likely to incur additional costs so that we can discuss these with the team.

Would you please send me a summary listing areas of potential overruns and the reason that is causing each item to run over budget? I would like to have this by Friday so we can discuss the details with the team.

Revision

At Monday’s status meeting, you mentioned potential cost overruns on the Jamison Park project. Please send me a summary listing the items that may run over budget and the cause of each overrun. I would like to have this by Friday so we can discuss the details with the team at next Monday’s meeting.

Avoid Clichés

To make your writing concise, be on the lookout for clichés. Clichés are overused, commonplace, or trite phrases. Often, clichés are not well received by the reader because it seems the writer is not being original. However, a
Some clichés might be appropriate in some situations as a shortcut. Being aware of your audience helps determine whether using such a shortcut is acceptable or if it will negatively affect the reader’s attention and trust level.

Some examples of clichés from everyday speech are:
- easy as pie
- like finding a needle in a haystack
- it’s not rocket science

There are also clichés that show up almost exclusively in business writing:
- Dear valued customer:
- Enclosed, please find…
- Per your request…
- We are hereby requesting…

Because clichés are, by definition, commonplace, they will not necessarily compel the reader to act. In fact, readers may not even understand a message with clichés since they are likely to skip over or block out clichés as they read. With a little imagination, it is possible to find new ways to express old ideas. Instead of the cliché, “We appreciate your business,” you might consider ending a letter with the more personal remark, “As one of our best customers, you have helped Jetson Markets reach our sales goal for the year. Thank-you!”

Use Familiar Words

A businesslike tone and vocabulary may be used when writing for business communication. However, simple, everyday words, rather than long words, will help attract and hold the reader’s attention. Long words look difficult to the reader and may actually be difficult to read. Long words and long sentences will make the reader wonder what you are trying to say. In contrast, short, familiar words have more force and clarity. This has to do with the readability of the sentences. Words of three syllables or more and long sentences generally count against readability scores.

As you edit drafts, make an effort to eliminate long or less familiar words. Read the sentences aloud to check whether or not the words will quickly and clearly convey the message. This is especially important if the message will be delivered to the public. In general, always aim to create a document that is easy to read and understand.

Long/Unfamiliar | Familiar
---|---
utilize | use
terminate | end
endeavor | try
demonstrate | show
ascertain | find out
query | ask
initiate | begin
procure | get
peruse | review/read
converse | talk

Watch Out for Trendy Words

Trendy words are acceptable if you work in a trendy business or industry. This is where knowing your audience comes in. Think before using trendy words like awesome or tweet. Be aware of whether or not trendy words are still current and if they are appropriate for the audience. Trends can very quickly disappear. Using an outdated trendy word makes your writing sound out of touch or not current.

Like jargon, using trendy words can make it look as though you are trying to impress the reader. There also is a chance that a reader will not be familiar with a trendy word or phrase. This can result in a communication breakdown.

Checkpoint
1. Why is it good to use precise language?
2. What are bias-free words?
3. List three ways to achieve the four C’s of communication.
Structuring Clear and Concise Sentences

As a business writer, you must arrange words so sentences convey a meaningful unit of thought. Being aware of techniques for writing sentences helps improve your writing style. You can make your writing not only clearer, but also more interesting to read.

Balance Sentence Length

Short, simple sentences are more understandable than long, complex ones. However, too many short, simple sentences are boring and, in some cases, make the entire text hard to read. To judge the best length of a sentence, consider if the reader can immediately identify the main idea without having to wade through unnecessary words.

Aim to make sentences short enough to be clear, but avoid writing a series of short sentences that make the text sound choppy. Joining clauses and adding phrases will make sentences flow smoothly and add variety to your writing. These are the keys to achieving balance and keeping the reader’s interest. Notice the difference in the following examples.

Draft
The company hopes the plant will open next spring. The plant will cover 200 acres. It will house 700 people. These employees are currently spread around the city in four different offices.

Revision
With much anticipation, the company plans to open the new plant next spring. The 200-acre campus will house 700 employees who are currently spread around the city in four different offices.

Choose Active or Passive Voice

Verbs show the action in a sentence and either directly or indirectly tell the reader what the subject is doing or has done. You could say that verbs are the heart of the sentence. When a verb is in the active voice, the subject (the noun) is doing the action. In the passive voice, the subject receives the action.

Active voice
He explained the policy.
The company approved the plan.

Passive voice
The policy was explained.
The plan was approved.

The following sentences are written in active voice. The subject is shown in bold and the verb is underlined.

The company hired her in 1989.
First Mutual, Inc. offers financial planning services.
The union members rejected the proposal for nonunion hiring.

All of these sentences are clear and concise. Each one precisely tells what action the subject took. Notice the lessening of the verb’s impact when it is written in the passive voice:

She was hired by the company in 1989.
Financial planning services are offered by First Mutual, Inc.
The proposal for nonunion hiring was rejected by the union members.

When you use the active voice in writing, the message comes across in a stronger tone. Active voice is best when you need to be direct and have no reason to soften the tone of a sentence. Therefore, to downplay the union’s objection in the above example, the passive-voice version of the sentence would be the correct one to use.

Passive voice is perfectly acceptable in writing. However, it should be used with thought given to the purpose it serves. Here are some appropriate uses of the passive voice:

When the doer is unknown
The building was constructed in 1984.
(Who constructed the building is unknown.)

When the doer is unimportant
Your order was shipped on Thursday.
(The shipper is unimportant.)

During the revising and editing stages of the writing process, read sentences aloud to gain a different perspective on the sentence structure. When you find several short sentences in succession, decide if combining some of them into slightly longer sentences will help the flow and clarity. When you lengthen sentences, always reread to make sure the writing is still crisp and clean. Learning to critically read your own writing takes practice. At first, it will take longer to reread and hear or see the flaws. However, as you continue to practice revising and editing, this discipline will help improve your writing.
When the doer of the action should not be mentioned out of tact or diplomacy
An error was made in the computation of your taxes. (The person who made the error is not identified.)
When the action is more important than the doer, as in formal reports
Forty charge-account customers were surveyed regarding their spending habits. (The customers are more important than who conducted the survey.)
In these situations, passive voice is effective. In other situations, you will need to choose active voice. Keep in mind, active voice emphasizes immediacy and adds vitality to your writing.

Write Concise Sentences
Good business writing has no frills. When you write for business, it is your job to get the point across as concisely as possible. Every sentence and every word within the sentence should contribute to the overall message in a meaningful way. Businesspeople have a lot to do and want anything they read to quickly get to the point. The reader does not want to stop and think about what you are trying to communicate. Instead, the reader wants to immediately identify the issue so that a productive decision can be made.

Consider the following examples. Notice how frills in the first example detract from the message. On the other hand, the second example is stated in a more concise manner.

Draft
While I was away from my desk for a few short moments today, your package arrived from a messenger service. It was shortly before lunch. Imagine my surprise when I opened it to find the CD of photographs for the meeting I attended at 9:00 a.m. Now it is too late to include your photos for consideration in the brochure.

Revision
While I was away from my desk for a few short moments today, your package arrived from a messenger service. It was shortly before lunch. Imagine my surprise when I opened it to find the CD of photographs for the meeting I attended at 9:00 a.m. Now it is too late to include your photos for consideration in the brochure.

Being concise is one of the four C’s of communication. Some readers have limited time to read your communication, so they do not want to wade through extra words.

Checkpoint
1. Why should you avoid a series of short sentences?
2. In which voice is the subject doing the action?
3. What role do frills play in business writing?

CASE
The Price Is Right
Dane Kravitz is a self-published author whose book Modern Home Renovation is for sale on his Web site. On Monday, he received an e-mail from Dorothy Greco, a customer who had purchased the book online. Ms. Greco had been charged $28.45 on her credit card statement and was questioning the price of the book. She said she had expected to be charged $24.95, the price advertised on the Web site. Dane knew why the price was higher—the Web site had neglected to list the shipping cost that the customer would be charged. This is the copy that was on the Web site:

Modern Home Renovation is a book that every homeowner should have on the shelf. This book will help you learn all the angles to not only remodel your home but make it a showplace. Your friends and neighbors will think you are awesome and wonder how you learned to be so creative without a contractor. For a limited time, you can buy this book for only $24.95. Don’t waste time—order today.

1. Did Dane use the right words when writing the Web copy?
2. Did Dane use the four C’s of communication while writing this Web copy? Why or why not?
3. Rewrite the copy to make it more clear and concise. Be sure it includes the shipping cost.

Writing Effective Paragraphs
Effective paragraphs are a series of well-written, coherent sentences arranged in a meaningful order. Think of a paragraph as having three main parts: introduction or topic sentence, developmental sentences, and closing or summarizing sentence. Good paragraphs:

- use general statements to introduce and summarize main ideas
- provide specific statements that support the main idea
• identify each new main idea and supporting ideas so that the reader can follow the logic of the message
• break up text copy to make the communication appear more inviting to the reader

Apply Logic
Writing is logical when you have presented and connected ideas so that they make sense to the reader. Logic is tied to the order in which your thoughts are arranged in the writing, whether on paper or in digital form. Ask yourself these questions.
• Does the first paragraph introduce the topic?
• Are the points made in a logical sequence?
• Does each paragraph build on the previous one?
Following the writing process of prewriting, writing, and post writing will help you establish a logical flow in each paragraph.

Control Paragraph Length
There is no standard for how many sentences a paragraph should contain. Paragraph length will vary according to subject matter and sentence construction. Sometimes a paragraph may consist of only one sentence, although these are generally avoided. The one-sentence paragraph is often used effectively as the opening or closing of a message.

Use Transitions
The key to connecting thoughts between sentences and paragraphs is the use of transitions. Transitions are words, phrases, and sentences that connect ideas and clarify the relationship between sentences and paragraphs. Consider the following examples. The transitions are shown in bold.

Choose Direct or Indirect Approach
Paragraphs may be constructed using a direct or indirect approach. These topics are discussed in Chapter 7. With the direct approach, the topic sentence is followed by descriptive details. The direct approach is a very readable format and is most often used in business writing. With the indirect approach, details precede the main idea of the paragraph. The indirect approach is useful when you must give the reader bad news. Such an arrangement allows you to present reasons before directly stating the bad news. Consider the following examples.
Direct
We are pleased to inform you that your application for membership in the Writer’s Association of America has been accepted. As a member, you will have access to all of the benefits described in the attached brochure. To begin taking advantage of your WAA membership, please click on the link below to complete the online member registration form.

Indirect
Thank-you for your application for membership in the Writer’s Association of America. Each year we receive applications from several thousand published writers such as yourself who have excellent credentials and writing samples. Regrettably, we are able to admit only a few new members each year and must decline your application. We hope you will continue to enjoy the nonmember benefits we offer.

By using the indirect approach, the reader is prepared for the bad news. The writer is able to state the bad news in words that do not offend.

Checkpoint
1. List the three parts of a paragraph.
2. When ideas are presented and connected so they make sense to the reader, what is the writing said to be?
3. What determines paragraph length?
4. Describe the purpose of transitions.
5. What are the two approaches that can be used to present the topic in a paragraph?

Chapter 8 Review

Chapter Summary
Writing Style and Tone
• Writing style refers to the way in which a writer uses language to convey an idea.
• Standard English is the norm in business writing.
• Tone is an overall impression of the writing.
Choosing the Right Words
• Precise language adds clarity to the message.
• Sensitive language is neutral and free from bias.
• Personal pronouns, particularly you and your, make the message more reader friendly.
• Positive or neutral words help to soften the reader’s reaction to a negative message.
• Some words have shades of meaning or connotations that the writer must be aware of in order to avoid confusing or offending the reader.
• The four C’s of communication can be achieved by avoiding redundancies, avoiding clichés, and using familiar words.
• Avoid trendy words that might make the message sound dated or inappropriate.

Structuring Clear and Concise Sentences
• Short, simple sentences are more understandable than long, complex ones.
• Active voice is best when you need to be direct and have no reason to soften the tone of a sentence.
• Passive voice is used to downplay a situation and soften the tone.
• Good business writing has no frills.

Writing Effective Paragraphs
• Paragraphs have an introduction, body, and a closing sentence.
• Effective paragraphs have logical development, are short in length, and use transitions to connect ideas.
• A direct or indirect approach can be used to present the ideas in a message.

Review
Your Knowledge
1. What is Standard English?
2. Explain the term bias free and why bias-free language is important.
3. Why use personal pronouns in writing?
4. Give an example of a positive/neutral word or phrase and a negative word it can replace.
5. What does connotation mean?
6. What is a redundancy?
7. Give an example of a cliché in business writing.
8. What advantage is offered by short sentences compared to long sentences?
9. Describe the difference between active and passive voice.
10. What are transitions?

Apply
Your Knowledge
1. Print an article from an online newspaper or magazine. Determine the writing style and tone of the article. Critique the writing regarding word choice and sentence and paragraph construction. Make a list of what is good and bad about the writer’s style and briefly note why you came to that conclusion.
We want your business. We’re sure you have a good excuse for your credit history, but a bird in the hand is worth two in the bush. In other words, we need the greenbacks before we release the goods. No hard feelings, just send the check in the enclosed envelope.

Have a grand day!

Sincerely,

We received an order of 50 luminescent bulbs yesterday from your outfit. Needless to say, we cannot ship it until we receive a cashier’s check because of your questionable credit rating.

We received an order of 50 luminescent bulbs yesterday from your outfit. Needless to say, we cannot ship it until we receive a cashier’s check because of your questionable credit rating.

Another addition to your portfolio should be evidence of academic accomplishments such as report cards, honor roll certificates, etc. These certificates not only show your grades, but will show accomplishments in specific subject areas that may guide your future interests in college or a career.

1. For the ePortfolio, scan these documents. In your ePortfolio folder, create a subfolder named Academics. Save each certificate in the subfolder with the file names Academics01, Academics02, etc.

2. Place a printed copy in your container for your print portfolio.

Connections 
Across the Curriculum

Math. In column one of a spreadsheet, list the trendy words that you and your friends use. In column two, translate what each word or phrase actually means. For example, “I am down with it” means “I agree”. In column three, list words your parents or instructors considered trendy. Translate their meanings in column four.

Language Arts. Write a few paragraphs to describe what you learned from your chart on trendy words created in the previous activity.

We want your business. We’re sure you have a good excuse for your credit history, but a bird in the hand is worth two in the bush. In other words, we need the greenbacks before we release the goods. No hard feelings, just send the check in the enclosed envelope.

Have a grand day!

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Sincerely,

We received an order of 50 luminescent bulbs yesterday from your outfit. Needless to say, we cannot ship it until we receive a cashier’s check because of your questionable credit rating.

Another addition to your portfolio should be evidence of academic accomplishments such as report cards, honor roll certificates, etc. These certificates not only show your grades, but will show accomplishments in specific subject areas that may guide your future interests in college or a career.

1. For the ePortfolio, scan these documents. In your ePortfolio folder, create a subfolder named Academics. Save each certificate in the subfolder with the file names Academics01, Academics02, etc.

2. Place a printed copy in your container for your print portfolio.

Connections 
Across the Curriculum

Math. In column one of a spreadsheet, list the trendy words that you and your friends use. In column two, translate what each word or phrase actually means. For example, “I am down with it” means “I agree”. In column three, list words your parents or instructors considered trendy. Translate their meanings in column four.

Language Arts. Write a few paragraphs to describe what you learned from your chart on trendy words created in the previous activity.

We want your business. We’re sure you have a good excuse for your credit history, but a bird in the hand is worth two in the bush. In other words, we need the greenbacks before we release the goods. No hard feelings, just send the check in the enclosed envelope.

Have a grand day!

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