



# Goodheart-Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • www.g-w.com

## Utah State Office of Education – Core Alignment Correlation to *Professional Communication* ©2017

**Goodheart-Willcox Publisher**

ISBN: 978-1-63126-128-2

Media: Printed Textbook

Author(s): Goodheart-Willcox

Copyright: 2017

Review Date: March 2016

Core Subject Area: CTE Business Education

Course: Business Communication I (32020000110)

STANDARD / OBJECTIVE	PAGES / DESIGNATED SECTIONS / URLS
<b>STANDARD 1</b>	
<b>Students will identify the communication process and practice effective nonverbal communication skills.</b>	
<p><b>Objective 1:</b> Identify the four steps of the communication process.</p> <p>a. Sender encodes message.</p> <p>b. Message is sent.</p> <p>c. Receiver receives message.</p> <p>d. Receiver sends feedback.</p>	<p>Instruction: Pg. 8–10 Communication Process</p> <p>Application: Pg. 11 Check Your Understanding #2, 3</p>
<p><b>Objective 2:</b> Recognize the differences between nonverbal and verbal communication.</p> <p><b>Indicator:</b> Communicate with one another using only nonverbal communication, such as gestures, body language, eye contact, etc.</p> <p><b>Indicator:</b> Identify barriers to communication.</p>	<p>Instruction: Pg. 13 Verbal Communication; Pg. 14–17 Nonverbal Communication; Pg. 17–19 Barriers to Effective Communication</p> <p>Application: Pg. 20 Review Your Knowledge #5; Pg. 22 Internet Research: Nonverbal Communication; Pg. 22 Teamwork</p>
<b>STANDARD 2</b>	
<b>Students will develop correct usage and mechanics in English.</b>	
<p><b>Objective 1:</b> Practice and use correct spelling in written communications.</p> <p><b>Indicator:</b> Commonly misspelled business words.</p> <p><b>Indicator:</b> Numbers, style, general rules (words or figures)</p>	<p>Instruction: Pg. 158 Editing; Pg. 159–160, proofreading; Pg. 13 first paragraph (Standard English); Pg. 130–135 Section 5.2 Capitalization and Numbers</p> <p>Application: Pg. 163 Check Your Understanding #2, 4; Pg. 165 Apply Your Knowledge #6; Pg. 135 Check Your Understanding #1–5; Pg. 141 Online Activities: 5-2 Identifying Misused Words; Pg. 142 Apply your Knowledge #2–3, 5</p>
<p><b>Objective 2:</b> Practice and use correct punctuation and grammar in written communication.</p> <p><b>Indicator:</b> Identify and revise misplaced and dangling modifiers, redundant words or phrases, correct word choice, and simple, compound, complex sentences.</p>	<p>Instruction: Pg. 82–109 Chapter 4 Grammar Skills; Pg. 114–139 Chapter 5 Grammar Mechanics</p> <p>Application: Pg. 111 Review Your Knowledge #1–10; Pg. 111 Apply Your Knowledge #2–5; Pg. 112 Teamwork; Pg. 129 Check Your Understanding #1–5,</p>



# Goodheart-Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • www.g-w.com

	Build Your Vocabulary; Pg. 141 Review Your Knowledge #1–10; Pg. 142 Apply Your Knowledge #1–5; Pg. 143 Internet Research: History of Punctuation; Pg. 143 Teamwork; Pg. 141 Online Activities: 5-2 Identifying Misused Words
<b>Objective 3:</b> Communicate in a clear, courteous, concise, complete, and correct manner; select language for audience and purpose. <b>Indicator:</b> Use sentence elements including parallelism, phrases and clauses, subject-verb agreement, and avoiding run-on sentences and fragments.	Instruction: Pg. 147 first paragraph (four Cs of communication)  Application: Pg. 164 Review Your Knowledge #1
<b>STANDARD 3</b> <b>Students will develop and practice effective oral communication skills.</b>	
<b>Objective 1:</b> Practice correct pronunciation and enunciation.	Instruction: Pg. 345 Pronunciation and enunciation; Pg. 345 Figure 14-3 Common Errors in Pronunciation  Application: Pg. 350 Check Your Understanding #1; Pg. 353 Teamwork
<b>Objective 2:</b> Identify regional, international, and cultural differences in communication; use bias-free language.	Instruction: Pg. 27–29 Communicating in a Diverse Workplace; Pg. 173 Apply Sensitive Language; Pg. 173–177 Choosing Words  Application: Pg. 29 Check Your Understanding #3; Pg. 177 Check Your Understanding #1–5; Pg. 187 Apply Your Knowledge #1–10
<b>Objective 3:</b> Plan and present short presentations, individually or as a group member.	Instruction: Pg. 314–335 Chapter 13 Informal and Formal Presentations; Pg. 336–353 Chapter 14 Delivering Presentations  Application: Pg. 333 Apply Your Knowledge #1–8; Pg. 333–334 Communication Skills: Speaking; Pg. 334 Teamwork; Pg. 352 Apply Your Knowledge #1–8
<b>STANDARD 4</b> <b>Students will develop reading strategies that improve speed, comprehension, and retention.</b>	
<b>Objective 1:</b> Interpret a list of vocabulary words, homonyms, synonyms, antonyms, and jargon.	Instruction: Pg. 138 Word Choice (first paragraph, homonym); Pg. 139 Figure 5-7 Commonly Misused Words; Pg. 175 first paragraph (jargon); Key Terms lists appear at the beginning of each section  Application: Pg. 186 Online Activities: 7-2 Using Synonyms; Pg. 188 Teamwork; Pg. 186 Review Your Knowledge #1–4, Apply Your Knowledge #3; Build Your Vocabulary activities appear at the end of each section
<b>Objective 2:</b> Read and follow simple directions.	Instruction: Pg. 198–199 Messages that Instruct (first paragraph: instructions, directions); Pg. 245–248 Instructions



# Goodheart-Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • www.g-w.com

	Application: Pg. 215 Review Your Knowledge #4–5; Pg. 260 Apply Your Knowledge #1–4
<b>Objective 3:</b> Select correct reading methods for a particular situation (e.g., skimming, scanning, summarizing, speed reading, and in-depth reading).	Instruction: Pg. 392–409 Chapter 17 Reading With a Purpose  Application: Pg. 407 Review Your Knowledge #1–2, 5–6; Pg. 408 Apply Your Knowledge #4–5
<b>Objective 4:</b> Assess how point of view or purpose shapes content and style in propaganda, biased, literal, inferential, and factual statements.	Instruction: Pg. 173 second paragraph (bias, bias-free words); Pg. 208–211 Writing Messages to Persuade; Pg. 210 second paragraph (propaganda), bulleted list of propaganda techniques; Pg. 380 Listen to Persuasive Talk (second paragraph: literal vs. inferential)  Application: Pg. 177 Check Your Understanding #3; Pg. 216 Apply Your Knowledge #8–9; Pg. 381 Checkpoint #1–5; Pg. 389 Online Activities 16-1 Improving Your Listening Skills
<b>STANDARD 5</b>	
<b>Students will produce effective written communication documents.</b>	
<b>Objective 1:</b> Identify the four steps of the writing process (planning, composing, editing, publishing). <b>Indicator:</b> Create clear, courteous, concise, complete, and correct documents.	Instruction: Pg. 144–163 Chapter 6 Writing Process; Pg. 146 Figure 6-1 Writing Process  Application: Pg. 164 Review Your Knowledge #1; Pg. 165 Apply Your Knowledge #1–2, 5–70; Pg. 165 Communication Skills: Writing
<b>Objective 2:</b> Use the writing process to produce e-mails and letters appropriate to task, purpose, and audience. <b>Indicator:</b> Everyday/routine/good news, sales/persuasive, and bad news/refusal. <b>Indicator:</b> “You” approach, passive/active voice, and tone. <b>Indicator:</b> Email attachments, letter enclosures.	Instruction: Pg. 234–237 Formatting E-Mail; Pg. 220–230 Section 9.1 Formatting Letters; Pg. 194–195 Positive or Neutral Messages; Pg. 195–196 Negative Messages; Pg. 196–197 Routine Informational Messages; Pg. 201–205 Making Requests; Pg. 205–208 Responding to Requests; Pg. 208–214 Writing Messages to Persuade; Pg. 177 second paragraph (the “you” attitude); Pg. 179 Choose Active or Passive Voice; Pg. 170 second paragraph  Application: Pg. 238 Check Your Understanding #3; Pg. 230 Pg. 230 Check Your Understanding #3–4; Pg. 200 Check Your Understanding #1–5; Pg. 215–216 Review Your Knowledge #1–10; Pg. 216 Apply Your Knowledge #1–4, 6–7; Pg. 177 Check Your Understanding #5; Pg. 187 Apply Your Knowledge #7
<b>Objective 3:</b> Format Block and Modified Block Style letters using open and mixed punctuation.	Instruction: Pg. 220–230 Section 9.1 Formatting Letters  Application: Pg. 230 Check Your Understanding #3; Pg.



# Goodheart-Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • www.g-w.com

	239 Online Activities 9-2: Improving Your Formatting Skills; Pg. 240 Apply Your Knowledge #1
<b>STANDARD 6</b> <b>Students will develop and practice proficient listening skills.</b>	
<b>Objective 1:</b> Practice following oral directions by listening attentively, taking accurate notes, and asking questions.	Instruction: Pg. 379–380; Listen to Instructions; Pg. 385–386 Take Notes; Pg. 385 Figure 16-2 Taking Good Notes; Pg. 386–388 Provide Feedback; Pg. 387 Figure 16-3 Friendly Questions, Figure 16-4 Unfriendly Questions; Pg. 378 Active Listening  Application: Pg. 381 Check Your Understanding #3; Pg. 390 Apply Your Knowledge #5; Pg. 389 Online Activities 16-1: Improving Your Listening Skills
<b>Objective 2:</b> Demonstrate the proper use of telephone techniques. <b>Indicator:</b> Observe verbal cues, speak clearly, be courteous, handle difficult callers, plan outgoing calls, take part in conversation, leave effective messages, concise thorough message.	Instruction: Pg. 320–322 Handling Telephone Calls  Application: Pg. 322 Check Your Understanding #5; Pg. 333 Apply Your Knowledge #4
<b>Objective 3:</b> Demonstrate courtesy and respect for the speaker through attentive listening. <b>Indicator:</b> Empathize with sender, ask questions to clarify, make eye contact.	Instruction: Pg. 378 Active Listening; Pg. 15 Eye Contact; Pg. 28 Listen Carefully; Pg. 383–388 Show You Are Listening (Arrive Early, Sit in the Front, Show Attention, Take Notes, Fight Barriers, Provide Feedback); 385 Figure 16-2 Taking Good Notes; Pg. 387 Figure 16-3 Friendly Questions, Figure 16-4 Unfriendly Questions  Application: Pg. 389 Online Activities 16-1: Improving Your Listening Skills; Pg. 390 Apply Your Knowledge #3; Pg. 390 Communication Skills: Listening
<b>STANDARD 7</b> <b>Students will apply basic oral and written communication skills in personal and professional roles.</b>	
<b>Objective 1:</b> Demonstrate proper respect with customers, coworkers, subordinates, and supervisors. <b>Indicator:</b> Chains of command—upward, downward, and horizontal.	Instruction: Pg. 10–11 Informal and Formal Communication (etiquette, protocol); Pg. 11 Figure 1-2 communication direction  Application: Pg. 11 Check Your Understanding #4–5; Pg. 21 Apply Your Knowledge #3
<b>Objective 2:</b> Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors. <b>Indicator:</b> Participate in group discussions by role playing each behavior by professionally talking about current business issues.	Instruction: Pg. 37–39 Group Conflict; Pg. 37 last paragraph (passive, aggressive, assertive behaviors); Pg. 39 Figure 2-5 Conflict Resolving Model  Application: Pg. 43 Apply Your Knowledge #3, 8; Pg. 44 Teamwork; Pg. 44 Communication Skills: Speaking
<b>Objective 3:</b> Explore positive leadership skills, techniques, and styles, good listening skills, communication skills, and an example of good integrity.	Instruction: Pg. 31–32 Leadership; Pg. 32 Figure 2-1 Common Leadership Styles; Pg. 32–39 Characteristics of Effective Team Members; Pg. 37



# Goodheart-Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • www.g-w.com

<p><b>Indicator:</b> Conducting a meeting and preparing an agenda.</p>	<p>Team Meetings; Pg. 37 Figure 2-4 Guidelines for Effective Meetings</p> <p>Application: Pg. 41 Check Your Understanding #2–4; Pg. 43 Review Your Knowledge #8; Pg. 43 Apply Your Knowledge #4, 8; Pg. 45 CTSOs Even Prep: Parliamentary Procedure</p>
<p><b>Objective 4:</b> Explore positive teamwork skills, techniques, and styles.</p>	<p>Instruction: Pg. 32–39 Characteristics of Effective Team Members</p> <p>Application: Pg. 43 Apply Your Knowledge #2–8; Pg. 44 Teamwork</p>
<p><b>Objective 5:</b> Incorporate standards of business ethics into effective communication.</p>	<p>Instruction: Pg. 56–58 Ethical Communication</p> <p>Application: Pg. 63 Check Your Understanding #1; Pg. 75 Apply Your Knowledge #5; Pg. 76 Communication Skills: Writing; Pg. 76 Teamwork</p>
<p><b>STANDARD 8</b>  <b>Students will use technology to enhance the effectiveness of communication.</b></p>	
<p><b>Objective 1:</b> Practice and apply basic software applications.  <b>Indicator:</b> Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics.</p>	<p>Instruction: Pg. 283–284 Formatting; Pg. 305–308 Using Desktop Publishing Software; Pg. 357–358 Software; Pg. 360–368 Section 15.2 Creating Digital Media Presentations</p> <p>Application: Pg. 290 Apply Your Knowledge #4; Pg. 308 Check Your Understanding #1, 4–5; Pg. 309 Review Your Knowledge #9; Apply Your Knowledge #1, 3–5; Pg. 359 Check Your Understanding #3; Pg. 368 Check Your Understanding #1–5; Pg. 370 Apply Your Knowledge #5; Pg. 371 Teamwork</p>
<p><b>STANDARD 9</b>  <b>Students will integrate all forms of communication in pursuit and retention of employment.</b></p>	
<p><b>Objective 1:</b> Explore job search strategies and sources for job placement.</p>	<p>Instruction: PAGE NUMBERS Chapter 18 Career Planning</p> <p>Application: Pg. 437 Apply Your Knowledge #6; Pg. 438 Internet Research: Career Opportunities</p>
<p><b>Objective 2:</b> Create an employment portfolio.  <b>Indicators:</b> Write an application/cover letter, resume, and follow-up letter for a simulated job opportunity.</p>	<p>Instruction: Pg. 442–448 Section 19.1 Résumés; Pg. 446–453 Cover Messages and Job Applications</p> <p>Application: Portfolio Development activity at the end of each chapter</p>
<p><b>Objective 3:</b> Understand the application and interview process for employment.  <b>Indicators:</b></p> <ul style="list-style-type: none"> <li>• Complete a job application form properly.</li> <li>• Role-play interviews and demonstrate appropriate verbal</li> </ul>	<p>Instruction: Pg. 451–453 Applying for Employment; Pg. 454–461 Section 19.3 Job Interviews and the Employment Process</p> <p>Application: Pg. 462 Online Activities: 19-3 Completing</p>



# Goodheart-Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • www.g-w.com

<p>and nonverbal communication.</p> <ul style="list-style-type: none"><li>• Differentiate among business attire (e.g., casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.</li><li>• Prepare a list of questions to ask an interviewer and make a list of common mistakes made by interviewers and applicants.</li><li>• Use correct strategies for accepting or rejecting an offer.</li></ul>	<p>a Job Application; Pg. 464 Apply Your Knowledge #1–8; Pg. 464 Teamwork</p>
<p><b>Objective 4:</b> Understand the skills needed to maintain employment.</p> <p><b>Indicators:</b></p> <ul style="list-style-type: none"><li>• Understand qualities that employers expect in employees.</li><li>• Examine legal and illegal employment practices.</li><li>• Practice basic etiquette in given situations.</li></ul>	<p>Instruction: Pg. 27–29 Communicating in a Diverse Workplace; Pg. 32–34 Characteristics of Effective Team Members; Pg. 48–49 Digital Literacy; Pg. 49–50 Digital Citizenship; Pg. 56–63 Section 3.2 Workplace Ethics</p> <p>Application: Pg. 29 Check Your Understanding #1–5; Pg. 41 Check Your Understanding #3; Pg. 43 Review Your Knowledge #1–3; Pg. 55 Check Your Understanding 1–3; Pg. 75 Review Your Knowledge #5–7; Pg. 75 Apply Your Knowledge #1-6</p>