KNOWING THE NAMERS

UNIT 1 • UNIT 2 • UNIT 3 • UNIT 4 • UNIT 5 • UNIT 6

4 NOUNS

5 POSSESSIVE NOUNS

6 PERSONAL PRONOUNS

7 PRONOUNS AND ANTECEDENTS
NOUNS

OBJECTIVES
When you have completed the materials in this chapter, you will be able to do the following:

LEVEL 1
- Recognize four classes of nouns.
- Make regular and irregular nouns plural.

LEVEL 2
- Spell challenging plural nouns ending in y, o, and f.
- Form the plurals of proper nouns, surnames, compound nouns, numerals, letters, degrees, and abbreviations.

LEVEL 3
- Recognize and use correctly foreign plural nouns.
- Make special nouns and single-letter abbreviations plural.

PRETEST
Underline any incorrectly spelled noun in the following sentences. Write the correct spelling in the space provided.

1. Several attorneys requested tax write-offs for education expenses.
2. The two bottom shelves contain business history books.
3. We’re considering two logos for our new business stationery.
4. Both of our CPAs asked for leave of absences in June.
5. Based on all the criterion, several diagnoses were given.

1. attorneys 2. shelves 3. logos 4. leaves of absence 5. criterion or criterions
As you will recall from Chapter 2, nouns name persons, places, things, qualities, feelings, concepts, activities, and measures. In this chapter you’ll learn to distinguish concrete from abstract nouns and common from proper nouns. The principal emphasis, however, will be on forming and spelling plural nouns, an area of confusion for many business writers.

Beginning with this chapter, concepts are presented in levels, progressing from basic, frequently used concepts at Level 1 to more complex and less frequently used concepts at Level 3. This unique separation of concepts has proved very effective in helping students understand, retain, and apply the information taught in this book.

**CLASSES OF NOUNS**

As the “namers” in our language, nouns perform an important function. They often serve as sentence subjects. Although nouns can be grouped into many categories, this chapter focuses on four classes that are important to business writers: concrete, abstract, common, and proper nouns.

**CONCRETE AND ABSTRACT NOUNS**

Concrete nouns name specific objects that you can actually see, hear, feel, taste, or smell. Abstract nouns name qualities and concepts. Because concrete nouns are precise, they are more forceful in writing and talking than abstract nouns.

**Concrete Nouns**
- bagel
- horse
- refrigerator
- dentist
- laptop
- software
- dictionary
- quarterback
- stapler

**Abstract Nouns**
- accuracy
- happiness
- success
- ethics
- memory
- technology
- freedom
- personality
- value

**COMMON AND PROPER NOUNS**

**Common nouns** name generalized persons, places, and things. Because they are general, common nouns are not capitalized. **Proper nouns** name specific persons, places, and things. They are always capitalized. Rules for capitalization are presented in Chapter 17.

**Common Nouns**
- candy
- magazine
- professor
- company
- organization
- roller coaster
- document
- photocopier
- television

**Proper Nouns**
- Bill of Rights
- Big Dipper
- Sony television
- Coca-Cola Company
- Jan Jardine
- United Nations
- Forbes magazine
- Snickers candy bar
- Xerox machine

Successful job applicants fill their résumés with concrete expressions and quantifiable data rather than abstractions. Instead of Worked as lab assistant, try Assisted over 300 students and 25 faculty members using Word, Excel, and Access in computer lab.

What are “count” and “noncount” nouns? Learn more at http://owl.english.purdue.edu/handouts/est/eslcount.html.

Remember, at your Guffey Companion Web site you will find an updated list of all URLs used as Hot Links.
**BASIC PLURALS**

**Singular nouns** name *one* person, place, or thing. **Plural nouns** name *two* or more. At Level 1 you will learn basic rules for forming plurals. At Level 2 you will learn how to form the plurals of nouns that create spelling problems.

**Plural of Regular Nouns**
Most regular nouns, including both common and proper nouns, form the plural with the addition of *s*.

- advantage, advantages
- contract, contracts
- house, houses

**Plural of Nouns Ending in *s, x, z, ch,* or *sh***
Nouns ending in *s, x, z, ch,* or *sh* form the plural with the addition of *es*.

- box, boxes
- brush, brushes
- bunch, bunches

**Plural of Irregular Nouns**
Irregular nouns form the plural by changing the spelling of the word. Dictionaries show the plural forms of irregular nouns, but you should be familiar with the most common irregular noun plurals, such as the following:

- child, children
- foot, feet
- proof, proofs

Be careful not to use apostrophes (‘) to form plural nouns. Reserve the apostrophe to show possession. (Chapter 5 discusses possessive nouns in detail.)

**Incorrect:** Many basketball and football star’s earn big salary’s.

**Correct:** Many basketball and football stars earn big salaries.

In using plural words, do not confuse nouns with verbs (*He saves* [verb] *his money in two safes* [noun]). Be especially mindful of the following words:

<table>
<thead>
<tr>
<th>Nouns</th>
<th>Verbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>belief, beliefs</td>
<td>believe, believes</td>
</tr>
<tr>
<td>leaf, leaves (foliage)</td>
<td>leave, leaves (to depart)</td>
</tr>
<tr>
<td>loaf, loaves (of bread)</td>
<td>loaf, loaves (to be idle)</td>
</tr>
<tr>
<td>proof, proofs</td>
<td>prove, proves</td>
</tr>
</tbody>
</table>

Now complete the reinforcement exercises for Level 1 beginning on page 57.
CHALLENGING NOUN PLURALS

Your ability to spell certain challenging nouns can be greatly improved by studying the following rules and examples.

Common Nouns Ending in y

Common nouns ending in y form the plural in two ways.

a. When the y is preceded by a vowel (a, e, i, o, u), the plural is formed with the addition of s only.
   - attorney, attorneys
   - journey, journeys
   - turkey, turkeys

b. When the y is preceded by a consonant (all letters other than vowels), the plural is formed by changing the y to ies.
   - delay, delays
   - key, keys
   - valley, valleys

Nouns Ending in f or fe

Nouns ending in f or fe follow no standard rules in the formation of plurals. Study the examples shown here, and use a dictionary when in doubt. When two forms are shown, the preferred one appears first.

<table>
<thead>
<tr>
<th>Add s</th>
<th>Change to ies</th>
<th>Both Forms Recognized</th>
</tr>
</thead>
<tbody>
<tr>
<td>brief, briefs</td>
<td>half, halves</td>
<td>calves, calves</td>
</tr>
<tr>
<td>belief, beliefs</td>
<td>knife, knives</td>
<td>dwarfs, dwarves</td>
</tr>
<tr>
<td>safe, safes</td>
<td>leaf, leaves</td>
<td>scarves, scarfs</td>
</tr>
<tr>
<td>staff, staffs</td>
<td>shelf, shelves</td>
<td>wharves, wharfs</td>
</tr>
<tr>
<td>sheriff, sheriffs</td>
<td>wife, wives</td>
<td></td>
</tr>
<tr>
<td>Wolf, Wolfs</td>
<td>wolf, wolves</td>
<td></td>
</tr>
</tbody>
</table>

Nouns Ending in o

Nouns ending in o may be made plural by adding s or es.

a. When the o is preceded by a vowel, the plural is formed by adding s only.
   - patio, patios
   - radio, radios
   - portfolio, portfolios

b. When the o is preceded by a consonant, the plural is formed by adding s or es. Study the following examples and again use your dictionary whenever in doubt. When two forms are shown, the preferred one appears first.

<table>
<thead>
<tr>
<th>Add s</th>
<th>ADD es</th>
<th>Both Forms Recognized</th>
</tr>
</thead>
<tbody>
<tr>
<td>auto, autos</td>
<td>echo, echoes</td>
<td>cargoes, cargos</td>
</tr>
<tr>
<td>logo, logos</td>
<td>embargo, embargoes</td>
<td>commandos, commandoes</td>
</tr>
<tr>
<td>memo, memos</td>
<td>hero, heroes</td>
<td>mosquitoes, mosquitoes</td>
</tr>
<tr>
<td>photo, photos</td>
<td>potato, potatoes</td>
<td>tornadoes, tornados</td>
</tr>
<tr>
<td>Soto, Sotos</td>
<td>tomato, tomatoes</td>
<td>volcanos, volcanoes</td>
</tr>
<tr>
<td>typo, typos</td>
<td>veto, vetoes</td>
<td>zeros, zeroes</td>
</tr>
</tbody>
</table>
c. Musical terms ending in o always form the plural with the addition of s only.
   alto, altos          cello, cellos          piano, pianos
   banjo, banjos        contralto, contraltos  soprano, sopranos

Proper Nouns and Surnames
Most proper nouns form the plural by adding s or es (January, Januarys) depending on the ending of the noun. When making proper nouns and surnames (last names) plural, don’t change the original spelling of the word. Simply add s or es to the end. Note that when the word the appears before a surname, the name is always plural (the Kennedys).

a. Most proper nouns are made plural by adding s.
   Awbrey, the Awbreys    Germany, Germanys    Leno, the Lenos
   February, Februarys   Holbrook, the Holbrooks  Tiffany, Tiffanyys

b. Proper nouns that end in s, x, z, ch, or sh are made plural by adding es.
   Bush, the Bushes       Max, Maxes          Sanchez, the Sanchezes
   Lynch, the Lynches     Rodriguez, the Rodriguezes  Williams, the Williamses

Compounds
Compound words and phrases are formed by combining words into single expressions. Compounds may be written as single words, may be hyphenated, or may appear as two words.

a. When written as single words, compound nouns form the plural by appropriate changes in the final element.
   bookshelf, bookshelves   payroll, payrolls   printout, printouts
   footnote, footnotes      photocopy, photocopies  walkway, walkways

b. When written in hyphenated or open form, compounds form the plural by appropriate changes in the principal noun.
   account payable,        board of directors,   mayor-elect,
   accounts payable        boards of directors   mayors-elect
   attorney-at-law,         editor in chief,      mother-in-law,
   attorneys-at-law         editors in chief      mothers-in-law
   bill of lading,          leave of absence,     runner-up,
   bills of lading          leaves of absence     runners-up

c. If the compound has no principal noun, the final element is made plural.
   cure-all,                no-show,                start-up,
   cure-alls                no-shows               start-ups
   go-between,              run-in,                 trade-in,
   go-betweens              run-ins                trade-Ins
   know-it-all,             show-off,               write-up,
   know-it-alls             show-offs               write-ups

d. Some compound noun plurals have two recognized forms. In the following list, the preferred form is shown first.
   attorney general: attorneys general, attorney generals
   court-martial: courts-martial, court-martials
cupful: cupfuls, cupsful
notary public: notaries public, notary publics
teaspoonful: teaspoonfuls, teaspoonsful

**Numerals, Alphabet Letters, Isolated Words, and Degrees**
Numerals, alphabet letters, isolated words, and degrees are made plural by adding *s*, *es*, or *’s*. The trend is to use *’s* only when necessary for clarity.

**a.** Numerals and uppercase letters (with the exception of *A, I, M, and U*) require only *’s* in plural formation.
- 9s and 10s
- 2000s

**b.** Isolated words used as nouns are made plural with the addition of *s* or *es*, as needed for pronunciation.
- ands, ifs, or buts
- ins and outs

**c.** Academic degrees are made plural with the addition of *s*. Notice that degrees are written without periods or spaces. You’ll learn more about degrees and other abbreviations in Chapter 16.
- AAs
- BSs

**d.** Isolated lowercase letters and the capital letters *A, I, M,* and *U* require *’s* for clarity.
- A’s
- M’s

**Abbreviations**
Abbreviations are usually made plural by adding *s* to the singular form.
- bldg., bldgs.
- CPA, CPAs
- dept., depts.

The singular and plural forms of abbreviations for units of measurement are, however, often identical.
- deg. (degree or degrees)
- ft. (foot or feet)

Some units of measurement have two plural forms.
- lb. or lbs.
- qt. or qts.

Now complete the reinforcement exercises for Level 2.
FOREIGN NOUNS AND SPECIAL PLURALS

Selected nouns borrowed from foreign languages and other special nouns require your attention because their plural forms can be confusing.

Nouns from Foreign Languages

Nouns borrowed from other languages may retain a foreign plural. A few, however, have an Americanized plural form, shown in parentheses in the following list. Check your dictionary for the preferred form.

<table>
<thead>
<tr>
<th>Singular</th>
<th>Plural</th>
</tr>
</thead>
<tbody>
<tr>
<td>alumna (feminine)</td>
<td>alumnae (pronounced a-LUM-nee)</td>
</tr>
<tr>
<td>alumnus (masculine)</td>
<td>alumni (pronounced a-LUM-ni)</td>
</tr>
<tr>
<td>analysis</td>
<td>analyses</td>
</tr>
<tr>
<td>bacterium</td>
<td>bacteria</td>
</tr>
<tr>
<td>basis</td>
<td>bases</td>
</tr>
<tr>
<td>crisis</td>
<td>crises</td>
</tr>
<tr>
<td>criterion</td>
<td>criteria (or criterions)</td>
</tr>
<tr>
<td>curriculum</td>
<td>curricula (or curriculums)</td>
</tr>
<tr>
<td>datum</td>
<td>data*</td>
</tr>
<tr>
<td>diagnosis</td>
<td>diagnoses</td>
</tr>
<tr>
<td>emphasis</td>
<td>emphases</td>
</tr>
<tr>
<td>erratum</td>
<td>errata</td>
</tr>
<tr>
<td>formula</td>
<td>formulae (or formulas)</td>
</tr>
<tr>
<td>hypothesis</td>
<td>hypotheses</td>
</tr>
<tr>
<td>medium</td>
<td>media (or mediums)</td>
</tr>
<tr>
<td>memorandum</td>
<td>memoranda (or memorandums)</td>
</tr>
<tr>
<td>parenthesis</td>
<td>parentheses</td>
</tr>
<tr>
<td>phenomenon</td>
<td>phenomena</td>
</tr>
<tr>
<td>stimulus</td>
<td>stimuli</td>
</tr>
<tr>
<td>thesis</td>
<td>theses</td>
</tr>
</tbody>
</table>

*See the discussion on page 55.

Special Nouns

Some nouns ending in s or es may normally be only singular or only plural in meaning. Other special nouns may be considered either singular or plural in meaning.
### Usually Singular  Usually Plural  May be Singular or Plural

| billiards     | clothes     | Chinese  |
|--------------|-------------|==========|
| dominos      | earnings    | corps    |
| economics    | goods       | deer     |
| genetics     | pliers      | headquarters |
| kudos        | proceeds    | politics |
| mathematicians | scissors | series   |
| mumps        | thanks      | species  |
| news         | trousers    | statistics |

**Single-Letter Abbreviations**

Selected single-letter abbreviations may be made plural by doubling the letter.

- **pp.** (pages)  See pp. 18–21. (That is, pages 18 through 21)
- **ff.** (and following)  See pp. 18 ff. (That is, page 18 and following pages)

Now complete the reinforcement exercises for Level 3.

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### HOTLINE QUERIES

**Answered by Dr. Guffey**

**Question**  
**Q:** What is the plural of computer mouse?

**Answer**  
**A:** Mice refers to both computer devices and rodents. However, some experts prefer mouse devices, which is probably less confusing.

**Q:** What happened to the periods in Ph.D. and M.D.?

**Answer**  
**A:** Over time usage changes. Writers found it simpler and more efficient to write these abbreviations without periods. Who decides when to recognize language changes? Our guide is *The Chicago Manual of Style*. It no longer shows periods in academic degrees (AA, BA, MBA, MD, PhD, and so on).

**Q:** Could you help me spell the plurals of do and don’t?

**Answer**  
**A:** In forming the plurals of isolated words, the trend today is to add *s* and no apostrophe. Thus, we have *dos* and *don’ts*. Formerly, apostrophes were used to make isolated words plural. However, if no confusion results, make plurals by adding *s* only.

**Q:** One member of our staff consistently corrects our use of the word data. He says the word is plural. Is it never singular?

**Answer**  
**A:** The word *data* is plural; the singular form is *datum*. Through frequent usage, however, *data* has recently become a collective noun. Collective nouns may be singular or plural depending on whether they are considered as one unit or as separate units. Therefore, *data* can be considered either singular or plural, depending on how it is used. For example, *These data are much different from those findings*. Or, *This data is conclusive*.

**Q:** As a sportswriter, I need to know the plural of hole-in-one.

**Answer**  
**A:** Make the principal word plural, *holes-in-one*.
Q: In the sentence, *Please read our FAQs*, does the abbreviation need an apostrophe?

A: No. The abbreviation for *Frequently Asked Questions* is *FAQs*, as you wrote it. Avoid using an apostrophe for plural forms.

Q: The company name McDonald’s is written with an ’s at the end. How would I make this proper noun plural?

A: Your best bet is to use the common noun *restaurant* after the proper noun; then make the common noun plural. For example, *We visited several McDonald’s restaurants.*

Q: Is there a plural form of *plus and minus*?

A: The plural form is *pluses* (or *plusses*) and *minuses*. For example, *Consider all the pluses and minuses before you make a decision.*

Q: I don’t have a dictionary handy. Can you tell me which word I should use in this sentence? *A [stationary/stationery] wall will be installed.*

A: In your sentence use *stationary*, which means “not moving” or “permanent” (*she exercises on a stationary bicycle*). *Stationery* means “writing paper” (*his stationery has his address printed on it*). You might be able to remember the word *stationery* by associating *envelopes* with the *e* in *stationery.*
LEVEL 1

Note: At the beginning of each level, a self-check exercise is provided so that you may immediately check your understanding of the concepts in this chapter. Do not look at the answers until you have finished the exercise. Then compare your responses with the answers shown at the bottom of the page. If more than three of your answers do not agree with those shown, reread the chapter before continuing with the other reinforcement exercises.

A. (Self-check) Write the plural forms of the singular nouns shown in parentheses.

Example: Several (fax) arrived this morning.

1. Many organizations use software to protect their computers from (virus).
2. The cafeteria uses over a dozen (loaf) of bread every day.
3. Most toy manufacturers employ (child) to test their new products.
4. Wells Fargo has three (branch) in that neighborhood.
5. Tracy made two (batch) of chocolate chip cookies after school.
6. The condition will not change unless Congress passes a law with (tooth) in it.
7. One administrative assistant may serve six (boss).
8. Several (tax) were levied on the new property.

Check your answers below.

B. Correct any errors in the use of plural nouns in the following sentences by underlining the incorrect form and writing the correct form in the space provided. If the sentence is correct as it stands, write C.

Example: The advertising agency submitted several sketch of the design. sketches

1. After many delays, the heavy boxes were delivered.
2. Ryan placed all the dishes on the kitchen shelves carefully.
3. News dispatchs from Europe described four new tunnels through the Alps.
4. In the redevelopment zone, several new business’s will open this month.
5. We need to hire seven additional waiters and waitress's.
6. Each employee received two free pass’s to the exhibit.
7. Mona Jackson purchased two different lens for her new camera.
8. She has three different account with her bank.

Want to explore more? Go to: http://www.thomsonedu.com/bcomm/guffey or Xtra!
C. Write plural forms for the nouns listed.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. employee</td>
<td></td>
</tr>
<tr>
<td>2. watch</td>
<td></td>
</tr>
<tr>
<td>3. witness</td>
<td></td>
</tr>
<tr>
<td>4. franchise</td>
<td></td>
</tr>
<tr>
<td>5. quota</td>
<td></td>
</tr>
<tr>
<td>6. rich</td>
<td></td>
</tr>
<tr>
<td>7. foot</td>
<td></td>
</tr>
<tr>
<td>8. glass</td>
<td></td>
</tr>
</tbody>
</table>

LEVEL 2

A. (Self-check) Provide the correct plural form of the words shown in parentheses.

1. One of our (attorney) was better prepared than the other.
2. Both (bill of lading) showed excessive shipping charges.
3. You'll find the files for our past cases on the upper (shelf).
4. Small businesses can afford few administrative (luxury).
5. The (Williams) bought a vacation home in Maine.
6. Students had to show their (ID) before they were admitted.
7. Two (bailiff) are assigned to the courtroom.
8. Our organization is prepared to deal in foreign (currency).

Check your answers below.

B. Write the correct plural form of the singular expressions shown in parentheses.

1. What percentage of (CEO) are women?
2. The two (company) will merge in February.
3. We compared liquidity (ratio) of the two companies.
4. President Jared Kline wanted a manager with contemporary (belief).
5. The reunification of the two (Germany) occurred in 1990.
6. Graduates with (MBA) are earning higher salaries than ever before.
7. Do the (Wolf) subscribe to *BusinessWeek*?
8. Sales are increasing with all Pacific Rim (country).
9. Two of our publications managers were former (editor in chief).
11. Computer users must distinguish between zeros and (O).
12. We will tabulate all (yes and no) before releasing the vote.

Want to explore more? Go to: http://www.thomsonedu.com/bcomm/guffey or Xtra!
13. The two (board of directors) voted to begin merger negotiations.
14. President Lincoln had four (brother-in-law) serving in the Confederate Army.
15. At least two employees recently took (leave of absence).

C. Write plural forms for the nouns listed. Use a dictionary if you are unsure of the spelling.

1. balance of trade
2. half
3. bill of sale
4. IPO (initial public offering)
5. subsidiary
6. TV
7. Wednesday
8. liability
9. Sanchez
10. valley
11. cure-all
12. RN
13. C
14. No.
15. governor-elect
16. if
17. avocado
18. RSVP
19. dept.
20. q

D. Writing Exercise. Write sentences using the plural form of the nouns shown in parentheses.

1. (Alvarez) ____________________________
2. (standby) ____________________________
3. (do and don't) ________________________
4. (portfolio) ____________________________
5. (hero) ________________________________
6. (witness) _____________________________
7. (attorney) ____________________________
8. (belief) ______________________________
LEVEL 3

A. (Self-check) Select the correct plural form of the words shown in parentheses.
   1. Moving lights and other (stimulus, stimuli) affect the human eye.  
   2. Black holes are but one of the (phenomenon, phenomena) of astronomy.  
   3. Numerous (crises, crisis) within education will only be worsened by budget cuts.  
   4. Fund raisers contacted all (alumnus, alumni) of Colorado State University.  
   5. The professor sent four (syllabus, syllabi) to the copy room.  
   6. You will find the index on (p., pp.) 116–120.  
   7. Experts presented conflicting (analysis, analyses) of the problem.  
   8. Economics (is, are) a subject studied by all business majors.

Check your answers below.

B. Write the correct plural form of the words shown in parentheses.
   1. Researchers collected substantial (datum) to support their hypothesis.  
   2. The girls' school will honor its illustrious (alumna).  
   3. References to video phones may be found on pp. 25 (and following pages).  
   4. Dr. Maria Damen used several (criterion) to judge the success of her experiment.  
   5. Page references are shown in (parenthesis).  
   6. Dr. Lynn Steffen requested information about two related (curriculum).  
   7. Galileo's (hypothesis) about the solar system were rejected by his peers.  
   8. Our catalog shows marketing courses on (p.) 226–231.  
   9. Her disorder has resulted in several different (diagnosis).  
  10. Ratha Ramoo's master's and doctor's (thesis) were both in the library.

C. Complete the following sentences, selecting the proper singular or plural verb to agree with the nouns.
   1. Genetics (is, are) a dynamic field of study.  
   2. (Is, Are) the proceeds to be donated to charity?  
   3. Mumps (is, are) becoming a critical disease in some states.  
   4. Statistics (has, have) the highest failure rate of all courses offered at our college.  
   5. The proceeds from the Colorado lottery (go, goes) to improving the great outdoors.  
   6. (Was, Were) proper thanks given to you for your efforts?  
   7. Several Chinese (is, are) enrolled in this class.  
   8. Billiards (has, have) become a popular television sport.

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D. **Skill Maximizer.** To offer extra help in areas that cause hesitation for business and professional writers, we provide Skill Maximizers. In the following sentences underline any noun or noun-verb errors. For each sentence write a corrected form in the space provided. If a sentence is correct, write C in the space.

1. The Japanese are renowned for their advances in electronic’s and other technologies.

2. Many banks have installed multilingual ATMs to serve their customers.

3. Her goal is to earn all As this semester.

4. The huge number of inquirys resulting from the news announcement overwhelmed their two Web sites.

5. Although many stimulus are being studied, scientists have not yet determined an exact cause of the bacterial mysteries.

6. Unless the IRS proves that the Kellys owe federal taxs, no penalty can be assessed.

7. Both woman asked for leaves of absence during the week of June 7.

8. Tomatoes are grown to perfection in the interior valleys.

9. Our directory lists RN’s and MD’s separately.

10. Because economics are the primary concern, be sure your proposal outlines a careful budget for the entire project.

11. After numerous brushes with the law, Mark became a consultant to a security company.

12. The Chavez’s named three beneficiaries in their insurance policies.

13. Because of many glitches in our software, e-mail messages arrived in irregular batches.

14. Despite the new flexible hours for Mondays through Thursdays, all employees must put in a full workday on Fridays.

15. The Martinezes discussed all the in’s and out’s of the transaction before signing the contract.

E. **Hotline Review.** In the space provided write the correct answer choice.

1. We offer the lowest prices in town for fully functional computer (preferred version)
   a. mouses       b. mouse devices
   c. mice         d. mices

2. Despite the manufacturer’s list of ____________, we managed to blow a fuse.
   a. dos and don’ts   b. do’s and don’ts
   c. do’es and don’ts

3. Even though he was tired, he maintained a ____________ position.
   a. stationery       b. stationary

4. Many artists’ works are featured on the free e-mail ____________ offered with Outlook Express.
   a. stationery       b. stationary

5. For a fast answer to common questions about our Web site, please consult our ____________.
   a. FAQ’s           b. FAQs
The following letter contains 25 intentional errors in spelling, proofreading, noun plurals, and sentence structure. When you replace a wordy phrase with one word, it counts as one correction. When you correct a comma splice, run-on, or fragment, the correction counts as two errors. Use proofreading marks to make the corrections here OR make the corrections at the Guffey Companion Web Site at www.thomsonedu.com/bcomm/guffey.

FOREST COMMUNICATION SERVICES
259 Elm Street, Suite 400
Cambridge, MA 02124
(617) 830-2871
conferencing@forest.com

April 12, 200x

Ms. Mary Lou Vasquez
Networking Voices
3540 Freeport Blvd.
Sacramento, CA 95822

Dear Ms. Vazquez:

We appreciate this opportunity to contribute to the magazine article. That you are writing about Web conferencing for Networking Voices. My specialty here at Forest Communication is conferencing services for North America.

Online meetings are becoming more frequent. And more necessary. Many companies find that such meetings save time and money. Participants can hold live, interactive meetings and share documents and presentations. Without ever leaving their offices or homes. Web and phone conferencing is simply more convenient than having to attend meetings in person. Nearly all Web conferencing providers offer a common set of user features that increase productivity and collaborative success. Let me summarize a few of these features:

- **Participant ID.** This feature displays on your screen the name of all attendees and indicates who are talking over the phone line.

- **PowerPoints/Document Sharing.** Presenters can show Web-based visuals and describe them by talking on the telephone.

- **Polling/Surveys.** A virtual “show of hands” can speed consensus and shorten a meeting. Because these conferencing polls are anonymous, they are less intimidating than those taken in live meetings.

- **Whiteboard.** Just as in physical meetings, a whiteboard is handy for jotting down key points and recording brainstorming ideas.

- **Archive.** If requested, all content can be archived so that participants who could not join can catch up as their schedule permits.

Web conferencing eliminates the need for traveling to meetings. Which is especially effective for global teams and large groups. If you would like a list of do’s and don’ts for Web conferencing, please call me at (617) 830-8701.

Cordially,

Anderson M. Copley

Anderson M. Copley
Director, Conferencing Services
Many Web sites provide summaries of information about well-known companies. Some sites, such as Yahoo Finance, allow you to see a capsule of information at no charge. For more extensive information, you must subscribe. You can find information such as a company’s addresses (Web and land), the names of its current officers, its subsidiary locations, its products, and its competition. You can even find out its annual revenue and other financial information. In this short exercise you will search for information about the Coca-Cola Company.

**Goal:** To learn to search for company data on the Web.

1. With your Web browser on the screen, key the following URL: http://biz.yahoo.com/i/. Press Enter.
2. Look over the Yahoo Finance Company Fund and Index home page. Find the Search box.
3. In the Search box, key Coca-Cola. Click Search.
4. Wait for the search results. When the Search Results page is fully loaded, scroll down to find the listing for the Coca-Cola Company. Click Profile to see a summary of company information.
5. Scroll way down the page to see the Coca-Cola summary. Read about Coca-Cola’s main products. What types of products does it sell? In what year was it founded? Where is it headquartered?
6. Print one page from the Business Summary.
7. Click the Key Statistics button at the bottom of the description. What is Coca-Cola’s most recent gross profit? What is its percent of profit margin?
8. End your session by clicking the X in the upper right corner of your browser. Turn in all printed copies or send an e-mail to your instructor summarizing what you learned.

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**POSTTEST**

Underline any incorrectly spelled nouns. Write the correct form.

1. The children were warned to be careful of the sharp knifes.
2. Three bunches of red tomatos look ripe enough to eat.
3. Gray wolves are reported to live in the two vallies.
4. In the 2000s many companys will be seeking MBAs.
5. After several business crises, we hired two attornies.