



# Business Communication Text Comparison

Bovée/Thill  
***Business Communication  
Today 14e***

Shwom/Snyder  
***Business Communication 4e***

## Contemporary media skills

### Writing for mobile audiences

Extensive hands-on advice throughout, including writing and designing messages for mobile devices and integrating mobile devices in presentations; more than two dozen mobile screenshots and model documents; review and analysis questions on mobile topics plus communication cases that require students to craft messages for mobile devices

Good highlight box on composing email messages for mobile devices; index lists a few other mentions of mobile communication; some examples of model messages

Chapter sections on mobile include

- The Mobile Revolution
- The Rise of Mobile as a Communication Platform
- How Mobile Technologies Are Changing Business Communication
- Mobile Device Etiquette
- The Unique Challenges of Communication on Mobile Devices
- Writing Messages for Mobile Devices
- Designing Messages for Mobile Devices
- Integrating Mobile Devices in Presentations

### Compositional modes for digital and social media

Offers writing advice for crafting nine common types of text content found in digital and social media:

- Conversations
- Comments and critiques
- Orientations
- Summaries
- Reference material
- Narratives
- Teasers
- Status updates and announcements
- Tutorials

Offers good tips for creating content for specific platforms such as Facebook and Instagram, but doesn't appear to offer anything comparable to the nine composition modes in *Excellence in Business Communication*

### Business messaging (including IM, text messaging)

Workgroup messaging systems such as Slack are replacing email for millions of professionals; the 14th Edition offers in-depth advice for using this important channel, in addition to conventional text and instant messaging

Offers a concise overview of text messaging/instant messaging and mentions Slack

### Web and wiki writing

Skills-based advice for planning and writing website content and contributing to wikis

Brief coverage of advantages and disadvantages of the web as a medium, but index doesn't suggest any coverage of the steps needed to organize and compose effective web content; no specific advice about using wikis

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<b>Intelligent communication technology</b>	A highlight box theme, “The Future of Communication,” gives students a glimpse into fascinating technologies that could reshape business communication in the coming years: the Internet of Things, real-time translation, haptic communication, telepathy, virtual and augmented reality, gestural computing, smart communication bots, emotion recognition, and holograms	Index doesn't suggest any comparable coverage
<b>Professional etiquette</b>	Chapter 1 introduces etiquette as an essential element of professionalism, and Chapter 2 has a comprehensive etiquette section with specific advice for respectful behavior in the workplace, in social settings while on business, online, and while using mobile devices. Etiquette is also covered as part of the writing process (Chapter 5), in writing negative messages (Chapter 11), and in writing persuasive messages (Chapter 12).	Index doesn't appear to have any listings for <i>etiquette</i> , for related general terms such as <i>courtesy</i> and <i>manners</i> , or for context-specific terms such as <i>online etiquette</i> or <i>telephone etiquette</i>
<b>Storytelling/narrative technique</b>	A growing number of business communicators recognize the power of storytelling, from simple tales in advertising to rich stories about organizational visions and values. <i>Business Communication Today</i> teaches narrative technique along with these special features: <ul style="list-style-type: none"> <li>• Chapter 4's opening vignette about a creative consultancy that hired novelist Mohsin Hamid as chief storytelling officer</li> <li>• Writing the “story of you” as a way to visualize a career arc and prepare for the job search process</li> </ul>	No coverage listed in the index (covers storyboarding for presentation planning but not storytelling as a message organization model)
<b>Free multimedia resources</b>	<i>Learn More</i> media items integrate the text with online materials and connect students with dozens of carefully screened and selected online media, including infographics, videos, presentations, podcasts, and articles that provide examples and insights from successful professionals to reinforce learning and extend the chapter material	Nothing comparable
<b>Instructor and Student Resources and Support Options</b>	<p><a href="#">Business Communication Headline News</a>          Delivers curated ideas and examples, archived by subject. Currently more than 3,000 posts.</p> <p><a href="#">Real-Time Updates</a>          Weekly multimedia content updates tied to specific business communication topics; instructors and students can subscribe chapter-by-chapter. Currently more than 6,000 posts that have attracted 2 million pageviews.</p> <p><a href="#">Bovee &amp; Thill's Business Communication Blog</a>          with teaching tips and techniques, many with slides for classroom use.</p> <p>Instructor communities on <a href="#">Facebook</a> and <a href="#">LinkedIn</a></p> <p><a href="#">Online magazines on Scoop.it</a></p> <p><a href="#">Business Communication Web Search</a></p>	The Preface doesn't indicate any comparable resources

## Quick Reference Guide to Leading-Edge Coverage in *Business Communication Today*, 14th Edition

### Coverage of Digital, Social, and Mobile Media

(Many of these topics are integrated throughout the text. These page numbers are the primary coverage locations; please consult the subject index for more details.)

Topic	Page
Backchannel in presentations	477
Bloggng and microblogging	214–220
Collaboration technologies	43–46
Community Q&A websites	214
Compositional modes for digital media	183–185
Content curation	213–214
Creating content for social media	212
Data visualization	242–244
Digital, social, and mobile media options	182–183
Email	186–189
Infographics	246
Instant messaging, text messaging, and workgroup messaging	190–192
Interview media	554–555
Meeting technologies	50–51
Mobile devices in presentations	498
Mobile etiquette	60
Mobile media	16–18, 108–109
Online and social media résumés	534–535
Online etiquette	59–60
Podcasting	196–197
Social communication model	15–16
Social networking	207–212
User-generated content	213
Web writing	195–197
Wikis	221
Writing and designing messages for mobile devices	22–25, 169
Writing persuasive messages for mobile media	346
Writing persuasive messages for social media	344–346

### Figures and Model Documents Highlighting the Use of Digital, Social, and Mobile Media

(Not including email, IM, or presentation slides)

Title	Number	Page
The Social Communication Model	1.7	15
Mobile Communication Tools	1.8	16
Wearable Technology	1.9	17
Mobile Communication: Opportunities and Challenges	1.10	19
Unethical Communication	1.11	27
Ethical Communication	1.12	28
Powerful Tools for Communicating Effectively	Feature	22–25
Shared Online Workspaces	2.2	44
Collaboration on Mobile Devices	2.3	45
Capturing Key Decisions and Discoveries from a Meeting	2.5	49
Virtual Meetings	2.6	50
Telepresence	2.7	51
Mobile Language Tools	3.3	83
Writing for Multilingual Audiences	3.5	88
Using Audience Analysis to Plan a Message	4.2	101
Media and Channel Choices: Written + Digital	4.4	107
Mind Mapping	4.5	114
Business Communicators Innovating with Mobile	Feature	110–111
Fostering a Positive Relationship with an Audience	5.1	127
Building Credibility	5.2	131
Plain Language at Creative Commons	5.3	135
Making Effective Word and Phrase Choices	5.4	137
Writing for Mobile Devices	5.6	145
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Designing for Mobile Devices	6.4	168
Compositional Modes: Status Updates and Announcements	7.1	185
Augmented Reality	7.2	186
Reader-Friendly Web Design	7.5	194
Writing for the Web	7.6	195
Mobile Podcasting	7.7	197
Community Building via Social Media	8.1	207
Business Applications of Blogging	8.2	217
Business Applications of Microblogging	8.3	219
Business Communicators Innovating with Social Media	Feature	210–211
Data Visualization	9.10	244
Geographic Information Systems	9.12	245
Infographics	9.13	247
Visual Displays on Mobile Devices	9.14	250
Framing Your Shots: Finding the Right Range	9.16	253
Framing Your Shots: Finding the Right Balance	9.17	254
Announcing Good News	10.6	278
Goodwill Messages	10.7	279
Internal Message Providing Bad News About Company Operations	11.6	310
Appealing to Audience Needs	12.1	331
Promotional Messages in Social Media	12.6	345
Executive Dashboards	14.3	393
Executive Summary	15.2	425
Nonlinear Presentations	16.3	465
Using Mobile Devices in Presentations	17.6	499
Mobile Job-Search Tools	18.2	519
Job Task Simulations	19.4	555
Interview Simulators	19.5	560