A word frequency analysis of business communications and shorthand textbook materials.

Abstract

The comparison of word frequencies of the business letters and the business memoranda indicates that a large percentage of high frequency words in business letters are not high frequency words in business memoranda; that a large percentage of high frequency words in business memoranda are not high frequency words in business letters; and that different words need to be emphasized when teaching vocabulary of business letters and business memoranda.

All words appearing in the body of the business letters, business memoranda, and textbook items were keypunched on computer cards and tabulated by computer to establish a data base of running words from each of the three types of data. A computer program was written to provide separate rank order and alphabetical lists, including frequency count, of the words in each data base.

The analysis and comparison of the data indicated that a large percentage of high frequency words in the textbook data base are not high frequency words in the business letter data base and the business memoranda data base. This analysis indicates that the words emphasized in the textbook materials do not reflect the high frequency words used in letters and memoranda in businesses with 500 or more employees in Oklahoma.

The problem of this study was an analysis and comparison of word frequencies of business communications from firms in Oklahoma with word frequencies of the second-semester college textbook for Gregg Shorthand, Series 90. The word frequencies of materials from these sources were compared to determine whether a difference existed between the business communications and the instructional materials.

The researcher recommends that (1) a replicate of this study be made in a different geographical area; and (2) teachers supplement textbook materials using words obtained from business when teaching vocabulary to second-semester college shorthand students.

Data were obtained by requesting one copy of a letter and one copy of an interoffice memorandum from 102 businesses with 500 or more employees in Oklahoma. Usable material was received from 83 firms, resulting in a response rate of 81 percent. A total of 83 usable business letters and 80 usable
texts. A word frequency study and glossary of terms peculiar to Gregg shorthand teaching methodology. by Johnson-Berg, J. Raymond. Publication date 1948. Word-frequency and vocabulary acquisition: an analysis of elementary spanish college textbooks in the USA. Doi: 10.4067/S0718-48832009000200004. GODEV, CONCEPCIÓN B their reading input against the vocabulary-frequency information provided in a frequency dictionary of spanish: core vocabulary for learners written by mark davies and published by routledge in 2006, and 2) using estimations available in the current literature to infer logistical aspects that need to be considered in first-year college spanish such as amount of contact-time with the material to be. word+frequency lists based on the Brown corpus (not disambiguated by parts of speech) may be found at the Brandeis University Computational Memory Lab or at the Psycholinguistic database at Rutherford Appleton Laboratory. 570 word families assumed to reflect the shared vocabulary of written academic English as used in a wide variety of disciplines (28 in total, 125K words from each) in an Academic Corpus of 3.5m words. Selection was based on the principles of range, frequency and dispersion, using a specially compiled academic corpus of journal articles, book chapters, course workbooks, laboratory manuals, and course notes. Sadly, though, the corpus composition was heavily skewed, a fact that affects its representativeness immensely.