

ENG201

Glossary

❖ **Acknowledgment responses**

Nods, smiles, frowns, and words that let a speaker know you are listening.

❖ **Active verb**

A verb that describes the action of the grammatical subject of the sentence

❖ **Adjustment**

The response to a claim letter. If the company agrees to grant a refund, the amount due will be adjusted.

❖ **Agenda**

An ordered list of topics to be considered at a meeting, along with the name of the person responsible for each topic

❖ **Analytical report**

A report that interprets information

❖ **Application letter**

A letter from a job applicant to a prospective employer explaining the applicant's interest in and qualifications for a position within the organization; also called a cover letter

❖ **Assumptions**

Statements that are not proven in a report, but on which the recommendations are based.

❖ **Audience**

The person or persons with whom you're communicating

❖ **Audience analysis**

Identification of the needs, interests, and personality of the receiver of a communication

❖ **Audit**

To perform an independent review and examination of records and activities in order to test the adequacy and effectiveness of data and integrity of data procedures, to ensure compliance with established policy and operational procedures, and to recommend any necessary changes

❖ **Bar graph**

A visual consisting of parallel bars or rectangles that represent specific sets of data.

❖ **Behavioural interviews**

Job interviews that ask candidates to describe actual behaviours they have used in the past in specific situations.

❖ **Bias-free language**

Language that does not discriminate against people on the basis of sex, physical condition, race, age, or any other category.

❖ **Blind ads**

Job listings that do not list the company's name.

❖ **Blind copies**

Copies sent to other recipients that are not listed on the original letter or memo.

❖ **Block format**

In letters, a format in which inside address, date, and signature block are lined up at the left margin.

❖ **Body**

The main part of a letter, memo, or report.

❖ **Body language**

Nonverbal communication conveyed by posture and movement, eye contact, facial expressions, and gestures.

❖ **Boilerplate**

Language from a previous document that a writer includes in a new document. Writers use boilerplate both to save time and energy and to use language that has already been approved by the organization's legal staff.

❖ **Brainstorming**

A method of generating ideas by recording everything a person or a group thinks of, without judging or evaluating the ideas.

❖ **Branching question**

Question that sends respondents who answer differently to different parts of the questionnaire. Allows respondents to answer only those questions that are relevant to their experience.

❖ **Buffer**

A neutral or positive statement designed to allow the writer to bury, or buffer, the negative message.

❖ **Build goodwill**

To create a good image of yourself and of your organization, the kind of image that makes people want to do business with you.

❖ **Business etiquette**

The practice of polite and appropriate behavior in a business setting

❖ **Business slang**

Terms that have technical meaning but are used in more general senses. Used sparingly, these terms are appropriate in job application letters and in messages for people in the same organization, who are likely to share the vocabulary.

❖ **Channel**

The physical means by which a message is sent. Written channels include memos, letters, and billboards. Oral channels include phone calls, speeches, and face-to-face conversations.

❖ **Chronological résumé**

A résumé that lists what you did in a timeline, starting with the most recent events and going backward in reverse chronology.

❖ **Claim letter**

A letter from the buyer to the seller, seeking some type of action to correct a problem with the seller's product or service Or A letter requesting a replacement or refund.

❖ **Clear**

A message whose audience gets the meaning the writer or speaker intended.

❖ **Cliché**

An expression that has become monotonous through overuse

❖ **Close**

The ending of a document.

❖ **Closed question**

Question with a limited number of possible responses.

❖ **Clustering**

A method of thinking up ideas by writing the central topic in the middle of the page, circling it, writing down the ideas that topic suggests, and circling them.

❖ **Comma splice or comma fault:**

Using a comma to join two independent clauses. To correct, use a semicolon, subordinate one of the clauses, or use a period and start a new sentence.

❖ **Communication**

The process of sending and receiving messages

❖ **Complaint letter**

A letter that challenges a policy or tries to get a decision changed.

❖ **Complete**

A message that answers all of the audience's questions. The audience has enough information to evaluate the message and act on it.

❖ **Complex sentence**

Sentence with one main clause and one subordinate clause.

❖ **Complimentary close**

The words after the body of the letter and before the signature. Sincerely and Cordially are the most commonly used complimentary closes in business letters.

❖ **Compound sentence**

Sentence with two main clauses joined by a conjunction.

❖ **Connotation**

It is an implication of a word or a suggestion separate from the usual definition. These meanings also include qualitative judgments and personal reactions.

❖ **Conversational style:**

Conversational patterns such as speed and volume of speaking, pauses between speakers, whether questions are direct or indirect. When different speakers assign different meanings to a specific pattern, miscommunication results.

❖ **Copula**

Copula is a word or set of words that serves as a link between the subject and predicate of a proposition. A verb, such as a form of be or seem, that identifies the predicate of a sentence with the subject. They are also called linking verbs

❖ **Credibility**

The audience's response to the source of the message.

❖ **Criteria**

The standards used to evaluate or weigh the factors in a decision.

❖ **Cycling**

The process of sending a document from writer to superior to writer to yet another superior for several rounds of revisions before the document is approved.

❖ **Data**

Data means factual information; especially the information organized for analysis or used to reason or make decisions.

❖ **Decoding**

Decoding is to extract the underlying meaning. It is an important step in communication process. The receiver interprets, absorbs or understands the message by decoding it.

❖ **Defamation**

Any intentional false communication, either written or spoken, that harms a person's reputation, or disagreeable opinions or feelings against a person or institution. Oral defamation is slander whereas written defamation is libel.

❖ **Denotation**

It is usually the dictionary definition of a word. Denotative meaning inform the receiver without indicating positive or negative qualities.

❖ **Direct approach**

It is generally preferred when you are targeting specific companies and are not afraid to be direct in stating your goal and also the audience is receptive to your message.

❖ **Draft**

A tentative, provisional, or preparatory writing out of any document (as a resume, message, contract etc.) for the purposes of discussion and correction, which is afterwards to be prepared in its final form.

❖ **Effective Communication.**

It is that communication in which the message is transferred by such efficiency that it produced desired result as expected by the sender.

❖ **Ellipsis**

It is a punctuation mark as (.....) used to alert the reader that something has been removed from the quoted material, that the speaker hesitated, or that there is more material than is cited.

❖ **Empathic Listening**

It is also called active listening. The goal of this listening is to understand the speaker's feelings, needs, and wants so that you can appreciate his or her point of view, regardless of whether you share that perspective.

❖ **Encoder**

When you send a message, you are the "encoder" the writer or speaker, depending on whether your message is written or oral. You try to choose symbols-usually words and sometime also graphics or pictures -that express your message so that the receiver (s) will understand it and react with the response you desire.

❖ **Encryption**

The reversible transformation of data from the original to a difficult-to-interpret format as a mechanism for protecting its confidentiality, integrity and sometimes its authenticity.

❖ **Ethnocentrism**

It is the tendency to judge all other groups according to one's own group's standards, behaviors, and customs as inferior by comparison.

❖ **Euphemism**

The substitution of an agreeable or inoffensive expression to replace one that might offend or suggest something unpleasant. It is used to avoid miscommunication because the sender has not considered the receiver's probable interpretations and reactions.

❖ **facsimile (FAX)**

It is a form of telegraphy for the transmission of fixed images. Fixed graphic images, such as printed text and pictures, are scanned, and the information is converted into electrical signals that may be transmitted over a telecommunication system and used to create a copy of the original, or an image so produced.

❖ **Filtering.**

Filtering is screening out or abbreviating information before passing the message on to someone else.

❖ **Impromptu**

In this type of communication, the speaker or communicator is required by a situation or a condition to orate without ANY formal or informal preparation or any prior knowledge of the topic which he/she is required to speak about. The extempore and impromptu techniques are more applicable to informal occasions in one's career.

❖ **Memorization**

Memorization This feature may be termed as cramming the entire length of verbal expression a person is supposed to deliver in front of an audience. During such an exercise the orator may get some help from the script in front of him but, the verbal expression is primarily prompted by his/her memory of the plot which he/she prepared so well before the event.

❖ **Memos**

A brief record written as an aid to the memory. It is also called memorandum.

❖ **Possessive Nouns**

Possessive nouns are used to show possession (owning, or having). They are words that would normally be nouns, but are used as adjectives to modify a noun or pronoun. Possessive nouns tell you who or what the modified noun or pronoun belongs to. An apostrophe (') and an -s are used with nouns to show possession. Example: The dog's collar is too large.

❖ **Progress report**

You write a progress report to inform a supervisor, associate, or customer about progress you've made on a project over a certain period of time. The project can be the design, construction, or repair of something, the study or research of a problem or question, or the gathering of information on a technical subject.

❖ **Proposal**

A Proposal is an act of suggesting or proposing something. Proposals are informative and persuasive writing because they attempt to educate the reader and to convince that reader to do something.

❖ **Reports**

An official or formal statement of facts or proceedings. To give an account of; to relate; to tell or convey information; the written statement of such an account. There are different types of reports like short report, long reports etc.

❖ **Target Market**

A specified audience that an advertisement, product or service is intended to reach.

❖ **Visual aids**

Visuals aids are a graphic representation of abstractions of reality; or symbols, as seen in words and figures. They are applicable to both written and oral communication.

For Files and Groups of Maha Malik:

<https://whatsapp.com/channel/0029VaLvft01XquQQ7sIB12s>