

CHAPTER 1 CONCEPT REVIEW WORKSHEET

Your Name _____

Setting the Stage for Effective Communication

1. Your communication skills reflect on both _____ and _____ .
2. What is the term for the positive feeling or attitude that you show or that customers have about a business that encourages customer loyalty? _____
3. What is *collaborative* writing? _____
4. As you communicate, your goal may be one or more of the following:
 - a. _____
 - b. _____
 - c. _____
 - d. _____
5. What is the difference between legal and *ethical*?

6. What is *cultural diversity*? _____
7. When planning your message, you need to consider the following:
 - a. The _____ of your communication.
 - b. Your intended _____ .
 - c. The _____ of the communication.
 - d. The _____ of the _____ .
8. What is meant by the *you-attitude*? _____

9. You need to understand _____ as well as English composition to write messages that build or retain goodwill.
10. The six Cs of effective communication are:

11. What is *active voice*? _____
12. What is *passive voice*? _____
13. What questions do you ask for the *completeness* test?

