1. **Abbreviation**-A shortened form of a word or phrase
2. **Active**-The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ listener gives full attention to listening when others are talking and focuses on what is being said.
3. **Aggressive communication style**-I am direct in expressing my needs, desires and opinions giving little or no thought to other people's feelings.
4. **Analyzers**-Detail-oriented and logical
5. **Analyzers'** **non-verbal behaviors**-Cautious, logical thinkers, soft-spoken, monotone voice, limited eye contact and facial expressions.
6. **Assertive communication style**-I clearly and directly express my needs, desires and opinions in a way which is considerate of others.
7. **Brainstorming**-A group problem-solving technique in which members sit around a list ideas and possible solutions to the problem
8. **Collaborators**-Easygoing people
9. **Collaborators' non-verbal behaviors**-Appear relaxed, ask a lot of questions, have a win-win attitude, hesitant to make decisions and highly emotional with an expressive tone.
10. **Constructive Criticism**-Offering valid and well-reasoned opinions about the work of others, usually involving both positive and negative comments, in a friendly manner rather than an oppositional one.
11. **Controllers**-Take charge people
12. **Controllers' non-verbal behaviors**-Direct, prefer to be in control, sense of urgency, louder volume and express limited to no emotion.
13. **Criticism**-Pointing out faults or shortcomings
14. **Customer**-Someone who pays for goods or services
15. **Customer Relations AKA customer service**-Refers to the way a business communicates and interacts with the public to gain and retain customers.
16. **Defensive**-Attempting to justify or defend; deterring aggression or attack
17. **Detached**-The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ listener withdraws from the speaking-listening exchange and becomes the object of the speaker's message rather than its receiver.
18. **Enunciate**-Speak or state clearly
19. **Etiquette**-Socially acceptable behavior
20. **Formative evaluation**-Evaluate prior to and during implementation of an idea.
21. **Impact evaluation**-What are some other things that this will/could impact?
22. **Involved**-The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ listener gives most of his or her attention to the speaker's words and intentions. This person reflects on the message to a degree and participates in the speaking-listening exchange
23. **Need (Target audience)**-Knowing your target audience involves knowing the specific needs of the audience and not just the message you want to convey. This is...
24. **Non-Verbal**-Not involving or using words or speech (Ex. Hand motions, facial expressions, posture)
25. **Objective**-When something is based on facts not personal feelings, fictional matter, or interpretation
26. **Passive**-The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ listener receives information as though being talked to rather than as being an equal partner in the speaking-listening exchange. While assuming that the responsibility for the success of the communication is the speaker's, this listener is usually attentive, although attention may be faked at times.
27. **Passive Aggressive communication style**-I indirectly make sure that others are aware of my needs, desires and opinions and give little or no thought to theirs.
28. **Passive communication style**-I do not express my needs, desires and opinions directly and I put others' needs above my own.
29. **Process evaluation**-Help employees/customers see how an idea achieved.
30. **Professional**-Exhibiting a courteous, conscientious, and generally businesslike manner in the workplace
31. **Reflection**-Serious thought or consideration.
32. **Research (Target audience)**-One way to ensure that you know your target audience in business communications is to thoroughly research your audience beforehand.
33. **Socializers**-Outgoing people who thrive on change and meeting people
34. **Socializers' non-verbal behaviors**-Outspoken, quick to make a decision, assertive, fast talker, express how they're feeling through gestures, facial expressions and tone.
35. **Specificity (Target audience)** -You can know the audience within your organization by learning and identifying your specific goal while, at the same time, identifying those within the organization who will have a vested interest in your message. This is...
36. **Strategy (Target audience)**-Addressing your target audience based on your research and its needs should allow you to develop a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that will help you to better communicate as well
37. **Sympathize** -To feel or express sympathy or compassion
38. **Target audience**-A particular group at which a film, book, advertising campaign, etc., is aimed.
39. **Verbal**-Communication in the form of words