Fundamentals of Business Communication © 2012 Chapter 15: Reading with a Purpose

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Across

6. Reading all words and phrases, considering their meaning, and determining how they combine with other elements to convey ideas.

7. Something believed based on probable or assumed reliability.

8. Actively processing the words, phrases, and sentences you read; requires you to be involved and to do something in response to the words.

Down

1. To quickly glance through a message to find something specific.

2. Standard language developed by a company for correspondence as well as scripts for verbal communication by customer service departments.

3. To rank items in order from most to least important.

4. A custom or rule of etiquette based on a tradition.

5. To quickly glance through an entire document.