

Fundamentals of Business Communication © 2012

Chapter 17: Writing Reports—Glossary

citations. List the name of the author of the source, title, publisher, date of publication, and location of the publisher or online address; they may be listed in footnotes on the page where the reference occurs or in a bibliography at the end of the report.

conclusions. The writer's summary of what the reader should take away from the report.

copyright. Acknowledges ownership of a work and specifies that only the owner has the right to sell or use the work or to give permission for someone else to sell or use it; the exclusive rights awarded to the author or creator of an original work.

executive summary. Summarizes the main points in the report.

focus group. A small group of people with which the interviewer conducts a discussion to gather answers to a prepared set of questions.

formal report. A report supported by formal research or information gathering that focuses on a main topic broad enough to be divided into subtopics for complete and clear coverage.

informal report. Documents that do not require formal research or documentation; are typically short and commonly a part of the regular work routine.

informal study report. Provides information that is gathered by the writer through methods other than formal research, such as reading related documents, conducting informal interviews, reviewing competitive products, or making observations after visiting a site or attending a meeting.

periodic report. Generally provides the status of a project, reports facts and figures over a specified period, or summarizes an ongoing activity.

plagiarism. The illegal and unethical act of claiming somebody else's material as your own.

primary research. Conducted by the writer in preparation for writing a report.

progress report. Reports written in a specified format and periodically submitted (monthly, quarterly, annually) to track the status of a project.

public domain. Material that is not owned by anybody and can be used without permission.

qualitative data. Information that provides insight into how people think about a particular topic.

quantitative data. Facts and figures from which conclusions can be drawn.

recommendations. Actions the writer believes the reader should take.

report. Documents used to present information in a structured format.

representative sampling. A group that includes a cross section of the entire population you are targeting.

secondary research. Data and information already assembled and recorded by someone else.

table of contents. Lists the major sections and subsections within a report or publication with page numbers.