

Fundamentals of Business Communication © 2012
Chapter 10: Writing Effective Business Communication—Glossary

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

confirmation message. A typical routine informational message written to confirm a verbal agreement made with a customer, client, or colleague.

courtesy response. Written confirmation that a message was received and action was taken.

diplomacy. Tactful handling of a situation to avoid offending the reader or arousing hostility.

directions. Routine business messages often presented in the form of a list; they must be carried out in a specific order so that the task may be completed successfully.

frequently asked questions (FAQ). A component of a company's Web page that provides answers to common customer questions.

instructions. Routine business messages often presented in the form of a list; they may be carried out in any order.

persuasive message. A message whose primary goal is to convince the reader to take a certain course of action.

requests. Ask the reader for some type of action or response.

routine requests. Requests that are expected by the receiver.

sales message. A message that persuades the reader to spend money for a product or service, either immediately or later; an effective sales message attracts the attention of the reader, while selling the features and benefits of the product or service.

special requests. Requests that are not routine in nature and require planning an approach that will create a positive response.

technical document. Provides the reader with technical information, often in the form of instructions or directions.

technical message. Provides the reader with technical information.

transmittal message. Routine communication accompanying documents or other materials attached to e-mails or sent by a delivery service.