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

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

presumption. Something believed based on probable or assumed reliability.

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

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

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

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

skimming. To quickly glance through an entire document.