**COMMUNICATION – FILL-IN-THE BLANK: SESSION 2**

**Business Communication: Process and Product – 9th Edition**

**Mary Ellen Guffey and Dana Loewy; Cengage Learning 2018 (ISBN: 978-1-305-95796-1)**

**Chapter Four: Planning Business Messages**

As the world becomes increasingly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, people are sending a staggering number of messages often delivered over social media platforms.

However, even as we have accepted instant messaging, texting, Twitter, and other interactive media, the nature of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ remains unchanged.

In its simplest form, communication may be defined as the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of information & meaning from sender to receiver.

List Steps in the Communication Process:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The communication process begins when sender has an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The form of the idea may be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by complex factors surrounding the sender.

The next step in the communication process involves \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

This means \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the idea into words or gestures that will convey meaning.

The medium over which the message travels is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The individual for whom the message is intended is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Translating the message from its symbol form into meaning involves \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The verbal and nonverbal responses of the receiver create \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, a vital part of the communication process.

The communication process is successful only when the receiver \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the message as intended by the sender.

An important barrier to clear communication involves \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Each of us attaches a little bundle of meanings to every word, and these meanings are not always \_\_\_\_\_\_.

Bypassing happens when people miss each other w/ their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Another barrier to clear communication is your frame of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Everything you see and feel in the world is translated through your individual frame of reference.

No matter how extraordinary the idea is, it won’t be understood or fully appreciated unless the communicators involved have good \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ skills.

Other communication \_\_\_\_\_\_\_ are emotional interference, physical distractions, and digital interruptions.

Half the battle in communicating successfully is recognizing that the entire process is sensitive and susceptible to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Today’s new media and digital technologies enable you to choose from innumerable communication \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to create, transmit, and respond to messages.

Business writing skills should have the following characteristics:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Regardless of what you are writing, the process will be easier if you follow a systematic plan.

The 3x3 writing process breaks the entire task into three phases:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

No matter how short your message is, spend some time thinking about the people in your \_\_\_\_\_\_\_\_\_\_\_\_\_ so that you can tailor your words to them. Think: What’s in it for them?

Another consideration in profiling your audience is the possibility of a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ audience.

Adapting your message to the receiver’s needs means putting yourself in that person’s shoes.

It’s called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Most of the business messages you write replace \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Thus, they are most effective when they convey an informal, conversational tone instead of a formal, pretentious tone.

You can improve the clarity, tone, and effectiveness of a message by using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ rather than negative language.

Maintaining a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ tone involves not just guarding against rudeness but also avoiding words that sound demanding or preachy.

Even when you feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in displaying anger, remember that losing your temper or being sarcastic will seldom accomplish your goals as a business communicator:

to inform, to persuade, and to create good will.

Many of today’s workers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in teams to deliver services, develop products, and complete projects.

**Chapter Five: Organizing and Drafting Business Messages**

Businesspeople must constantly make \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, solve problems, and determine how to proceed.

They solve problems and make decisions by gathering information, generating ideas, and organizing those ideas into logical \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that guide their organizations.

No smart businessperson would begin drafting a message before gathering \_\_\_\_\_\_\_\_\_\_\_\_\_\_ information.

We call this process “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,” a rather formal-sounding term. For our purposes, however, research simply means collecting information about a certain topic. This is an important step in the writing process because that information helps the writer shape the message.

Discovering significant information after a message is half completed often means having to start over and reorganize. To avoid frustration and inaccurate messages, writers collect information that answers several questions:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Not all information for making decisions is available through research. Often fresh ideas to solve problems must be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

For years, organizations have tried to solve problems and generate ideas in group discussion. Two methods have prevailed.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Traditionally, groups have generated ideas by brainstorming, which may be defined as the spontaneous \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of ideas from members of a group.

Critics, however, charge that brainstorming in this traditional format \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ work.

Brainstorming favors first ideas, thus promoting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and limiting fresh avenues of thought.

To overcome the shortcomings of traditional brainstorming, some critics champion \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This creativity technique involves writing out ideas rather than speaking them.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ describes the practice of requesting ideas or services online from unknown crowd members rather than from traditional employees or contractors.

After collecting data and generating ideas, writers must find some way to organize their \_\_\_\_\_\_\_\_\_\_\_\_\_.

Organizing includes two processes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Writers should organize their ideas – especially if the project is complex – into a hierarchy, such as an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The beauty of preparing an outline is that it gives writers a chance to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ their thoughts before becoming bogged down in word choice and sentence structure.

Thus far, you have seen how to collect information, generate ideas, and prepare an outline. How you order the information in your outline, though, depends on the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you choose.

In the direct strategy, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ idea comes first, followed by details, explanation, or evidence.

In the indirect strategy, the main idea \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the details, explanation, and evidence.

In preparing to write any message, you need to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the audience’s reaction to your ideas and frame your message accordingly.

The direct method, “frontloading,” has at least three advantages:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

When you expect the audience to be uninterested, unwilling, displeased, or hostile, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ strategy is more appropriate.

In this strategy you reveal the main idea only after you have offered an explanation and \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The indirect strategy has three benefits:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

One you have researched your topic, organized the data, and selected a strategy, you’re ready to begin \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

To avoid monotony and to add spark to your writing, use a variety of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ types.

As you craft your sentences, beware of three common traps: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Because your goal is to communicate clearly, you should strive for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that average 20 words. Some sentences will be shorter; some will be longer.

A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a group of sentences about one idea.

Paragraphs may be composed of three kinds of sentences. These sentences may be arranged in any of three classic paragraph plans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Paragraphs are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ when ideas cohere – that is, when the ideas stick together and when one idea logically leads to the next.

Although no rule regulates the length of paragraphs, business writers recognize that short paragraphs are more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ than longer ones.

**Chapter Six: Revising Business Messages**

The final phase of the 3x3 writing process focuses on \_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_.

Editing means \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the content and sentence structure of your message.

Proofreading involves \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ its grammar, spelling, punctuation, format, and mechanics.

Evaluating is the process of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ whether your message achieves its purpose.

In business, time is indeed money. Translated into writing, this means that concise messages save reading time and, thus, money. In addition, messages that are written \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are easier to read and comprehend.

Concise sentences avoid long lead-ins with unnecessary \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ words.

Expressions that repeat meaning or include unnecessary words are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Familiar phrases roll off the tongue easily, but many contain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ parts.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ consists of short messages exchanged on social media networks such as Twitter, Facebook, and Tumblr.

Businesses are eagerly joining these microblogging \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to hear what’s being said about them and their products. When they hear complaints, they can respond immediately and often solve customer problems. Companies are also using microblogging to make announcements, promote, goodwill, and sell their products.

Your microblogging messages will be most effective if you follow these tips:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

One of the most important tasks in revising is assessing the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of your message.

Readers understand better when information is presented \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Numerous techniques can improve the clarity of your writing including applying the \_\_\_\_\_\_\_\_\_\_ formula (Keep It Short and Simple), dumping trite business phrases, scrapping clichés and buzzwords, rescuing buried verbs, and restraining exuberance.

In an attempt to sound businesslike, some business writers repeat the same stale expressions that others have used over the years. Your writing will sound fresher and more vigorous if you eliminate these trite phrases or find more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ways to convey the idea.

Clichés are expressions that have become exhausted by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is composed of informal words with arbitrary and extravagantly changed meanings.

Equally unprofessional and imprecise are business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. These are technical expressions that have become fashionable and often are meant to impress rather than express.

Occasionally, we show our exuberance with words such as “very,” “definitely,” “quite,” “completely,” “extremely,” “really,” “actually,” and “totally.” These \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ can emphasize and strengthen your meaning. Overuse, however, sounds unbusinesslike.

Control your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and guard against \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ use.

Want to make your readers think you are well-organized and intelligent? You can accomplish this by using document design! Doing so will also enhance the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of your messages.

Empty space on a page is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ determine the white space on the left, right, top, and bottom of a block of type. They define the reading area and provide important visual relief.

Business writers today may choose from a number of typefaces on their word processors. A typeface defines the shape of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ characters – review Theme Fonts in Microsoft Word

A wide range of typefaces is available for various purposes. Some are decorative and useful for special purposes. The most commonly used for business messages is – \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

During the revision process, think about type \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Readers are generally most comfortable with \_\_\_\_\_\_\_ to \_\_\_\_\_\_\_-point type for body text.

One of the best ways to ensure rapid comprehension of ideas is through the use of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ lists.

In the revision process, look for ideas that could be converted to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and follow techniques to make lists look professional.

Headings are an effective tool for highlighting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and improving \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

None of us is perfect, and even the best writers sometimes make mistakes. The problem, however, is not making the mistakes; rather not finding or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ them.

Documents with errors affect your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of your organization.

When you finish a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ draft, plan for a cooling-off period.

Careful proofreaders check for problems in the following areas: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, and (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Take a moment to evaluate your writing. Remember that everything you write, whether for yourself or someone else, takes the place of a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ appearance.

The best way to judge the success of your communication is through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. For this reason, you should encourage the receiver to respond to your message.