**COMMUNICATION – FILL-IN-THE BLANK: SESSION 5**

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

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

**Chapter Eleven: Reporting in the Digital Age**

Digital age organizations compete in a world of constant change facilitated by innovative \_\_\_\_\_\_\_\_\_\_\_\_\_ and the ability to generate and share vast amounts of \_\_\_\_\_\_\_\_\_\_\_\_\_.

Whether a company decides to launch a new product, expand into new markets, reduce expenses, improve customer service, or increase its social media presence, the decisions are usually based on information submitted in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Most reports fit into one of two broad categories:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Reports: Present data without analysis or recommendations.
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Reports: Provide data or findings, analysis, and conclusions.

Like other business messages, reports may be organized directly or indirectly. The reader’s anticipated reaction and the content of a report determine its \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ strategy.

Like other business messages, reports can range from informal to formal, depending on their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Because business reports are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ attempts to compile often complex information, answer questions, and solve problems, the best reports are developed methodically.

Channel the writing process into seven steps:

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

The first step in writing a report is understanding the problem or assignment clearly. For complex reports, prepare a written \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to clarify the task.

An expanded statement of purpose considers additional factors:

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

After defining the purpose of a report, a writer must think carefully about who will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ it.

When considering primary and secondary readers, ask yourself these questions:

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

After analyzing the problem, anticipating the audience, and factoring the problem, you are ready to prepare a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A good work plan includes the following:

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

Preparing a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ encourages you to evaluate your resources, set priorities, outline a course of action, and establish a schedule.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or the gathering of information, is one of the most important steps in writing a report.

As you \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a report’s purpose and audience and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your research strategy, you will identify and assess the data you need to support your argument or explain your topic.

To use the Internet meaningfully in your search, you must scrutinize what you find and validate the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Surveys may be the best way to generate data for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ reports.

Some of the best report information, particularly on topics which little has been written, comes from individuals. They are usually experts or veterans in their fields. Consider both \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ experts for business reports.

Some kinds of primary data can be obtained only through firsthand \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_.

In writing business reports, you will often build on the ideas and words of others. In Western culture, whenever you borrow the ideas of others, you must give credit to your information sources.

This is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

As a careful writer, you should take pains to document report data properly for the following reasons:

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

In writing reports and using the ideas of others, you will probably rely heavily on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which means restating an original message in your own words and in your own style.

On occasion, you will want to use the exact words of a source, but beware of \_\_\_\_\_\_\_\_\_\_\_\_ quotations.

When you must use a long quotation, try to summarize and introduce it in your own \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

You can direct readers to your \_\_\_\_\_\_\_ w/ parenthetical notes inserted into the text and w/ bibliographies.

After collecting and interpreting information, you need to consider how to best \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ it.

Match \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to Objectives

**Chapter Twelve: Informal Business Reports**

Much of the information that allows decision makers to run their organizations efficiently in this digital age comes to them in the form of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Given easy access to research databases, Web, and other sources of digitized information, collecting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is effortless.

After collecting numerical data and other information, you must \_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_ them.

Tables usually help researchers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ data.

In tabulating and analyzing data, you may see \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ between two or more variables that help explain the findings.

The sections devoted to conclusions and recommendations are the most widely read portions of a \_\_\_\_\_\_.

Knowledgeable readers go straight to the conclusions to see what the report writer thinks the data mean. Because conclusions summarize and explain the findings, they represent the \_\_\_\_\_\_\_\_\_\_\_\_ of a report.

Any set of data can produce a variety of meaningful conclusions. Always bear in mind, though, that the audience for a report wants to know how these data relate to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ being studied.

Although your goal is to remain objective, drawing conclusions involves a degree of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Your goals, background, and frame of reference all color the inferences you make. All writers interpret findings from their own \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, but they should not manipulate them to achieve a preconceived purpose.

Avoid the temptation to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your findings or conclusions.

Conclusions explain what the \_\_\_\_\_\_\_\_\_\_\_\_\_ is, whereas recommendations tell how to \_\_\_\_\_\_\_\_\_\_\_\_ it.

Use your intuition and your knowledge of the audience to determine how \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your recommendations should be.

If possible, make each recommendation a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Experienced writers may combine \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Recommendations evolve from the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of findings and conclusions.

After collecting sets of data, interpreting them, drawing conclusions, and thinking about the recommendations, you are ready to organize the parts of the report into a logical \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ reports generally present data w/o interpretation.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ reports generally analyze data and draw conclusions.

For readers who know about the project, are supportive, or are eager to learn the results quickly, the \_\_\_\_\_\_\_\_\_\_\_\_ strategy is appropriate. Conclusions and recommendations, if requested, appear up front.

For readers who must be educated or persuaded, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ strategy works better. Conclusions and recommendations appear last, after the findings have been presented and analyzed.

Although every report is unique, the overall organizational strategies described here generally hold \_\_\_\_.

Whether you are writing informational or analytical reports, you must \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the data you have collected. Five common organizational methods are by (1) time, (2) component, (3) importance, (4) criteria, and (5) convention.

For both \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ reports, devices such as introductions, transitions, and headings prevent readers from getting lost.

Now that you are familiar with the basics of gathering, interpreting, and organizing data, you are ready to enter that information into short informational or analytical \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

You can expect to write many informational reports as an entry-level or middle-management employee. These reports generally deliver nonsensitive data and are therefore written \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The principles of conciseness, clarity, courtesy, and correctness apply to report \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A \_\_\_\_\_\_\_\_\_\_\_ compresses the main points from a book, report, article, website, meeting, or convention.

In writing a summary, follow these general guidelines:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Desktop publishing packages, sophisticated word processing programs, and high-quality laser printers now make it possible for you to turn out professional-looking \_\_\_\_\_\_\_\_\_\_\_\_\_ and promotional materials.

You may recall that informational reports generally provide \_\_\_\_\_\_\_\_\_\_\_\_\_ only.

There are three common types of analytical business reports: (1) justification/recommendation reports, (2) feasibility reports, and (3) yardstick reports.

Analytical reports \_\_\_\_\_\_\_\_\_\_\_\_\_\_ significantly from informational reports.

Although both seek to collect and present data clearly, analytical reports also \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the data and typically try to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the reader to accept the conclusions and act on recommendations.

For some situations you may organize analytical reports directly with the conclusions and recommendations near the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Directness can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, though.

Most analytical reports answer questions about specific problems and aid in \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_.

For nonsensitive topics and recommendations that will be agreeable to readers, you can organize \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

When a reader may oppose a recommendation or when circumstances suggest caution, do not rush to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your recommendation.