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| IMPORTANT TERMINOLOGY |
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| Chronemics | The study of how a culture perceives time and its use |
| Data integrity | Assurance that the data will be accurate and complete |
| Distributed leadership | When the role of a leader can alternate among members and more than one leadership style can be active at any given time.  |
| Diversity skills | The ability to communicate effectively with both men and women of all ages, cultures, and minority groups. |
| Downward  communication | A type of communication that flows from supervisor to employee, from policy makers to operating personnel, or from top to bottom on the organization chart.  |
| Ethical constraints | Laws, codes, frameworks, stakeholder interests, and personal values that act as contextual or environmental forces on communication because they set boundaries in which communication rightfully occurs. |
| Ethnocentrism | Wrongly believing that the specific patterns of behavior desired in one’s own culture are universally valued. |
| External messages | Messages directed to recipients outside the organization.  |
| Internal messages | Messages intended for recipients within the organization. |
| Kinesics | The study of body language. Body language is not universal. |
| Organizational communication | Successful movement of information within a company. Communication creates an environment that energizes and encourages employees to accomplish tasks by promoting genuine openness and effective communication. |
| Proxemics | The study of cultural space requirements |
| Stereotypes | A mental picture of the main characteristics of another group. This creates preformed ideas of what people in this group are like.  |
| Telecommuting | Working from remote locations using communication technologies to send and receive work from the company office.  |
| Team | A small number of people with complementary skills who work together for a common purpose. |
| The three Rs | Roles, Rules, and Relationships. Teams must be encouraged to establish the them for effective communications. |
| Upward  communication | A type of communication that is generally a response to requests from supervisors. Flows from the front lines of an organization to the top. |