* Basic Communication model
  + Sent from one person to another, not usually open to outside input
* Social Communication model
  + Anyone can join in on the conversation
* Executive summary
  + Mini version of the report for people who don’t have time/motivation to read
* Appendix is labeled with letters
  + E.g Appendix A, Appendix B
* Explain how “coding” affects the communication model
  + Coding is the way you encode an idea into a message
* What is difference between Direct and Indirect approach in writing style?
  + Direct approach starts with the main idea and follows it up with evidence
  + Indirect approach starts with evidence and follows up with main idea
* What ‘type” of numbering is used in the Table of Contents for the Executive Summary?
* What is the most important feature in a proposal and discuss why; from the team’s perspective as well as from the owners perspective?