Test Bank for The Essentials of Technical Communication 5th Tebeaux

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Chapter 2: Writing for Your Readers

Test Bank A

Type: multiple choice question
Title: Chapter 2 Question 01
1) In businesses and organizations, today, most employees have…
Feedback: Employees in most organizations, particularly large ones, have more to read than they can and will read. To motivate others to read your writing, you need to make sure important information is one the first page or immediately available for readers to see.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
*__a.__ have more to read than they can or will read.
__b.__ have less to read than they need.
__c.__ have the right amount to read if they manage their time well.
__d.__ only read their emails from their boss.

Type: multiple choice question
Title: Chapter 2 Question 02
2) The most important information in a document should be placed…
Feedback: If you want others to read your letter or report, make sure that important information occurs on the first page of the document or at the beginning of an email.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
__a.__ near the end of the document to ensure that the entire document is read.
__b.__ in the middle after you grab your readers' attention with a visual.
__c.__ have the right amount to read if they manage their time well.
*__d.__ in the beginning of the document, on the first page, or at the beginning of an email.

Type: multiple choice question
Title: Chapter 2 Question 03
3) What are the first three stages of developing an effective technical communication?
Feedback: Developing an effective technical communication usually includes six main stages: 1. Analyzing the situation; 2. Choosing/discovering information; 3. Arranging information; 4. Drafting; 5. Revising; and 6. Editing the finished draft.
Page reference: "The Basic Parts of the Composing Process"
__a.__ Analysing the audience, choosing content, and drafting.
*__b.__ Analyzing the situation, choosing information, and arranging information.
__c.__ Analyzing the situation, editing the finished draft, and arranging information.
__d.__ Drafting, revising, and editing the finished draft.

Type: multiple choice question
Title: Chapter 2 Question 04
4) What are the last three stages of developing an effective technical communication?
Feedback: Developing an effective technical communication usually includes six main stages: 1.Analyzing the situation; 2. Choosing/discovering information; 3. Arranging information; 4. Drafting; 5. Revising; and 6. Editing the finished draft.
Page reference: "The Basic Parts of the Composing Process"
__a.__ Analysing the audience, choosing content, and drafting.
__b.__ Analyzing the situation, choosing information, and arranging information.
__c.__ Analyzing the situation, editing the finished draft, and arranging information.
*__d.__ Drafting, revising, and editing the finished draft.

Type: multiple choice question
Title: Chapter 2 Question 05
5) All but one of the following is an important goal that connects your reader, purpose, and context:
Feedback: All but one of the following is an important goal that connects your reader, purpose, and context:
Page reference: "Understand Your Readers—The Heart of the Planning Process"
__a.__ You want your readers to understand your meaning.

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b. You want to keep the goodwill of your reader.
c. You want your writing to achieve its goal with the designated readers.
***d.** You want your readers to read EVERYTHING you write.

Type: multiple choice question
Title: Chapter 2 Question 06
6) All but one of the following are questions readers' may ask of a technical communication they interact with:
Feedback: When determining what content you should include in a technical communication, you have to consider the readers' perspective and how they will receive and interact with the technical communication you deliver them. Readers generally run through several questions in their heads whenever interacting with a technical communication: What is this?; Do I have to read it?; How does it affect me?; What will I have to do?; What are the main ideas?.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
a. What is this?
***b.** How long is it going to take me to read this entire document?
c. Does this affect me?
d. What will I have to do after reading this?

Type: multiple choice question
Title: Chapter 2 Question 07
7) When determining who your readers are and their perspective, what are three factors you need to consider that affect how they will access, read, interpret, and gain meaning from your writing?
Feedback: There are several factors to consider during a thorough audience analysis: your readers' knowledge and expertise of the topic; your readers' educational background; your readers' demographics and cultural backgrounds; your readers' job levels and needs; cognitive abilities; as well as many other social, technical, and cognitive attributes.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
***a.** Readers' knowledge level and expertise of the subject, their educational background, and their demographics.
b. Readers' cultural background, dietary preferences, and job levels.
c. Readers' health practices, social behaviors, and cognitive function.
d. Readers' dietary preferences, social behaviors, and number of pets.

Type: multiple choice question
Title: Chapter 2 Question 08
8) Elaine is the office manager for a small medical center with five doctors, a dozen nurses, and twenty-five miscellaneous staff, including reception and clerical staff. Because of past difficulty in getting the right patients to the doctor with whom that patient has an appointment, she has developed a set of patient intake procedures that all staff will be required to follow. Before she distributes the new procedures, she reminds herself that her various readers may have different perspectives on the new procedures. To clearly understand their perspectives, she plans to do several tasks prior to disseminating the new procedures. While each task is important for understanding the perspectives various readers will bring to the document, she decides that one is so critical that it should be her first consideration. Which of the tasks listed should be Elaine's first consideration?
Feedback: A host of factors determine your readers' perception: education; family; geographical and cultural background; gender; job responsibilities; rank in the organization; age; life experiences; how much they know about the topic; their relationship with you—just to name a few. The need for written communications develops from interactions of people involved in a work environment. To select the appropriate information, level of language (technical or general), and amount of explanation needed in a business context, a writer must carefully determine the needs of each reader.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
a. Review what she knows about each reader personally.
b. Ask herself why each reader is on the distribution list for the new procedures.
c. Review the job descriptions for each reader in order to understand what their responsibilities will be based on the new procedures.
***d.** Ask herself what situations, that is, problems with previous intakes, led to the need for changes in the procedures in the first place.

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Type: multiple choice question
Title: Chapter 2 Question 09
9) How can you tailor your message for people at work and compel them to read your communication?
Feedback: Because individuals in a workplace generally only read what they have to in order to do their job or content that is useful to them, knowing your readers' responsibilities in the organization can help you anticipate their attitude so you can relate or associate your message to your readers' job. This may compel them to read your writing if they know it is valuable to them and content they can act on.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
*__a.__ Associate the message to the readers' job.
__b.__ Request a "read receipt" for all email communication.
__c.__ Always begin the first heading with, "Urgent."
__d.__ Talk about your message in the lunchroom to promote it.

Type: multiple choice question
Title: Chapter 2 Question 10
10) What is the most important stage of the technical communication development process?
Feedback: Analyzing the writing situation is the most important step in composing a technical communication. In this step, you need to know why you need to write: what you want to achieve with your document, what situation or problem has led to the necessity of your writing this document. Then, you need to consider your readers—those who will or may read your document.
Page reference: "The Basic Parts of the Composing Process"
__a.__ Revising.
__b.__ Verifying the information.
__c.__ Editing.
*__d.__ Analzying the situation.

Type: multiple choice question
Title: Chapter 2 Question 11
11) The most important point of drafting is to…
Feedback: Avoid becoming absorbed in ideas and information you plan to include because not every reader will read every part of your document and may have a very different perspective; however, the point of drafting is to focus on the purpose of the technical communication and what your readers need to know. Your readers cannot climb into your mind and know your thoughts so you draft so you can transfer your ideas onto a computer screen (into a document) so these ideas can be communicated to your readers.
Page reference: "Writing for Your Readers" (Chapter Title)
__a.__ write so you don't ever have to revise as you go along.
__b.__ worry about style rather than content.
*__c.__ transfer the basic ideas from your mind onto the computer screen to be communicated to your readers.
__d.__ get the words and sentences exactly right the first time.

Type: multiple choice question
Title: Chapter 2 Question 12
12) Maggie has just been emailed 20 pages of software content from her manager. As the technical communicator on staff, he has instructed her to revise it to "make sense" to people. What are the three questions Maggie should ask her manager before she begins the project of revising the content?
Feedback: Because individuals in a workplace generally only read what they have to in order to do their job or content that is useful to them, knowing your readers' responsibilities in the organization can help you anticipate their attitude so you can relate or associate your message to your readers' job. This may compel them to read your writing if they know it is valuable to them and content they can act on.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
__a.__ What do you mean by "make sense?" How do you want me to revise the content? Who are my readers?

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*__b.__ What is the purpose of the project? Who are my readers? In what context will they be accessing this information?
__c.__ Who are my readers? What do they need to do with the content? What is the purpose?
__d.__ What is the deadline for this project? What software do you want me to use to compose the documentation? Do you want me to save it on a USB?

Type: multiple choice question
Title: Chapter 2 Question 13
13) What should you always keep in mind during the "Choosing/discovering information" stage in the document development or composition process?
Feedback: You select information for your document based on your purpose, what your reader needs and how you think your reader perceives the subject. As you search for information, remember your purpose, what you want your reader to know and do with what you write. Keeping these ideas in mind helps you search, sift, sort, and source content that should be included.
Page reference: "The Basic Parts of the Composing Process"
*__a.__ Keep in mind the purpose of your document, who your readers are, and what they need to be able to do with the content.
__b.__ Keep in mind how long the document should be.
__c.__ Keep in mind the readers' knowledge level so you can only choose plain language text.
__d.__ Keep in mind how long you have to write the document.

Type: multiple choice question
Title: Chapter 2 Question 14
14) What is one element you focus on during the Revision stage of the writing process?
Feedback: Once you have drafted your technical communication, you need to move into the Revision stage, whereby you focus on the following elements:
Logic – The content must be presented in a logical order and in a way that makes the document usable to the target audience.
Completeness – The technical communication must contain all of the information that the audience needs, but not too much to cause information overload. The information must be correct.
Style – The style must be tailored for the target audience and meet their expectations. Sentences must be clear and concise.
Illustrations – Illustrations and other information visuals may need to be included as alternative means of information for the audience to better comprehend the information you are providing. Illustrations combined with text often provide the best means of communicating with your readers.
Document design – Document design refers to the way you arrange information and display it on the page. The importance of how information looks on the page cannot be stressed enough. If you want your writing to be read, design the page or screen so that information is inviting and accessible. You will implement design elements, such as headers and boldface type font to help the reader identify salient information.
Page reference: "The Basic Parts of the Composing Process"
__a.__ Collecting more information.
*__b.__ Implementing design elements that make the document more usable.
__c.__ Attaching the document in an email.
__d.__ Understanding your readers.

Type: multiple choice question
Title: Chapter 2 Question 15
15) In what stage of the writing process do you focus on organizing the information flow and presentation?
Feedback: Once Following the Choosing / Discovering information stage, you move into the Arranging information stage, whereby you decide how to organize and display the information you collected. You have to consider what medium, or what type of communication channel you will be using; for instance, will this be a Word document, PDF, or will you be publishing the content on a website. Arranging information also includes selecting the order in which the information will be presented, and you must carefully consider your audience and what they need to be able to do by reading the information you present. It must be in a logical and easy-to-read format. Memos, for example, need to begin with the news or essential information to ensure that readers at least read what's most important before they start skimming the document or stop reading it altogether. Most

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reports begin with an introduction and a summary of the report. The discussion section follows with supporting information. Most reports adopt some version of this arrangement. Many business organizations have templates for reports.
Page reference: "The Basic Parts of the Composing Process"
a. Analyzing the situation.
b. Choosing / discovering information.
c. Revising
*__d.__ Arranging information

Type: essay/short answer question
Title: Chapter 2 Question 01
1) What are the three main goals of technical communication that connect the audience, the purpose, and the context?
Feedback: To develop any communication, you have three main goals that connect reader, purpose, and context: 1. You want your readers to understand your meaning exactly in the way you intend; 2. You want your writing to achieve its goal with the designated readers; and 3. You want to keep the goodwill of those with whom you communicate.
Page reference: "Writing for Your Readers" (Chapter Title)

Type: essay/short answer question
Title: Chapter 2 Question 2
2) What are the four main tasks you must pursue in order to be able to understand the purpose of a technical communication, the audience, and the content in which it will be delivered or used?
Feedback: In order to understand the purpose of your writing, your readers, and the context of use, you can perform the following tasks:

1. Determine as fully as possible who will read what you write.
2. Know the goals you want your writing to achieve and the business context in which you need to communicate.
3. Understand your role in the organization as a writer and how your role should be reflected in what you write.
4. Determine the content by considering your readers' frame of reference and your purpose in writing.

Page reference: "Understand Your Readers—The Heart of the Planning Process"

Type: essay/short answer question
Title: Chapter 2 Question 03
3) When choosing or selecting the information/content you should include in a technical communication, explain why it is important to keep in mind the purpose of your document, who your readers are, and what they need to be able to do with the content?
Feedback: There is so much information online or within an organization that you can get off-track or incorrectly select information if you do not keep focused on why you are composing the document (the purpose), who will read your document (your readers and their knowledge level, job responsibilities, etc.), and your readers needs for the information. You need to think about your readers' perspectives and their information needs so you select accurate and the relevant content that supports the readers and what they need to be able to do when reading your communication.
Page reference: "Understand Your Readers—The Heart of the Planning Process"

Type: essay/short answer question
Title: Chapter 2 Question 01
1) Why is it important to consider the context in which your reader will access and interact with your technical communication? Describe a real-life situation that either you have encountered or that you imagine in which context has a significant impact on a readers' use of a technical communication. What are ways the writer could accommodate the readers' context of use?
Feedback: Once your document reaches its intended destination, the recipient may place it in a stack for later reading; may skim it and then route it to the person responsible for action on it; may read it, copy it, and distribute it to readers unknown to you; may read it and use it as an agenda item in a meeting about related issues; or may read it carefully and later use it as a reference. Knowing how readers will use the documents they receive can often guide you in deciding not only what to include, but also how to organize the information and arrange it on the page. Writers can accommodate

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readers' different contexts of use by anticipating how they will use it, including the most important information first, using design elements that enables them to quickly scan and interpret the information and gain meaning that is most important to them, and is in a medium that enables it to be used for multiple purposes, such as in emails and attached as a Word or PDF document that can be printed.
Page reference: "Understand Your Readers—The Heart of the Planning Process"

Type: essay/short answer question
Title: Chapter 2 Question 02
2) You have been asked by your student organization to write a proposal to the university dining services to make a case to include more healthy food options in the cafeteria and around campus. You know that you want to support the student organization's goals, yet you are going to be writing this proposal to the decision makers in the dining services who have to balance students' needs and resources available. Use this scenario to describe why "analzying the situation" the most critical step of the technical communication development process.
Feedback: To develop any communication, you have three main goals that connect reader, purpose, and context: 1. You want your readers to understand your meaning exactly in the way you intend; 2. You want your writing to achieve its goal with the designated readers; 3. You want to keep the goodwill of those with whom you communicate. Analyzing the situation has you connect your audience, their needs, and your purpose for the technical communication and forms the basis of every decision you make in developing your document.
Page reference: "Writing for Your Readers" (Chapter Title)

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Chapter 2: Writing for Your Readers

Test Bank B

Type: multiple choice question
Title: Chapter 2 Question 01
1) When planning content for a technical communication project, which of the following do you not need to consider?
Feedback: When planning the content you need to include in a technical communication, you need to consider what ideas you should use to achieve the goal of the message, which ideas you can omit, and how you should arrange the ideas so that they make sense to the target readers.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
a. The ideas that will achieve the goal of the message.
***b.** The completion date for the document.
c. Which ideas that do not need to be included.
d. How to arrange the ideas that will be included.

Type: multiple choice question
Title: Chapter 2 Question 02
2) What is the final stage of the writing process and what do you do in this stage?
Feedback: The final, or sixth stage of the writing process is Editing. You may perform several edits of a technical communication, but editing refers to reading and reviewing the document to scrutinize and correct mechanical errors, such as the spelling, usage, punctuation, and sentence structure. Subsequent edits have you focus on the document as a whole, such as its appearance and how the information is displayed and presented. You will also edit to check citations and make sure you correctly cited sources of information, including illustrations, you may have borrowed. Remember to give credit to external sources of information.
Page reference: "The Basic Parts of the Composing Process"
a. Editing – including design elements, like headers.
b. Reading – reading the document for comprehension.
***c.** Editing – reading and reviewing the document to correct mechanical errors, looking at the document's appearance, and making sure citations are correct.
d. Analyzing the situation – making sure you know who will read your document.

Type: multiple choice question
Title: Chapter 2 Question 03
3) What purpose do illustrations serve in technical communication?
Feedback: Illustrations can be graphics, tables, charts, screen shots, or other information visuals in technical communication. Illustrations serve as alternative means of information for readers and may also be a source of information that readers can access quickly. Illustrations combined with text often provide the best means of communicating with your readers.
Page reference: "The Basic Parts of the Composing Process"
a. Illustrations are used for marketing.
***b.** Illustrations are used as alternative means of information for the readers.
c. Illustrations take time to do correctly so enable you to make more money for a project.
d. Illustrations serve as citations.

Type: multiple choice question
Title: Chapter 2 Question 04
4) What is a factor that affects how your readers will interpret your message and be able to use it in a meaningful way?
Feedback: There are several factors that affect how a reader will interpret and gain meaning from a technical communication including: your readers' knowledge and expertise of the topic; your readers' educational background; your readers' demographics and cultural backgrounds; your readers' job levels and needs; cognitive abilities; as well as many other social, technical, and cognitive attributes.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
a. Their position in the organization.
b. Their technical expertise.
c. Their knowledge of the subject matter.

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*__d.__ All of the above.

Type: multiple choice question
Title: Chapter 2 Question 05
5) The image you project in your writing…
Feedback: As an employee, you will be hired to perform the duties that define a particular job and will communicate with employees above you, below you, and on your own level. In order for individuals to read your writing, you must gain their trust. This builds your credibility. A way to gain your colleges trust and build your credibility as a writer in an organization, you must communicate professionally with others in ways that convey the power relationship that exists between you and the reader. For instance, when you write to a manager, convey the image of a subordinate; when you communicate with others on your own job level, you will convey the image of a colleague. Effective writers fit their message to each reader.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
a. Should be one of trust and credibility.
b. Will vary depending on who your readers are and their position in the organization.
c. Is only important when you are writing to your boss.
*__d.__ Both a and b are correct.

Type: multiple choice question
Title: Chapter 2 Question 06
6) When analyzing the writing situation you should try to discover…
Feedback: Analyzing the writing situation is the most important step in composing a technical communication. In this step, you need to know why you need to write: what you want to achieve with your document, what situation or problem has led to the necessity of your writing this document. Then, you need to consider your readers—those who will or may read your document.
Page reference: "The Basic Parts of the Composing Process"
a. How long the readers have to read the document.
*__b.__ What situation or problem has required writing this document.
c. How long the document should be.
d. How long you have to write the document.

Use the following scenario for the next three questions: Because Juanita is the volunteer (meaning unpaid) recruiter for a non-profit with branch offices in six cities, she receives more emails on a daily basis than she could possibly read and still have time for her other duties. When she opens her email every Monday morning she looks over the subject line for each email with the following questions in the back of her mind: "What is this? Do I have to read this? How does it affect me? What will I need to do? What are the main ideas?"

If the email subject heading doesn't answer at least one of these questions, she doesn't open it. Sometimes she misses out on information she should have. But she considers this the writer's problem rather than her own. If these people really want to get their message to her, they are responsible to let her know that there is a legitimate reason to read it. Match the following subject headings with the question that would most likely result in the reaction, "Yes, I need to read this email." Note that some of these email subject lines match more than one question; for instance, she might ask "What is this?" of every email she receives. Select the best possible answer.

Type: multiple choice question
Title: Chapter 2 Question 07
7) Juanita's first email subject line is, "For All Volunteer Recruiters," what question might Juanita ask herself when reading this subject line?
Feedback: When determining what subject lines for emails, you have to consider the readers' perspective and what they will gain by reading your email. Employees in most organizations, particularly large ones, have more to read than they can and will read. If you want others to read your email, make sure that important information—the information that the reader can use to do their job better or that is relevant to them—is included in the subject line of the email so that they open it. Readers generally run through several questions in their heads whenever interacting with a technical

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communication: What is this?; Do I have to read it?; How does it affect me?; What will I have to do?; What are the main ideas?.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
a. What is this?
***b.** Do I have to read it?
c. How does this affect me?
d. What will I need to do?

Type: multiple choice question
Title: Chapter 2 Question 08
8) Juanita's first email subject line is, "Overtime Compensation," what question might Juanita ask herself when reading this subject line?
Feedback: When determining what subject lines for emails, you have to consider the readers' perspective and what they will gain by reading your email. Employees in most organizations, particularly large ones, have more to read than they can and will read. If you want others to read your email, make sure that important information—the information that the reader can use to do their job better or that is relevant to them—is included in the subject line of the email so that they open it. Readers generally run through several questions in their heads whenever interacting with a technical communication: What is this?; Do I have to read it?; How does it affect me?; What will I have to do?; What are the main ideas?.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
a. What is this?
b. Do I have to read it?
***c.** How does this affect me?
d. What will I need to do?

Type: multiple choice question
Title: Chapter 2 Question 09
9) Juanita's first email subject line is, "What To Bring To Friday's Meeting," what question might Juanita ask herself when reading this subject line?
Feedback: When determining what subject lines for emails, you have to consider the readers' perspective and what they will gain by reading your email. Employees in most organizations, particularly large ones, have more to read than they can and will read. If you want others to read your email, make sure that important information—the information that the reader can use to do their job better or that is relevant to them—is included in the subject line of the email so that they open it. Readers generally run through several questions in their heads whenever interacting with a technical communication: What is this?; Do I have to read it?; How does it affect me?; What will I have to do?; What are the main ideas?.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
a. What is this?
b. Do I have to read it?
c. How does this affect me?
***d.** What will I need to do?

Use the following scenario for the next three questions: Stan is a technical communicator who has just begun a new position in an organization with over 50 employees. He has several higher-level managers in different departments, several same level co-workers, and several staff that he manages, as well. Stan is in charge of composing new company policies about employees using their phones at work. Stan has composing the document and is ready to email the updated company policies to the entire organization. He doesn't want to get a bad reputation by delivering bad news to his co-workers, and he certainly doesn't want those above him to think he is criticizing them for using their cell phones at work. Stan, then, works out a plan to email each target group with a different introduction so that he can begin to establish trust and credibility as a writer and project an image that conveys his level in the organization.

Type: multiple choice question
Title: Chapter 2 Question 10

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10) Which of the following introductions should Stan use when he is emailing the higher-level employees in the organization?
Feedback: As an employee, you will be hired to perform the duties that define a particular job and will communicate with employees above you, below you, and on your own level. In order for individuals to read your writing, you must gain their trust. This builds your credibility. A way to gain your colleges trust and build your credibility as a writer in an organization, you must communicate professionally with others in ways that convey the power relationship that exists between you and the reader. For instance, when you write to a manager, convey the image of a subordinate; when you communicate with others on your own job level, you will convey the image of a colleague. Effective writers fit their message to each reader.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
***a.** We appreciate your leadership and effective management you have demonstrated to all employees, and this message is to communicate to you that there has been some company policy updates regarding mobile phone usage in the office.
b. Hi team. I want to first thank you so much for your hard work and dedication to the project. I know you may need to take brief breaks throughout the day, but there have been some company policy updates that I wanted you to be aware of regarding mobile phone usage at work.
c. Hello all. Thank you so much for your support and collaboration at work. It is a pleasure to work with you. I wanted to provide this company policy update regarding mobile phone usage in the office. It is something we all need to be aware of.
d. All of the above will be fine.

Type: multiple choice question
Title: Chapter 2 Question 11
11) Which of the following introductions should Stan use when he is emailing the colleagues that are at the same level as he is in the organization?
Feedback: As an employee, you will be hired to perform the duties that define a particular job and will communicate with employees above you, below you, and on your own level. In order for individuals to read your writing, you must gain their trust. This builds your credibility. A way to gain your colleges trust and build your credibility as a writer in an organization, you must communicate professionally with others in ways that convey the power relationship that exists between you and the reader. For instance, when you write to a manager, convey the image of a subordinate; when you communicate with others on your own job level, you will convey the image of a colleague. Effective writers fit their message to each reader.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
a. We appreciate your leadership and effective management you have demonstrated to all employees, and this message is to communicate to you that there has been some company policy updates regarding mobile phone usage in the office.
b. Hi team. I want to first thank you so much for your hard work and dedication to the project. I know you may need to take brief breaks throughout the day, but there have been some company policy updates that I wanted you to be aware of regarding mobile phone usage at work.
***c.** Hello all. Thank you so much for your support and collaboration at work. It is a pleasure to work with you. I wanted to provide this company policy update regarding mobile phone usage in the office. It is something we all need to be aware of.
d. All of the above will be fine.

Type: multiple choice question
Title: Chapter 2 Question 12
12) Which of the following introductions should Stan use when he is emailing the employees he manages?
Feedback: As an employee, you will be hired to perform the duties that define a particular job and will communicate with employees above you, below you, and on your own level. In order for individuals to read your writing, you must gain their trust. This builds your credibility. A way to gain your colleges trust and build your credibility as a writer in an organization, you must communicate professionally with others in ways that convey the power relationship that exists between you and the reader. For instance, when you write to a manager, convey the image of a subordinate; when you communicate with others on your own job level, you will convey the image of a colleague. Effective writers fit their message to each reader.
Page reference: "Understand Your Readers—The Heart of the Planning Process"

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a. We appreciate your leadership and effective management you have demonstrated to all employees, and this message is to communicate to you that there has been some company policy updates regarding mobile phone usage in the office.
*
b. Hi team. I want to first thank you so much for your hard work and dedication to the project. I know you may need to take brief breaks throughout the day, but there have been some company policy updates that I wanted you to be aware of regarding mobile phone usage at work.
c. Hello all. Thank you so much for your support and collaboration at work. It is a pleasure to work with you. I wanted to provide this company policy update regarding mobile phone usage in the office. It is something we all need to be aware of.
d. All of the above will be fine.

Type: multiple choice question
Title: Chapter 2 Question 13
13) Which is NOT a focus when you begin to plan a document?
Feedback: As you begin to plan your document, think first about your readers and then your purpose. Every decision you make in developing your document should reflect your audience, their needs, and your purpose. You must determine who will read your document, what goals are to be achieved from readers' reading your message and the business context in which you need to communicate, your role in the organization and the image you need to project, and what content to include while keeping in mind your readers' perspective and needs.
Page reference: "Writing for Your Readers" (Chapter Title) and "Understand Your Readers—The Heart of the Planning Process"
a. Determining the business context in which the readers will need to use the technical communication.
b. Determining the content to include in the technical communication.
***c.** Revising your message to make it clearer.
d. Determining who will read your writing.

Type: multiple choice question
Title: Chapter 2 Question 14
14) "How much do your readers know about your topic?" "What are your readers' cultural backgrounds?" "How much do my readers know about the topic?" These are questions you might ask yourself when…
Feedback: A host of factors determine your readers' perception and interpretation of a technical communication: education; family; geographical and cultural background; job responsibilities; rank in the organization; age, life experiences; gender; knowledge level of the subject; technical expertise; and more. How much your readers know about your topic determines what you say and the technical level of your presentation.
Page reference: "Understand Your Readers—The Heart of the Planning Process"
a. Revising your message to make it clearer.
***b.** Determining your readers and their perspectives.
c. Analyzing the context in which the communication will be delivered.
d. Determining how you will deliver the communication.

Type: multiple choice question
Title: Chapter 2 Question 15
15) What is one tip the text provides for helping to say on track during the "Choosing/discovering information" stage in the document development or composition process?
Feedback: You select information for your document based on your purpose, what your reader needs and how you think your reader perceives the subject. As you search for information, remember your purpose, what you want your reader to know and do with what you write. Keeping these ideas in mind helps you search, sift, sort, and source content that should be included. To help you stay on track, you might want to write your purpose at the beginning of your document as you begin to select the content you should include.
Page reference: "The Basic Parts of the Composing Process"
a. Only select easy-to-read text.
b. Select mostly visuals, like "catchy" graphics and images to include.
c. Keep looking at the time.

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*__d.__ Begin your document by writing your purpose for the technical communication.

Type: essay/short answer question
Title: Chapter 2 Question 01
1) How does knowing your role in the organization as a writer affect your writing?
Feedback: As an employee, you will be hired to perform the duties that define a particular job and will communicate with employees above you, below you, and on your own level. In order for individuals to read your writing, you must gain their trust. This builds your credibility. A way to gain your colleges trust and build your credibility as a writer in an organization, you must communicate professionally with others in ways that convey the power relationship that exists between you and the reader. For instance, when you write to a manager, convey the image of a subordinate; when you communicate with others on your own job level, you will convey the image of a colleague. Effective writers fit their message to each reader.
Page reference: "Understand Your Readers—The Heart of the Planning Process"

Type: essay/short answer question
Title: Chapter 2 Question 02
2) Your textbook identifies "analyzing the writing situation" as the most critical step in the writing process. Why is this first step so important?
Feedback: Analyzing the writing situation (the purpose, readers, and context), is the most critical step because this step allows you to gain an understanding of what you want to achieve with your document, what situation or problem has led to the necessity of your writing the document, who will read the document, and what the readers need to be able to do by reading the technical communication.
Page reference: "The Basic Parts of the Composing Process"

Type: essay/short answer question
Title: Chapter 2 Question 03
3) Identify the differences between a primary and secondary audience and how those differences might affect your goals.
Feedback: The primary audience is the group of readers for whom the technical communication is intended for; the secondary audience is a group of readers for whom may read your technical communication because they have received it from a primary audience member. When analyzing the writing situation, you must consider unknown readers and how they will interpret and gain meaning from your writing, as well. In many cases, your primary reader will transmit your document to someone else for action. Perhaps this individual is one of your secondary readers or someone unknown to you. You must plan your technical communication for both primary and secondary audiences.
Page reference: "Understand Your Readers—The Heart of the Planning Process"

Type: essay/short answer question
Title: Chapter 2 Question 01
1) Your textbook gives a list of demographic factors that determine your readers' perception, defined as how the reader "sees the world." Identify three demographic factors you see as important and explain why they might be important when considering audience. You need not restrict yourself to the items on the list, which does not cover all the possible demographics.
Feedback: There are several factors that affect how a reader will interpret and gain meaning from a technical communication including: your readers' knowledge and expertise of the topic; your readers' educational background; your readers' demographics and cultural backgrounds; your readers' job levels and needs; cognitive abilities; as well as many other social, technical, and cognitive attributes.
Page reference: "Understand Your Readers—The Heart of the Planning Process"

Type: essay/short answer question
Title: Chapter 2 Question 02
2) The title of Chapter Two is "Writing for Your Readers." The textbook goes on to say that the "heart of the planning process" is understanding your readers. Explain why understanding your reader takes precedence in workplace writing, affecting purpose, goals, content, and style.
Feedback: To develop any communication, you have three main goals that connect reader, purpose, and context: 1. You want your readers to understand your meaning exactly in the way you

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intend; 2. You want your writing to achieve its goal with the designated readers; 3.You want to keep the goodwill of those with whom you communicate. Analyzing the situation has you connect your audience, their needs, and your purpose for the technical communication and forms the basis of every decision you make in developing your document. Because there are so many factors that affect how an individual may interpret and gain meaning from a technical communication, such as their knowledge level of the subject and several demographic variables, understanding their perspective and the action they need to take from reading your writing determines how you will plan your content and compose your document.
Page reference: “Understand Your Readers—The Heart of the Planning Process”

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