Test Bank

to accompany

Lannon/Gurak

TECHNICAL COMMUNICATION
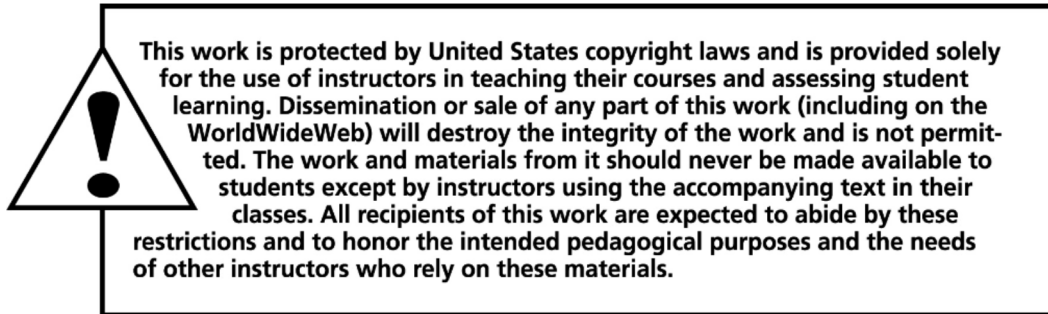
Fourteenth Edition

Lee Scholder

Test Bank to accompany Lannon/Gurak, *Technical Communication,* Fourteenth Edition

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PART 1   COMMUNICATING IN THE WORKPLACE

CHAPTER 1. Introduction to Technical Communication

True/False Questions

1. _____ Technical communication rarely focuses on the author's personal thoughts or feelings.

2. _____ Few technical documents have a persuasive purpose.

3. _____ Phone calls, conversations, and meetings have largely replaced the need for written documents.

4. _____ Most technical writing is done in teams.

5. _____ All documents have some persuasive aspect.

6. _____ Employers seek technical communicators with portable skills.

7. _____ Technical communication includes digital media such as podcasts and online videos.

8. _____ In the United States, most people read documents from beginning to end.

Fill-in-the-Blank Questions

9. _____-centered documents focus on what people need to learn, do, or decide.

10. Four different types of technical communication documents are _____, _____, _____, and _____.

11. Accessible and efficient technical documents include elements such as _____ and _____.

Multiple-Choice Questions

12. Technical communication seeks to

   (a) anticipate and answer questions.
   (b) help people perform a task.
   (c) persuade people to do something.
   (d) b and c
   (e) All of these answers are correct.

13.   When trying to make sense of information, people should never

    (a) determine which information is relevant.
    (b) ask with whom the information should be shared.
    (c) verify the accuracy of the source.
    (d) let the data speak for themselves.
    (e) All of these answers are correct.

14.   Effective technical documents

    (a) use obfuscation.
    (b) avoid combining text, visuals, and sound.
    (c) are easy to navigate.
    (d) a and c
    (e) None of these answers are correct.

15.   Of the following statements, which is *least* accurate?

    (a) As long as a document is persuasive, it need not be clear and efficient.
    (b) Instructions and procedures are two types of technical documents.
    (c) At some point, all professionals engage in technical communication.
    (d) Technical documents focus on the reader.
    (e) Technical documents must account for cultural differences among readers.

16.   Which of the following statements is *most* accurate?

    (a) Technical communication helps us interact with technology in our daily lives.
    (b) Technical communication helps advance workplace goals.
    (c) Technical communication helps specialists solve complex problems.
    (d) Technical communication helps both to advance workplace goals and to assist specialists in solving complex problems.
    (e) All of these answers are correct.

17.   An effective technical communicator does all of the following *except*

    (a) works well as part of a team.
    (b) consistently applies one cultural perspective.
    (c) anticipates readers' questions.
    (d) considers global audiences as needed.
    (e) uses appropriate media.

ANSWER KEY

1. T
2. F
3. F
4. T
5. T
6. T
7. T
8. F
9. Reader
10. Several options are possible: instructions, user manuals, memos, reports, procedures, emails, and so forth.
11. Any combination of the following is correct: worthwhile content, sensible organization, readable style, effective visuals, effective page design, and supplements.
12. e
13. d
14. c
15. a
16. e
17. b

CHAPTER 2. Meeting the Needs of Specific Audiences

True/False Questions

1. _____ A document may have both a primary and secondary purpose.

2. _____ Highly technical audiences need facts and figures explained in the simplest terms.

3. _____ Web pages are useful for linking different levels of information.

4. _____ Always provide readers with more than they want and need.

5. _____ Determining all the needs of a large and diverse audience is easy to do.

6. _____ Calculating the final costs of a document is not a technical communicator's concern.

7. _____ When writing a 1-page memo for audiences with varying technical backgrounds, preferably rewrite it at different levels for different backgrounds.

8. _____ A short document can be rewritten at different levels for different audiences.

Fill-in-the-Blank Questions

9. An audience with no specialized training is called a _____ audience.

10. The image of you that readers see "between the lines" is called your _____ and is created by the tone you adopt.

11. Creating a(n) _____ statement will help you identify your readers and their needs.

Multiple-Choice Questions

12. A usable document is

(a) safe.
(b) easy to navigate.
(c) dependable.
(d) All of these answers are correct.
(e) b and c.

13. Semi-technical audiences consist of

(a) informed persons as well as experts.
(b) informed persons who are not experts.
(c) laypersons.
(d) laypersons and experts.
(e) laypersons and informed persons.

14. Your audience will have preferences about all of the following *except*

(a) your brainstorming process.
(b) the deadline.
(c) the document's length.
(d) whether the document will be in paper or electronic form.
(e) the level of detail.

15. Which of the following statements is correct?

(a) Secondary readers are decision makers who request a document.
(b) The primary audience is an immediate set of readers.
(c) Secondary readers are often those who will carry out a project.
(d) Tertiary readers are both primary and secondary audiences.
(e) b and c.

16. Technical documents are written to

(a) define something.
(b) describe something.
(c) explain something.
(d) propose something.
(e) All of the answers are correct.

17. The North American business culture prefers

(a) indirect answers.
(b) ambiguous messages.
(c) plain talk.
(d) interpretations left to the reader.
(e) All of the answers are correct.

ANSWER KEY

1. T
2. F
3. T
4. F
5. F
6. F
7. T
8. T
9. nontechnical
10. persona
11. audience and purpose
12. d
13. b
14. a
15. e
16. e
17. c

CHAPTER 3. Persuading Your Audience

True/False Questions

1. _____ The relationship connection is particularly important in cross-cultural communication.

2. _____ Once their minds are made up, people are easily swayed to change their position.

3. _____ "Presenting your best case" means that you may deceive the audience to achieve your goal.

4. _____ Unbiased expert opinion can lend credibility to any claim.

5. _____ A claim is a statement of the point you are trying to prove.

6. _____ A blunt approach works best with audiences from other cultures.

7. _____ Communicators within organizations often face unofficial constraints when making an argument.

8. _____ The most persuasive argument is one that presents the strongest case from the writer's perspective.

Fill-in-the-Blank Questions

9. The three levels of response to persuasion are _____, _____, and _____.

10. _____ are limits or restrictions imposed by a situation.

11. A(n) _____ involves careful reasoning that supports a claim.

Multiple-Choice Questions

12. Which of the following is *not* a social or psychological constraint?

    (a) the writer's legal liabilities
    (b) the audience's personality
    (c) the writer's relationship with the audience
    (d) the audience's sense of identity
    (e) the audience's perception of the issue's urgency

13. An audience expects evidence that is

(a) specific.
(b) verifiable.
(c) new.
(d) a and b only.
(e) a, b, and c.

14. When preparing an argument,

(a) adopt an extreme persona.
(b) cast the opponent in a negative light.
(c) identify values, goals, or experiences you share with audience.
(d) avoid conceding any points.
(e) be as indirect as possible about what you want.

15. Strategies for effectively connecting with the audience include

(a) power connection and social connection strategies.
(b) rational connection and evidence connection strategies.
(c) relationship connection and audience connection strategies.
(d) rational connection and relationship connection strategies.
(e) power connection and driven connection strategies.

16. Effective strategies for persuasion include all of the following *except*

(a) standing firm when your message is rejected.
(b) allowing for give-and-take.
(c) asking for what your audience will consider reasonable.
(d) recognizing constraints.
(e) identifying your specific goal.

17. When others offer an opposing view, try to

(a) see the issue their way.
(b) rephrase their position in your own words.
(c) explore possible compromises they might accept.
(d) reach agreement on what to do next.
(e) All of the answers are correct.

18. A claim can be a statement that

(a) acknowledges facts.
(b) interprets facts.
(c) asks for direct action.
(d) a, b, and c.
(e) interprets facts and asks for direct action only.

ANSWER KEY

1. T
2. F
3. F
4. T
5. T
6. F
7. T
8. F
9. internalization, identification, compliance
10. Constraints
11. argument
12. a
13. e
14. c
15. d
16. a
17. e
18. d

CHAPTER 4. Weighing the Ethical Issues

True/False Questions

1. _____ Using upbeat images to downplay the negative messages of written text may be persuasive, but it is unethical.

2. _____ Ethical decisions are always "black and white."

3. _____ In advertising, false claims or suggestions are legally prohibited.

4. _____ "Groupthink" is another way of referring to good teamwork.

5. _____ Whistle-blowers usually are rewarded for going public with their company's unethical behavior.

6. _____ Deliberate miscommunication is fairly common in the workplace.

7. _____ Proprietary information is not the exclusive property of a company.

8. _____ Plagiarism and copyright infringement are the same.

Fill-in-the-Blank Questions

9. Often confused for teamwork, _____ is a dynamic when group pressure prevents individuals from questioning, criticizing, or reporting bad news.

10. _____ occurs when a person claims the work of another as his or her own.

11. A code of _____ offers guidelines for avoiding ethical abuses within a specific organization or company.

Multiple-Choice Questions

12. Examples of ethical abuses in technical communication include

    (a) plagiarizing the work of others.
    (b) exaggerating claims.
    (c) downplaying information.
    (d) a and b only.
    (e) a, b, and c.

13. Which of the following statements is *least* accurate?

(a) I should make a distinction between what is certain and what is probable.
(b) I should use jargon and euphemisms when stating my claims.
(c) I should make sure that my sources of information are credible.
(d) I should believe what I say and not have a hidden agenda.
(e) I should distribute copies of the document to everyone who has a right to know about it.

14. Reworking findings to make them more useful or appealing

(a) is not misleading.
(b) carries no consequences for any party involved.
(c) is unethical.
(d) is a clever way to promote the company's interests.
(e) is an important skill to develop.

15. Which statement below is *least* accurate?

(a) Because the company owns all the documents produced, employees cannot possibly plagiarize each other's work.
(b) Charts and other visuals can be distorted to create a more positive outcome.
(c) Withholding information is equally as unethical as fabricating information.
(d) The pressure to look the other way can lead to misuse of texts or data.
(e) All of these statements are accurate.

16. Reasonable criteria for ethical judgment include

(a) obligations.
(b) ideals.
(c) consequences.
(d) a, b, and c.
(e) a and c only.

17. When preparing a technical document, do all of the following *except*

(a) give candid feedback if warranted.
(b) exaggerate information.
(c) respect rights to privacy.
(d) provide sufficient information.
(e) inform of consequences or risks.

ANSWER KEY

1. T
2. F
3. T
4. F
5. F
6. T
7. F
8. F
9. groupthink
10. Plagiarism
11. ethics
12. e
13. b
14. c
15. a
16. d
17. b

CHAPTER 5. Teamwork and Global Considerations

True/False Questions

1. _____ In collaborating to produce a document, all members of a collaborative team participate in the actual "writing."

2. _____ "Reviewing" is a more precise term for "editing."

3. _____ A meeting manager should take charge by steering the group discussion.

4. _____ Conference calls are no longer used as a form of virtual communication.

5. _____ Social cues are not conveyed well in certain types of digital communication.

6. _____ Any technical document may be distributed globally.

7. _____ Face-to-face meetings are still essential for personal contact.

8. _____ Women who speak up in meetings are often perceived as too controlling, while men who do so are considered to be leadership-oriented.

Fill-in-the-Blank Questions

9. A _____ allows team members to collaborate by writing, sketching, and erasing in real time from their computers.

10. When _____ a document, you examine it for accuracy and readability.

11. The aim of _____ is to produce as many ideas as possible.

Multiple-Choice Questions

12. Sources of conflict in collaborative groups include

    (a) interpersonal differences.
    (b) cultural differences.
    (c) gender differences.
    (d) a, b, and c.
    (e) only b and c.

13. Effective strategies for managing group conflict include

    (a) suppressing disagreement with others' ideas or opinions.
    (b) offering but not accepting constructive criticism.
    (c) protesting a decision when you are outvoted.
    (d) offering and accepting constructive criticism.
    (e) both c and d.

14. Choose the most accurate statement below about reviewing a team document.

    (a) Offer only general comments when identifying weaknesses.
    (b) Begin with a positive comment before suggesting improvements.
    (c) Rewrite the entire document yourself if needed.
    (d) Dictate advice to the team.
    (e) Evaluate it on the first read.

15. An effective strategy for global technical communication is to

    (a) avoid stereotyping.
    (b) write with translation in mind.
    (c) avoid slang and idioms.
    (d) create a glossary of specific terms and abbreviations.
    (e) All of the answers are correct.

16. Which statement below is *most* accurate?

    (a) Blogs are not useful for collaboration.
    (b) Email is the most effective way to hold a group meeting.
    (c) Collaborative writing software allows team members to log into a document at the same time.
    (d) "Internet conferencing" is another term for "teleconferencing."
    (e) None of these answers are correct.

17. When communicating with someone from another culture,

    (a) use humor on first contact to break the ice.
    (b) use humor only in email correspondence.
    (c) use humor only in face-to-face contact.
    (d) always use humor to facilitate strong interpersonal connections.
    (e) avoid humor.

18. Which of the following strategies for teamwork is *least* effective?

    (a) Work without a manager; allow all team members to take charge.
    (b) Compose a purpose statement.
    (c) Develop a file-naming system for documents.
    (d) Decide on a specific meeting schedule.
    (e) All of these are effective strategies.

ANSWER KEY

1. F
2. F
3. T
4. F
5. T
6. T
7. T
8. T
9. whiteboard
10. reviewing
11. brainstorming
12. d
13. d
14. b
15. e
16. c
17. e
18. a

CHAPTER 6. An Overview of the Technical Writing Process

True/False Questions

1. _____ Email, rather than chat or texting, is the appropriate digital tool to use for quick turnarounds during the writing process.

2. _____ Typographical errors include issues such as missing page numbers or inconsistent spacing.

3. _____ Very few technologies exist for assisting the technical writing process.

4. _____ The human brain is the ultimate tool for navigating critical thinking decisions.

5. _____ Save all drafts of a document; you may need to retrieve useful material from an early draft.

6. _____ Deadlines often limit the amount of time that can be spent preparing a technical document.

7. _____ Proofreading need not involve reading every word; skimming a document is effective.

8. _____ The actual composition of text is just a small part of the technical writing process.

Fill-in-the-Blank Questions

9. _____ thinking involves examining and evaluating information, as well as weighing alternatives and considering consequences.

10. The kind of easily correctable errors proofreading can detect include _____, _____, and _____ errors.

Multiple-Choice Questions

11. Digital tools for the technical writing process include

    (a) wikis.
    (b) social media.
    (c) tracking systems.
    (d) All of the answers are correct.
    (e) a and c.

12.   Which of the following statements is *most* accurate?

(a) Revision guarantees improvement.
(b) No one step in the writing process is complete until the whole is complete.
(c) Always begin the writing process by brainstorming.
(d) When drafting a document, you should write the introduction first.
(e) All of these statements are accurate.

13.   Everyday writing situations typically pose

(a) persuasion problems.
(b) collaboration problems.
(c) ethics problems.
(d) information problems.
(e) All of these answers are correct.

14.   Writing technical documents differs from writing essays in all of the following ways *except* that

(a) grammatical correctness is essential.
(b) the documents are often being written by teams.
(c) organizational politics can be involved.
(d) research often involves speaking with technical experts.
(e) All of these answers are correct.

15.   Which of the following questions is crucial to answer at the planning stage of the document?

(a) Is the style readable?
(b) Is the organization sensible?
(c) Who is my audience?
(d) Does the document advance my organization's goals?
(e) Have I left anything out?

16.   When proofreading your work,

(a) do so early on in the writing process so you don't have to rework your sentences later.
(b) read your paper on a computer screen for easy viewing and correcting.
(c) avoid reading small chunks at a time.
(d) never rely exclusively on computerized writing aids.
(e) do all of these.

ANSWER KEY

1. F
2. F
3. F
4. T
5. T
6. T
7. F
8. T
9. Critical
10. Any combination of the following is correct: sentence, punctuation, typographical, format, mechanical, usage
11. d
12. b
13. e
14. a
15. c
16. d

PART 2   THE RESEARCH PROCESS

CHAPTER 7. Thinking Critically about the Research Process

True/False Questions

1. _____ A survey is an example of secondary research.

2. _____ Subject directories are indexes compiled by editors and others who sift through Web sites and compile the most useful links.

3. _____ Sometimes the most reliable material resides in less attractive, text-only sites.

4. _____ Commercial sites never should be used as reliable sources of information since they are inherently biased.

5. _____ Blogs can be sources of relevant and reliable information.

6. _____ Questionnaires use only closed-ended questions, not open-ended questions.

7. _____ Direct observation is the surest way to eliminate bias in research.

8. _____ Hard-copy materials are still important sources for research.

9. _____ Key words and search phrases should be as general as possible.

Fill-in-the-Blank Questions

10. _____ scan for Web sites containing key words.

11. Conducting _____ research means getting information directly from the source.

12. A _____ is a community encyclopedia that allows readers to edit the content.

13. A large, identifiable group of people is called a _____ population, while representatives of that group are called a _____.

14. A(n) _____ is a controlled form of observation designed to verify an assumption.

Multiple-Choice Questions

15. Reference works include all of the following *except*

   (a) encyclopedias.
   (b) indexes.
   (c) abstracts.
   (d) conference papers.
   (e) almanacs.

16. Thinking critically about research depends on all of the following *except*

   (a) finding a definite answer.
   (b) looking at the research from many viewpoints.
   (c) achieving sufficient depth.
   (d) asking the right questions.
   (e) evaluating the reliability and completeness of sources.

17. In informational interviews,

   (a) try to write down everything the respondent says.
   (b) deviate from your interview plan to allow for interesting material to emerge.
   (c) invite the respondent to review your version of any material to be published.
   (d) you should do most of the talking.
   (e) ask yes/no questions.

18. When creating a survey,

   (a) phrase questions ambiguously.
   (b) do not include an introduction.
   (c) use only close-ended questions.
   (d) use loaded questions.
   (e) keep it simple and brief.

19. Which of the following is *not* an example of a Web-based only resource?

   (a) e-libraries.
   (b) periodical databases.
   (c) discussion forums.
   (d) periodicals.
   (e) wikis.