Practical Strategies for Technical Communication 4th edition Markel Test Bank

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Name:_____ Class:_____ Date:_____

Chapter 1

1. What is a technical communicator?

ANSWER: A successful answer would ideally include the following: A technical communicator is a person whose main job is to produce applications such as manuals, reports, and websites.

2. Chapter 1 lists a variety of examples of workplace communication. Name four of them.

ANSWER: A successful answer would ideally include the following: Examples include memos, email, wikis, proposals, reports, oral presentations, letters, websites, podcasts, videos, posts on social-networking sites, newsletter articles, research reports, and articles for trade and professional journals.

3. Chapter 1 lists six defining characteristics of technical communication. One characteristic is that technical communication addresses particular readers. What are three other characteristics mentioned in the chapter?

ANSWER: A successful answer would ideally include the following: The other five characteristics of technical communication are that it helps readers solve problems, it reflects the organization's goals and culture, it is produced collaboratively, it uses design to increase readability, and it consists of words or images or both.

4. Chapter 1 lists nine measures of excellence in technical communication. For example, excellent technical communication is honest. What are three other measures of excellence?

ANSWER: A successful answer would ideally include the following: The other eight measures of excellence are clarity, accuracy, comprehensiveness, accessibility, usability, conciseness, professional appearance, and correctness.

5. Chapter 1 cites three reasons for ensuring that technical communication is honest. The first is that being honest is the right thing to do. What is one other reason?

ANSWER: A successful answer would ideally include the following: The other two reasons are that (1) if you are dishonest, readers can get hurt and (2) if you are dishonest, you and your organization could face serious legal charges.

6. As used in Chapter 1, what does *usability* mean?

ANSWER: A successful answer would ideally include the following: Usability refers to how successfully a document achieves its purposes and meets its audience's needs.

7. As used in Chapter 1, what does *clarity* mean?

ANSWER: A successful answer would ideally include the following: A document with clarity conveys a single meaning the reader can understand easily.

8. One basic purpose of design features is to create a positive impression with a document. What is one other purpose mentioned in Chapter 1?

ANSWER: A successful answer would ideally include the following: The other two purposes are to help readers navigate the document and to help them understand the document.

9. How does emotional intelligence relate to being a successful communicator in the workplace?

ANSWER: A successful answer would ideally include the following: Successful communicators can read people—through body language, facial expressions, gestures, and words—and this allows them to work more effectively in teams and minimize interpersonal conflict.

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10. Why is the ability to prioritize and respond quickly more valuable in the contemporary workplace than ever before?

ANSWER: A successful answer would ideally include the following: This quality is more valuable than ever before because social-media activity occurs unceasingly. Communicators sometimes need to put projects aside to respond immediately to problems or requests.

11. Companies hiring technical professionals such as engineers, scientists, and programmers focus primarily on the technical abilities of the candidates they consider for employment.

a. True
b. False

ANSWER: b

12. An effective technical document must be both concise and comprehensive.

a. True
b. False

ANSWER: a

13. Most technical documents are produced by professional technical communicators working alone.

a. True
b. False

ANSWER: b

14. Technical communication primarily involves those whose main job is to produce documentation such as reports and manuals.

a. True
b. False

ANSWER: b

15. Chapter 1 identifies correctness as a characteristic of good technical communication. In this context, *correctness* refers to the proper use of grammar and punctuation to accurately convey the intended meaning.

a. True
b. False

ANSWER: a

16. Accessibility is a measure of how easily a document can be downloaded.

a. True
b. False

ANSWER: b

17. Social-media posts such as tweets can be examples of technical documents.

a. True
b. False

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ANSWER: a

18. When you are communicating technical information on the job, your audience tends to be the same every time.
    a. True
    b. False

ANSWER: b

19. Generosity and honesty are characteristics of effective technical communicators.
    a. True
    b. False

ANSWER: a

20. Technical communication involves knowing where to find trustworthy information.
    a. True
    b. False

ANSWER: a

21. According to Chapter 1, most technical communication has six characteristics. One characteristic is that technical communication helps readers solve problems. Which of the following is another characteristic of technical communication?
    a. Technical communication reflects an organization's goals and culture.
    b. Technical communication uses technical vocabulary as often as possible.
    c. Technical communication strives to both entertain and educate readers.
    d. Technical communication is most often aimed at a general audience rather than at a particular audience.

ANSWER: a

22. Chapter 1 states that effective technical communication is honest. The chapter then presents three reasons it is important to be honest when communicating. Which of the following is NOT one of the reasons listed in Chapter 1?
    a. It's the right thing to do.
    b. If readers bring your dishonesty to the attention of your supervisor, your career may suffer.
    c. Readers can get hurt if you are dishonest.
    d. You and your organization could face serious legal charges if you are dishonest.

ANSWER: b

23. Chapter 1 states that technical communicators use design to increase readability and make their documents more effective. Which of the following is an example of a design feature?
    a. easy-to-understand vocabulary
    b. typography
    c. definitions of key terms

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d. effective topic sentences

ANSWER: b

24. You are in charge of creating a podcast of an interview with the CEO of your company. The audio file will be posted on the company's website. You decide to make a transcript available so that audience members who are hard of hearing will be able to read the interview. Which measure of excellence in technical communication does this decision reflect?

a. accuracy
b. accessibility
c. usability
d. clarity

ANSWER: b

25. Chapter 1 identifies five sets of factors to consider when communicating technical information. Which of the following is NOT on this list?

a. image-related factors
b. setting-related factors
c. purpose-related factors
d. audience-related factors

ANSWER: a

26. Chapter 1 defines technical communication as a process encompassing which of the following?

a. documents and activities
b. documentation and analysis
c. process and analysis
d. diagramming and activities

ANSWER: a

27. Chapter 1 identifies skills and qualities shared by successful workplace communicators. Which of the following is NOT on this list?

a. ability to perform research
b. ability to write code
c. ability to analyze information
d. ability to speak and write clearly

ANSWER: b

28. Chapter 1 identifies nine measures of excellence in technical communication. Which pair in the following list might seem contradictory?

a. accuracy and correctness
b. conciseness and clarity
c. comprehensiveness and conciseness

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d. accessibility and professional appearance

ANSWER: c

29. Chapter 1 identifies common reasons for creating technical documents. Which reason in the following list is NOT mentioned in the chapter?

a. to help others carry out a task
b. to change attitudes about a technology or an issue
c. to establish common knowledge in the marketplace
d. to help others make a decision

ANSWER: c

30. Which quality is evident in the revised version of the following paragraph?

Original: During our monthly meeting last month, we all came to the conclusion that overtime procedures are inadequate and that new procedures need to be initiated. I discussed this problem with our chief accountant, who was sympathetic and agreed to consider any changes we would like to make to the present procedures. Please bring your suggested changes to this month's departmental meeting scheduled for 2:30 P.M. next Wednesday afternoon.

Revision: During last month's meeting, we concluded that our overtime procedures need revision. Our chief accountant has agreed to consider any changes we would like to make to the present procedures. Please bring your suggested changes to this month's departmental meeting scheduled for 2:30 P.M. next Wednesday.

a. conciseness
b. accuracy
c. comprehensiveness
d. correctness

ANSWER: a

31. Which of the following is NOT one of the four basic modes of communication?

a. speaking
b. reading
c. writing
d. typing

ANSWER: d

32. Which two things must you clearly understand in order to communicate successfully?

a. your audience and your purpose
b. your proposal and your audience
c. your documentation and measures of excellence
d. your software and your hardware

ANSWER: a

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33. According to Chapter 1, what is the biggest difference between technical communication and the kinds of writing you do in other college courses?
    a. Technical communication makes greater use of technical vocabulary.
    b. Technical communication makes greater use of images and graphics.
    c. Technical communication has a somewhat different focus on purpose and audience.
    d. Technical communication follows different style conventions.

ANSWER: c

34. Which of these is a *process-related* factor you must consider when communicating on the job?
    a. How will your document aid problem solving?
    b. What is the problem context for your document?
    c. What problems is your audience trying to solve?
    d. Do your schedule and budget limit how much information you can include in the document

ANSWER: d

35. When creating a technical document, you often have to make compromises. Which of these is an example of a compromise related to communication?
    a. Your boss tells you to create the document in English and Spanish, so you do.
    b. You would prefer to create separate instruction sheets in English and Spanish, but you create one sheet giving instructions in both languages to save on printing costs.
    c. Your audience is not made up of technical experts, so you use common words in place of technical vocabulary.
    d. You place paper copies of your document in the boxes carrying your products, and you post electronic copies online.

ANSWER: b

36. Which statement best explains how the concept of company branding is related to technical communication?
    a. Branding is concerned with making money, and employees are paid to help companies make money.
    b. Branding is concerned with the image that a company presents to the world, and that image includes its documents.
    c. Branding is largely concerned with color choices, so a document must contain the company's colors.
    d. Branding is concerned with slogans, and you might have to write a slogan for your department.

ANSWER: b

37. Which of these is a measure of excellence in technical communication?
    a. accuracy
    b. terseness
    c. plainness

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Chapter 1

d. celerity

ANSWER: a

38. The engineering firm you work for is submitting a proposal to create an amphitheater at a state park. Proposals must be submitted in three-ring binders. You are in charge of assembling the binders. You decide to put section divider tabs and an index into each proposal binder. Which measure of excellence in technical communication does this decision reflect?

a. honesty
b. clarity
c. comprehensiveness
d. usability

ANSWER: d

39. Which of these is a quality shown by a successful workplace communicator?

a. keeping new information about your field to yourself
b. prioritizing your own needs
c. displaying emotional intelligence
d. sharing proprietary information openly

ANSWER: c

40. Which of these abilities is NOT likely to help you as a workplace communicator?

a. the ability to perform research
b. the ability to analyze information
c. the ability to speak and write clearly
d. the ability to deflect attention

ANSWER: d

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