Business Communication for Success Vesrion 2 0 2nd edition McLean Test Bank

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Chapter 2
Delivering Your Message

True/False Questions

1. In a message, the package consisting of the words arranged in a pattern are themselves the meaning.
   False; Easy

2. Knowing what words will correspond to meanings that your audience holds within themselves will help you communicate more effectively.
   True; Easy

3. Owing to cultural differences in interpretations, the dictionary is the most reliable repository of meaning(s) of words.
   False; Easy

4. Though there are regional differences in interpretation, words remain unchanged over time.
   False; Easy

5. The dictionary entry for the meaning of a word changes because we change how, when, and why we use the word.
   True; Easy

6. The world of language only includes all the spoken languages of the world.
   False; Easy

7. Telling your co-worker who stops by to ask you a question, "Here, have a seat," is an example of auxiliary message.
   False; Moderate

8. Primary messages do not carry the risk of being misunderstood.
   False; Easy

9. Unlike secondary messages, you have control over the impressions your audience forms about your primary messages.
   False; Moderate

10. Perceptions of physical attractiveness, age, gender or ethnicity, or even simple mannerisms and patterns of speech may unintentionally influence the message.
    True; Moderate

11. While the attention statement may be used anywhere in your message, it is especially useful at the outset.
    True; Moderate

12. "I'm going to explain how you can save up to five hundred dollars a year on car insurance" is an example of a residual message.
    False; Moderate

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13. Asking yourself, "What information do I want to have the audience retain or act upon?" is an important step in formulating your attention statement.
False; Moderate

14. Compared to German, English syntax is relatively flexible and open to style.
True; Easy

15. When we follow the linguistic rules, miscommunication is not possible.
False; Easy

16. The principles of communication vary according to the context of the communication.
False; Easy

17. "Does a given statement refer to other statements already communicated?" is a typical question that the semantic rule attempts to address.
True; Moderate

18. "Is the statement true or false?" is a typical question that the syntactic rule attempts to address.
False; Moderate

19. "What does the sender or receiver need to know in order to understand its meaning?" is a typical question that the auxiliary rule attempts to address.
False; Moderate

20. Auxiliary rules govern meaning and word choice according to context and social custom.
False; Moderate

21. Words often require us to negotiate their meaning.
True; Moderate

22. Your language determines your reality.
True; Moderate

23. The paradigm, or worldview, may be individual or collective.
True; Moderate

24. A concept is most concrete at the base level of the abstraction ladder.
True; Moderate

25. "If the shoe were on the other foot you too would have an axe to grind" is an example of a cliché.
True; Easy

26. Jargon is normally a product of formal education.
False; Easy

27. Jargon is specific to occupations in the engineering and technology professions.
False; Easy

28. Clichés are used among friends or members of a certain age group, rather than by professionals in a certain industry.
False; Moderate

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29. "Phat" which means "cool" is an example of slang.
True; Easy

30. Since the objective of business communication is to reach a wider audience, slang is advised as a means to achieve it.
False; Moderate

31. Referring to adult women as "girls" is an example of slang.
False; Moderate

32. Saying that a person "passed away" instead of the plain "died" is an example of doublespeak.
False; Moderate

33. In a presentation on emergency preparedness, holding up a dust mask is an example of body motion.
False; Easy

34. Signposts are also called indicators.
True; Easy

35. "On the one hand . . . on the other hand," "the solution to this problem is . . . ," "the reason for this is . . . ," are all examples of foreshadowing.
False; Hard

36. As an effective business communicator, you should try to define each and every term.
False; Easy

37. The solution to ensure understanding of the meaning of the terms you use is to be aware of any words you are using that may be unfamiliar to your audience.
True; Easy

38. The most obvious way to convey the meaning of an unfamiliar term is to state the meaning directly or to rephrase the term in different words.
True; Easy

39. Smartphones can do a lot more than make telephone calls.
True; Easy

40. Smartphones, with their microphones, cameras, and go-anywhere screens, have become the interface platform of choice.
True; Easy

41. As a business communicator, you recognize the need to tailor your message to your audience.
True; Easy

42. Moore's Law is not a computer term.
False; Easy

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Multiple Choice Questions

1. Which of the following statements is not true about language(s)?
   a. Languages are living exchange systems of meaning.
   b. Languages are not bound by context.
   c. Words themselves hold no meaning.
   d. Words change meaning over time.
   e. People interpret language based on their framework of experience.
   b; Moderate

2. According to the famous linguist Hayakawa, the meaning of words:
   a. is ontological.
   b. is etymological.
   c. lies within us.
   d. changes over time.
   e. remains unchanged across time.
   c; Moderate

3. The one certain thing about the message you sent to the receiver is that the receiver will:
   a. revise his/her premises according to the information sent.
   b. process the information sequentially, not simultaneously.
   c. not be able to interpret all the relevant information.
   d. filter the information selectively.
   e. interpret it based on their framework of experience.
   e; Hard

4. _____ messages refer to the intentional content, both verbal and nonverbal.
   a. Directed
   b. Explicit
   c. Primary
   d. Auxiliary
   e. Secondary
   c; Moderate

5. As you are preparing to go for lunch, you ask your colleague to join you by saying, "Zack, join me for lunch, will you?" This is an example of a _____ message.
   a. direct
   b. primary
   c. explicit
   d. auxiliary
   e. active
   b; Moderate

6. _____ messages refer to the unintentional content, both verbal and nonverbal.
   a. Secondary
   b. Tertiary
   c. Auxiliary
   d. Implicit
   e. Interpretative
   a; Moderate

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7. Aldrin is short, dark, and a little obese and is lovingly called "Teddy" by his friends. Whenever he says something, most of his friends consider it with a lot of warmth and empathy. They have this "soft spot" for Aldrin. The impression caused by Aldrin is an example of _____ messages.
   a. positive
   b. tertiary
   c. auxiliary
   d. implicit
   e. secondary
   e; Moderate

8. _____ messages refer to the intentional and unintentional ways a primary message is communicated.
   a. Tertiary
   b. Implied
   c. Multidirectional
   d. Auxiliary
   e. Interpretative
   d; Moderate

9. Which of the following is not part of a message?
   a. An attention statement
   b. An introduction
   c. A body
   d. A conclusion
   e. A sequel message
   e; Moderate

10. "I'm going to explain how you can save up to five hundred dollars a year on car insurance." This is an example of a good:
   a. attention statement.
   b. introduction.
   c. body.
   d. conclusion.
   e. sequel message.
   a; Moderate

11. The _____ is a message or thought that stays with your audience well after the communication is finished.
   a. exhortation
   b. continuity message
   c. sequel message
   d. afterthought
   e. residual message
   e; Moderate

12. _____ rules govern the meaning of words and how to interpret them.
   a. Interpretative
   b. Syntactic
   c. Ontological
   d. Etymological
   e. Semantic

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e; Moderate

13. "Please to the auditorium on Wednesday in the meeting at 12 noon come." Which of the following rules is this statement violating?
    a. Ontological rule
    b. Interpretative rule
    c. Syntactic rule
    d. Semantic rule
    e. Etymological rule
    c; Moderate

14. Julia meets Kacey at the cafeteria and asks how work was proceeding. Kacey looks down for a few seconds, looks sideways, and after a long pause, says in a long, drawn-out monotone, "Yeah, work is good." Which communication rule influences Julia's thought that Kacey was not enjoying work for some reason?
    a. Ontological rule
    b. Interpretative rule
    c. Syntactic rule
    d. Semantic rule
    e. Contextual rule
    e; Moderate

15. Which of the following statements is not true about words and their meaning?
    a. What we mean needs to be explained in more than one way.
    b. Words often require us to negotiate their meaning.
    c. When we follow the linguistic rules, miscommunication is not possible.
    d. Words and their meanings are sometimes limited by factors beyond our control.
    e. Words attempt to represent the ideas we want to communicate.
    c; Moderate

16. _____ are clear points of view involving theories, laws, and/or generalizations that provide a framework for understanding.
    a. Axioms
    b. Etymological premises
    c. Ideologies
    d. Paradigms
    e. Culture biases
    d; Moderate

17. Words have two types of meanings: _____ and _____.
    a. implicit; explicit
    b. societal; individual
    c. syntactic; semantic
    d. primary; auxiliary
    e. denotative; connotative
    e; Moderate

18. Simon hears two young boys discussing a recent rock concert. While he could understand the dictionary meaning of most of the words he heard, he found it hard to understand the conversation. What aspect of the words is Simon missing here?
    a. Syntactical rule

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b. Connotative meaning
c. Auxiliary message
d. Denotative meaning
e. Collective meaning
b; Moderate

19. The _____ meaning can involve an emotional association with a word, positive or negative, and can be individual or collective, but is not universal.
a. connotative
b. auxiliary
c. semantic
d. societal
e. implicit
a; Hard

20. In trying to simplify concepts, we may use labeling to the point where distinctions are lost. Though this ability to simplify concepts makes it easier to communicate, it sometimes makes us lose track of the specific meaning we are trying to convey. The quality of words described here is:
a. connotation.
b. displacement.
c. abstraction.
d. denotation.
e. implication.
c; Hard

21. A(n) _____ is a once-clever word or phrase that has lost its impact through overuse.
a. oxymoron
b. jargon
c. axiom
d. paradigm
e. cliché
e; Moderate

22. When Rachel heard her supervisor, Jones, complaining of a bad patch in her life and its effect on her performance, Rachel comforted her by saying, "Stay the course. Every cloud has a silver lining." Which communication barrier might Rachel experience here?
a. Syntactical conflict
b. Usage of clichés
c. Usage of jargon
d. Paradigm shift
e. Denotative meaning
b; Moderate

23. ____ is an occupation-specific language used by people in a given profession.
a. Slang
b. Spec speak
c. Jargon
d. Lingo
e. Cliché
c; Moderate

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24. The following conversation from a military order—"Operation canked. Call jarheads to don their cammies. Gotta meet the brig rats"—is an example of the usage of:
    a. abstraction.
    b. clichés.
    c. axioms.
    d. jargons.
    e. slang.
    d; Moderate

25. _____ is the use of existing or newly invented words to take the place of standard or traditional words with the intent of adding an unconventional, non-standard, humorous, or rebellious effect.
    a. Lingo
    b. Cliché
    c. Axioms
    d. Jargon
    e. Slang
    e; Moderate

26. "Cecelia's new boyfriend is a real airhead."—is an example of the usage of:
    a. semantics.
    b. slang.
    c. axioms.
    d. jargon.
    e. cliché.
    b; Moderate

27. A _____ involves substituting an acceptable word for an offensive, controversial, or unacceptable one that conveys the same or similar meaning.
    a. euphemism
    b. slang
    c. cliché
    d. slur
    e. jargon
    a; Moderate

28. After visiting her best friend, Samantha, who was pregnant, Moe came home and told her boyfriend that Samantha was in an interesting condition. Moe's words are an example of the usage of a(n):
    a. slur.
    b. cliché.
    c. slang.
    d. euphemism.
    e. jargon.
    d; Moderate

29. _____ is the deliberate use of words to disguise, obscure, or change meaning.
    a. Slang
    b. Cliché
    c. Euphemism

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d. Doublespeak
e. Jargon
d; Moderate

30. In military terms civilian deaths are referred to as "collateral damage." This is an example of:
a. doublespeak.
b. cliché.
c. jargon.
d. slang.
e. euphemism.
a; Moderate

31. According to the text, there are _____ barriers to communication.
a. nine
b. six
c. five
d. three
e. seven
b; Easy

32. Perhaps the most important rule to remember in using visuals is this:
a. always present the visuals before the explanation of the data.
b. the visuals should reflect the diversity of the audience.
c. usage of colors should reflect universally accepted standards.
d. the visuals are to support your document or presentation.
e. animation and garish colors should be avoided.
d; Moderate

33. _____ show an actual person, event, or work of art.
a. Video stills
b. Sketches
c. Line drawings
d. Diagrams
e. Histograms
a; Moderate

34. _____ show the visual relationships among two or more things; a shape, a contrast in size, a process , or how something works.
a. Histograms
b. Pie charts
c. Line graphs
d. Photographs
e. Line drawings
e; Moderate

35. _____ show the amount of one or more variables at different time intervals.
a. Line drawings
b. Bar charts
c. Histograms
d. Line graphs
e. Pie charts

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b; Moderate

36. _____ show the percentages of the whole occupied by various segments.
    a. Sketches
    b. Line graphs
    c. Histograms
    d. Pie charts
    e. Bar charts
    d; Moderate

37. _____ show the change in one or more variables progressively across time.
    a. Histograms
    b. Pie charts
    c. Line graphs
    d. Bar charts
    e. Diagrams
    c; Moderate

38. _____ show the audience an item crucial to the discussion.
    a. Photographs
    b. Video stills
    c. Sketches
    d. Drawings
    e. Actual objects
    e; Moderate

39. _____ are key words that alert the audience to a change in topic, a tangential explanation, an example, or a conclusion.
    a. Cues
    b. Trigger words
    c. Deflectors
    d. Signposts
    e. Alerts
    d; Moderate

40. Martin Luther King Jr.'s "I Have a Dream" speech is a fine example for its usage of _____.
    a. signposts.
    b. repetition.
    c. actual objects.
    d. foreshadowing.
    e. visual aids.
    b; Moderate

41. Which of the following is not one of the suggestions to improve your tone?
    a. Read your document loud before you deliver it.
    b. Listen or watch others' presentations.
    c. Use a speech synthesizer.
    d. Seek out feedback from others.
    e. Practice voice modulation
    c; Moderate

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42. What is the advantage of oral communication in terms of understanding?
    a. The tone or inflection gives added meaning.
    b. Speech is easier to understand than text.
    c. Speech reaches a wider audience than writing.
    d. The rapport between the speaker and the audience aids in understanding.
    e. You can ask clarifying questions.
    e; Moderate

43. What is advised when you are presenting to a group of a certain background?
    a. Include as many related technical terms as possible.
    b. Send a copy to the group for prior approval.
    c. Consult an expert to draft the presentation.
    d. Invite a group member to assist you in the presentation.
    e. Connect to someone to check for common ground.
    e; Moderate

44. What is Stephen Covey's suggestion to balance the need for attention to detail with the need to arrive at the end product?
    a. Create a priority list; focus on the most important.
    b. Begin with the end in mind.
    c. Delegate effectively.
    d. Learn to multitask.
    e. Focus on detail first, and then scale up.
    b; Moderate

45. What is Moore's Law?
    a. Like the law of gravity.
    b. An observation of expotential growth, that states computer power will double every 2 years.
    c. An observation that computers are not getting any faster.
    d. Concerns the law of privacy.
    e. Concerns the need to change phone every 2 years.
    b; Moderate

46. For mobile communication, visual images work best when they
    a. Are sparkly and colorful.
    b. Speak for themselves, requiring little interpretation or context clues.
    c. Have big captions to explain them
    d. Repect the law of privacy.
    e. They are updated every day.
    b; Moderate

Short Answer Questions

1. What is language?
   Language is a system of words and/or gestures used as symbols to convey ideas, and it has rules of syntax, semantics, and context.
   Moderate

2. What is the significance of variations in the usage of a language? What are the challenges it poses?

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Even within a country speaking the same language, depending on the context and environment, you may hear colorful sayings that are quite regional, and may notice an accent, pace, or tone of communication that is distinct from your own. This variation in our use of language is a creative way to form relationships and communities, but can also lead to miscommunication.
Moderate

3. Describe the function of words in a language.
Languages are composed of discrete units called words. Words are the package of symbols that hold the meaning of the language. The words themselves have no meaning except that which you give them. The meaning we give will be dependent on the code of language taught to us by our family, group, or community we were raised in. Words change meaning over time.
Moderate

4. What is the significance of language in a multicultural context?
Languages are bound by context. In a multicultural situation, language occupies significance in that words could have various meanings across cultures. What is a beautiful word in one language could very well be an epithet in another.
Moderate

5. What is the semantic triangle?
This concept, adapted from Odgen and Richards, illustrates how the word (which is really nothing more than a combination of four letters) refers to the thought, which then refers to the thing itself. It is three-part model in which a symbol refers to a thought, which in turn refers to the thing it symbolizes.
Moderate

6. What are the possible implications of using language?
When you write or say something, you not only share the meaning(s) associated with the words you choose, but you also say something about yourself and your relationship to the intended recipient. In addition, you say something about what the relationship means to you as well as your assumed familiarity as you choose formal or informal ways of expressing yourself. Your message may also carry unintended meanings that you cannot completely anticipate.
Moderate

7. What is the role of the attention statement?
The attention statement is used to capture the attention of your audience. While it may be used anywhere in your message, it is especially useful at the outset. There are many ways to attract attention from readers or listeners, but one of the most effective is the "what's in it for me" strategy: telling them how your message can benefit them.
Moderate

8. List some of the ways to establish a relationship with your audience.
Some of the common ways to establish a relationship are to create common ground with the audience, drawing on familiar or shared experiences, or by referring to the person who introduced you. You may also explain why you chose to convey this message at this time, why the topic is important to you, what kind of expertise you have, or how your personal experience has led you to share this message.
Moderate

9. What are some of the key points to note in the body of the message?

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In the body of the message, you will present your message in detail, using any of a variety of organizational structures. Regardless of the type of organization you choose for your document or speech, it is important to make your main points clear, provide support for each point, and use transitions to guide your readers or listeners from one point to the next.
Moderate

10. Describe the significance of the conclusion of the message.
Your conclusion should provide the audience with a sense of closure by summarizing your main points and relating them to the overall topic. It is important to focus on your organizational structure again and incorporate the main elements into your summary, reminding the audience of what you have covered. It is also important not to merely state your list of main points again, but to convey a sense that you have accomplished what you stated you would do in your introduction, allowing the audience to have psychological closure.
Moderate

11. What are the key questions to remember while framing your residual message?
While framing your residual message, asking yourself these questions would help:
- "What do I want my listeners or readers to remember?"
- "What information do I want to have the audience retain or act upon?"
- "What do I want the audience to do?"

Moderate

12. What are the types of rules of language?
There are three types of rules which govern or control our use of words: syntactic, semantic, and contextual rules.
Easy

13. What are syntactic rules?
Syntactic rules govern the order of words in a sentence. In some languages, the syntax or word order is strictly prescribed; in others, it is relatively flexible and open to style. Accordingly, there are correct and incorrect word combinations in each language.
Moderate

14. What is semantics? What are semantic rules?
Semantics is the study of meaning in language. It considers what words mean or are intended to mean, as opposed to their sound, spelling, grammatical function, and so on. Semantic rules govern the meaning of words and how to interpret them.
Moderate

15. What are the questions addressed by semantic rules?
Does a given statement refer to other statements already communicated? Is the statement true or false? Does it carry a certain intention? What does the sender or receiver need to know in order to understand its meaning? These are questions addressed by semantic rules.
Moderate

16. Describe contextual rules.
Contextual rules govern meaning and word choice according to context and social custom. For example, a straightforward statement might carry a different meaning if said after a studied pause or with a different expression.
Moderate

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17. What are the possibilities of miscommunication if we follow linguistic rules?
    Even when we follow the linguistic rules, miscommunication is possible, for our cultural context or community may hold different meanings for the words used than the source intended. Words attempt to represent the ideas we want to communicate, but they are sometimes limited by factors beyond our control. They often require us to negotiate their meaning, or to explain what we mean in more than one way, in order to create a common vocabulary.
    Hard

18. In what ways does language determine your reality?
    You cannot choose your birth, customs, values, traditions, or your language. As an adult, you can choose to see things from a new or diverse perspective, but the language in which you think, the words themselves, and even their organization will make communication a challenge. You cannot escape your language or culture completely. Thus, language, in many ways, determines your reality.
    Hard

19. To what extent can one change one's fundamental values?
    If you were raised in a particular culture with a certain set of expectations, one would naturally tend toward those values. If exposed to a different set of values, you may be able to recognize the difference and get used to the new values, as you are very adaptable, but it won't change the fundamental values.
    Moderate

20. What does Thomas Kuhn say about paradigms?
    Thomas Kuhn makes the point that "paradigms, or a clear point of view involving theories, laws, and/or generalizations that provide a framework for understanding, tend to form and become set around key validity claims, or statements of the way things work."
    Moderate

21. What are the different types of meanings of words?
    Words have two types of meanings: denotative and connotative. The denotative meaning is the common meaning, often found in the dictionary. The connotative meaning is often not found in the dictionary but in the community of users itself.
    Moderate

22. What role does the system of classification have in the communication process?
    We all use systems of classification to navigate through the world. Life would be confusing without any categories. These categories only become problematic when we use them to uphold biases and ingrained assumptions that are no longer valid. We may assume, through our biases, that elements are related when they have no relationship at all. As a result, our thinking is limited and our grasp of reality impaired.
    Hard

23. List five of the undesirable results of poor communication in business.
    In the book *The Miscommunication Gap*, Susan Washburn lists several undesirable results of poor communication in business. Some of them are:
    - damaged relationships.
    - loss of productivity.
    - inefficiency and rework.
    - conflict.

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- missed opportunities.

Moderate

24. Why are clichés a barrier to effective communication?
    Clichés are sometimes a symptom of lazy communication—the person using the cliché hasn't bothered to search for original words to convey the intended meaning. Clichés lose their impact because readers and listeners tend to gloss over them, assuming their common meaning while ignoring your specific use of them. As a result, they can be obstacles to successful communication.
    Moderate

25. When compared to oral communication, why is using jargon more complicated in written communication?
    In an oral context, we may be able to use a technical term and instantly know from feedback whether or not the receiver of the message "got it." If they didn't, we can define it on the spot. In written language, we lack that immediate response and must attend more to the context of the receiver.
    Moderate

26. How is slang different from jargon?
    Slang is the use of existing or newly invented words to take the place of standard or traditional words with the intent of adding an unconventional, non-standard, humorous, or rebellious effect. It differs from jargon in that it is used in informal contexts, among friends or members of a certain age group, rather than by professionals in a certain industry.
    Moderate

27. Describe sexist language.
    Sexist language uses gender as a discriminating factor. Referring to adult women as "girls" or using the word "man" to refer to humankind are examples of sexist language.
    Moderate

28. Describe the discriminatory effect of sexist or racist language.
    Some forms of slang involve put-downs of people belonging to various groups. This type of slang often crosses the line and becomes offensive, not only to the groups that are being put down, but also to others who may hear it. In today's workplace there is no place where sexist or racist language is appropriate. In fact, using such language can be a violation of company policies and in some cases anti-discrimination laws.
    Hard

29. How should one guard against racist language?
    Racist language discriminates against members of a given race or ethnic group. While it may be obvious that racial and ethnic slurs have no place in business communication, there can also be issues with more subtle references to "those people" or "you know how they are." If race or ethnicity genuinely enters into the subject of your communication, then naturally it makes sense to mention customers belonging to that group. The key is that mentioning racial and ethnic groups should be done with the same respect you would desire if someone else were referring to groups you belong to.
    Hard

30. What is the problem with using euphemisms?

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A euphemism involves substituting an acceptable word for an offensive, controversial, or unacceptable one that conveys the same or similar meaning. The problem is that the audience still knows what the expression means, and understands that the writer or speaker is choosing a euphemism for the purpose of sounding more educated or genteel.
Moderate

31. Are euphemisms universally disrespectful?
Euphemistic words are not always disrespectful. For example, when referring to a death, it is considered polite in many parts of the U.S. to say that the person "passed" or "passed away," rather than the relatively insensitive word, "died." These polite euphemisms are exceptions to the rule. Euphemisms are generally more of a hindrance than a help to understanding.
Moderate

32. Describe doublespeak.
Doublespeak is the deliberate use of words to disguise, obscure, or change meaning. Doublespeak is often present in bureaucratic communication, where it can serve to cast a person or an organization in a less unfavorable light than plain language would do.
Moderate

33. What are the ethical issues in doublespeak?
Doublespeak can be quite dangerous when it is used deliberately to obscure meaning and the listener cannot anticipate or predict consequences based on the (in)effective communication. When a medical insurance company says "we insure companies with up to twenty thousand lives," is it possible to forget that those "lives" are people? Ethical issues quickly arise when humans are dehumanized and referred to as "objects" or "subjects."
Moderate

34. How does learning about the barriers to communication help learners?
Each of the six barriers to communication contributes to misunderstanding and miscommunication, intentionally or unintentionally. If you recognize one of them, you can address it right away. You can redirect a question and get to essential meaning, rather than leaving with a misunderstanding that impacts the relationship.
Moderate

35. What is the importance of visuals in communication? What should one remember when using them?
Adding the visual dimension to a document or speech can be an excellent way to hold your audience's interest and make your meaning clear. Perhaps the most important rule to remember in using visuals is this: the visuals are to support your document or presentation, not to take the place of it. Whatever visuals you choose should be clearly associated with your verbal content, repeating, reinforcing, or extending the scope of your message.
Moderate

36. List some of the commonly used visuals in communication.
Some common types of visuals are the following:
    a. photograph, video clip, or video still.
    b. diagram, sketch, or line drawing.
    c. bar chart.
    d. pie chart.
    e. line graph.
    f. actual object.

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g. body motion.
Moderate

37. Describe actual object and body motion.
Actual object and body motion are examples of visual aids used in communication. Actual object is an item crucial to the discussion that is shown to the audience. Body motion refers to using your own body as a visual to demonstrate an event.
Moderate

38. What can be done to avoid audience being lulled into "losing their place"?
Readers and listeners can sometimes be lulled into "losing their place"—forgetting what point is being made or how far along in the discussion the writer or speaker has gotten. You can help your audience avoid this by using signposts or indicators.
Moderate

39. How do internal summaries and foreshadowing help in communication?
Internal summaries and foreshadowing help the audience keep track of where they are in the message. These strategies work by reviewing what has been covered and by highlighting what is coming next.
Moderate

40. How does repetition help in communication?
When used artfully, repetition can be an effective way to drive home your meaning and help your audience retain it in their memory.
Moderate

41. What is indirect repetition?
Indirect repetition is another form of repetition: finding alternative ways of saying the same point or idea. Citing examples, visuals or other aids that reinforce the same idea are means of achieving this.
Moderate

42. What is one of the greatest advantages of oral communication?
When we talk to each other face to face, seeing if someone understood you isn't all that difficult. Even if they really didn't get it, you can see, ask questions, and clarify right away. That gives oral communication, particularly live interaction, a distinct advantage.
Moderate

43. How should you prepare to present to a group of a particular background?
If you were going to present to a group that you knew in advance was of a certain age, sex, or professional background, it would only make sense to connect with someone from that group prior to your actual performance to check and see if what you have created and what they expect are similar.
Moderate

44. What is the greatest challenge in results orientation?
The greatest challenge is to balance the need for attention to detail with the need to arrive at the end product—and its due date. If you have done your preparation, know your assignment goals, desired results, have learned about your audience and tailored the message to their expectations, then you are well on your way to completing the task.
Moderate

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45. What are the methods of improving one's tone?
One useful tip is to read your document out loud before you deliver it, just as you would practice a speech before you present it to an audience. Another way is to listen or watch others' presentations that have been described with terms associated with tone. Finally, seek out and be receptive to feedback from teachers, classmates, and coworkers.
Moderate

46. When designing a message for a mobile phone or tablet, what should you consider?
You should consider the physical limitations of the device (pixel, screen size) and make it clear, visual, and engaging, with a clear response.

Fill in the Blanks

1. We use _____ as a system to create and exchange meaning with one another.
language; Easy

2. _____ is a system of symbols, words, and/or gestures used to communicate meaning.
Language; Easy

3. The semantic triangle illustrates how the _____ refers to the _____, which then refers to the _____ itself.
word/thought/thing; Moderate

4. According to Hayakawa , the meaning is within us, and the _____ serves as a link to meaning.
word; Easy

5. _____ are the words or ways you choose to express yourself and communicate your message.
Primary messages; Moderate

6. This may include vocal inflection, gestures and posture, or rate of speech that influence the interpretation or perception of your message.
Auxiliary messages; Moderate

7. The _____ is used to capture the attention of your audience.
attention statement; Moderate

8. One of the most effective ways to attract attention from readers or listeners is the "_____" strategy.
what's in it for me; Moderate

9. In the _____, you will make a clear statement your topic; this is also the time to establish a relationship with your audience.
introduction; Moderate

10. After the introduction comes the _____ of your message.
body; Easy

11. In the _____ of the message, you will present your message in detail, using any of a variety of organizational structures.
body; Moderate

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12. In the ____, you summarize your main points and relate them to the overall topic.
conclusion; Moderate

13. A person interpreting your smile when you are talking to her is trying to comprehend your _____ message.
auxiliary; Hard

14. _____ rules govern the order of words in a sentence.
Syntactic; Easy

15. _____ is the study of meaning in language.
Semantics; Easy

16. _____ tend to form and become set around key validity claims, or statements of the way things work.
Paradigms; Moderate

17. _____ involve premises that are taken as fact.
Paradigms; Moderate

18. Becoming more "_____" is one of the successful strategies to narrow the gap between you and your audience.
other-oriented; Moderate

19. The _____ meaning is the common meaning, often found in the dictionary.
denotative; Moderate

20. The _____ meaning is often not found in the dictionary but in the community of users itself.
connotative; Moderate

21. _____ are sometimes a symptom of lazy communication—the person using them hasn't bothered to search for original words to convey the intended meaning.
Clichés; Easy

22. _____ lose their impact because readers and listeners tend to gloss over them, assuming their common meaning while ignoring your specific use of them.
Clichés; Easy

23. Members of the marketing, or advertising, or engineering, research and development departments have sets of terms they use within their professional community. These terms are referred to as _____.
jargon; Easy

24. _____ differs from jargon in that it is used in informal contexts.
Slang; Moderate

25. _____ language uses gender as a discriminating factor.
Sexist; Easy

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26. _____ language discriminates against members of a given race or ethnic group.
Racist; Easy

27. The problem with _____ is that the audience still knows what the expression means, and understands that the writer or speaker is choosing it for the purpose of sounding more educated or genteel.
euphemism; Moderate

28. _____ is often present in bureaucratic communication, where it can serve to cast a person or an organization in a less unfavorable light than plain language would do.
Doublespeak; Moderate

29. "Collateral damage," often used to refer to civilian deaths is an example of _____.
doublespeak; Moderate

30. _____ uses your own body as a visual to demonstrate an event.
Body motion; Easy

31. When the listeners forget what point is being made or how far along in the discussion the writer or speaker has gotten, you can help the audience by using a _____.
signpost; Moderate

32. When you are writing on how to assemble a home emergency preparedness kit, if you begin by stating that there are four main items needed for the kit, you are _____ your message.
foreshadowing; Hard

33. Finding alternative ways of saying the same point or idea is referred to as _____.
indirect repetition; Moderate

34. To increase understanding, choose _____ that paint as vivid and accurate a mental picture as possible for your audience.
precise words; Easy

35. _____ tell us what we've heard and forecast what is to come.
Internal summaries; Moderate

36. As a business communicator, recognize that humans are _____ creatures, and we respond well to engaging images and video that communicate a clear, current message that meets our immediate need.

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