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.

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.

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?

*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

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)