

Chapter 2 - Audience and Purpose

TRUE/FALSE

1. A group's demographics include information about age, sex, and income, for example.

ANS: T PTS: 1

Objective ID: TCWR.SMWO.19.2-1 Description: Determine how to meet the needs of a specific audience and a multiple audience

2. Both a specific audience and a multiple audience have the same point of view.

ANS: F PTS: 1

Objective ID: TCWR.SMWO.19.2-1 Description: Determine how to meet the needs of a specific audience and a multiple audience

3. The use of jargon may not be an effective means of communication.

ANS: T PTS: 1

Objective ID: TCWR.SMWO.19.2-1 Description: Determine how to meet the needs of a specific audience and a multiple audience

4. When technical writers are deciding which data to focus on, they should divide their audience into two groups: primary audience and general audience.

ANS: F PTS: 1

Objective ID: TCWR.SMWO.19.2-1 Description: Determine how to meet the needs of a specific audience and a multiple audience

5. Scope is important because it helps technical writers determine what information to include about a topic.

ANS: T PTS: 1

Objective ID: TCWR.SMWO.19.2-2 Description: Plan a document's purpose, scope, and medium

MATCHING

Match each term with the correct statement.

- | | |
|-------------|------------------------|
| a. decision | f. knowledge level |
| b. role | g. cultural background |

- | | |
|----------------|-------------|
| c. multiple | h. specific |
| d. jargon | i. interest |
| e. personality | j. format |

1. Adjust to _____ by understanding how culture affects the readers' beliefs and decisions. Learn about the readers' culture and try to adhere to those norms.
2. Adjust to _____ by choosing the correct document arrangement and following company guidelines for style.
3. Adjust to _____ by adding or deleting information, using glossaries, adjusting use of technical language, and presenting information in graphics.
4. Adjust to _____ by trying to appeal to common interests or by creating interest where there is none.
5. Adjust to _____ by using proper tone and providing the right amount of information. Consider whether the readers require more details or more general information.
6. Adjust to _____ with information the person or group needs and the appropriate tone for each function.
7. A(n) _____ audience is one person or group whose point of view is the same.
8. A(n) _____ audience refers to several readers who have different points of view.
9. The needs and wants of the audience dictate every _____ a writer makes.
10. The highly specialized language of a discipline or technical field is known as _____.

- | | |
|------------|--------|
| 1. ANS: G | PTS: 1 |
| 2. ANS: J | PTS: 1 |
| 3. ANS: F | PTS: 1 |
| 4. ANS: I | PTS: 1 |
| 5. ANS: E | PTS: 1 |
| 6. ANS: B | PTS: 1 |
| 7. ANS: H | PTS: 1 |
| 8. ANS: C | PTS: 1 |
| 9. ANS: A | PTS: 1 |
| 10. ANS: D | PTS: 1 |

Objective ID: TCWR.SMWO.19.2-1 Description: Determine how to meet the needs of a specific audience and a multiple audience

Objective ID: TCWR.SMWO.19.2-2 Description: Plan a document's purpose, scope, and medium

