

## 2

*Student:* \_\_\_\_\_

1. The primary audience receives the message first and routes it to other audiences.

Answer:

True False

2. A watchdog audience has the power to stop a message.

True False

3. Messages are transmitted via channels.

True False

4. In the communication process, channel overload occurs when more messages are transmitted than the human receiver can handle.

True False

5. Different frames of reference frequently cause miscommunication.

True False

6. One must know and understand the audiences to identify the information that will attract and hold their attention, and motivate them to comply with a message.

True False

7. Critical thinking is the ability to put yourself in someone else's shoes, to feel with that person.

True False

8. According to the Myers-Briggs Type Indicator, sensing type personalities see relationships among ideas, while intuitive types make decisions that "feel right."

True False

9. A discourse community is a group of people who share assumptions about their particular culture and values.

True False

10. Within a given industry, such as banking, companies share a similar organizational culture.

True False

11. Avoid using conversational language in your message as it will generate a negative reaction from the audience.

True False

12. Unintentional cultural, gender, religious, and economic assumptions in messages can offend readers and cost you business.

True False

13. When you are writing or speaking to pluralistic audiences, you should meet the needs of the initial audience first.

True False

14. When organizing a message, use headings to tell readers what they're about to read and to connect ideas throughout a document.

True False

15. In oral communication, meaning and morale can be jeopardized when people choose efficiency and formality over real communication.

True False

16. The \_\_\_\_\_ audience receives the message first and routes it to other audiences.

- A. initial
- B. primary
- C. secondary
- D. watchdog

17. The \_\_\_\_\_ audience makes the decision to act on a message.

- A. initial
- B. primary
- C. secondary
- D. watchdog

18. In which of the following situations would your manager be considered both the primary and initial audience?

- A. Your manager asks you to compile sales figures for the last fiscal year so she can send them to her boss, who needs the information to prepare himself for an upcoming board meeting.
- B. Your company's newsletter needs information on your department's softball team, which your manager wants to see before it's passed on to the editor.
- C. You write a proposal to your manager suggesting a new promotional idea in the hope that she will like it enough to pass it on to the division chief, who has the power to implement a new plan.
- D. Your manager asks you to compile the latest sales figures and put them in an informative report so she can decide if your new marketing strategies have paid off.

19. The \_\_\_\_\_ may be asked to comment on your message or to implement your ideas after they've been approved.

- A. initial audience
- B. primary audience
- C. secondary audience
- D. gatekeeper

20. In terms of the types of audiences, a supervisor or executive assistant who decides whether or not you can speak to your manager is \_\_\_\_\_.
- A. the neutral audience
  - B. a watchdog
  - C. the secondary audience
  - D. a gatekeeper
21. The \_\_\_\_\_ pays close attention to the communication between the communicator and the primary audience and may base future actions on its evaluation of the communicator's message.
- A. watchdog audience
  - B. initial audience
  - C. secondary audience
  - D. gatekeeper
22. In the communication process, \_\_\_\_\_ occurs when the communication medium cannot handle all the messages being sent.
- A. information overload
  - B. channel overload
  - C. noise
  - D. feedback

23. In the communication process, \_\_\_\_\_ occurs when more messages are transmitted than the human receiver can handle.

A. noise

B. channel overload

C. information overload

D. feedback

24. "I couldn't understand a word they were saying. They spoke all at once." This is an example of which of the following elements of the communication process?

A. Noise

B. Channel overload

C. Frames of reference

D. Decoding

25. \_\_\_\_\_ is the ability to put yourself in someone else's shoes, to feel with that person.

A. Apathy

B. Critical thinking

C. Intuitiveness

D. Empathy

26. \_\_\_\_\_ involves gathering as much information as you can about someone or something, and then making decisions based on that information.

- A. Critical thinking
- B. Multi-tasking
- C. Perceptiveness
- D. Formal logic

27. \_\_\_\_\_ characteristics can be objectively quantified, or measured, such as age, gender, and religion.

- A. Cognitive
- B. Demographic
- C. Psychographic
- D. Behavioural

28. According to the Myers-Briggs Type Indicator, which of the following is true of introverts?

- A. They see relationships among ideas.
- B. They gather information systematically through their senses.
- C. They get their energy from within.
- D. They use objective logic to reach decisions.

29. According to the Myers-Briggs Type Indicator, which of the following is true of extroverts?

- A. They see relationships among ideas.
- B. They gather information systematically through their senses.
- C. They use objective logic to reach decisions.
- D. They are energized by interacting with other people.

30. According to the Myers-Briggs Type Indicator, which of the following is true of intuitive type personalities?

- A. They see relationships among ideas.
- B. They gather information systematically through their senses.
- C. They get their energy from within.
- D. They make decisions that "feel right."

31. According to the Myers-Briggs Type Indicator, which of the following is true of thinking type personalities?

- A. They gather information systematically through their senses.
- B. They use objective logic to reach decisions.
- C. They see relationships among ideas.
- D. They make decisions that "feel right."



32. According to the Myers-Briggs Type Indicator, which of the following best describes judging type personalities?

- A. They gather information systematically through their senses.
- B. They use objective logic to reach decisions.
- C. They like organization, and prefer to finish one task before starting another.
- D. They like possibilities and like to keep their options open.

33. According to the Myers-Briggs Type Indicator, which of the following best describes perceiving type personalities?

- A. They gather information systematically through their senses.
- B. They derive their energy from within.
- C. They make decisions that "feel right."
- D. They like possibilities and like to keep their options open.

34. \_\_\_\_\_ characteristics are qualitative rather than quantitative and include values, beliefs, goals, and lifestyles.

- A. Psychographic
- B. Demographic
- C. Geographic
- D. Geodemographic

35. According to the Myers-Briggs Type Indicator, which of the following strategies would be most appropriate for adapting your message to a sensing type personality?

- A. Writing a memo and letting the leader think about your proposal before responding
- B. Presenting your reasoning step by step and making sure all your facts are exactly right
- C. Presenting the big picture first and emphasizing the creative aspects of your proposal
- D. Showing that your proposal meets the emotional needs of people

36. According to the Myers-Briggs Type Indicator, which of the following strategies would be most effective for adapting your message to a judging type personality?

- A. Asking for a decision by a specific date
- B. Showing that you've considered all the alternatives
- C. Trying out your idea orally, in an informal setting
- D. Presenting your request quickly

37. \_\_\_\_\_ data are used by marketers to analyze and appeal to audiences according to where they live and what they buy.

- A. Geodemographic
- B. Cognitive
- C. Behavioural
- D. Psychographic

38. Which of the following must you avoid when developing a message?

- A. Bias-free photographs
- B. Unintentional cultural assumptions
- C. Mix of paragraph lengths to create white space
- D. Conversational language

39. When you are writing to pluralistic audiences, it is better to:

- A. get straight to the point of your message instead of starting with an introduction.
- B. use conversational language as often as possible instead of a formal style.
- C. use headings to help readers connect ideas in your document.
- D. use technical terms and jargon instead of simple words.

40. Oral communication is suitable:

- A. when you want an immediate response.
- B. when you need to send routine business messages.
- C. when you want to present complex financial data.
- D. when you want to create a permanent record of your message.

41. How do different frames of reference cause miscommunication?

42. Since audience analysis is central to the success of your message, what information do you need to consider about your audience?

43. What is organizational culture?

44. How should you organize your message if you are writing or speaking to pluralistic audiences?

45. What are the advantages of oral communication?

46. A(n) \_\_\_\_\_ audience has social, political, and economic power and includes the media, boards of directors, and members of program advisory committees.

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47. A group of people, usually experts in their field, who work together to provide advice is called a(n)

\_\_\_\_\_.

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48. The physical or psychological interferences that influence every part of the communication process is called \_\_\_\_\_.

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49. An organization's \_\_\_\_\_ is expressed through its values, attitudes, and philosophies.

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50. \_\_\_\_\_ means working on many tasks at the same time.

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## 2 Key

1. The primary audience receives the message first and routes it to other audiences.

(p. 19) Answer:

**FALSE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-01 Knowledge of the audiences who may evaluate your business messages*

*Locker - Module 02 #1*

2. A watchdog audience has the power to stop a message.

(p. 20)

**FALSE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-01 Knowledge of the audiences who may evaluate your business messages*

*Locker - Module 02 #2*

3. Messages are transmitted via channels.

(p. 22)

**TRUE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-02 Knowledge of the variables of the communication process*

*Locker - Module 02 #3*

4. In the communication process, channel overload occurs when more messages are transmitted than the human receiver can handle.  
(p. 22)

**FALSE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-02 Knowledge of the variables of the communication process*

*Locker - Module 02 #4*

5. Different frames of reference frequently cause miscommunication.  
(p. 22)

**TRUE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-02 Knowledge of the variables of the communication process*

*Locker - Module 02 #5*

6. One must know and understand the audiences to identify the information that will attract and hold their attention, and motivate them to comply with a message.  
(p. 23)

**TRUE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-03 Knowledge of the importance of adapting your message to your audience*

*Locker - Module 02 #6*

7. Critical thinking is the ability to put yourself in someone else's shoes, to feel with that person.  
(p. 24)

**FALSE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*



8. According to the Myers-Briggs Type Indicator, sensing type personalities see relationships among ideas, while intuitive types make decisions that "feel right."  
(p. 26)

**FALSE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #8*

9. A discourse community is a group of people who share assumptions about their particular culture and values.  
(p. 28)

**TRUE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #9*

10. Within a given industry, such as banking, companies share a similar organizational culture.  
(p. 30)

**FALSE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #10*

11. Avoid using conversational language in your message as it will generate a negative reaction  
(p. 31) from the audience.

**FALSE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-06 Skills to begin to shape the content; organization; and form of your*

*Locker - Module 02 #11*

12. Unintentional cultural, gender, religious, and economic assumptions in messages can offend  
(p. 31) readers and cost you business.

**TRUE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-06 Skills to begin to shape the content; organization; and form of your*

*Locker - Module 02 #12*

13. When you are writing or speaking to pluralistic audiences, you should meet the needs of the  
(p. 32) initial audience first.

**FALSE**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-06 Skills to begin to shape the content; organization; and form of your*

*Locker - Module 02 #13*

14. When organizing a message, use headings to tell readers what they're about to read and to  
(p. 32) connect ideas throughout a document.

**TRUE**

*Blooms: Knowledge*

15. In oral communication, meaning and morale can be jeopardized when people choose  
(p. 34) efficiency and formality over real communication.

**TRUE**

Blooms: Knowledge

Difficulty: Medium

Learning Objective: 02-03 Knowledge of the importance of adapting your message to your audience

Learning Objective: 02-06 Skills to begin to shape the content; organization; and form of your

Locker - Module 02 #15

16. The \_\_\_\_\_ audience receives the message first and routes it to other audiences.  
(p. 19)

- A.** initial
- B. primary
- C. secondary
- D. watchdog

Blooms: Knowledge

Difficulty: Easy

Learning Objective: 02-01 Knowledge of the audiences who may evaluate your business messages

Locker - Module 02 #16

17. The \_\_\_\_\_ audience makes the decision to act on a message.

(p. 19)

- A. initial
- B. primary**
- C. secondary
- D. watchdog

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-01 Knowledge of the audiences who may evaluate your business messages*

*Locker - Module 02 #17*

18. In which of the following situations would your manager be considered both the primary and initial audience?

(p. 19)

- A. Your manager asks you to compile sales figures for the last fiscal year so she can send them to her boss, who needs the information to prepare himself for an upcoming board meeting.
- B. Your company's newsletter needs information on your department's softball team, which your manager wants to see before it's passed on to the editor.
- C. You write a proposal to your manager suggesting a new promotional idea in the hope that she will like it enough to pass it on to the division chief, who has the power to implement a new plan.
- D. Your manager asks you to compile the latest sales figures and put them in an informative report so she can decide if your new marketing strategies have paid off.**

*Blooms: Application*

*Difficulty: Hard*

*Learning Objective: 02-01 Knowledge of the audiences who may evaluate your business messages*

*Locker - Module 02 #18*

19. The \_\_\_\_\_ may be asked to comment on your message or to implement your ideas after they've been approved.

(p. 20)

- A. initial audience
- B. primary audience
- C. secondary audience
- D. gatekeeper

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-01 Knowledge of the audiences who may evaluate your business messages*

*Locker - Module 02 #19*

20. In terms of the types of audiences, a supervisor or executive assistant who decides whether or not you can speak to your manager is \_\_\_\_\_.

(p. 20)

- A. the neutral audience
- B. a watchdog
- C. the secondary audience
- D. a gatekeeper

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-01 Knowledge of the audiences who may evaluate your business messages*

*Locker - Module 02 #20*

21. The \_\_\_\_\_ pays close attention to the communication between the communicator and the primary audience and may base future actions on its evaluation of the communicator's message.

(p. 20)

- A. watchdog audience
- B. initial audience
- C. secondary audience
- D. gatekeeper

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-01 Knowledge of the audiences who may evaluate your business messages*

*Locker - Module 02 #21*

22. In the communication process, \_\_\_\_\_ occurs when the communication medium cannot handle all the messages being sent.

(p. 22)

- A. information overload
- B. channel overload
- C. noise
- D. feedback

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-02 Knowledge of the variables of the communication process*

*Locker - Module 02 #22*

23. In the communication process, \_\_\_\_\_ occurs when more messages are transmitted than the human receiver can handle.

(p. 22)

- A. noise
- B. channel overload
- C. information overload
- D. feedback

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-02 Knowledge of the variables of the communication process*

*Locker - Module 02 #23*

24. "I couldn't understand a word they were saying. They spoke all at once." This is an example of which of the following elements of the communication process?

(p. 22)

- A. Noise
- B. Channel overload
- C. Frames of reference
- D. Decoding

*Blooms: Application*

*Difficulty: Medium*

*Learning Objective: 02-02 Knowledge of the variables of the communication process*

*Locker - Module 02 #24*

25. \_\_\_\_\_ is the ability to put yourself in someone else's shoes, to feel with that person.

(p. 24)

- A. Apathy
- B. Critical thinking
- C. Intuitiveness
- D. Empathy

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #25*

26. \_\_\_\_\_ involves gathering as much information as you can about someone or something, and then making decisions based on that information.

(p. 24)

- A. Critical thinking
- B. Multi-tasking
- C. Perceptiveness
- D. Formal logic

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #26*



27. \_\_\_\_\_ characteristics can be objectively quantified, or measured, such as age, gender, and religion.  
(p. 25)

- A. Cognitive
- B. Demographic**
- C. Psychographic
- D. Behavioural

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #27*

28. According to the Myers-Briggs Type Indicator, which of the following is true of introverts?  
(p. 26)

- A. They see relationships among ideas.
- B. They gather information systematically through their senses.
- C. They get their energy from within.**
- D. They use objective logic to reach decisions.

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #26*

29. According to the Myers-Briggs Type Indicator, which of the following is true of extroverts?

(p. 26)

- A. They see relationships among ideas.
- B. They gather information systematically through their senses.
- C. They use objective logic to reach decisions.
- D. They are energized by interacting with other people.

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #29*

30. According to the Myers-Briggs Type Indicator, which of the following is true of intuitive type personalities?

(p. 26)

- A. They see relationships among ideas.
- B. They gather information systematically through their senses.
- C. They get their energy from within.
- D. They make decisions that "feel right."

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #30*

31. According to the Myers-Briggs Type Indicator, which of the following is true of thinking type personalities?  
(p. 26)

- A. They gather information systematically through their senses.
- B. They use objective logic to reach decisions.
- C. They see relationships among ideas.
- D. They make decisions that "feel right."

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #31*

32. According to the Myers-Briggs Type Indicator, which of the following best describes judging type personalities?  
(p. 27)

- A. They gather information systematically through their senses.
- B. They use objective logic to reach decisions.
- C. They like organization, and prefer to finish one task before starting another.
- D. They like possibilities and like to keep their options open.

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #32*

33. According to the Myers-Briggs Type Indicator, which of the following best describes perceiving type personalities?  
(p. 27)

- A. They gather information systematically through their senses.
- B. They derive their energy from within.
- C. They make decisions that "feel right."
- D. They like possibilities and like to keep their options open.

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #33*

34. \_\_\_\_\_ characteristics are qualitative rather than quantitative and include values, beliefs, goals, and lifestyles.  
(p. 27)

- A. Psychographic
- B. Demographic
- C. Geographic
- D. Geodemographic

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #34*

35. According to the Myers-Briggs Type Indicator, which of the following strategies would be most appropriate for adapting your message to a sensing type personality?  
(p. 27)

- A. Writing a memo and letting the leader think about your proposal before responding
- B. Presenting your reasoning step by step and making sure all your facts are exactly right**
- C. Presenting the big picture first and emphasizing the creative aspects of your proposal
- D. Showing that your proposal meets the emotional needs of people

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #35*

36. According to the Myers-Briggs Type Indicator, which of the following strategies would be most effective for adapting your message to a judging type personality?  
(p. 27)

- A. Asking for a decision by a specific date
- B. Showing that you've considered all the alternatives
- C. Trying out your idea orally, in an informal setting
- D. Presenting your request quickly**

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #36*

37. \_\_\_\_\_ data are used by marketers to analyze and appeal to audiences according to where they live and what they buy.

(p. 28)

- A. Geodemographic
- B. Cognitive
- C. Behavioural
- D. Psychographic

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #37*

38. Which of the following must you avoid when developing a message?

(p. 31)

- A. Bias-free photographs
- B. Unintentional cultural assumptions
- C. Mix of paragraph lengths to create white space
- D. Conversational language

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-06 Skills to begin to shape the content; organization; and form of your*

*Locker - Module 02 #38*

39. When you are writing to pluralistic audiences, it is better to:

*(p. 32)*

- A. get straight to the point of your message instead of starting with an introduction.
- B. use conversational language as often as possible instead of a formal style.
- C. use headings to help readers connect ideas in your document.
- D. use technical terms and jargon instead of simple words.

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-06 Skills to begin to shape the content; organization; and form of your*

*Locker - Module 02 #39*

40. Oral communication is suitable:

*(p. 33)*

- A. when you want an immediate response.
- B. when you need to send routine business messages.
- C. when you want to present complex financial data.
- D. when you want to create a permanent record of your message.

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-03 Knowledge of the importance of adapting your message to your audience*

*Learning Objective: 02-06 Skills to begin to shape the content; organization; and form of your*

*Locker - Module 02 #40*

41. How do different frames of reference cause miscommunication?

(p. 22)

Miscommunication frequently occurs because every individual makes meaning using different frames of reference. We always interpret messages in the light of our perceptions, based on personal experiences, our cultures and subcultures, and the time in which we live.

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-02 Knowledge of the variables of the communication process*

*Locker - Module 02 #41*

42. Since audience analysis is central to the success of your message, what information do you need to consider about your audience?

(p. 25)

You will need to consider the following pertinent information about the audience:

- Their knowledge about your topic
- Their demographic factors, such as age, gender, education, income, class, marital status, number of children, home ownership, location
- Their personality
- Their attitudes, values, and beliefs
- Their past behaviour

*Blooms: Knowledge*

*Difficulty: Medium*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #42*



43. What is organizational culture?

*(p. 29)*

An organization's culture is its values, attitudes, and philosophies. Once established, organizational or corporate culture can shape members' attitudes and behaviours, and become very difficult to change. Organizational or corporate culture reveals itself verbally in the organization's myths, stories, and heroes, and non-verbally in the allocation of space, money, and power.

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #43*

44. How should you organize your message if you are writing or speaking to pluralistic audiences?  
(p. 32)

When you are writing or speaking to pluralistic audiences, meet the needs of gatekeepers and primary audiences first.

- Organize your message based on the primary audience's attitudes toward it: give good news up front; provide the explanation before you deliver the bad news.
- Organize documents to make reading easy: provide a table of contents for documents more than five pages long so that your readers can turn to the portions that interest them.
- Use headings as signposts: use headings to tell readers what they're about to read and to connect ideas throughout your document. This strategy reinforces your credibility through unity and coherence. If the primary audience doesn't need details that other audiences will want, provide those details in attachments or appendices.

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-06 Skills to begin to shape the content; organization; and form of your*

*Locker - Module 02 #44*

45. What are the advantages of oral communication?

(p. 33)

Speaking is easier and more efficient when you need to do any of the following:

- Answer questions, resolve conflicts, and build consensus
- Use emotion to help persuade the audience
- Provoke an immediate action or response
- Focus the audience's attention on specific points
- Modify a proposal that may not be acceptable in its original form

*Blooms: Comprehension*

*Difficulty: Medium*

*Learning Objective: 02-03 Knowledge of the importance of adapting your message to your audience*

*Learning Objective: 02-06 Skills to begin to shape the content; organization; and form of your*

*Locker - Module 02 #45*

46. A(n) \_\_\_\_\_ audience has social, political, and economic power and includes the media, boards of directors, and members of program advisory committees.

(p. 20)

**watchdog**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-01 Knowledge of the audiences who may evaluate your business messages*

*Locker - Module 02 #46*

47. A group of people, usually experts in their field, who work together to provide advice is called a(n) \_\_\_\_\_.

(p. 20)

**think tank**

*Blooms: Knowledge*

*Difficulty: Easy*

48. The physical or psychological interferences that influence every part of the communication process is called \_\_\_\_\_.
- (p. 22)*

**noise**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-02 Knowledge of the variables of the communication process*

*Locker - Module 02 #48*

49. An organization's \_\_\_\_\_ is expressed through its values, attitudes, and philosophies.

*(p. 29)*

**culture**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-04 Knowledge of audience analysis*

*Learning Objective: 02-05 Skills to analyze your audience when composing messages*

*Locker - Module 02 #49*

50. \_\_\_\_\_ means working on many tasks at the same time.

*(p. 31)*

**Multi-tasking**

*Blooms: Knowledge*

*Difficulty: Easy*

*Learning Objective: 02-06 Skills to begin to shape the content; organization; and form of your*

*Locker - Module 02 #50*

## 2 Summary

<u>Category</u>	<u># of Questions</u>
Blooms: Application	2
Blooms: Comprehension	14
Blooms: Knowledge	34
Difficulty: Easy	31
Difficulty: Hard	1
Difficulty: Medium	18
Learning Objective: 02-01 Knowledge of the audiences who may evaluate your business messages	10
Learning Objective: 02-02 Knowledge of the variables of the communication process	8
Learning Objective: 02-03 Knowledge of the importance of adapting your message to your audience	4
Learning Objective: 02-04 Knowledge of audience analysis	20
Learning Objective: 02-05 Skills to analyze your audience when composing messages	20
Learning Objective: 02-06 Skills to begin to shape the content; organization; and form of your	11
Locker - Module 02	50