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Topic: Message Writing

Subtopic: Audience Needs

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Mutliple-Choice Question Type

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1. What perspective is most effective when creating and delivering a business message?

- a. the perspective of the sender of the message (the writer or speaker).
- b. the perspective of the executives of the organization.
- c. the perspective of the receiver of the message.
- d. the perspective needs to shift throughout the document in order to maintain the receiver's interest.

Analysis:

- a. Incorrect. To inspire action on the part of the receiver of the message, the message should be delivered from their perspective. Remember, the most powerful word in the English language is "you."
- b. Incorrect. To inspire action on the part of the receiver of the message, the message should be delivered from their perspective. Remember, the most powerful word in the English language is "you."
- c. Correct. To inspire action on the part of the receiver of the message, the message should be delivered from their perspective. Remember, the most powerful word in the English language is "you."
- d. Incorrect. To inspire action on the part of the receiver of the message, the message should be delivered from their perspective. Remember, the most powerful word in the English language is "you."

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2. What can using the word "I," and communicating from your own perspective do to a reader or listener?

- a. it can make you appear self-focused.
- b. it can make you appear to be an authority on the subject.
- c. it can make you appear to have a superiority complex.
- d. it can make people really sit up and listen.

Analysis:

- a. Correct. Using the word “I,” and writing from your own personal perspective can make you appear self-focused and turn readers and listeners off, shutting them down and making them stop listening to your message.
- b. Incorrect. Using the word “I,” and writing from your own personal perspective can make you appear self-focused and turn readers and listeners off, shutting them down and making them stop listening to your message.
- c. Incorrect. Using the word “I,” and writing from your own personal perspective can make you appear self-focused and turn readers and listeners off, shutting them down and making them stop listening to your message.
- d. Incorrect. Using the word “I,” and writing from your own personal perspective can make you appear self-focused and turn readers and listeners off, shutting them down and making them stop listening to your message.

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3. What is the most appropriate and the most effective vocabulary to use in preparing and delivering a business communication.

- a. You should use the most precise technical language at all times to make sure that no details are misses.
- b. You should use a vocabulary that is elevated from normal street speech to create an aura of professionalism.
- c. You should use a vocabulary that a child could understand to make sure that nobody misses or misunderstands anything you say.
- d. You should use simple, contemporary language, readily understandable by all, exactly as you would if you were speaking face to face..

Analysis:

- a. Incorrect. In creating a business message, you should use simple contemporary language just as you would in everyday face to face communications. You should not elevate your speech, include so many technical details that your listeners will be lost, or speak down to your audience.
- b. Incorrect. In creating a business message, you should use simple contemporary language just as you would in everyday face to face communications. You should not elevate your speech, include so many technical details that your listeners will be lost, or speak down to your audience.
- c. Incorrect. In creating a business message, you should use simple contemporary language just as you would in everyday face to face communications. You should not elevate your speech, include so many technical details that your listeners will be lost, or speak down to your audience.

d. Correct. In creating a business message, you should use simple contemporary language just as you would in everyday face to face communications. You should not elevate your speech, include so many technical details that your listeners will be lost, or speak down to your audience.

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4. In creating a business message, do all of the facts you present need to be completely truthful?

- a. If the core of what you are saying is true, but you need to embellish the facts in order to make a persuasive argument, you are free to do so.
- b. Not only should every fact you present be truthful, but you need to present your material in a way that is unimpeachably fair.
- c. You need to make your audience not only believe what you are writing, but to act on it. Say whatever you need to say in order to accomplish your goals.
- d. You should never present a fact that you cannot support, but facts can often be altered by context. Feel free to place facts in a setting that supports your arguments.

Analysis:

- a. Incorrect. Facts should always be presented truthfully and fairly. You should never lie, change a fact, or represent it in any way other setting than one that illuminates the truth of the fact.
- b. Correct. Facts should always be presented truthfully and fairly. You should never lie, change a fact, or represent it in any way other setting than one that illuminates the truth of the fact.
- c. Incorrect. Facts should always be presented truthfully and fairly. You should never lie, change a fact, or represent it in any way other setting than one that illuminates the truth of the fact.
- d. Incorrect. Facts should always be presented truthfully and fairly. You should never lie, change a fact, or represent it in any way other setting than one that illuminates the truth of the fact.

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5. In order to get your message across to an audience in such a way that they are inspired to act on that message, what is the best tone to take?

- a. Project an authoritative tone.
- b. Project a tone that inspires fear.
- c. Project a positive tone.
- d. Use humor and win your audience over with laughter.

Analysis:

- a. Incorrect. Projecting a positive tone, one that is calm, hopeful, realistic, and offers a bright vision of the future is much more likely to win your audience over and inspire them to embrace your message and act on it.
- b. Incorrect. Projecting a positive tone, one that is calm, hopeful, realistic, and offers a bright vision of the future is much more likely to win your audience over and inspire them to embrace your message and act on it.
- c. Correct. Projecting a positive tone, one that is calm, hopeful, realistic, and offers a bright vision of the future is much more likely to win your audience over and inspire them to embrace your message and act on it.
- d. Incorrect. Projecting a positive tone, one that is calm, hopeful, realistic, and offers a bright vision of the future is much more likely to win your audience over and inspire them to embrace your message and act on it.

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6. How personal should you get in addressing problems or difficult issues in front of a public audience (either in speech or in writing)?

- a. Do not pull any punches, holding back any information will not ultimately help anyone.
- b. You need to find the level of public humiliation or shaming that you feel comfortable inflicting.
- c. You should not publicly address any issues involving others that you would not like addressed if you were in their place.
- d. Do not ever publicly betray a trust, speak ill of any individual, or hold anyone personally to blame in this kind of business communication.

Analysis:

- a. Incorrect. You should state your facts with consideration and with tact. Never speak ill of anyone, betray a trust, or indulge in critical blame of any individual in this kind of business communication.
- b. Incorrect. You should state your facts with consideration and with tact. Never speak ill of anyone, betray a trust, or indulge in critical blame of any individual in this kind of business communication.
- c. Incorrect. You should state your facts with consideration and with tact. Never speak ill of anyone, betray a trust, or indulge in critical blame of any individual in this kind of business communication.
- d. Correct. You should state your facts with consideration and with tact. Never speak ill of anyone, betray a trust, or indulge in critical blame of any individual in this kind of business communication.

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7. How specifically should you know your audience so that you can write specifically to them?

- a. Profiling in any form is inherently bad, and biased; do not do it.
- b. The more carefully you have profiled your audience the more specifically you can write to them.
- c. Getting a general sense of your audience's makeup can help you be a little more specific.
- d. It does not matter; your message is your message and should not change based on the audience makeup.

Analysis:

- a. Incorrect. Knowing as much as possible about your audience will help you to put yourself in their position and write more effectively to them specifically. Knowing your audience, their professional, cultural, educational, ethnic, religious backgrounds, their gender, and abilities can all help you to be a more effective business message writer.
- b. Correct. Knowing as much as possible about your audience will help you to put yourself in their position and write more effectively to them specifically. Knowing your audience, their professional, cultural, educational, ethnic, religious backgrounds, their gender, and abilities can all help you to be a more effective business message writer.
- c. Incorrect. Knowing as much as possible about your audience will help you to put yourself in their position and write more effectively to them specifically. Knowing your audience, their professional, cultural, educational, ethnic, religious backgrounds, their gender, and abilities can all help you to be a more effective business message writer.
- d. Incorrect. Knowing as much as possible about your audience will help you to put yourself in their position and write more effectively to them specifically. Knowing your audience, their professional, cultural, educational, ethnic, religious backgrounds, their gender, and abilities can all help you to be a more effective business message writer.

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8. Historically it has been proven useful to unite a group of people by identifying a common enemy. How can you best employ this tactic in creating a business message?

- a. Find a common enemy from within the organization, every society or organization that has overcome obstacles has done so by finding a scapegoat.
- b. Find a common enemy from a competing organization. Placing the fear and anger of your audience on an external force can pull them together in a way that specifically overcomes the competition.

- c. Bring people together to fight a common enemy only occasionally. Overused, this rhetorical device can lose its effectiveness.
- d. You should not use this tactic, inspiring by fear and hatred will not stand you or anyone else in good stead.

Analysis:

- a. Incorrect. You should never use the tactic of turning a group of people against someone. Inspiration by hope and positive outcomes is always preferable to inspiration by fear and anger.
- b. Incorrect. You should never use the tactic of turning a group of people against someone. Inspiration by hope and positive outcomes is always preferable to inspiration by fear and anger.
- c. Incorrect. You should never use the tactic of turning a group of people against someone. Inspiration by hope and positive outcomes is always preferable to inspiration by fear and anger.
- d. Correct. You should never use the tactic of turning a group of people against someone. Inspiration by hope and positive outcomes is always preferable to inspiration by fear and anger.

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9. Redundancy in writing refers to _____.

- a. omitting key information
- b. expressions that repeat meaning or include unnecessary words
- c. using the shortest words possible
- d. incorrect use of punctuation

Analysis:

- a. Incorrect. Expressions that repeat meaning or include unnecessary words are redundant.
- b. Correct. Expressions that repeat meaning or include unnecessary words are redundant.
- c. Incorrect. Expressions that repeat meaning or include unnecessary words are redundant.
- d. Incorrect. Expressions that repeat meaning or include unnecessary words are redundant.

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10. Expendable terms in writing that add nothing to the meaning are known as _____.

- a. colloquialisms
- b. empty words
- c. grammatical errors
- d. jargon

Analysis:

- a. Incorrect. Familiar phrases that roll off the tongue easily contain expendable parts called empty words.
- b. Correct. Familiar phrases that roll off the tongue easily contain expendable parts called empty words.
- c. Incorrect. Familiar phrases that roll off the tongue easily contain expendable parts called empty words.
- d. Incorrect. Familiar phrases that roll off the tongue easily contain expendable parts called empty words.

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11. Brevity is important when writing, because concise messages _____.

- a. are easier to read and comprehend
- b. use shorter words
- c. are written at a lower reading level
- d. do not require the use of paragraphs

Analysis:

- a. Correct. Messages that are written directly and concisely are easier to read and comprehend. This means the person reading the messages saves reading time and, thus, money.
- b. Incorrect. Messages that are written directly and concisely are easier to read and comprehend. This means the person reading the messages saves reading time and, thus, money.
- c. Incorrect. Messages that are written directly and concisely are easier to read and comprehend. This means the person reading the messages saves reading time and, thus, money.
- d. Incorrect. Messages that are written directly and concisely are easier to read and comprehend. This means the person reading the messages saves reading time and, thus, money.

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12. Which action is NOT indicative of concise message writing?

- a. eliminating flabby expressions
- b. dropping unnecessary introductory words
- c. removing redundancies
- d. utilizing doublespeak

Analysis:

- a. Incorrect. Concise message writing includes eliminating flabby expressions, dropping unnecessary introductory words, removing redundancies, and purging empty words.

- b. Incorrect. Concise message writing includes eliminating flabby expressions, dropping unnecessary introductory words, removing redundancies, and purging empty words.
- c. Incorrect. Concise message writing includes eliminating flabby expressions, dropping unnecessary introductory words, removing redundancies, and purging empty words.
- d. Correct. Concise message writing includes eliminating flabby expressions, dropping unnecessary introductory words, removing redundancies, and purging empty words.

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