

Profiling Your Readers: Quiz

Started: Oct 8 at 2:48am

Quiz Instructions

Reading quiz for Chapter 2, Profiling Your Readers.

You must get 9 of 11 correct in order to receive full credit.

As always, the quiz is open book.

Resources:

Technical Communication Today (Sixth edition), Chapter 2: Profiling Your Readers.

Question 1

1 pts

Something to keep in mind when writing in the technical workplace is that "Readers are _____."

raiders

Question 2

1 pts

What motivates people to take action in the technical workplace?

☐ money

☐ fame

☒ needs

☒ values

☒ attitudes

☐ the survival instinct

☐ all of the above

Question 3

1 pts

There are four (4) types of readers in the technical workplace. Match each of the four types with the role they play when reading the documents that you produce.

Primary readers

action takers



Secondary readers

advisors



Tertiary readers

evaluators



Gatekeepers

supervisors



Question 4

1 pts

Match each of the following decision-making motivations with its definition

Needs

information the readers need



Values

Issues, goals, or beliefs that



Attitudes

the readers emotional response



Question 5

1 pts

Where your readers will use your document is called the _____ context.

physical

Question 6

1 pts

How your document will work when your readers access it from a mobile device is called the _____ context.

mobile

Question 7

1 pts

The economic issues that will influence your readers decisions is the _____ context.

economic

Question 8

1 pts

How your ideas impact the rights, values, and well-being of others is called the _____ context.

ethical

Question 9

1 pts

You can overcome your readers' resistance to change by:

- ☐ appealing to their better angels
- ☐ reminding them that disruption is good
- ☐ reminding them that necessity is the mother of invention
- ☒ appealing to their core needs and values

- ☐ all of the above

Question 10

1 pts

When engaged in transcultural communication, it's more efficient to proceed as if everyone in the culture has similar needs and values.

- ☐ true
- ☒ false

Question 11

1 pts

Given what we've learned about readers and contexts of use, using the same resume and cover letter when applying for multiple jobs is _____.

- ☐ a good idea
- ☒ a bad idea
- ☐ it depends on the context

Quiz saved at 3:02am

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