

**Question 1** (1 point) ✓ *Saved*

A document may have both a primary and secondary purpose.

☒ True

☐ False

**Question 2** (1 point) ✓ *Saved*

Highly technical audiences need facts and figures explained in the simplest terms.

☒ True

☐ False

**Question 3** (1 point) ✓ *Saved*

A social media post may be an appropriate format for technical communication.

☒ True

☐ False

**Question 4** (1 point) ✓ *Saved*

Provide readers with more than they want and need.

☐ True

☒ False

**Question 5** (1 point) ✓ *Saved*

Determining all the needs of a large and diverse audience is easy to do.

☐ True

☒ False

**Question 6** (1 point) ✓ *Saved*

Calculating the final costs of a document is not a technical communicator's concern.

☐ True

☒ False

**Question 6** (1 point) ✓ *Saved*

Calculating the final costs of a document is not a technical communicator's concern.

- ☐ True
- ☒ False

**Question 7** (1 point) ✓ *Saved*

When writing a one-page memo for audiences with varying technical backgrounds, preferably rewrite it at different levels for different backgrounds.

- ☒ True
- ☐ False

**Question 8** (1 point) ✓ *Saved*

A short document can be rewritten at different levels for different audiences.

- ☒ True
- ☐ False

**Question 9** (1 point) ✓ *Saved*

An audience with no specialized training is called a \_\_\_\_\_ audience.

laypersons

nontechnical

**Question 10** (1 point) ✓ *Saved*

The image of you that readers see "between the lines" is called your \_\_\_\_\_ and is created by the tone you adopt.

persona

**Question 11** (1 point) ✓ *Saved*

The \_\_\_\_\_ Profile anticipates your readers and their needs.

use

Audience and use

**Question 12** (1 point) ✓ *Saved*

Which is an accurate statement about informative abstracts?

- ☐ Informative abstracts are confusing to nonexperts.
- ☐ Informative abstracts are essential to any length document.
- ☒ Informative abstracts can help nonexperts understand technical reports.
- ☐ Informative abstracts are only appropriate for experts.

**Question 13** (1 point) ✓ *Saved*

Which of the following readers is an example of a semi-technical audience for a manual on beekeeping?

- ☒ someone who has knowledge about beekeeping from images in the media
- ☐ a person with some background from a couple beekeeping workshops
- ☐ a doctoral student specializing in bees
- ☐ a beekeeper with 15 years of experience

**Question 14** (1 point) ✓ *Saved*

Workplace readers expect that the tone \_\_\_\_\_.

- ☐ reflects the relationship between the writer and reader
- ☐ is consistently informal
- ☐ is consistently formal
- ☒ is consistently semiformal

**Question 15** (1 point) ✓ *Saved*

Primary readers of a document are those who \_\_\_\_\_.

- ☐ advise decision makers
- ☒ are the main users of the document
- ☐ are generally outside an organization
- ☐ indirectly need the information

**Question 16** (1 point) ✓ *Saved*

When you have an audience with different technical levels, a preferred approach would be to develop \_\_\_\_\_.

- ☐ a one-page document with the lowest level of information
- ☐ a comprehensive manual with the highest level of information
- ☒ a web resource with links to different levels of information
- ☐ a wiki focused on the needs of one set of readers