

## **COPYRIGHT PAGE**

Published by:  
Flat World Knowledge, Inc.

© 2016 by Flat World Knowledge, Inc. All rights reserved. Your use of this work is subject to the License Agreement available here <http://www.flatworldknowledge.com/legal>. No part of this work may be used, modified, or reproduced in any form or by any means except as expressly permitted under the License Agreement.

## Chapter 2 Delivering Your Message

### True/False Questions

1. In a message, the package consisting of the words arranged in a pattern are themselves the meaning.  
**False; Easy**
2. Knowing what words will correspond to meanings that your audience holds within themselves will help you communicate more effectively.  
**True; Easy**
3. Owing to cultural differences in interpretations, the dictionary is the most reliable repository of meaning(s) of words.  
**False; Easy**
4. Though there are regional differences in interpretation, words remain unchanged over time.  
**False; Easy**
5. The dictionary entry for the meaning of a word changes because we change how, when, and why we use the word.  
**True; Easy**
6. The world of language only includes all the spoken languages of the world.  
**False; Easy**
7. Telling your co-worker who stops by to ask you a question, “Here, have a seat,” is an example of auxiliary message.  
**False; Moderate**
8. Primary messages do not carry the risk of being misunderstood.  
**False; Easy**
9. Unlike secondary messages, you have control over the impressions your audience forms about your primary messages.  
**False; Moderate**
10. Perceptions of physical attractiveness, age, gender or ethnicity, or even simple mannerisms and patterns of speech may unintentionally influence the message.  
**True; Moderate**
11. While the attention statement may be used anywhere in your message, it is especially useful at the outset.  
**True; Moderate**
12. “I’m going to explain how you can save up to five hundred dollars a year on car insurance” is an example of a residual message.  
**False; Moderate**

13. Asking yourself, “What information do I want to have the audience retain or act upon?” is an important step in formulating your attention statement.  
**False; Moderate**
14. Compared to German, English syntax is relatively flexible and open to style.  
**True; Easy**
15. When we follow the linguistic rules, miscommunication is not possible.  
**False; Easy**
16. The principles of communication vary according to the context of the communication.  
**False; Easy**
17. “Does a given statement refer to other statements already communicated?” is a typical question that the semantic rule attempts to address.  
**True; Moderate**
18. “Is the statement true or false?” is a typical question that the syntactic rule attempts to address.  
**False; Moderate**
19. “What does the sender or receiver need to know in order to understand its meaning?” is a typical question that the auxiliary rule attempts to address.  
**False; Moderate**
20. Auxiliary rules govern meaning and word choice according to context and social custom.  
**False; Moderate**
21. Words often require us to negotiate their meaning.  
**True; Moderate**
22. Your language determines your reality.  
**True; Moderate**
23. The paradigm, or worldview, may be individual or collective.  
**True; Moderate**
24. A concept is most concrete at the base level of the abstraction ladder.  
**True; Moderate**
25. “If the shoe were on the other foot you too would have an axe to grind” is an example of a cliché.  
**True; Easy**
26. Jargon is normally a product of formal education.  
**False; Easy**
27. Jargon is specific to occupations in the engineering and technology professions.  
**False; Easy**
28. Clichés are used among friends or members of a certain age group, rather than by professionals in a certain industry.  
**False; Moderate**

29. “Phat” which means “cool” is an example of slang.  
**True; Easy**
30. Since the objective of business communication is to reach a wider audience, slang is advised as a means to achieve it.  
**False; Moderate**
31. Referring to adult women as “girls” is an example of slang.  
**False; Moderate**
32. Saying that a person “passed away” instead of the plain “died” is an example of doublespeak.  
**False; Moderate**
33. In a presentation on emergency preparedness, holding up a dust mask is an example of body motion.  
**False; Easy**
34. Signposts are also called indicators.  
**True; Easy**
35. “On the one hand . . . on the other hand,” “the solution to this problem is . . . ,” “the reason for this is . . . ,” are all examples of foreshadowing.  
**False; Hard**
36. As an effective business communicator, you should try to define each and every term.  
**False; Easy**
37. The solution to ensure understanding of the meaning of the terms you use is to be aware of any words you are using that may be unfamiliar to your audience.  
**True; Easy**
38. The most obvious way to convey the meaning of an unfamiliar term is to state the meaning directly or to rephrase the term in different words.  
**True; Easy**
- 39. Smartphones can do a lot more than make telephone calls.**  
**True; Easy**
- 40. Smartphones, with their microphones, cameras, and go-anywhere screens, have become the interface platform of choice.**  
**True; Easy**
- 41. As a business communicator, you recognize the need to tailor your message to your audience.**  
**True; Easy**
- 42. Moore’s Law is not a computer term.**  
**False; Easy**

## Multiple Choice Questions

1. Which of the following statements is not true about language(s)?
  - a. Languages are living exchange systems of meaning.
  - b. Languages are not bound by context.
  - c. Words themselves hold no meaning.
  - d. Words change meaning over time.
  - e. People interpret language based on their framework of experience.**b; Moderate**
  
2. According to the famous linguist Hayakawa, the meaning of words:
  - a. is ontological.
  - b. is etymological.
  - c. lies within us.
  - d. changes over time.
  - e. remains unchanged across time.**c; Moderate**
  
3. The one certain thing about the message you sent to the receiver is that the receiver will:
  - a. revise his/her premises according to the information sent.
  - b. process the information sequentially, not simultaneously.
  - c. not be able to interpret all the relevant information.
  - d. filter the information selectively.
  - e. interpret it based on their framework of experience.**e; Hard**
  
4. \_\_\_\_\_ messages refer to the intentional content, both verbal and nonverbal.
  - a. Directed
  - b. Explicit
  - c. Primary
  - d. Auxiliary
  - e. Secondary**c; Moderate**
  
5. As you are preparing to go for lunch, you ask your colleague to join you by saying, "Zack, join me for lunch, will you?" This is an example of a \_\_\_\_\_ message.
  - a. direct
  - b. primary
  - c. explicit
  - d. auxiliary
  - e. active**b; Moderate**
  
6. \_\_\_\_\_ messages refer to the unintentional content, both verbal and nonverbal.
  - a. Secondary
  - b. Tertiary
  - c. Auxiliary
  - d. Implicit
  - e. Interpretative**a; Moderate**

7. Aldrin is short, dark, and a little obese and is lovingly called “Teddy” by his friends. Whenever he says something, most of his friends consider it with a lot of warmth and empathy. They have this “soft spot” for Aldrin. The impression caused by Aldrin is an example of \_\_\_\_\_ messages.
- positive
  - tertiary
  - auxiliary
  - implicit
  - secondary
- e; Moderate**
8. \_\_\_\_\_ messages refer to the intentional and unintentional ways a primary message is communicated.
- Tertiary
  - Implied
  - Multidirectional
  - Auxiliary
  - Interpretative
- d; Moderate**
9. Which of the following is not part of a message?
- An attention statement
  - An introduction
  - A body
  - A conclusion
  - A sequel message
- e; Moderate**
10. “I’m going to explain how you can save up to five hundred dollars a year on car insurance.” This is an example of a good:
- attention statement.
  - introduction.
  - body.
  - conclusion.
  - sequel message.
- a; Moderate**
11. The \_\_\_\_\_ is a message or thought that stays with your audience well after the communication is finished.
- exhortation
  - continuity message
  - sequel message
  - afterthought
  - residual message
- e; Moderate**
12. \_\_\_\_\_ rules govern the meaning of words and how to interpret them.
- Interpretative
  - Syntactic
  - Ontological
  - Etymological
  - Semantic

**e; Moderate**

13. “Please to the auditorium on Wednesday in the meeting at 12 noon come.” Which of the following rules is this statement violating?
- Ontological rule
  - Interpretative rule
  - Syntactic rule
  - Semantic rule
  - Etymological rule

**c; Moderate**

14. Julia meets Kacey at the cafeteria and asks how work was proceeding. Kacey looks down for a few seconds, looks sideways, and after a long pause, says in a long, drawn-out monotone, “Yeah, work is good.” Which communication rule influences Julia’s thought that Kacey was not enjoying work for some reason?
- Ontological rule
  - Interpretative rule
  - Syntactic rule
  - Semantic rule
  - Contextual rule

**e; Moderate**

15. Which of the following statements is not true about words and their meaning?
- What we mean needs to be explained in more than one way.
  - Words often require us to negotiate their meaning.
  - When we follow the linguistic rules, miscommunication is not possible.
  - Words and their meanings are sometimes limited by factors beyond our control.
  - Words attempt to represent the ideas we want to communicate.

**c; Moderate**

16. \_\_\_\_\_ are clear points of view involving theories, laws, and/or generalizations that provide a framework for understanding.
- Axioms
  - Etymological premises
  - Ideologies
  - Paradigms
  - Culture biases

**d; Moderate**

17. Words have two types of meanings: \_\_\_\_\_ and \_\_\_\_\_.
- implicit; explicit
  - societal; individual
  - syntactic; semantic
  - primary; auxiliary
  - denotative; connotative

**e; Moderate**

18. Simon hears two young boys discussing a recent rock concert. While he could understand the dictionary meaning of most of the words he heard, he found it hard to understand the conversation. What aspect of the words is Simon missing here?
- Syntactical rule

- b. Connotative meaning
- c. Auxiliary message
- d. Denotative meaning
- e. Collective meaning

**b; Moderate**

19. The \_\_\_\_\_ meaning can involve an emotional association with a word, positive or negative, and can be individual or collective, but is not universal.
- a. connotative
  - b. auxiliary
  - c. semantic
  - d. societal
  - e. implicit

**a; Hard**

20. In trying to simplify concepts, we may use labeling to the point where distinctions are lost. Though this ability to simplify concepts makes it easier to communicate, it sometimes makes us lose track of the specific meaning we are trying to convey. The quality of words described here is:
- a. connotation.
  - b. displacement.
  - c. abstraction.
  - d. denotation.
  - e. implication.

**c; Hard**

21. A(n) \_\_\_\_\_ is a once-clever word or phrase that has lost its impact through overuse.
- a. oxymoron
  - b. jargon
  - c. axiom
  - d. paradigm
  - e. cliché

**e; Moderate**

22. When Rachel heard her supervisor, Jones, complaining of a bad patch in her life and its effect on her performance, Rachel comforted her by saying, "Stay the course. Every cloud has a silver lining." Which communication barrier might Rachel experience here?
- a. Syntactical conflict
  - b. Usage of clichés
  - c. Usage of jargon
  - d. Paradigm shift
  - e. Denotative meaning

**b; Moderate**

23. \_\_\_\_\_ is an occupation-specific language used by people in a given profession.
- a. Slang
  - b. Spec speak
  - c. Jargon
  - d. Lingo
  - e. Cliché

**c; Moderate**

24. The following conversation from a military order—“Operation canked. Call jarheads to don their cammies. Gotta meet the brig rats”—is an example of the usage of:
- abstraction.
  - clichés.
  - axioms.
  - jargons.
  - slang.
- d; Moderate**
25. \_\_\_\_\_ is the use of existing or newly invented words to take the place of standard or traditional words with the intent of adding an unconventional, non-standard, humorous, or rebellious effect.
- Lingo
  - Cliché
  - Axioms
  - Jargon
  - Slang
- e; Moderate**
26. “Cecelia’s new boyfriend is a real airhead.”—is an example of the usage of:
- semantics.
  - slang.
  - axioms.
  - jargon.
  - cliché.
- b; Moderate**
27. A \_\_\_\_\_ involves substituting an acceptable word for an offensive, controversial, or unacceptable one that conveys the same or similar meaning.
- euphemism
  - slang
  - cliché
  - slur
  - jargon
- a; Moderate**
28. After visiting her best friend, Samantha, who was pregnant, Moe came home and told her boyfriend that Samantha was in an interesting condition. Moe’s words are an example of the usage of a(n):
- slur.
  - cliché.
  - slang.
  - euphemism.
  - jargon.
- d; Moderate**
29. \_\_\_\_\_ is the deliberate use of words to disguise, obscure, or change meaning.
- Slang
  - Cliché
  - Euphemism

- d. Doublespeak
- e. Jargon

**d; Moderate**

30. In military terms civilian deaths are referred to as “collateral damage.” This is an example of:

- a. doublespeak.
- b. cliché.
- c. jargon.
- d. slang.
- e. euphemism.

**a; Moderate**

31. According to the text, there are \_\_\_\_\_ barriers to communication.

- a. nine
- b. six
- c. five
- d. three
- e. seven

**b; Easy**

32. Perhaps the most important rule to remember in using visuals is this:

- a. always present the visuals before the explanation of the data.
- b. the visuals should reflect the diversity of the audience.
- c. usage of colors should reflect universally accepted standards.
- d. the visuals are to support your document or presentation.
- e. animation and garish colors should be avoided.

**d; Moderate**

33. \_\_\_\_\_ show an actual person, event, or work of art.

- a. Video stills
- b. Sketches
- c. Line drawings
- d. Diagrams
- e. Histograms

**a; Moderate**

34. \_\_\_\_\_ show the visual relationships among two or more things; a shape, a contrast in size, a process, or how something works.

- a. Histograms
- b. Pie charts
- c. Line graphs
- d. Photographs
- e. Line drawings

**e; Moderate**

35. \_\_\_\_\_ show the amount of one or more variables at different time intervals.

- a. Line drawings
- b. Bar charts
- c. Histograms
- d. Line graphs
- e. Pie charts

**b; Moderate**

36. \_\_\_\_\_ show the percentages of the whole occupied by various segments.
- a. Sketches
  - b. Line graphs
  - c. Histograms
  - d. Pie charts
  - e. Bar charts

**d; Moderate**

37. \_\_\_\_\_ show the change in one or more variables progressively across time.
- a. Histograms
  - b. Pie charts
  - c. Line graphs
  - d. Bar charts
  - e. Diagrams

**c; Moderate**

38. \_\_\_\_\_ show the audience an item crucial to the discussion.
- a. Photographs
  - b. Video stills
  - c. Sketches
  - d. Drawings
  - e. Actual objects

**e; Moderate**

39. \_\_\_\_\_ are key words that alert the audience to a change in topic, a tangential explanation, an example, or a conclusion.
- a. Cues
  - b. Trigger words
  - c. Deflectors
  - d. Signposts
  - e. Alerts

**d; Moderate**

40. Martin Luther King Jr.'s "I Have a Dream" speech is a fine example for its usage of \_\_\_\_\_.
- a. signposts.
  - b. repetition.
  - c. actual objects.
  - d. foreshadowing.
  - e. visual aids.

**b; Moderate**

41. Which of the following is not one of the suggestions to improve your tone?
- a. Read your document loud before you deliver it.
  - b. Listen or watch others' presentations.
  - c. Use a speech synthesizer.
  - d. Seek out feedback from others.
  - e. Practice voice modulation

**c; Moderate**

42. What is the advantage of oral communication in terms of understanding?
- The tone or inflection gives added meaning.
  - Speech is easier to understand than text.
  - Speech reaches a wider audience than writing.
  - The rapport between the speaker and the audience aids in understanding.
  - You can ask clarifying questions.

**e; Moderate**

43. What is advised when you are presenting to a group of a certain background?
- Include as many related technical terms as possible.
  - Send a copy to the group for prior approval.
  - Consult an expert to draft the presentation.
  - Invite a group member to assist you in the presentation.
  - Connect to someone to check for common ground.

**e; Moderate**

44. What is Stephen Covey's suggestion to balance the need for attention to detail with the need to arrive at the end product?
- Create a priority list; focus on the most important.
  - Begin with the end in mind.
  - Delegate effectively.
  - Learn to multitask.
  - Focus on detail first, and then scale up.

**b; Moderate**

45. What is Moore's Law?
- Like the law of gravity.
  - An observation of exponential growth, that states computer power will double every 2 years.
  - An observation that computers are not getting any faster.
  - Concerns the law of privacy.
  - Concerns the need to change phone every 2 years.

**b; Moderate**

46. For mobile communication, visual images work best when they
- Are sparkly and colorful.
  - Speak for themselves, requiring little interpretation or context clues.
  - Have big captions to explain them
  - Respect the law of privacy.
  - They are updated every day.

**b; Moderate**

### Short Answer Questions

- What is language?  
Language is a system of words and/or gestures used as symbols to convey ideas, and it has rules of syntax, semantics, and context.  
**Moderate**
- What is the significance of variations in the usage of a language? What are the challenges it poses?

Even within a country speaking the same language, depending on the context and environment, you may hear colorful sayings that are quite regional, and may notice an accent, pace, or tone of communication that is distinct from your own. This variation in our use of language is a creative way to form relationships and communities, but can also lead to miscommunication.

**Moderate**

3. Describe the function of words in a language.

Languages are composed of discrete units called words. Words are the package of symbols that hold the meaning of the language. The words themselves have no meaning except that which you give them. The meaning we give will be dependent on the code of language taught to us by our family, group, or community we were raised in. Words change meaning over time.

**Moderate**

4. What is the significance of language in a multicultural context?

Languages are bound by context. In a multicultural situation, language occupies significance in that words could have various meanings across cultures. What is a beautiful word in one language could very well be an epithet in another.

**Moderate**

5. What is the semantic triangle?

This concept, adapted from Ogden and Richards, illustrates how the word (which is really nothing more than a combination of four letters) refers to the thought, which then refers to the thing itself. It is three-part model in which a symbol refers to a thought, which in turn refers to the thing it symbolizes.

**Moderate**

6. What are the possible implications of using language?

When you write or say something, you not only share the meaning(s) associated with the words you choose, but you also say something about yourself and your relationship to the intended recipient. In addition, you say something about what the relationship means to you as well as your assumed familiarity as you choose formal or informal ways of expressing yourself. Your message may also carry unintended meanings that you cannot completely anticipate.

**Moderate**

7. What is the role of the attention statement?

The attention statement is used to capture the attention of your audience. While it may be used anywhere in your message, it is especially useful at the outset. There are many ways to attract attention from readers or listeners, but one of the most effective is the “what’s in it for me” strategy: telling them how your message can benefit them.

**Moderate**

8. List some of the ways to establish a relationship with your audience.

Some of the common ways to establish a relationship are to create common ground with the audience, drawing on familiar or shared experiences, or by referring to the person who introduced you. You may also explain why you chose to convey this message at this time, why the topic is important to you, what kind of expertise you have, or how your personal experience has led you to share this message.

**Moderate**

9. What are some of the key points to note in the body of the message?

In the body of the message, you will present your message in detail, using any of a variety of organizational structures. Regardless of the type of organization you choose for your document or speech, it is important to make your main points clear, provide support for each point, and use transitions to guide your readers or listeners from one point to the next.

**Moderate**

10. Describe the significance of the conclusion of the message.

Your conclusion should provide the audience with a sense of closure by summarizing your main points and relating them to the overall topic. It is important to focus on your organizational structure again and incorporate the main elements into your summary, reminding the audience of what you have covered. It is also important not to merely state your list of main points again, but to convey a sense that you have accomplished what you stated you would do in your introduction, allowing the audience to have psychological closure.

**Moderate**

11. What are the key questions to remember while framing your residual message?

While framing your residual message, asking yourself these questions would help:

- “What do I want my listeners or readers to remember?”
- “What information do I want to have the audience retain or act upon?”
- “What do I want the audience to do?”

**Moderate**

12. What are the types of rules of language?

There are three types of rules which govern or control our use of words: syntactic, semantic, and contextual rules.

**Easy**

13. What are syntactic rules?

Syntactic rules govern the order of words in a sentence. In some languages, the syntax or word order is strictly prescribed; in others, it is relatively flexible and open to style. Accordingly, there are correct and incorrect word combinations in each language.

**Moderate**

14. What is semantics? What are semantic rules?

Semantics is the study of meaning in language. It considers what words mean or are intended to mean, as opposed to their sound, spelling, grammatical function, and so on. Semantic rules govern the meaning of words and how to interpret them.

**Moderate**

15. What are the questions addressed by semantic rules?

Does a given statement refer to other statements already communicated? Is the statement true or false? Does it carry a certain intention? What does the sender or receiver need to know in order to understand its meaning? These are questions addressed by semantic rules.

**Moderate**

16. Describe contextual rules.

Contextual rules govern meaning and word choice according to context and social custom. For example, a straightforward statement might carry a different meaning if said after a studied pause or with a different expression.

**Moderate**

17. What are the possibilities of miscommunication if we follow linguistic rules?

Even when we follow the linguistic rules, miscommunication is possible, for our cultural context or community may hold different meanings for the words used than the source intended. Words attempt to represent the ideas we want to communicate, but they are sometimes limited by factors beyond our control. They often require us to negotiate their meaning, or to explain what we mean in more than one way, in order to create a common vocabulary.

**Hard**

18. In what ways does language determine your reality?

You cannot choose your birth, customs, values, traditions, or your language. As an adult, you can choose to see things from a new or diverse perspective, but the language in which you think, the words themselves, and even their organization will make communication a challenge. You cannot escape your language or culture completely. Thus, language, in many ways, determines your reality.

**Hard**

19. To what extent can one change one's fundamental values?

If you were raised in a particular culture with a certain set of expectations, one would naturally tend toward those values. If exposed to a different set of values, you may be able to recognize the difference and get used to the new values, as you are very adaptable, but it won't change the fundamental values.

**Moderate**

20. What does Thomas Kuhn say about paradigms?

Thomas Kuhn makes the point that "paradigms, or a clear point of view involving theories, laws, and/or generalizations that provide a framework for understanding, tend to form and become set around key validity claims, or statements of the way things work."

**Moderate**

21. What are the different types of meanings of words?

Words have two types of meanings: denotative and connotative. The denotative meaning is the common meaning, often found in the dictionary. The connotative meaning is often not found in the dictionary but in the community of users itself.

**Moderate**

22. What role does the system of classification have in the communication process?

We all use systems of classification to navigate through the world. Life would be confusing without any categories. These categories only become problematic when we use them to uphold biases and ingrained assumptions that are no longer valid. We may assume, through our biases, that elements are related when they have no relationship at all. As a result, our thinking is limited and our grasp of reality impaired.

**Hard**

23. List five of the undesirable results of poor communication in business.

In the book *The Miscommunication Gap*, Susan Washburn lists several undesirable results of poor communication in business. Some of them are:

- damaged relationships.
- loss of productivity.
- inefficiency and rework.
- conflict.

- missed opportunities.

**Moderate**

24. Why are clichés a barrier to effective communication?

Clichés are sometimes a symptom of lazy communication—the person using the cliché hasn't bothered to search for original words to convey the intended meaning. Clichés lose their impact because readers and listeners tend to gloss over them, assuming their common meaning while ignoring your specific use of them. As a result, they can be obstacles to successful communication.

**Moderate**

25. When compared to oral communication, why is using jargon more complicated in written communication?

In an oral context, we may be able to use a technical term and instantly know from feedback whether or not the receiver of the message “got it.” If they didn't, we can define it on the spot. In written language, we lack that immediate response and must attend more to the context of the receiver.

**Moderate**

26. How is slang different from jargon?

Slang is the use of existing or newly invented words to take the place of standard or traditional words with the intent of adding an unconventional, non-standard, humorous, or rebellious effect. It differs from jargon in that it is used in informal contexts, among friends or members of a certain age group, rather than by professionals in a certain industry.

**Moderate**

27. Describe sexist language.

Sexist language uses gender as a discriminating factor. Referring to adult women as “girls” or using the word “man” to refer to humankind are examples of sexist language.

**Moderate**

28. Describe the discriminatory effect of sexist or racist language.

Some forms of slang involve put-downs of people belonging to various groups. This type of slang often crosses the line and becomes offensive, not only to the groups that are being put down, but also to others who may hear it. In today's workplace there is no place where sexist or racist language is appropriate. In fact, using such language can be a violation of company policies and in some cases anti-discrimination laws.

**Hard**

29. How should one guard against racist language?

Racist language discriminates against members of a given race or ethnic group. While it may be obvious that racial and ethnic slurs have no place in business communication, there can also be issues with more subtle references to “those people” or “you know how they are.” If race or ethnicity genuinely enters into the subject of your communication, then naturally it makes sense to mention customers belonging to that group. The key is that mentioning racial and ethnic groups should be done with the same respect you would desire if someone else were referring to groups you belong to.

**Hard**

30. What is the problem with using euphemisms?

A euphemism involves substituting an acceptable word for an offensive, controversial, or unacceptable one that conveys the same or similar meaning. The problem is that the audience still knows what the expression means, and understands that the writer or speaker is choosing a euphemism for the purpose of sounding more educated or genteel.

**Moderate**

31. Are euphemisms universally disrespectful?

Euphemistic words are not always disrespectful. For example, when referring to a death, it is considered polite in many parts of the U.S. to say that the person “passed” or “passed away,” rather than the relatively insensitive word, “died.” These polite euphemisms are exceptions to the rule. Euphemisms are generally more of a hindrance than a help to understanding.

**Moderate**

32. Describe doublespeak.

Doublespeak is the deliberate use of words to disguise, obscure, or change meaning. Doublespeak is often present in bureaucratic communication, where it can serve to cast a person or an organization in a less unfavorable light than plain language would do.

**Moderate**

33. What are the ethical issues in doublespeak?

Doublespeak can be quite dangerous when it is used deliberately to obscure meaning and the listener cannot anticipate or predict consequences based on the (in)effective communication. When a medical insurance company says “we insure companies with up to twenty thousand lives,” is it possible to forget that those “lives” are people? Ethical issues quickly arise when humans are dehumanized and referred to as “objects” or “subjects.”

**Moderate**

34. How does learning about the barriers to communication help learners?

Each of the six barriers to communication contributes to misunderstanding and miscommunication, intentionally or unintentionally. If you recognize one of them, you can address it right away. You can redirect a question and get to essential meaning, rather than leaving with a misunderstanding that impacts the relationship.

**Moderate**

35. What is the importance of visuals in communication? What should one remember when using them?

Adding the visual dimension to a document or speech can be an excellent way to hold your audience’s interest and make your meaning clear. Perhaps the most important rule to remember in using visuals is this: the visuals are to support your document or presentation, not to take the place of it. Whatever visuals you choose should be clearly associated with your verbal content, repeating, reinforcing, or extending the scope of your message.

**Moderate**

36. List some of the commonly used visuals in communication.

Some common types of visuals are the following:

- a. photograph, video clip, or video still.
- b. diagram, sketch, or line drawing.
- c. bar chart.
- d. pie chart.
- e. line graph.
- f. actual object.

g. body motion.

**Moderate**

37. Describe actual object and body motion.

Actual object and body motion are examples of visual aids used in communication. Actual object is an item crucial to the discussion that is shown to the audience. Body motion refers to using your own body as a visual to demonstrate an event.

**Moderate**

38. What can be done to avoid audience being lulled into “losing their place”?

Readers and listeners can sometimes be lulled into “losing their place”—forgetting what point is being made or how far along in the discussion the writer or speaker has gotten. You can help your audience avoid this by using signposts or indicators.

**Moderate**

39. How do internal summaries and foreshadowing help in communication?

Internal summaries and foreshadowing help the audience keep track of where they are in the message. These strategies work by reviewing what has been covered and by highlighting what is coming next.

**Moderate**

40. How does repetition help in communication?

When used artfully, repetition can be an effective way to drive home your meaning and help your audience retain it in their memory.

**Moderate**

41. What is indirect repetition?

Indirect repetition is another form of repetition: finding alternative ways of saying the same point or idea. Citing examples, visuals or other aids that reinforce the same idea are means of achieving this.

**Moderate**

42. What is one of the greatest advantages of oral communication?

When we talk to each other face to face, seeing if someone understood you isn't all that difficult. Even if they really didn't get it, you can see, ask questions, and clarify right away. That gives oral communication, particularly live interaction, a distinct advantage.

**Moderate**

43. How should you prepare to present to a group of a particular background?

If you were going to present to a group that you knew in advance was of a certain age, sex, or professional background, it would only make sense to connect with someone from that group prior to your actual performance to check and see if what you have created and what they expect are similar.

**Moderate**

44. What is the greatest challenge in results orientation?

The greatest challenge is to balance the need for attention to detail with the need to arrive at the end product—and its due date. If you have done your preparation, know your assignment goals, desired results, have learned about your audience and tailored the message to their expectations, then you are well on your way to completing the task.

**Moderate**

45. What are the methods of improving one's tone?

One useful tip is to read your document out loud before you deliver it, just as you would practice a speech before you present it to an audience. Another way is to listen or watch others' presentations that have been described with terms associated with tone. Finally, seek out and be receptive to feedback from teachers, classmates, and coworkers.

**Moderate**

46. When designing a message for a mobile phone or tablet, what should you consider?

You should consider the physical limitations of the device (pixel, screen size) and make it clear, visual, and engaging, with a clear response.

### **Fill in the Blanks**

1. We use \_\_\_\_\_ as a system to create and exchange meaning with one another.

**language; Easy**

2. \_\_\_\_\_ is a system of symbols, words, and/or gestures used to communicate meaning.

**Language; Easy**

3. The semantic triangle illustrates how the \_\_\_\_\_ refers to the \_\_\_\_\_, which then refers to the \_\_\_\_\_ itself.

**word/thought/thing; Moderate**

4. According to Hayakawa, the meaning is within us, and the \_\_\_\_\_ serves as a link to meaning.

**word; Easy**

5. \_\_\_\_\_ are the words or ways you choose to express yourself and communicate your message.

**Primary messages; Moderate**

6. This may include vocal inflection, gestures and posture, or rate of speech that influence the interpretation or perception of your message.

**Auxiliary messages; Moderate**

7. The \_\_\_\_\_ is used to capture the attention of your audience.

**attention statement; Moderate**

8. One of the most effective ways to attract attention from readers or listeners is the "\_\_\_\_\_ " strategy.

**what's in it for me; Moderate**

9. In the \_\_\_\_\_, you will make a clear statement your topic; this is also the time to establish a relationship with your audience.

**introduction; Moderate**

10. After the introduction comes the \_\_\_\_\_ of your message.

**body; Easy**

11. In the \_\_\_\_\_ of the message, you will present your message in detail, using any of a variety of organizational structures.

**body; Moderate**

12. In the \_\_\_\_\_, you summarize your main points and relate them to the overall topic.  
**conclusion; Moderate**
13. A person interpreting your smile when you are talking to her is trying to comprehend your \_\_\_\_\_ message.  
**auxiliary; Hard**
14. \_\_\_\_\_ rules govern the order of words in a sentence.  
**Syntactic; Easy**
15. \_\_\_\_\_ is the study of meaning in language.  
**Semantics; Easy**
16. \_\_\_\_\_ tend to form and become set around key validity claims, or statements of the way things work.  
**Paradigms; Moderate**
17. \_\_\_\_\_ involve premises that are taken as fact.  
**Paradigms; Moderate**
18. Becoming more “\_\_\_\_\_” is one of the successful strategies to narrow the gap between you and your audience.  
**other-oriented; Moderate**
19. The \_\_\_\_\_ meaning is the common meaning, often found in the dictionary.  
**denotative; Moderate**
20. The \_\_\_\_\_ meaning is often not found in the dictionary but in the community of users itself.  
**connotative; Moderate**
21. \_\_\_\_\_ are sometimes a symptom of lazy communication—the person using them hasn’t bothered to search for original words to convey the intended meaning.  
**Clichés; Easy**
22. \_\_\_\_\_ lose their impact because readers and listeners tend to gloss over them, assuming their common meaning while ignoring your specific use of them.  
**Clichés; Easy**
23. Members of the marketing, or advertising, or engineering, research and development departments have sets of terms they use within their professional community. These terms are referred to as \_\_\_\_\_.  
**jargon; Easy**
24. \_\_\_\_\_ differs from jargon in that it is used in informal contexts.  
**Slang; Moderate**
25. \_\_\_\_\_ language uses gender as a discriminating factor.  
**Sexist; Easy**

26. \_\_\_\_\_ language discriminates against members of a given race or ethnic group.  
**Racist; Easy**
27. The problem with \_\_\_\_\_ is that the audience still knows what the expression means, and understands that the writer or speaker is choosing it for the purpose of sounding more educated or genteel.  
**euphemism; Moderate**
28. \_\_\_\_\_ is often present in bureaucratic communication, where it can serve to cast a person or an organization in a less unfavorable light than plain language would do.  
**Doublespeak; Moderate**
29. “Collateral damage,” often used to refer to civilian deaths is an example of \_\_\_\_\_.  
**doublespeak; Moderate**
30. \_\_\_\_\_ uses your own body as a visual to demonstrate an event.  
**Body motion; Easy**
31. When the listeners forget what point is being made or how far along in the discussion the writer or speaker has gotten, you can help the audience by using a \_\_\_\_\_.  
**signpost; Moderate**
32. When you are writing on how to assemble a home emergency preparedness kit, if you begin by stating that there are four main items needed for the kit, you are \_\_\_\_\_ your message.  
**foreshadowing; Hard**
33. Finding alternative ways of saying the same point or idea is referred to as \_\_\_\_\_.  
**indirect repetition; Moderate**
34. To increase understanding, choose \_\_\_\_\_ that paint as vivid and accurate a mental picture as possible for your audience.  
**precise words; Easy**
35. \_\_\_\_\_ tell us what we’ve heard and forecast what is to come.  
**Internal summaries; Moderate**
36. As a business communicator, recognize that humans are \_\_\_\_\_ creatures, and we respond well to engaging images and video that communicate a clear, current message that meets our immediate need.