

# Unit 02: Delivering Your Message

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## 1. Unit 02: Delivering Your Message

## 4. Chapter: Unit 02: Delivering Your Message

### 1. Unit 02: Delivering Your Message Questions

#### 4.1.1. How can Quiesha use contextual clues and other messaging strategies...

Author: P. Wynn Norman

How can Quiesha use contextual clues and other messaging strategies to increase the likelihood that her audience will appreciate how far away the sun is from the earth (92,955,887 miles, on average)?

Please choose only one answer:

- Round the number up to 93 million.
- Compare the distance to that of the moon, which is about 400 times closer.
- Explain that it would take a Boeing 747 almost 19 years to fly there.
- Both A and B
- Both A and C

Check the answer of this question online at QuizOver.com:

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## 4.1.2. How do paradigms shape reality?

Author: P. Wynn Norman

How do paradigms shape reality?

Please choose only one answer:

- They provide a theoretical framework for reality.
- They are one basis for the belief systems that characterize a culture.
- They are inescapable parts of your personal history that influence your worldview.
- They are premises that are nevertheless accepted as facts.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [How do paradigms shape reality P. Wynn Norman @South University Corporate](#)

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### 4.1.3. In the 1970s, General Motors (GM) tried to market the Chevy Nova in...

Author: P. Wynn Norman

In the 1970s, General Motors (GM) tried to market the Chevy Nova in South America. However, as the (disproven) legend goes, South Americans would not buy the Nova, because its name, in Spanish, means "doesn't go." Between what two elements of the semantic triangle would the communication problem illustrated by this legend be placed?

Please choose only one answer:

- Word – Thought
- Thought – Subject/Object
- Subject/Object – Word
- Word – Subject/Object
- Subject/Object - Thought

Check the answer of this question online at QuizOver.com:

Question: [In the 1970s General Motors GM tried to P. Wynn Norman @South Corporate](#)

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#### 4.1.4. Insert the appropriate signpost in the following passage: Word proc...

Author: P. Wynn Norman

Insert the appropriate signpost in the following passage: Word processing programs help you communicate information more effectively. \_\_\_\_\_, data processing programs help you store information more efficiently.

Please choose only one answer:

- For example
- Next
- On the other hand
- Therefore
- In addition

Check the answer of this question online at QuizOver.com:

Question: [Insert the appropriate signpost in the P. Wynn Norman @South Corporate](#)

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#### 4.1.5. Melody wants people to emphasize how important it is to spay or neu...

Author: P. Wynn Norman

Melody wants people to emphasize how important it is to spay or neuter pets, so she inserts in her report a photo of a burlap bag opened to show six drowned kittens inside. The photo caption reads, "This is what happens to unwanted pets!" Why will Melody's strategy be effective, or why will it be ineffective?

Please choose only one answer:

- It will be effective, because the image of dead kittens is shocking.
- It will be effective, because the image of dead kittens is memorable.
- It will not be effective, because the image is not clearly associated with the point she is making.
- It will not be effective, because the image does not extend the scope of her message.
- None of the above

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#### 4.1.6. One of the pages on the University System of Georgia's Human Resour...

Author: P. Wynn Norman

One of the pages on the University System of Georgia's Human Resources website starts with the follow paragraph: "The Tuition Assistance Program (TAP) replaced the Tuition Remission and Reimbursement Program (TRR) effective November 1, 2004. This program was implemented with the Spring Semester 2005. TAP is an employee supplemental educational assistance program." Is this an effective message? Why, or why not?

Please choose only one answer:

- Yes, it is effective, because it contains precise information and identifies abbreviations (TAP, TRR) before using them.
- Yes, it is effective, because it starts by making sure readers are not confused by the changes in the program.
- No, it is not effective, because it contains information that is now irrelevant and defines the most important term last instead of first.
- No, it is not effective, because when the new program was implemented is irrelevant and the name of the old program communicated the benefit more accurately than the new name.
- Each of the options above contains flawed details and so none are 100% correct.

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#### 4.1.7. One politician says his opponent is waging a "war on women," anothe...

Author: P. Wynn Norman

One politician says his opponent is waging a "war on women," another claims her opponent is participating in a "war against religion," and a third brags about his leadership in fighting the "war on drugs." What is the most significant problem with these examples of doublespeak?

Please choose only one answer:

- They obscure meaning.
- They are inaccurate.
- They lack specificity.
- They are exaggeration.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [One politician says his opponent is waging P. Wynn Norman @South](#)

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#### 4.1.8. People who live in places where it snows a lot have more words in t...

Author: P. Wynn Norman

People who live in places where it snows a lot have more words in their language to describe "snow" than people who live where it rarely snows. This fact reflects what aspect of language?

Please choose only one answer:

- Language is arbitrary and symbolic.
- Our reality is shaped by our language.
- Language has rules.
- Language organizes and classifies reality.
- Language is abstract.

Check the answer of this question online at QuizOver.com:

Question: [People who live in places where it snows P. Wynn Norman @South Corporate](#)

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#### 4.1.9. Professor Doherty introduces the Tell 'em3 Principle to his speech ...

Author: P. Wynn Norman

Professor Doherty introduces the Tell 'em3 Principle to his speech class, explaining that it refers to how a speaker can communicate more effectively with audiences by "telling them what you'll tell them, then telling them, then telling them what you told them." What emphasis strategy is reflected in the Tell 'em3 Principle?

Please choose only one answer:

- Using visual aids
- Using repetition
- Using summary
- Using foreshadowing
- Using signposts

Check the answer of this question online at QuizOver.com:

Question: [Professor Doherty introduces the Tell 'em P. Wynn Norman @South Corporate](#)

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#### 4.1.10. Robert is preparing to discuss IRA and 401(k) retirement options wi...

Author: P. Wynn Norman

Robert is preparing to discuss IRA and 401(k) retirement options with a group of factory workers, few of whom have more than a high school education. Which of the following pairs of strategies for improving verbal communication are the most closely related to each other and to the development of Robert's presentation?

Please choose only one answer:

- Define your terms and consider your audience.
- Take control of your tone and choose precise words.
- Be results oriented and check for understanding.
- Both A and B
- Both B and C

Check the answer of this question online at QuizOver.com:

Question: [Robert is preparing to discuss IRA and 4 P. Wynn Norman @South Corporate](#)

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#### 4.1.11. Sandra's company wants all new hires to take classes at a local col...

Author: P. Wynn Norman

Sandra's company wants all new hires to take classes at a local college to keep their skills sharp and help them qualify for promotions. As the company's human resources benefits officer, it is now Sandra's job not only to inform new hires that their tuition would be reimbursed if they took classes, but also to encourage them to do so. What is the best messaging strategy Sandra can use to accomplish both objectives?

Please choose only one answer:

- Describe the benefits of learning new skills.
- Provide examples of employees who were promoted and the kind of classes they took.
- While talking about the skills the company values, show a visual that lists classes offered at a nearby college.
- De-emphasize the fact that employees will have to come up with the money to pay for classes before the company will reimburse them.
- Use a graph to show the different salary levels at the company and the kind of academic degrees employees at each level tend to possess.

Check the answer of this question online at QuizOver.com:

Question: [Sandra's company wants all new hires to P. Wynn Norman @South Corporate](#)

Flashcards:

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#### 4.1.12. Smiling cheerfully, the dentist approaches his patient, drill in ha...

Author: P. Wynn Norman

Smiling cheerfully, the dentist approaches his patient, drill in hand. In his most reassuring tone, he tells his anxious patient, "This won't hurt a bit." Which of the following accurately describes the types of messages depicted in this scenario?

Please choose only one answer:

- The doctor's words are the primary message; his tone is secondary.
- The doctor's tone is auxiliary; his smile is secondary.
- The doctor's tone is auxiliary; his words are primary
- The doctor's smile and tone are both secondary.
- There are no secondary messages in this scenario.

Check the answer of this question online at QuizOver.com:

Question: [Smiling cheerfully the dentist approaches P. Wynn Norman @South Corporate](#)

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#### 4.1.13. Some politicians refuse to accept that pollution and climate change...

Author: P. Wynn Norman

Some politicians refuse to accept that pollution and climate change are serious environmental challenges that will require money and sacrifice to resolve. When someone, some thing, or some event finally overcomes their resistance and desire to protect the status quo, what element in this scenario will have experienced a paradigm shift?

Please choose only one answer:

- The controversy about pollution and climate change
- The "someone, some thing, or some event" that impacted the reluctant politicians
- The reluctant politicians
- The environmental challenges faced by the populace
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Some politicians refuse to accept that P. Wynn Norman @South Corporate](#)

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#### 4.1.14. The simple words and short statements that dominate advertising cop...

Author: P. Wynn Norman

The simple words and short statements that dominate advertising copywriting are governed MOST by which aspect of language?

Please choose only one answer:

- Syntax
- Semantics
- Context
- Paradigms
- Symbolism

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Question: [The simple words and short statements that P. Wynn Norman @South](#)

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#### 4.1.15. What is a good way to ensure that your document's tone matches its ...

Author: P. Wynn Norman

What is a good way to ensure that your document's tone matches its intent?

Please choose only one answer:

- Read it out loud, so you can hear how the words you have chosen reflect the tone of your messages.
- Listen to or watch presentations that are known for having used tone effectively.
- Get several people to read your work and give you feedback on its tone.
- Make sure you can characterize the tone you intended to establish in the document.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is a good way to ensure that your P. Wynn Norman @South Corporate](#)

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#### 4.1.16. What is the difference between racist language and sexist language?

Author: P. Wynn Norman

What is the difference between racist language and sexist language?

Please choose only one answer:

- Racist language is insulting; sexist language is not.
- Racist language is hurtful; sexist language is careless.
- Racist language is discriminatory; sexist language is negligent.
- Racist language shows a lack of respect; sexist language is just old-fashioned.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the difference between racist P. Wynn Norman @South Corporate](#)

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#### 4.1.17. What is the MOST important aspect that visual aids, signposts, repe...

Author: P. Wynn Norman

What is the MOST important aspect that visual aids, signposts, repetition, and summaries have in common?

Please choose only one answer:

- They are used to create emphasis.
- They are elements in every message.
- They should be avoided, because they are redundant.
- They contribute to meaning.
- None of the above

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Question: [What is the MOST important aspect that P. Wynn Norman @South Corporate](#)

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#### 4.1.18. What strategy for improving verbal communication is reflected in St...

Author: [P. Wynn Norman](#)

What strategy for improving verbal communication is reflected in Steven Covey's suggestion that you develop your speech by beginning with how it will end?

Please choose only one answer:

- Consider your audience.
- Take control of your tone.
- Choose precise words.
- Be results oriented.
- Define your terms.

Check the answer of this question online at [QuizOver.com](#):

Question: [What strategy for improving verbal P. Wynn Norman @South University](#)

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#### 4.1.19. What two potential barriers to communication occur in the following...

Author: P. Wynn Norman

What two potential barriers to communication occur in the following statement? Mankind must get on with doing what is necessary to spare the earth from the effects of global warming.

Please choose only one answer:

- Sexism and slang
- Jargon and clichés
- Slang and clichés
- Sexism and bias
- Jargon and bias

Check the answer of this question online at QuizOver.com:

Question: [What two potential barriers to communication P. Wynn @South Corporate](#)

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#### 4.1.20. When you discuss the details of your message, which part of that me...

Author: P. Wynn Norman

When you discuss the details of your message, which part of that message are you presenting?

Please choose only one answer:

- The attention statement
- The introduction
- The body
- The conclusion
- The residual

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [When you discuss the details of your P. Wynn Norman @South University](#)

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#### 4.1.21. When your colleague says, "I suspect that you aren't being 100% abo...

Author: P. Wynn Norman

When your colleague says, "I suspect that you aren't being 100% above board with me," what does that choice of words enable your colleague to avoid? (Cross-cultural hint: "Above board" is an idiom meaning "without deceit or trickery, straightforward.")

Please choose only one answer:

- Calling you a liar
- Asking you to be more specific
- Being more specific with you
- A confrontation with you
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [When your colleague says I suspect that P. Wynn Norman @South Corporate](#)

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#### 4.1.22. When your friend sees your new all-terrain sports utility vehicle w...

Author: P. Wynn Norman

When your friend sees your new all-terrain sports utility vehicle with its oversized tires, chrome-alloy exterior highlights, tinted skylight, and GPS-Skype-OnStar voice-activated dashboard system, he cannot resist exclaiming, "Wow! What a cool car!" Given what he really means by "cool," what aspect of how language shapes reality do his words represent?

Please choose only one answer:

- Language has rules.
- Language is abstract.
- Language is symbolic.
- Language is arbitrary
- Language shapes reality.

Check the answer of this question online at QuizOver.com:

Question: [When your friend sees your new all-terrain P. Wynn Norman @South](#)

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#### 4.1.23. Which of the following is FALSE?

Author: P. Wynn Norman

Which of the following is FALSE?

Please choose only one answer:

- Clichés are communication obstacles, because they are overused.
- Jargon should be avoided at all times, because it is too occupation-specific.
- You can use slang to target specific audiences.
- Euphemisms can be culturally acceptable.
- Doublespeak is not ethical.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is FALSE P. Wynn Norman @South University](http://www.quizover.com/question/which-of-the-following-is-false-p-wynn-norman-south-university?pdf=1509)

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#### 4.1.24. Which of the following is the best strategy for resolving the probl...

Author: P. Wynn Norman

Which of the following is the best strategy for resolving the problematic use of language in this sentence: It is difficult for politicians to account for the cost of collateral damage when they consider funding warfare.

Please choose only one answer:

- Politicians have a hard time account for collateral damage when budgeting for war.
- The cost of killing innocent people is not something that politicians like to think about when they decide how much to spend on warfare.
- It is hard for politicians to pay for war when part of the cost is collateral damage.
- Collateral damage is killing people and that makes it harder for politicians to pay for war.
- Politicians struggle to pay for the deaths that are the result of war.

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Question: [Which of the following is the best strategy P. Wynn @South University](#)

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#### 4.1.25. Which of the following presents the correct definition?

Author: P. Wynn Norman

Which of the following presents the correct definition?

Please choose only one answer:

- Syntactic rules determine the meaning of words.
- Contextual rules control where words are placed in a sentence or statement.
- Ordinal rules determine the order of words.
- Semantic rules dictate what words mean and how they are interpreted.
- Cardinal rules establish the value words have with respect to the meaning of the sentence.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following presents the correct P. Wynn @South University](#)

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<http://www.quizover.com/flashcards/which-of-the-following-presents-the-correct-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-presents-the-correct-p-wynn-south-university?pdf=1509>

#### 4.1.26. Which of the following would be an effective introduction, because ...

Author: P. Wynn Norman

Which of the following would be an effective introduction, because it creates common ground between communicator and audience?

Please choose only one answer:

- An adult warns teenagers about the dangers of drinking and driving.
- A teenager tells a group of parents the story of another teenager who tried to divorce her parents, because they would not let her stay out late on Saturday nights.
- A supervisor tells line workers about the time he fell asleep on the line and almost got fired.
- A doctor shocks a group of medical students with images of gunshot wounds to the head.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following would be an effective P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-would-be-an-effective-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-would-be-an-effective-p-wynn-south-corporate?pdf=1509>



#### 4.1.27. While dancing with and hugging a group of young girls, a presidenti...

Author: P. Wynn Norman

While dancing with and hugging a group of young girls, a presidential candidate jokingly referred to a song entitled, "Who let the dogs out?" The song was well-known and highly popular within the cultural group to which the girls belonged. However, the media highlighted the incident as an indication of the candidate's social awkwardness and inability to relate with people from different economic and ethnic groups. Why?

Please choose only one answer:

- Because the incident reinforced the candidate's well-known disregard for dogs
- Because dancing with the girls was not a dignified thing for a presidential candidate to do in that context
- Because the context of the incident was unsuited to a jocular tone
- Because the word "dog" could be misinterpreted as an insulting indication of the girls' appearance, given the context of the incident
- Because he asked a question he knew the girls couldn't answer

Check the answer of this question online at QuizOver.com:

Question: [While dancing with and hugging a group of P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/while-dancing-with-and-hugging-a-group-of-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/while-dancing-with-and-hugging-a-group-of-p-wynn-norman-south-corporat?pdf=1509>

#### 4.1.28. "Best practices," "bring to the table," centers of excellence," "co...

Author: P. Wynn Norman

"Best practices," "bring to the table," centers of excellence," "core competencies," "mission critical," "roll out," and "performance management" are all examples of what form of business communication?

Please choose only one answer:

- Clichés
- Jargon
- Slang
- Sexism
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Best practices bring to the table centers P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/best-practices-bring-to-the-table-centers-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/best-practices-bring-to-the-table-centers-p-wynn-norman-south-corporat?pdf=1509>

#### 4.1.29. "I need you to scrub my testimony of any off-color remarks before y...

Author: P. Wynn Norman

"I need you to scrub my testimony of any off-color remarks before you archive that speech," Sally's boss ordered. "The record should reflect only the facts, not how I phrased them." Of the following undesirable results of poor communication identified in Susan Washburn's article "The Miscommunication Gap," which one is most applicable to the actions of Sally's boss?

Please choose only one answer:

- Damaged relationships
- Loss of productivity
- Inefficiency and rework
- Conflict
- Missed opportunities

Check the answer of this question online at QuizOver.com:

Question: [I need you to scrub my testimony of any P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/i-need-you-to-scrub-my-testimony-of-any-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/i-need-you-to-scrub-my-testimony-of-any-p-wynn-norman-south-corporate?pdf=1509>

#### 4.1.30. "If you keep wearing that beard to work, you'll probably get fired,..."

Author: P. Wynn Norman

"If you keep wearing that beard to work, you'll probably get fired, George." Given the apparent context of this sentence, what word or phrase within it rules out that the speaker is George's boss?

Please choose only one answer:

- Probably
- Keep
- You
- Fired
- George

Check the answer of this question online at QuizOver.com:

Question: [If you keep wearing that beard to work P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/if-you-keep-wearing-that-beard-to-work-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/if-you-keep-wearing-that-beard-to-work-p-wynn-norman-south-corporate?pdf=1509>

#### 4.1.31. "Now that we have discussed various health insurance plans the comp...

Author: P. Wynn Norman

"Now that we have discussed various health insurance plans the company offers, let me move on to another part of your benefit package: tuition reimbursement." This statement reflects which of the following aspects of messaging effectiveness?

Please choose only one answer:

- Review
- Preview
- Signposts
- Summary
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Now that we have discussed various health P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/now-that-we-have-discussed-various-health-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/now-that-we-have-discussed-various-health-p-wynn-norman-south-corporat?pdf=1509>

#### 4.1.32. "There are four requirements for tuition reimbursement which you ne...

Author: P. Wynn Norman

"There are four requirements for tuition reimbursement which you need to be aware of before you sign up for classes." Which of the following statements would be most effective, if it followed the one just stated?

Please choose only one answer:

- The company will pay you to take classes which will improve the skills you need to do well at your job here.
- First, you should realize that the company will reimburse you; it will not pay the college directly.
- Of these four requirements, one is more important than the others, but let me get the minor ones out of the way first.
- The first requirement is that you take classes directly related to your job here, if you want the company to pay you back for the tuition.
- Unlike your health insurance benefits, you will not be able to sign up for tuition reimbursement in advance.

Check the answer of this question online at QuizOver.com:

Question: [There are four requirements for tuition P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/there-are-four-requirements-for-tuition-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/there-are-four-requirements-for-tuition-p-wynn-norman-south-corporate?pdf=1509>