

# Unit 03: Understanding Your Audience

Author: P. Wynn Norman

Professor @Saylor Foundation

Published 2014

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## 1. Unit 03: Understanding Your Audience

## 4. Chapter: Unit 03: Understanding Your Audience

### 1. Unit 03: Understanding Your Audience Questions

#### 4.1.1. A customer purchases one of your products that turns out to be defe...

Author: P. Wynn Norman

A customer purchases one of your products that turns out to be defective. You do everything you can to satisfy the customer, returning her money and even offering to replace the defective product for free. Nevertheless, she refuses all of your offers and says she will purchase a different product from someone else. What does Jurgen Habermas call the kind of perception that prevents the customer from giving your product a second chance?

Please choose only one answer:

- Selective perception
- Conventional thinking
- Selective exposure
- Pre-understanding
- Gestalt continuity

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

Question: [A customer purchases one of your products P. Wynn Norman @South Corporate](#)

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#### 4.1.2. A friend of yours is taking a course, the instructor of which think...

Author: P. Wynn Norman

A friend of yours is taking a course, the instructor of which thinks your friend is not sufficiently prepared to handle the subject matter. The teacher recommends that your friend take a lower level course instead. Based on the seminal study that identified the "Pygmalion effect," who will have the greatest influence on your friend's success, if he or she stays in the class?

Please choose only one answer:

- You, if you frequently express confidence in your friend's abilities.
- Your friend, he or she decides to fulfill her own prophecy, rather than that of the instructor.
- The instructor, if that person continues to believe that your friend cannot succeed.
- Both A or B
- Both A or C

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

Question: [A friend of yours is taking a course the P. Wynn Norman @South Corporate](#)

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#### 4.1.3. A presidential candidate had a history of being pro-choice, believi...

Author: P. Wynn Norman

A presidential candidate had a history of being pro-choice, believing that it is a woman's right to choose abortion over birth (within certain limits). A decade later, however, the candidate declared himself to be pro-life, arguing that life should be protected, first and foremost. The politician attributes his new view to witnessing the pain and stress of an abortion-related decision by a friend. What does the candidate's history with this issue confirm about the nature of his beliefs?

Please choose only one answer:

- That they are not necessarily based on logic or fact.
- They can be influenced by what he experiences.
- They can be changed but such change can take a long time or strong evidence.
- All of the above
- None of the above

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

Question: [A presidential candidate had a history of P. Wynn Norman @South Corporate](#)

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#### 4.1.4. A recent news story noted how surgeons report a marked increase in ...

Author: P. Wynn Norman

A recent news story noted how surgeons report a marked increase in the number of vasectomies that are scheduled during "March Madness," a popular, month-long, national basketball tournament in the U.S. What Gestalt principle does this observation reflect?

Please choose only one answer:

- Similarity
- Continuity
- Proximity
- Symmetry
- Closure

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

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#### 4.1.5. An ambitious middle-aged commuter stops thinking about her job to l...

Author: P. Wynn Norman

An ambitious middle-aged commuter stops thinking about her job to listen to your advertisement playing on her car radio, because it begins with the well-known 1970s song "I Am Woman." Which audience trait did you use to successfully attract her attention?

Please choose only one answer:

- Demographic
- Psychographic
- Linguistic
- Demographic and psychographic
- Psychographic and linguistic

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

Question: [An ambitious middle-aged commuter stops P. Wynn Norman @South Corporate](#)

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#### 4.1.6. As a business communicator, which of the following would you invest...

Author: P. Wynn Norman

As a business communicator, which of the following would you invest your marketing dollars into changing or modifying?

Please choose only one answer:

- Customer attitudes
- Customer beliefs
- Customer values
- Customer morals
- None of the above

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

Question: [As a business communicator which of the P. Wynn Norman @South Corporate](#)

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4.1.7. Based on the assigned readings, complete this sentence: "Mutual res..."

Author: P. Wynn Norman

Based on the assigned readings, complete this sentence: "Mutual respect and understanding are built one \_\_\_\_\_ at a time, and \_\_\_\_\_ is difficult to gain and easy to lose."

Please choose only one answer:

- Customer, a customer
- Message, attention
- Step, loyalty
- Debate, the upper hand
- Conversation, trust

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

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#### 4.1.9. How is the Iceberg Model relevant to understanding the limitations ...

Author: P. Wynn Norman

How is the Iceberg Model relevant to understanding the limitations of audience demographics?

Please choose only one answer:

- It demonstrates how negative audience attitudes can be much larger below the surface but can still be melted by the heat of a well-designed message.
- It shows how it is just as important to analyze the traits people have that you cannot see as those that you can.
- It reminds you that most of your audience's traits lie below your level of awareness.
- It represents how diverse audiences require intercultural communication or most of them will be submerged by your messages.
- Race, age, ethnicity, gender, income, education, and other audience traits are like chips of ice that a good communicator can break away to get to the core of an audience.

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

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#### 4.1.10. If a commuter thinking about completing her project stops thinking ...

Author: [P. Wynn Norman](#)

If a commuter thinking about completing her project stops thinking about it to listen to your advertisement playing on her car radio, her attention is probably the product of what?

Please choose only one answer:

- Prophetic perception
- Unique perception
- Selective perception
- Interpretive perception
- All of the above

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

Question: [If a commuter thinking about completing P. Wynn Norman @South Corporate](#)

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#### 4.1.11. In American presidential politics, conservatives are on one side of...

Author: P. Wynn Norman

In American presidential politics, conservatives are on one side of the ideological spectrum and progressives are on the other. In the middle are a group of voters known as moderates, and it is this group which wants politicians to find middle ground and compromise on legislation. Which Gestalt principle do moderates appear to favor?

Please choose only one answer:

- Similarity
- Continuity
- Proximity
- Symmetry
- Closure

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

Question: [In American presidential politics P. Wynn Norman @South University](#)

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#### 4.1.12. Interests, familiarity, importance, listening skills, distractions,...

Author: P. Wynn Norman

Interests, familiarity, importance, listening skills, distractions, and interruptions all can influence what important first step in effective communication?

Please choose only one answer:

- Understanding
- Processing
- Attention
- Agreement
- All of the above

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

Question: [Interests familiarity importance listening P. Wynn Norman @South](#)

Flashcards:

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#### 4.1.13. Most local governments in the U.S. require public buildings to post...

Author: P. Wynn Norman

Most local governments in the U.S. require public buildings to post diagrams which show evacuation routes in an emergency. The bright red arrows that these diagrams use to point to the way out reflect what influence on the how people respond to information?

Please choose only one answer:

- Physical characteristics
- Psychological states
- Perceptual states
- Individual preferences
- Self-expression

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

Question: [Most local governments in the U.S. require P. Wynn Norman @South](#)

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#### 4.1.14. Mrs. Rosenberg has come to your boss' office to complain about one ...

Author: P. Wynn Norman

Mrs. Rosenberg has come to your boss' office to complain about one of the workers who ruined her lawn by driving his truck over it after a heavy rain. Unfortunately, not only did she not make an appointment to discuss the problem, she has now been talking for over ten minutes and your boss is about to be late for a meeting. Connect how your boss proceeded to mishandle the situation with the tips he ignored on how to create an environment that will facilitate positive communication. Match Errors 1-3 with Tips A-B. Error 1: Impatiently, your boss interrupts Mrs. Robinson to tell her he has to get to his meeting and then tells you to fit her into his schedule next week, if she wants to continue with her complaint; Error 2: Then, he informs Mrs. Robinson that she should have told the worker where to park the truck and that he could not accept her explanation that she did not have the time to do so; Error 3: Finally, without waiting for Mrs. Robinson to respond, your boss thanks her for expressing her concerns but admits that he cannot really understand why she is so upset, because grass is not ruined by being run over by a truck just one time. Tip A: Take turns and understand, Tip B: Set aside a special time and do not interrupt, Tip C: Acknowledge and be accepting.

Please choose only one answer:

- A-1, B-2, C-3
- B-1, C-2, A-3
- C-1, A-2, B-3
- A-3, C-1, B-2
- B-3, C-1, A-2

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#### 4.1.15. One popular saying related to good listening habits is "Withhold ev...

Author: P. Wynn Norman

One popular saying related to good listening habits is "Withhold evaluation until comprehension is complete."  
What does it mean?

Please choose only one answer:

- Do not interrupt the person communicating with you.
- Focus your attention on the message, not your internal monologue.
- Ask clarifying questions, but only after the communicator has finished.
- After the message is complete, restate it in your own words to see if you have understood it correctly.
- Do not multitask when someone is trying to communicate with you.

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

Question: [One popular saying related to good listening P. Wynn @South Corporate](#)

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#### 4.1.16. Recognizing the importance of communication for advancing your care...

Author: P. Wynn Norman

Recognizing the importance of communication for advancing your career is an example of what?

Please choose only one answer:

- An attitude
- A belief
- A value
- A preconception
- None of the above

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

Question: [Recognizing the importance of communication P. Wynn @South University](#)

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#### 4.1.17. Restating a message in your own words as a message receiver and ask...

Author: [P. Wynn Norman](#)

Restating a message in your own words as a message receiver and asking clarifying questions as a message sender are ways to encourage which process?

Please choose only one answer:

- Efficient communication
- Fostering internal dialogue
- Focusing your thoughts
- Active listening
- All of the above

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

Question: [Restating a message in your own words as P. Wynn Norman @South Corporate](#)

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#### 4.1.18. Samantha has been having little success in finding a job. When she ...

Author: P. Wynn Norman

Samantha has been having little success in finding a job. When she looks at herself in a mirror, she sees someone who is unattractive, and she is convinced this is why she is not getting hired. In particular, she is sure everyone is repulsed by her crooked yellow teeth. As a result, she avoids smiling and often unconsciously covers her mouth with her hand. Which of the following aspects of Samantha's self-concept may contribute directly to her joblessness?

Please choose only one answer:

- Her self-esteem
- Her self-fulfilling prophecies
- Her self-image
- Her self-esteem and her self-fulfilling prophecies
- Her self-image and her self-fulfilling prophecies

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

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#### 4.1.19. The following groups reflect which of the Gestalt organizing princi...

Author: P. Wynn Norman

The following groups reflect which of the Gestalt organizing principles, respectively: "A house, its lawn, its garage," "Step 1, Step 2, Step 3," and "peanut butter, jelly, bread."

Please choose only one answer:

- Symmetry, figure and ground, uniformity
- Similarity, symmetry, closure
- Closure, proximity, symmetry
- Figure and ground, continuity, similarity
- Homogeneity, closure, proximity

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

Question: [The following groups reflect which of the P. Wynn Norman @South Corporate](#)

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#### 4.1.20. The printing company you use to create coupon inserts to go in your...

Author: P. Wynn Norman

The printing company you use to create coupon inserts to go in your local newspaper puts a zero in the wrong place such that the coupon distributed says that customers will get 50% off the price of a very expensive product rather than 5%. Customers who show up expecting to receive that 50% off have failed to or have intentionally decided not to follow which Gestalt principle?

Please choose only one answer:

- Similarity
- Continuity
- Proximity
- Symmetry
- Closure

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

Question: [The printing company you use to create P. Wynn Norman @South Corporate](#)

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#### 4.1.21. What is a self-fulfilling prophecy?

Author: P. Wynn Norman

What is a self-fulfilling prophecy?

Please choose only one answer:

- When you decide you can do something and as a result, you do it and do it well
- When you decide you cannot do something, and that attitude causes you not to do it well even if you try to
- When someone else believes you can do something and so you change such that you meet his or her expectations and succeed in doing what they expected you to do
- When someone does not believe you can do something, but you believe you can, so you do whatever it takes to succeed in order to show him or her that he or she was wrong.
- None of the above

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

Question: [What is a self-fulfilling prophecy P. Wynn Norman @South University](#)

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#### 4.1.22. What is the BEST way to take advantage of the power of a self-fulfi...

Author: P. Wynn Norman

What is the BEST way to take advantage of the power of a self-fulfilling prophecy?

Please choose only one answer:

- Work with people who will give you positive feedback on your work.
- Work with people who will criticize your work and push you to work harder.
- Give other people positive feedback so that you will become more capable of recognizing your own good work.
- Avoid making mistakes by taking the time to prepare and complete your work instead of rushing or being careless.
- Always apply constructive criticism when you give others feedback so that they will do the same for you.

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Question: [What is the BEST way to take advantage of P. Wynn Norman @South Corporate](#)

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#### 4.1.23. What is the most important reason to analyze the demographics of yo...

Author: P. Wynn Norman

What is the most important reason to analyze the demographics of your audience?

Please choose only one answer:

- So you can avoid communication channels they do not use
- So you can tailor your message to suit their needs, interests, and goals
- So you can reciprocate when they transmit feedback to you
- So you can change the purpose of your message
- So you can choose images that will attract their attention

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

Question: [What is the most important reason to P. Wynn Norman @South University](#)

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#### 4.1.24. What part of a verbal message should be designed to ensure that you...

Author: P. Wynn Norman

What part of a verbal message should be designed to ensure that your message is selected from among whatever other stimuli are competing for your audience's attention?

Please choose only one answer:

- The opening statement
- The statement of purpose
- The preview statements
- All of the transitional statements
- The closing statement

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Question: [What part of a verbal message should be P. Wynn Norman @South Corporate](#)

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#### 4.1.25. Which of the following CANNOT explain individual differences in per...

Author: P. Wynn Norman

Which of the following CANNOT explain individual differences in perception?

Please choose only one answer:

- Physical characteristics
- Psychological characteristics
- Attitudes, beliefs, and values
- Preconceived notions
- Rhetorical consequences

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

Question: [Which of the following CANNOT explain P. Wynn Norman @South Corporate](#)

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#### 4.1.26. Which of the following examples of selective perception are correct?

Author: P. Wynn Norman

Which of the following examples of selective perception are correct?

Please choose only one answer:

- Selective attention: You have seen commercials for the new iPad thousands of times, so when another one appears on your television screen, you go into the kitchen for a snack.
- Selective attention: You get your news from only one television or cable channel.
- Selective exposure: You are watching a television commercial and hear what the announcer is saying, but you do not absorb the meaning behind his words because you are not actively listening.
- Selective exposure: You ignore the inconsistencies in your favored political candidate's proposals.
- Selective retention: You cannot recall a single thing a politician you dislike has ever done right.

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

Question: [Which of the following examples of selective P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-examples-of-selective-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-examples-of-selective-p-wynn-south-corporate?pdf=1509>



#### 4.1.27. You have been asked by your branch of the Chamber of Commerce to sp...

Author: P. Wynn Norman

You have been asked by your branch of the Chamber of Commerce to speak at a senior citizens center about how increases in the minimum wage affect businesses' ability to hire seasonal workers. Given the traits of your audience, what group will you verbally sympathize with even as you explain how keeping wages low also keeps unemployment low?

Please choose only one answer:

- Students
- Parents
- Grandparents
- Business owners
- Retirees

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

Question: [You have been asked by your branch of the P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/you-have-been-asked-by-your-branch-of-the-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/you-have-been-asked-by-your-branch-of-the-p-wynn-norman-south-corporat?pdf=1509>

#### 4.1.28. "We experience the world through mediated images and mass communica..."

Author: P. Wynn Norman

"We experience the world through mediated images and mass communication," according to the textbook. What does this mean in terms of messaging strategies for a new business?

Please choose only one answer:

- It means advertising is an important way to distribute messages.
- It means that people get a lot of their information about a business indirectly.
- It means businesses can lose control of their messages, if they rely only on word of mouth instead of paying to have exactly what they want presented by the media.
- It means getting customers to visit a business can produce more accurate and more immediate impressions than media exposure.
- All of the above

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

Question: [We experience the world through mediated P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/we-experience-the-world-through-mediated-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/we-experience-the-world-through-mediated-p-wynn-norman-south-corporate?pdf=1509>