

Communicating with Spoken and Written Language

FINAL EXAMINATION

A. *MATCHING. Place the letter of the best answer in the blank next to the correct description or definition. No letter will be used more than once; some letters will not be used.*

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|---|------------------------------|
| a. adding specific details | o. logical organization |
| b. audience and purpose | p. noise |
| c. be | q. passive voice |
| d. carbon copy | r. public communication |
| e. channel | s. situation |
| f. climactic organization | t. small group communication |
| g. courtesy copy | u. source |
| h. due date of the communication | v. speaker's outline |
| i. essay | w. speeches to inform |
| j. exposition | x. speeches to persuade |
| k. feedback | y. technical outline |
| l. interpersonal communication | z. thesis |
| m. inverted pyramid | aa. using colorful words |
| n. length of the communication required | |

- _____ 1. Communication which involves three or more senders and receivers.
- _____ 2. Communication which involves one sender and many receivers.
- _____ 3. A writer's decisions should be guided primarily by _____.
- _____ 4. The medium of message sending.
- _____ 5. Evaluation, usually the immediate nonverbal and verbal reaction from the audience, is called _____.
- _____ 6. When a person makes an oral presentation, external and internal distraction is called _____.
- _____ 7. The context of the message and the physical site of a speech is called the _____.
- _____ 8. _____ is the most effective way to make a piece of writing come alive.
- _____ 9. A short piece of discourse on a single topic, usually expressing the views of the author.
- _____ 10. A single sentence which expresses the main idea of a piece of discourse.

- _____ 11. The least colorful verb in English.
- _____ 12. When the points of an essay are arranged with the most effective point at the end, it is organized with _____.
- _____ 13. The "Cc" at the end of a letter now stands for _____.
- _____ 14. Speeches to provide clear understanding through cognitive learning by clarifying a process or concept are called _____.
- _____ 15. The organization of most straight news stories (which begins with the most important information and doesn't build to a climax) is called _____.
- _____ 16. This kind of outline contains key words and phrases, with only an occasional full sentence.

B. *TRUE/FALSE. Identify the statements below as "T" (completely true) or "F" (false).*

- _____ 17. Although writing involves specific steps, the steps are interactive and recursive.
- _____ 18. In public speaking, the Transactional Model is a straight-line movement from the source to the receiver, with no recursiveness.
- _____ 19. Both speakers and listeners have mutual rights and responsibilities.
- _____ 20. Specific examples and details are good transitions in writing; general statements make the writing more interesting and effective.
- _____ 21. In the closing of a letter, capitalize the first letter of all the words ("Yours Truly," for example).
- _____ 22. The "central idea" or "claim" in a speech needs to be worded in a complete sentence and as a statement of fact, not a question.
- _____ 23. All speeches need to be organized in sequential order, moving in either a time sequence or spacial order.
- _____ 24. First person can be used in "hard" or "straight" news if the writer is careful to be objective.
- _____ 25. Straight news writing (short words, short sentences, and short paragraphs) can be vigorous and compelling.
- _____ 26. A good news lead answers Who? What? When? Where? How? and Why?
- _____ 27. Chewing gum or sucking on a candy is a good idea when you deliver a speech because it keeps your throat moist.

- _____ 28. A speaker should not try to hide his or her note cards in any way.
- _____ 29. In order to appear fair and knowledgeable in a written argument, the writer must present the best ideas of the opposition.
- _____ 30. In research, paper indices are more complete than computer indices.
- _____ 31. In research, paper indices are more current and also allow us to conduct a more complex search, linking two subjects, for example.
- _____ 32. Unless there is a reason not to, researchers should introduce their sources in the text of the paper, also identifying the sources' authority.
- _____ 33. An organizational plan is necessary for the writer/speaker, but isn't very helpful from the reader's/listener's point of view.

C. SHORT ANSWER. Please fill in the words which best complete the following sentences, according to the class notes.

34. The three major steps of the writing process are _____, _____, and _____. [3 points]
35. A business letter can be formal or informal; with adults it is safer to be _____.
36. For the salutation of a business letter, it is important to know the _____ of the name, and the _____ of the person. [2 points]
37. Name two of the four essential features of informative speeches: _____ and _____. [2 points]
38. When people research assembly-line fashion, they record everything they find about their subjects in the indices. This is called _____.

D. SHORT ESSAY QUESTIONS. Select three of the following questions to answer. Respond to each one in a well-developed paragraph. [10 points each]

1. Identify and explain the reasons for documentation in a research article.
2. Discuss the important components of a eulogy given by a pastor. What should be the focus? What should be included? What should be avoided?
3. List, define, and explain the different levels of revision.
4. Identify and explain the principles used in selecting a topic for a speech.
5. List and explain the advantages of narrowing your speech topic.