

CHAPTER 2

Communicating in a Reader-Focused Way

Quiz Questions

MULTIPLE-CHOICE

1. Which of the following readers are those who take action based on the information provided?
 - a. tertiary readers
 - b. primary readers
 - c. gatekeepers
 - d. secondary readers

2. Global and transcultural issues will affect
 - a. content.
 - b. organization.
 - c. style.
 - d. design.
 - e. All of the above are correct.

3. Which of the following guidelines about readers is NOT accurate?
 - a. Readers want as much detailed information as possible about the subject.
 - b. Readers prefer documents with graphics and effective page design.
 - c. Readers are wholly responsible for interpreting your text.
 - d. Readers prefer concise texts.

4. Determining how your ideas affect the rights and values of others is one important consideration for which of the following contexts of use?
 - a. mobile
 - b. physical
 - c. economic
 - d. ethical
 - e. All of the above

5. The book mentions several questions to ask when creating a reader profile. Which of the following questions was NOT discussed in Chapter 2?
 - a. What is the reader's familiarity with subject?
 - b. What is the reader's reading and comprehension level?
 - c. What is the age of the reader?
 - d. What is the reader's professional experience?

6. Local news reporters, lawyers, auditors, historians, and politicians might be
 - a. primary readers.
 - b. secondary readers.
 - c. tertiary readers.
 - d. gatekeepers.

7. Which of the following issues might be important to consider when profiling your readers' needs, values, and attitudes?
 - a. readers' professional experience
 - b. readers' educational level
 - c. readers' family situation
 - d. a and b

8. Which of the following strategies is helpful when writing for global or transcultural readers?
 - a. listen carefully
 - b. be polite
 - c. research the target culture
 - d. avoid humor
 - e. All of these are correct.

9. Gatekeepers are also known as
 - a. action takers.
 - b. advisors.
 - c. supervisors.
 - d. evaluators.

10. What type of consideration describes the impact of your ideas on your readers' relationships with you, their supervisors, or their colleagues?
 - a. physical context
 - b. economic context
 - c. political context
 - d. ethical context

TRUE/FALSE

11. Arabic and some Chinese scripts are read from right to left, unlike English which is read from left to right. As a result, some cultures tend to scan pages and images differently than Americans do.
12. Computers and mobile devices have greatly blurred geographical and political boundaries.
13. It is generally safe to assume that common gestures like the OK sign, a pointing finger, or a peace sign are acceptable across cultures.

SHORT ANSWER

14. What is one way to gain insight into your readers' likely characteristics?
15. Discuss at least three differences that may be important considerations in global and transcultural communications.

EXERCISES

Exercise 1

Find a document (or a reproduction of a document) that was created for a unique physical context. (For example, a poster displayed in a manufacturing facility or a sign displayed in a restroom might be impacted by the physical context.) What accommodations have been incorporated (or should have been incorporated) into the document based on the physical context of use? Write your instructor a memo explaining why physical context of use is an important consideration, provide a copy (or a link) of the document that you studied, and discuss your findings.

Exercise 2

You have just received news that you will have the opportunity to travel to several different countries for conferences with some colleagues. You tend to use hand gestures excessively when you give presentations, and you do not want to use any gestures that might not be understood or worse, that might offend your audience. Using the Internet and other available resources, investigate hand gestures and the different meanings that are associated with them in different cultures. Investigate at least three different cultures associated with three different continents to get an idea of varied interpretations based on culture.

Exercise 3

Your boss just got word that your company is going to expand operations into some parts of the Middle East. Since this is a new market, your boss wants you to write a recommendation report about how to communicate effectively with this new audience. Prepare a report discussing how the company could adjust its web design strategy based on the expectations and norms of Asian cultures. Find at least one website designed with this culture in mind, and use examples to support your recommendations.

*Answer Key for
Chapter 2*

MULTIPLE-CHOICE

1. b
2. e
3. a
4. e
5. c
6. c
7. d
8. e
9. c
10. c

TRUE/FALSE

11. True
12. True
13. False

