

Chapter 2—Language and communication practice

MULTIPLE CHOICE

1. An important difference between speech and writing is that:
 - a. poor pronunciation in speech is a more serious problem than poor spelling in writing.
 - b. non-verbal communication is used more in writing than in speech.
 - c. writing takes longer than speech.
 - d. writing is always more formal than speech.
 - e. writing requires more care in word selection than speech.

ANS: E

PTS: 1

TOP: Using Speech and Writing in Persuasion

2. If you were addressing a hostile audience, you would:
 - a. expect them to be easily persuaded to your view.
 - b. expect them to act immediately on your wishes.
 - c. aim to get them to at least consider your arguments sympathetically.
 - d. begin by putting on a funny video.
 - e. end by handing out chocolates to the children.

ANS: C

PTS: 1

TOP: Using Speech and Writing in Persuasion

3. What qualities do readers and listeners share in persuasion?
 - a. Both writers and speakers should be formal and serious at all times.
 - b. Readers and listeners like to be treated as equals, not patronised or bullied.
 - c. Writing can never adopt the same tone as speech.
 - d. In both writing and speech, humour is the most persuasive device.
 - e. Anger and friendliness can be expressed equally well in both writing and speech.

ANS: B

PTS: 1

TOP: Using Speech and Writing in Persuasion

4. Which of the following best illustrates the principles of the 'language game' (that is, 'winning the game')?
 - a. Having plenty of exact facts and figures for your presentation.
 - b. Speaking excitedly and with intensity.
 - c. Using humour to disarm your critics in a magazine article.
 - d. Informing an applicant that he/she has been unsuccessful, and making it clear that you don't want to hear from them again.
 - e. Making sure that you have control of the conversation from start to finish.

ANS: C

PTS: 1

TOP: Language and Discourse

5. When new technical terms are created in, say, computing, we call them:
 - a. neologisms.
 - b. slang.
 - c. idioms.
 - d. metaphors.
 - e. similes.

ANS: A

PTS: 1

TOP: Language and Meaning

6. The difference between denotation and connotation of words is that:
 - a. denotation is meant to be objective and unemotional; connotation is subjective and culture-dependent.

- b. denotation is simple speech; connotation always uses big words.
- c. denotation uses figures and statistics; connotation is poetic writing.
- d. denotation is technical jargon; connotation is vague and emotional.
- e. denotation is public; connotation is private.

ANS: A PTS: 1 TOP: Language and Meaning

7. Which of the following sentences is gender-inclusive?
- a. Every solicitor in this city should sit for her bar examination.
 - b. Men have taken 50,000 years to invent the wheel.
 - c. The top athlete needs his training to be tough; otherwise he can't expect to qualify for the Olympics.
 - d. Our volunteer firefighters perform a great service; I congratulate every man and woman in the team for their work this season.
 - e. From cavemen to footballers, sporting teams have always depended on luck and the environment.

ANS: D PTS: 1 TOP: Language and Gender

8. Discourse is best defined as:
- a. spoken and written texts created within a certain social or cultural context.
 - b. longwinded speeches at political meetings.
 - c. arguments put forward in favour of one political party or another.
 - d. written appeals that are too complicated for most readers.
 - e. speeches within a professional group that are meant to be obscure to everyone else.

ANS: A PTS: 1 TOP: Language and Discourse

9. Doublespeak is a language device that:
- a. occurs when a person engages in repetitive speech.
 - b. covers up criminal activity or breaches of human rights.
 - c. covers up one meaning of a word by implying another meaning.
 - d. occurs when two people are talking at the same time.
 - e. covers up vulgar or rude ideas.

ANS: B PTS:1 TOP: Language and Meaning

10. The Racial Hatred Act prevents discrimination and vilification of racial groups by:
- a. banning free speech.
 - b. prohibiting the use of inflammatory language against racial groups in the public domain.
 - c. insisting that all language used to discuss racial groups is positive and affirming.
 - d. ensuring education is provided to individuals who have issue with certain racial groups.
 - e. insisting that the racial heritage of individuals not be disclosed in public discussions.

ANS: B PTS: 1 TOP: Non-Discriminatory Language

11. Which of the following is NOT true about metaphors?
- a. A metaphor can influence the way we see reality.
 - b. A metaphor can be a figure of speech.
 - c. A metaphor can be a symbolic way of expressing an idea.
 - d. A metaphor includes the word 'like' or 'as'.
 - e. A metaphor can make an abstract comparison between one object and another.

ANS: D PTS:1 TOP: Language and Meaning

12. Professions are empowered by which of the following language devices?
- a. Doublespeak
 - b. Jargon
 - c. Medical terminology
 - d. Algorisms
 - e. Technical terminology

ANS: E

PTS: 1

TOP: Language and Meaning

13. The term 'complex media' refers to which of the following?
- a. A message using written and visual elements.
 - b. Using a computer network.
 - c. A paper meant to be read silently.
 - d. A message that is too complicated.
 - e. A speech intended for publication.

ANS: E

PTS:1

TOP: Using Speech and Writing in Persuasion

14. Which of the following is NOT an example of a euphemism?
- a. 'Pest control is undertaken in the Wellington area.'
 - b. 'Measures will be taken to ensure that Wellington is free from pest activity.'
 - c. 'Routine control of pest-infected areas will be carried out on a regular basis.'
 - d. 'All rats in the Wellington area will be poisoned to death using strong chemicals.'
 - e. 'Pest control will be undertaken in Wellington to improve the quality of life of our residents.'

ANS: D

PTS:1

TOP: Language and Meaning

15. Which of the following statements is an opinion?
- a. The government should increase the legal age for drinking.
 - b. Television dominates our lives.
 - c. I'm sure a loving God is looking after me.
 - d. I'm certain he didn't commit the crime.
 - e. Rich people are savers.

ANS: A

PTS:1

TOP: Using Speech and Writing in Persuasion

16. An advantage of writing over speech is that:
- a. words can be carefully chosen, tried out and changed if they do not have an impact.
 - b. people trust the written word more than the spoken word.
 - c. non-verbal and verbal feedback can be instantly ascertained from the audience.
 - d. good handwriting impresses many people.
 - e. visual graphics can be used to support the written word.

ANS: A

PTS:1

TOP: Using Speech and Writing in Persuasion

17. Textspeak:
- a. is common in all forms of modern communication.
 - b. involves speaking like a textbook.
 - c. is an abbreviated form of language.
 - d. is another word for voice-recognition software.
 - e. involves any device or program that translates written words into speech.

ANS: C PTS:1 TOP: Language and Meaning

18. Which of the following is a norm of communication in the Australian cultural context?
- Public speakers can tell lies wherever necessary and the audience will not mind.
 - Public speakers may be found to verbally insult and abuse their audience. This is considered acceptable.
 - Public speakers do not need to make eye contact with their audience; the audience will continue to listen regardless.
 - Public speakers can insert personal anecdotes and humour into their speeches and it will often be well-received.
 - Public speakers do not need to follow any rules when it comes to providing facts and evidence.

ANS: D PTS:1 TOP: Language and Discourse

SHORT ANSWER

1. Which of the following statements are true and which are false?
- The speaker's tone may be the opposite of his/her meaning.
 - Ironic speech means expressing meaning through language signifying the opposite. This cannot be done in writing.
 - The writer can express irony in words only, whereas the speaker can use his/her voice and gestures in an ironic way.
 - The speaker is wise to emphasise points through repetition, otherwise the audience may forget them.
 - In writing company reports, the professional communicator should use the language of magazines: cheerful, colourful and colloquial.

ANS:

True: a, c, d;

False: b, e

PTS: 1 DIF: Hard TOP: Using Speech and Writing in Persuasion

2. By 'rules of the language game', we mean which **three** of the following?
- Using correct grammar in formal reports.
 - Understanding words used by people who lecture to us.
 - Being competent at word puzzles.
 - Having fun with word games.
 - Pronouncing words properly.

ANS:

a, b, e

PTS: 1 DIF: Easy TOP: Language and Discourse