

BTW - I am adding 5 points
across the board to everyone's

BCMU Spring Midterm 2011

Name: _____

Jack Whelan

Class Meeting Time: _____

Score

to raise the
mean a
little

1. In a situation analysis, what are you trying to accomplish when you are defining the issues? (5 points)

identify issues to be resolved

" fires to be put out

2. What is the strategic objective of problem development in a persuasive request message? (5 points)

establish motivating problem

" need to act

3. Flip these actives to passives: (15 points)

- o When writers overuse ^{PASSIVE} voice unconsciously, I would describe the writer's style as too 'yin'.

When passive voice is used (by writers) unconsciously the writer's style would be described as 'yin.'

- o Security reported two computers stolen over the weekend.

Two computers were ~~was~~ reported stolen
~~over the~~ by security

Flip these passives to active:

- It has been decided by Human Resources Committee that full pay should be given to you for the period of your hospitalization.

Human Resources has decided to give you full pay for the period . . .

- The system has been set up to prevent this sort of thing from happening in the future.

We set up the system to prevent . . .

- For of those to whom much is given, much is required.

To those to whom we give much, we require much

4. Why is "visual story" an important characteristic of bar charts, pie charts or line charts? What is the visual story for all horizontal bar charts? (5 points)

It adds value not verbally communicated
Ranking

Are all words used or spelled correctly in the following sentences? If not make the correction. Don't rewrite sentence; just substitute correct word. (15 points)

- a. He sent his check payment of principal and interest. *de*

~~Handwritten scribble~~

was

b. If I were rude, I hope you forgive me.

c. He was deeply ^a affected by the woman's touching story; he didn't quite know what to say. ⁱ

d. On Monday I work ^{less} hours because I am in class most of the day.

e. I will give the prize to whoever runs fastest. ^{ok}

f. The company can ^{improve} ~~increase~~ its financial ^{bonus} picture in three ways; sell, sell, and sell. ⁱ

g. Yesterday Mary was ^{lying} ~~laying~~ down for over an hour when Frank knocked on the door to return the lawnmower he had ~~loaned~~ ^{borrowed}.

h. Homer tripped ^{as a bonus?} ~~like~~ anyone would, and he fell down the stairs like a ton of bricks.

^{bonus} i. It'd be hard to plan if you did not know whom ^{who} was coming to your party.

j. There were ^a ~~of~~ myriads of reasons for her to complement ⁱ his festive costume. ^{bonus}

5. Improve these sentences according to the guidelines discussed in class. If there is nothing wrong, indicate with an 'ok'. (15 points).

- a. The reason you should take a break from college is because you're just way too stressed out.

You should take a break from college because ...

- b. His understanding of the professor's lecture was lacking in completeness.

He understood the prof's lecture incompletely

- c. ~~What you should do is~~ When he comes, ~~is~~ tell him to take a hike.

- d. ~~At this junctur~~ I thought you would be interested ~~in knowing~~ my opinions ~~regarding the teacher student interface when it comes to~~ office hour procedures.

- e. Being able to think creatively and different from the conventional way of thinking is my greatest strength.

My greatest strength is to think creatively and unconventionally

6. The goal of any message is to obtain the most desirable response on three levels. What are those levels? (5 points)

Think
Feel
Act

See p.
22 in
coursepak

This question tests your ability to make ~~weird~~ sentences more energetic, less wordy, and more clear

to know

about

ly

7. When developing content for an oral presentation, I talked having an approach that would be focused not so much on delivering information, but just enough information to deliver X. What is X? (5 points)

- deliver insight
- punchline

8. Referencing the communication loop we discussed the first week of class explain the difference between the primary and secondary audience. (5 points)

Primary — you expect
a response

Secondary — no response

9. What are the three elements that structure the opening in a direct informative message? (5 points)

background
purpose
problem

10. What is a sticky idea? (5 points)

ideas that have story,
surprise, vividness — etc

11. What's the difference between a primary and a secondary benefit when you are arguing for your solution in a persuasive request? (5 points)

primary — solves motivating
problem

secondary — sweetener

12. Describe two general situations in which it ok to use passive voice? (5 points)

- When you want to emphasize the object
- When you want to de-emphasize actor

When you want a more effect

13. What is the strategic flaw in the following message? Answer in fewer than six or seven words (5 points)

Where you want to add variety
- when you want a fundraiser

Fellow Restaurateur:

We are writing to you about a close friend of ours, Rudolf Mercas, who is a candidate for the Seattle City Council. We would not impose upon your time or mailbox if we did not believe that this is a message that might help all of us in the future.

Rudolf has been a fire fighter and police officer for almost twenty-five years. He knows our city and our citizens as few do. He is a past president of the Seattle Police Officers' Guild and is familiar with the workings of city government. He has been a responsible leader and an able negotiator. From our position as business people who care deeply about this city, Rudolf Mercas is the candidate we want elected.

Even though Rudi is considered the front-runner in this election, it behooves those of us who support him to raise funds early in the campaign. Therefore we are assisting him in a fund-raising auction to be held on July 17th at 7:00 P.M. at the Moose Lodge, located at 222 Mercer Street.

We are inviting owners of unique and prestigious restaurants to join us in one or all of several options. First, if you are interested in assisting, we would greatly appreciate a donation of a non-returnable platter of hors d'oeuvres that are a specialty of your establishment. We will make arrangements for pick-up, and appropriate credit will be given so that the 300-500 distinguished guests will know where to find these delicacies again. Secondly, we are asking for a contribution in the form of a gift certificate that will be auctioned to the highest bidder. Lastly, if you would like to attend the auction or contribute in some other way, we would be happy to make the necessary arrangements.

Thank you for your time. We understand all too well how valuable that commodity is. It has been a pleasure to meet you through this letter and to help our friend, Rudolf Mercas, in this small way.

Sincerely,

Does not establish motivating problem