1.

When are charts and diagrams useful?

Charts and diagrams are useful for illustrating the meaning of any data or statistics used in the text
Charts and diagrams are only useful for breaking up the text so the reader won't be bored
Charts and diagrams are only useful for confusing the reader
Charts and diagrams are never useful

2.

Which of the following is NOT a presentational device?

Illustrations
Titles
Purpose
Use of colour

3.

A biased caption would...

only give factual information about the photo or illustration
allow the reader to decide what the photo or illustration means
tell the reader how to interpret the illustration or photo
explain a topic which is completely separate from the photo or illustration

4.

'Layout' means...

the way a broadsheet newspaper looks when it is open and 'laid out'
the method used to index the text
the way a text is organized on the page
how easily a text can be assembled

5.

Which of the following is NOT a purpose of bulleted lists?

To provide information clearly, without unnecessary words
To save precious time when writing
To draw the reader's eye to the information
To make information easy to retrieve

6.

Which of the following means 'a set of type; the appearance of letters and characters'?

Bulleted list
Caption
Italics
Font

7.

'Mobile phone company insists woman must pay bill after thieves run up £15,000 charges in TWO HOURS' - what is the purpose of the use of capitals in this headline?

To be as clear with the facts as possible
To express a sense of incredulity
To encourage the reader to skip the headline and go straight to the report
The use of capitals has no purpose

8.

What guides a writer's choice when using colour in a text?

The associations a reader might have with any particular colour
Whether a particular colour suits the writer's closet
The writer will always choose the cheapest colour
The writer only wants the text to look attractive

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9.

Which of the following statements is NOT true?

Good layout presents information in a way that's easy to follow
Good layout guides the reader to the most important aspects of the text
Good layout is tailored to the audience
Good layout is impartial and has little effect on the reader's understanding of a text

10.

Which of the following sentences does NOT share the same register as the others?

Fruit should appear at the beginning of July and ripen thereafter
In order to ensure the best growing conditions, you should leave the pot in a warm environment
Is that plant dying, or what?
Remember to check the moisture level in the soil at least every three days

11.

Which of the following sentences does NOT share the same register as the others?

Unfortunately, I have an urgent appointment at the dentist's tomorrow
So soz. LOL
I apologize in advance that I will be late to work tomorrow
I hope to be in the office no later than 10 a.m.

12.

Which of the following sentences does NOT share the same register as the others?

You looked utterly amazing in that dress!
That dress is simply unacceptable
Where'd you get those shoes?
Your hair was just gorgeous!

13.

Which of the following sentences does NOT share the same register as the others?

Vicious high street attack leaves mom disabled
CCTV camera caught the thugs as they sped away from the scene
Police are seeking three men suspected of injuring a 33-year-old woman in Birmingham yesterday
Shoppers looked on in shock at daytime attack

14.

Which of the following sentences does NOT share the same register as the others?

A 2% cut in VAT is expected to stimulate growth over the next year
The report notes the vital role which small businesses play in employment and on the high street
The government has announced today its plans to support small businesses
Youth unemployment SOARS - shock figures released today

15.

Which of the following sentences does NOT share the same register as the others?

This is a unique opportunity for a talented individual to join our cutting-edge business
You should have experience at a similar level of responsibility
New sales roles starting ASAP!
Responsibilities include directing internal and external communications

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