

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

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