

Student Name: _____

Student ID Number: _____

Midterm Exam

Engineering 100, Section 250, Winter 2012

Technical Writing Section

This section is worth 30 points.

Honor Code

I have neither given nor received unauthorized aid on this examination, nor have I
concealed any violations of the Honor Code.

Sign and date

Exam date: 22 February 2012

Multiple Choice Questions. Please circle the letter of the correct answer. Each question is worth 1%.

1. Before undertaking any task in technical communication, which of these two concepts should you always consider?

- A. Audience and strategy.
- B. Purpose and deduction.
- C. Audience and purpose.
- D. Warrant and effect.

2. The warrant forms an important part of a Toulmin argument. Which statement below about the warrant is incorrect?

- A. It should be expressed as the topic sentence of the argument of which it is a part.
- B. It is a generally accepted view or opinion.
- C. It is often left unexpressed.
- D. It serves to justify a conclusion drawn from data.

3. The warrant of Toulmin argument will fall into one of three broad classes. Which answer below correctly lists these classes?

- A. Substantive, deductive, inductive.
- B. Logical, deductive, authoritative.
- C. Authoritative, motivational, inductive.
- D. Substantive, authoritative, motivational.

4. Any example of technical communication is produced for one or both of two purposes. What are they?

- A. Informing or teaching.
- B. Informing or entertaining.
- C. Informing or persuading.
- D. Persuading or convincing.

5. What are the three rhetorical appeals?

- A. The appeal to ethics, the appeal to reason, the appeal to emotion.
- B. The appeal to ethics, the appeal to substance, the appeal to authority.
- C. The appeal to authority, the ad hoc appeal, the motivational appeal.
- D. The appeal to reason, the appeal to ethics, the appeal to substance.

Question 6

In what way does a foreword and summary address the problem posed by a mixed audience? (5%)

Example

Question 7

Read the scenario below and follow the instructions after it. (20%)

Jane Deepwood works as a civil engineer for Faux Corporation, an independent engineering company that tests and assesses the structure and condition of various federal, state and municipal constructions such as roads and bridges throughout the country. On 8 March 2011, Faux Corporation is called in to investigate the unexpected subsidence of Parker Drive, a street running through the center of the new campus of Southeastern Ohio College of Astronomy and Fashion Design. Although the street had been put in only nine months previously, sections of it have sunk several inches and large cracks have opened along the surface, making it impassible to vehicular traffic. The head civil engineer at Faux Corporation, asks Ms. Deepwood to investigate this problem, propose a solution and write a short memo concerning these things.

On 11 March 2011 Ms. Deepwood arrives at the college and conducts an investigation of Parker Drive during which she cuts a narrow trench through the road surface to examine its cross-section, which is made up of aggregate (crushed stone) topped with a road surface of asphalt. During this investigation she finds that there is only a third as much aggregate as is needed to support the road surface, and this has led to the road's collapse. In her opinion, the only solution is to remove the road surface and the aggregate, retrench the roadbed so that it is deeper, lay the correct amount of aggregate, and then resurface the road. Afterward she writes a memorandum to her supervisor explaining these things, and it has the foreword and summary set forth below.

Please read Ms. Deepwood's foreword and summary, which are on the next page, and explain any faults you find with them. If there is a missing or incomplete element, please write it out. There is room on the next page to do this.

Foreword

Because of a problem with Parker Drive on the campus of Southeastern College of Astronomy and Fashion Design, I was asked to conduct an investigation and propose a solution. The purpose of this memorandum is to set out the results of my investigation and to state my recommendations.

Summary

On 11 March 2011 I went to the college and examined the condition of Parker Drive. I trenched across the road to examine its cross-section and discovered that there is only a third as much aggregate as is needed to support the road surface, and this is what has led to the road's collapse.

Fault or faults in foreword (write in any incomplete or missing element):

Fault or faults in summary (write in any incomplete or missing element):