

TECEP® Test Description for ENG-202-TE

TECHNICAL COMMUNICATION

This exam assesses students' ability to develop skills that will enable them to produce clear and effective technical documents within multiple media with the consideration of ethical and legal issues. In particular, this exam will evaluate students' successful articulation and communication of necessary information through explicit and concise writing. While the emphasis of this exam is on writing, oral communication will form an important component of the exam as well. Additionally, Technical Communication focuses on the workplace and the needs of a professional rather than an academic setting and the needs of a student. (3 credits)

- **Test format:**
 - 10 multiple choice
 - 3 short answers
 - 3 different types of technical writing formats
- **Passing score:** 70% (70/100 points). Your grade will be reported as CR (credit) or NC (no credit).
- **Time limit:** 3 hours

Note: You may use a dictionary.

OUTCOMES ASSESSED ON THE TEST

- Apply strategies for creating well-written, clear, and concise communications in a variety of professional contexts
 - Articulate persuasive messages through multiple media.
 - Evaluate ethical and legal considerations within technical communication.
 - Demonstrate effective page layout and design.
 - Develop visual aids to improve audience understanding in various communication contexts.
 - Identify intended audiences in the creation and delivery of communication messages.
 - Demonstrate proficiency in oral communication.
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TOPICS ON THE TEST AND THEIR APPROXIMATE DISTRIBUTION

The table below indicates the main topics covered by this exam and the approximate percentage of the exam devoted to each main topic. Under the main topic heading is a list of related—but more specific—topics. It is important to review these topics to determine how much prior knowledge you have and/or how much additional study is necessary. To assist with refreshing and enhancing your knowledge of the ideas, concepts, and theories for this subject, links to free and openly licensed review materials are included for each topic.

Introduction to Technical Communication and Ethics (15%)
Ethics in communication
<i>Boundless Communication</i> <ul style="list-style-type: none">● Chapter 15: Methods of Persuasive Speaking<ul style="list-style-type: none">○ Logical Appeals<ul style="list-style-type: none">■ Read: Logical Fallacies
<i>Communication for Business Success</i> <ul style="list-style-type: none">● Chapter 1: Effective Business Communication<ul style="list-style-type: none">○ Section 1.1: Why Is It Important to Communicate Well?○ Section 1.4: Your Responsibilities as a Communicator● Chapter 5: Writing Preparation<ul style="list-style-type: none">○ Section 5.4: Ethics, Plagiarism, and Reliable Sources
<i>ENGL210: Technical Writing</i> <ul style="list-style-type: none">● Unit 2: Internal Communication: Writing Memos and Emails<ul style="list-style-type: none">○ William Stewart's "Email Blind Carbon Copy"● Unit 4: Using Visuals to Convey Information<ul style="list-style-type: none">○ Ruby Waddell's "The Ethics of Image Manipulation"
<i>Professional and Technical Writing</i> <ul style="list-style-type: none">● Ethics and Technical Communication● Legal Issues and Communications● Appreciating Different Cultures
<i>TED Talks</i> <ul style="list-style-type: none">● Think your email's private? Think again
<i>UNC Writing Center</i> <ul style="list-style-type: none">● Fallacies
<i>Writing Commons</i> <ul style="list-style-type: none">● Collaboration● Audience Analysis: Primary, Secondary, and Hidden Audiences
Why Federal Agencies Need to Move Towards Electronic Recordkeeping



Plagiarism

Communication for Business Success

- Chapter 5: Writing Preparation
 - [Section 5.4: Ethics, Plagiarism, and Reliable Sources](#)
- Chapter 6: Writing
 - Section 6.4: [Paraphrase and Summary versus Plagiarism](#)

Copyright

Writing Commons

- [Intellectual Property](#)

Audiences, Research, and Organization (10%)

Audience awareness

Communication for Business Success

- Chapter 3: [Understanding Your Audience](#)
 - [Section 3.4: Getting to Know Your Audience](#)

English 111

- Unit 2: Why We Write
 - [What to Think about When Writing for a Particular Audience](#)

Online Technical Writing

- Chapter 3: Process and Guideline in Technical Writing
 - [Audience Adaptation](#)
 - [Translating Technical Information](#)

Professional and Technical Writing

- [Rhetorical Framework](#)

[Tutorial on Audience-Writer Relationship](#) [video file]

[Tutorial on Context in Professional Writing: Purpose](#) [video file]

[Tutorial on Style in Professional Writing: Word Choice](#) [video file]

UNC Writing Center

- [Audience](#)

Writing Commons

- [Principles of Design](#)
- [Audience Analysis: Primary, Secondary, and Hidden Audiences](#)

Research skills

Business Communication: Communication, Business Writing, Presentations, Employment Communication

- Chapter 5: Writing Preparation



- [Research and Investigation: Getting Started](#)

Writing Commons

- [Researching Your Audience](#)
- [How Are Your Sources Using Sources?](#)

Organizational methods for communication

Business Communication for Success

- Chapter 12: [Organization and Outlines](#)

Communication for Business Success

- Chapter 6: Writing
 - [Section 6.1: Organization](#)

Professional and Technical Writing

- [Document Organization](#)
- [Organizational Patterns](#)

Digital Media for Reports, Instructions, and Social Media (25%)

Visual Formatting

ENGL210: Technical Writing

- Unit 4: [Using Visuals to Convey Information](#)

Professional and Technical Writing

- [General Design Concepts](#)
- [Presentations](#)

Document and web-site design

Professional and Technical Writing

- [Front Matter](#)
- [Back Matter](#)
- [Website Design](#)

Informative and/or persuasive graphics

Professional and Technical Writing

- [Effective Tables](#)
- [Charts and Graphs](#)
- [Photos and Illustration](#)

Writing clarity

Writing Commons

- [Creating Rhetorically Effective Instruction Manuals](#)
- [Posters, Presentations, and Data Visualizations](#)

Correspondence and Job Application Materials (35%)



Résumé and cover letter elements

Communication for Business Success

- Chapter 9: [Business Writing in Action](#)

Effective Technical Writing in the Information Age

- Chapter 8: Resumes
 - [Writing the Conventional Resume](#)

Professional and Technical Writing

- [Résumés](#)
- [Cover Letters](#)

Writing Commons

- [Establishing Your Professional Self: Résumé Writing](#)
- [The Art of the Pick-Up: Wooing Your Future Employer in the Cover Letter](#)

Planning, drafting, writing, revising correspondence

Communication for Business Success

- Chapter 7: Revising and Presenting Your Writing
 - [Section 7.4: Evaluating the Work of Others](#)
 - [Section 7.5: Proofreading and Design Evaluation](#)

Professional and Technical Writing

- [Planning Reports](#)
- [Preparing Business Proposals](#)

Writing Commons

- [Professional and Technical Writing Processes: Planning](#)
- [Professional and Technical Writing Processes: Composing](#)

Correspondence formatting

Professional and Technical Writing

- [Beginning a Communication](#)
- [Business Letters](#)
- [Writing Memos](#)
- [Composing E-mail](#)

Persuasion in writing

Communication for Business Success

- Chapter 14: [Presentations to Persuade](#)

Professional and Technical Writing

- [Persuading the Reader](#)

Oral Presentations and Persuasion (15%)

Topic



Tone and language
<i>Communication for Business Success</i> <ul style="list-style-type: none"> Chapter 2: Delivering Your Message
Elements of successful oral presentation delivery
<i>Communication for Business Success</i> <ul style="list-style-type: none"> Chapter 10: Developing Business Presentations Chapter 11: Nonverbal Delivery Chapter 13: Presentations to Inform
Design and utilization of visual aids for oral presentations
<i>ENGL210: Technical Writing</i> <ul style="list-style-type: none"> Unit 6: Writing Proposals <ul style="list-style-type: none"> Section 6.5: Adding Visuals to Proposals <i>Writing Commons</i> <ul style="list-style-type: none"> Effective Use of PowerPoint in Professional & Technical Presentations Your PowerPoint Presentation: Developing an Effective Design

STUDY MATERIALS

This is a comprehensive list of the materials used in this test description. We encourage you to explore these resources to make sure that you are familiar with multiple perspectives on the topics above. All of these resources are openly licensed, which means that they are free to be [revised, remixed, reused, redistributed, and retained](#), so long as their unique terms are followed. You can learn more about open licensing [here](#).

Resource Licensing Guide	
Title	License
ENGL-210: Technical Writing [Saylor Course]. Washington, D.C.: Saylor Academy.	See License
McLean, S. (2012, December 29). Communications for Business Success . 2012 Book Archive.	CC BY-NC-SA 3.0
Chapman, A. (2017, August 18). Joseph M. Moxley's Writing Commons .	CC BY-NC-SA 3.0
WikiBooks. (2012, June 28). Professional and Technical Writing .	CC BY-SA 3.0



Below is an additional list of recommended study materials to help prepare you for your exam. Most textbooks in this subject include the topics listed above and will prepare you for the test. If you choose another text, be sure to compare its table of contents against the topic list to make sure all topics are covered.

Note: These materials are *not* openly licensed and must be purchased.

Title
Markel, M. <i>Technical Communication</i> (current edition). Boston, MA: Bedford/St. Martin's Press

SAMPLE QUESTIONS

The questions below are designed to help you study for your TECEP. Answering these questions does not guarantee a passing score on your exam.

Please note that the questions below **will not** appear on your exam.

1. Create an email informing a group of people in the workplace about a co-worker of theirs whose management position has been downgraded to a staff position. Be clear, direct, and concise in your delivery of the information and your explanation for it. Take into account workplace morale and the ethics of this decision.

Your email should be at least 150 words long. Suggested time: 20 minutes. (10 points)

2. Explain how and when to include visuals in a report.

Answer in three to five sentences. Suggested time: 5-10 minutes. (3 points)

3. Your workplace is deciding how to upgrade the desktop computer systems. Prepare a report comparing three types of brands. Identify what categories you would use to compare all three. Include what graphics might be necessary for this report. Include your final recommendation at the end of the analysis.

Your report should be 250-400 words long. Suggested time: 45 minutes (25 points)

4. Write a letter recommending a colleague for a promotion. Include a heading, introduction, body, conclusion, and signature line.



Your letter should be at least 150-250 words long. Suggested time: 20 minutes (15 points)

5. Oral presentation: The actual assignment is shown on the last page. (16 points)
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SCORING FOR SAMPLE QUESTIONS

1. Email
 - Appropriate format
 - Ethical considerations explained
 - Organization
 - Clear expression
 - Mechanics (correct grammar and spelling)

2. Short answer
 - Audience awareness
 - Research skills
 - Organizational methods for communication

3. Report
 - Visual formatting
 - Informative and/or persuasive graphics
 - Organization of documents
 - Audience awareness
 - Writing clarity

4. Letter
 - Persuasive or informative writing
 - Appropriate format
 - Audience awareness
 - Organization
 - Clear expression
 - Mechanics (correct grammar and spelling)

5. Oral presentation

The table below displays the criteria required to receive full credit.

Criterion	Exceptional
Purpose	You effectively establish the context and purpose of the assignment.
Content Development	You use appropriate, relevant, and compelling content that demonstrates mastery of the subject; provide an advanced and thoughtful analysis of ideas; present an in-depth synthesis of ideas demonstrating insight and interpretation.
Organization of PowerPoint Slides	You lucidly organize PowerPoint slides and material and arrange your ideas logically to support the purpose of the assignment; slides are fluid with an explicit focus and sensible structure.



Expectations/Completeness	You effectively fulfill the length requirement for the PowerPoint presentation, thoroughly address all assignment criteria, and fully develop and explore concepts
Central Message	Your central message is compelling, precisely stated, appropriately repeated, memorable, and strongly supported.
Organization	Your organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable, skillful in every respect, and makes the content of the presentation cohesive.
Supporting Material	You use a variety of supporting materials and make appropriate reference to information or analyses that significantly support the presentation or establish your credibility/authority on the topic.
Language	Your language choices are imaginative, memorable, and compelling; they enhance the effectiveness of the presentation and are appropriate to the audience.
Delivery	You deliver a compelling presentation with excellent technique (e.g., posture, gesture, eye contact, and vocal expressiveness) and appear confident and polished.

It is not possible to create a PowerPoint slide show and record yourself giving the presentation while taking your test. Instead, you will create and submit the presentation before taking the test. After you submit your presentation you can take the test whenever convenient, as long as you complete it by the end of the term.

Below are the simplified steps used to create the presentation. Detailed instructions will be included in your Moodle course space. You will need a webcam or a built-in.

- **Step 1:** Create the PowerPoint part of your presentation.
- **Step 2:** Create the video part of your presentation in Moodle.
- **Step 3:** Upload both the PowerPoint and the video.
- **Step 4:** Combine and sync the PowerPoint and the video, using an editing tool in Moodle.
- **Step 5:** Review your presentation to make sure you are satisfied and redo it if you are not.
- **Step 6:** Submit it in Moodle.

The purpose of the presentation is to:

Educate an audience about a process and gain their compliance in following its procedures

OR

Propose a course of action and persuade the audience to take that action



You can choose any topic you'd like, but your presentation must either educate an audience about a process or procedure and indirectly persuade them to accept its benefits OR propose a course of action and directly persuade the audience to take that action.

Your presentation must:

- Use your understanding of your audience to adapt the arguments you construct.
- Use ethos, pathos, and logos to persuade.
- Demonstrate your skills of organization and delivery.

Content Criteria

- Your presentation should be 3-5 minutes long and include 10-14 slides.
- You must create a PowerPoint presentation as a visual aid to help your audience understand the information presented.
- This is a persuasive presentation. You should take a strong stand and present 3-4 reasons why your audience will benefit from your recommendations. You must try to convince your audience to accept your proposition, whether directly or indirectly.
- You need to support your position with evidence. Evidence can be taken from your research (statistics, charts/graphs, examples, testimony, quotes, facts, etc.) and your personal experience. Your opinion is not enough. Evidence should be cited, either orally ("According to the New York Times...") or included on the slide.
- You may use (but not solely depend on) "pathos" or emotional appeals to persuade your audience.

Delivery Criteria

- You will have access to a tool in your Moodle course space so you can record yourself speaking and using the PowerPoint at the same time.
- Your delivery should be extemporaneous, not reading from a prepared speech. Use your notes as a guide only. Be sure you practice to perfect your delivery.
- You will be evaluated on elements of oral communication, including speech organization, eye contact, confidence, vocal variety, and pacing.
- You will be evaluated on the construction of and presentation of your PowerPoint visual aid.

