TECPE® Test Description

- This TECPE® is only available through the online testing option.
- You will need to create and submit a brief oral presentation before taking the online test. Please read the information about this requirement that is included at the end of this test description.
- You cannot earn credit for both ENG-201 and ENG-202.

TECHNICAL COMMUNICATION  ENG-202-TE

This TECPE® assesses the ability to create well-written, clear, and concise communications within a variety of professional contexts. This process includes identifying intended audiences, articulating persuasive messages, demonstrating effective page layout and design, and developing visual aids to improve audience understanding. Students should be able to evaluate ethical and legal considerations, demonstrate proficiency in oral communication, and demonstrate knowledge of how to create and maintain a professional public online presence via social media. (3 s.h.)

ENG-202 satisfies the Oral Communication General Education requirement.

- 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
- You may use a dictionary.

Topics on the test and their approximate distribution

Below are the topics covered by this exam. The percentages indicate how much of the test is made up of questions on that topic. Following each line are links to free and openly-licensed review materials that could help augment your prior knowledge on that topic. These materials have been selected by our subject matter experts and should supplement your understanding of the topics covered in this exam. Make sure, though, to compare what is covered in these materials to what will be covered on the exam—what is important is that you are knowledgeable on the exam topics described below.

1. Introduction to Technical Communication and Ethics  (15%)

   Ethics in communication
   Why Is It Important?
   Responsibilities
   Writing Ethics
   Writing Ethics and Legal Issues
   Writing Ethics and Cultures
   Open Text Collaboration
   Ethics in Online Communication
   Ethical Data Presentation

   Plagiarism
   Ethics and Plagiarism
   Paraphrase and Summary

   Copyright
   Intellectual Property
2. **Audiences, Research, and Organization**  (10%)

Audience awareness
- Rhetorical Framework
- Understanding Audience
- Audience Analysis
- Audience and Delivery
- Professional Writing for Primary, Secondary and Hidden Audiences

Research skills
- Research and Investigation
- Researching Audience
- Resources

Organizational methods for communication
- Communication Organization
- Document Organization
- Document Organizational Patterns
- Organization and Outlines

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

Visual formatting
- Writing Design
- Writing Presentation
- Using Visuals to Convey Information

Document and web-site design
- Writing Design - Front Matter
- Writing Design Back Matter
- Writing Communications Website

Informative and/or persuasive graphics
- Tables
- Charts
- Design Illustrations

Writing clarity
- Creating Rhetorically Effective Instruction Manuals
- Presentation and Delivery

4. **Correspondence and Job Application Materials**  (35%)

Résumé and cover letter elements
- Resumes
- Cover Letters
- Business Writing in Action
- Professional Self: Resume Writing
- Professional Self: Cover Letter
- Writing Conventional Resume

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Planning, drafting, writing, revising correspondence
Professional and Technical Writing/Reports/Planning
Professional Writing: Proposals
Revising and Presenting Your Writing
Professional and Technical Writing: Planning
Professional and Technical Writing: Composing

Correspondence formatting
Professional Communication: Beginning
Professional Communication: Letters
Professional Communication: Memos
Professional Communication: E-Mail

Persuasion in writing
Presentations to Persuade
Persuading the Reader

5. Oral Presentations and Persuasion (15%)

Tone and language
Delivering Your Message

Elements of successful oral presentation delivery
Developing Business Presentations
Nonverbal Delivery
Presentations to Inform

Design and utilization of visual aids for oral presentations
Adding Visuals to Proposals
Effective Use of PowerPoint
Developing an Effective Design

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.
Resource Licensing Guide

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.

<table>
<thead>
<tr>
<th>Title</th>
<th>License</th>
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<tbody>
<tr>
<td>Saylor Academy’s English 210 – Technical Writing</td>
<td>See License</td>
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<td>CC BY-NC-SA 3.0</td>
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<tr>
<td>Joseph M. Moxley’s Writing Commons</td>
<td>CC BY-NC-SA 3.0</td>
</tr>
<tr>
<td>Professional and Technical Writing</td>
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The following text can also help you prepare:


Sample questions

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)
Scoring for sample questions: The following criteria will be evaluated.

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.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Exceptional</th>
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<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>You effectively establish the context and purpose of the assignment.</td>
</tr>
<tr>
<td><strong>Content Development</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Organization of PowerPoint Slides</strong></td>
<td>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.</td>
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<tr>
<td><strong>Expectations/Completeness</strong></td>
<td>You effectively fulfill the length requirement for the PowerPoint presentation, thoroughly address all assignment criteria, and fully develop and explore concepts.</td>
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<tr>
<td><strong>Central Message</strong></td>
<td>Your central message is compelling, precisely stated, appropriately repeated, memorable, and strongly supported.</td>
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<tr>
<td><strong>Organization</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Supporting Material</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>Your language choices are imaginative, memorable, and compelling; they enhance the effectiveness of the presentation and are appropriate to the audience.</td>
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<tr>
<td><strong>Delivery</strong></td>
<td>You deliver a compelling presentation with excellent technique (e.g., posture, gesture, eye contact, and vocal expressiveness) and appear confident and polished.</td>
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Information about the Oral Presentation. Read this entire section BEFORE you register.

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.

- 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.