

Professional Communications
Unit 1-3 Test Review
Test: Tuesday, September 29, 2015

Unit 1

Key Facts:

- Everyone uses both sides of the brain to perform tasks.
- When learning is new, difficult, or stressful we prefer to learn in ways that relate to our hemispheric dominance.
- It is helpful to understand our own hemispheric dominance so we
 - 1) Understand our own strengths and challenges in learning situations and
 - 2) Design presentations and publications that are impactful and resonate with broad audiences.
- When making presentations to groups, it is important to address both sides of the brain in the presentation strategies.

Terms:

Hemisphericity – the body of research on the processing differences between the left and right sides of the brain.

Right hemisphere – the right side of the brain.

Left hemisphere – the left side of the brain.

Corpus callosum – a thick band of nerve fibers that connects the hemispheres of the brain.

Identify key strengths associated with hemispheric dominance.

A. Left brain strengths

1. Language
2. Writing
3. Math
4. Logic
5. Analysis
6. Sequencing
7. Thinking in words
8. Focus on pieces/steps
9. Discipline
10. Order

B. Right brain strengths

1. Visual
2. Spatial
3. Nonverbal
4. Feelings
5. Intuition
6. Thinking in pictures
7. Colorful
8. Creativity
9. Imagination
10. Focus on “big picture”
11. Spontaneity

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Some Presentation Technology Review Questions to Know:

Q: What is the smallest point size you should use on a slide?

A: 24pt

Q: What is the maximum number of fonts you want to use in a presentation?

A: Three

Q: How many graphics should you include on a slide?

A: No more than three.

Q: Should you use all caps on slides?

A: No

Q: How could using a slide presentation improve or enhance a presentation?

A: It can give your presentation focus, creativity, organization, illustration, and the wow factor!

Q: What are some cool things you can add to a presentation?

A: Slide transitions, custom animation, music/ sound effects, and images

Q: In what other situations would it be good to use a slide presentation?

A: Book report, science project, family reunion, etc.

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Unit 2

Terms:

A. Copyright Terms

1. Copyright – the exclusive rights to reproduce, publish, and sell the matter and form of a literary, musical, or artistic work.
2. Adaptation – changing a work in some way or creating a derivative work.
3. Reproduction – making copies in any format.
4. Distribution – passing out copies, mailing copies, loaning copies, emailing copies, publishing online.
5. Public Performance – perform a work publicly.
6. Public Display – display outside the home.
7. Digitally Transmit – Internet radio stations pay royalties to record companies in order to transmit digitally.

B. Texas Law

1. Harassment – behavior which is found threatening or disturbing.
2. Penal Code – a portion of a state's laws defining crimes and specifying the punishment

Computer Lab Safety Rules and Guidelines Facts:

- A. No running please.
- B. Coats, bags and other items should be placed under your desks or on the coat rack. It's easy to trip!
- C. Periodically glance away from the screen. Staring into a computer monitor too long will strain your eyes.
- D. Let an instructor know if the color scheme, font size, or other settings of your computer are causing strain on your eyes. There are many built-in ways to adjust these settings for comfort.
- E. Avoid long sessions of digital prepress work as they may cause repetitive stress injuries to your hands.
- F. Maintain good posture to ease your back.
- G. Keep the noise level to a minimum.
- H. Be aware of the fire exits and the location of this room's fire extinguisher.

Question and Answers:

Q: Why are Copyright and Fair Use laws important?

A: Provides legal protection to the original creator provides proof that the work is original and not copied.

Q: How can you find images that are royalty free?

A: When searching use public domain or royalty free in the search box.

Q: What are the four factors of Fair Use?

1. The purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes;
2. The nature of the copyrighted work;
3. The amount and substantiality of the portion used in relation to the copyrighted work as a whole;
4. The effect of the use upon the potential market for or value of the copyrighted work.

Q: Which one of the four factors is the most important?

A: The effect upon the potential market for or value.

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Q: What is the major difference between Harassment and Online Harassment?

A: Online Harassment deals with things that are done online such as web pages and social networking sites.

Q: What is Cyberbullying?

A: Cyberbullying is when someone bullies another using an online source, mobile phones, or other cyber technology.

Q: What can you do to make a difference and prevent bullying?

A: Educate ourselves and others.

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Unit 3

Terms:

Communication – the process of creating and exchanging meaning through symbolic interaction.

Verbal Communication – spoken or written words.

Non-Verbal Communication – in the form of gestures, eye contact, or tone of voice.

Speech – the expression of or the ability to express thoughts and feelings by articulate sounds.

Channel – the method or medium by which the sender conveys the message.

Symbol – something that represents or stands for something else.

Cave Drawing – murals that were painted on cave walls.

Petroglyphs – images created by removing part of a rock surface by incising, pecking, carving, and abrading.

Pictogram – picture that represents a word or an idea by illustration.

Ideogram – a written character symbolizing the idea of a thing without indicating the sounds used to say it, e.g., numerals and Chinese characters.

Writing – a sequence of letters, words, or symbols marked on paper or some other surface.

Alphabet – a set of letters or symbols in a fixed order, used to represent the basic sounds of a language; in particular, the set of letters from A to Z.

Important Information:

- Johann Gutenberg invented an actual printing press in 1450
- Gutenberg was the first to use a press to print the Bible, the oldest full length volume printed.
- In 1714 an Englishman, Henry Mill, received the first patent for a typewriter.
- 1831 Joseph Henry invents the first electric telegraph.
- 1832 Samuel Morse invents Morse Code.
- Alexander Graham Bell invented the telephone in Boston in 1876.
- 1951, The first commercially available, “mass produced” electronic computer entered the market. The computer was manufactured in the United States.
- In 1973 a global computer network emerged, providing a variety of information and communication facilities. These interconnected networks use standardized communication protocols.
- Email is short for “electronic mail,” email is a means of sending messages online.

Question and Answer:

Q: What is communication?

A: The process of creating and exchanging meaning through symbolic interaction.

Q: Can communication only be verbal?

A: No, there is nonverbal communication such gestures, eye contact, or tone of voice.

Q: What were some of the early/primitive forms of communication?

A: Cave drawings, pictograms, smoke signals, etc.

Q: What are some of the more modern/current forms of communication?

A: Smart phones, emails, online calling, etc.

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Q: What revolutionized human communication?

A: Speech.

Q: What are some channels of communication?

A: Written letters, text messages, phone calls, emails, face to face conversation, etc.

Q: Which channel (channels) is most effective?

A: Face to face conversation.

Q: How could communication impact a career field?

A: It could be the difference between getting a job done correctly or not.