

Chapter 8 Exercises

Lesson 8.1: Writing across the Disciplines

1. Consider the following scenario. Identify the sentence that reveals circumstances or details that could indicate bias.

Iris is writing an article that will be reviewed by a committee associated with an industry journal. The committee review serves as a means of accountability that Iris appreciates. Still, she is concerned that this committee might assume her political viewpoints and initiatives could influence her findings. Therefore, she is careful to choose neutral words, details, and information in order to convey her points accurately and impartially.

2. Consider the following scenario. Identify the sentence that indicates the purpose of the business writing task.

Mia wrote an e-mail with a personable and positive tone. She avoided using emoticons and informal language. This e-mail, which was intended for her supervisor, summarized her weekly work. Mia proofread the e-mail before sending and cc'd the payroll assistant.

3. Identify the writing strategy that would best help Sanjay complete an informative research paper for his medieval history class.

- Incorporate primary and secondary source information
- Provide the audience with recommendations for next steps
- Include thorough analysis of test results

4. Read the following passage. Identify the sentence that indicates this report's bias.

In a 2019 research trial, 68% of study participants showed significantly faster positive responses to ProTecta Pediatussin than any other cough syrup. ProTecta Pharmaceutical, the producer of the medicine, funded the study to find the most effective cough suppressant for patients six months to five years old. The study included three hundred participants who were randomly assigned one of four different cough medicines for a period of seventy-two hours. All participants showed signs of fever at the time the dosages were administered.

Lesson 8.2: Visual and Digital Arguments

5. Read the following description of a visual argument. Identify the statement that accurately sums up the argument's claim.

An ad shows a young man wearing a graduation cap and a worried expression. He knocks with both fists at a door labeled "Employment" that has ten different padlocks on the other side.

- Even for college graduates, the job market is difficult to enter.
- This is a comment on the value of a college degree.
- The graduation cap suggests the man has a degree, and the employment sign represents the job market.

6. Read the following description of a visual argument and identify the dominant rhetorical appeal it uses.

An online ad for a winery features a full-length color photo of a wine bottle. In the background is a hazy, light purple silhouette of the Eiffel Tower and a couple dancing underneath it. The winery's name, "Vin de Fantaisie," is written in cursive at the top of the ad. In the bottom right corner, there is a small text box with price and purchase locations. Soft violin music plays in the background of the ad.

- Appeal to *ethos*
- Appeal to *pathos*
- Appeal to *logos*

7. Review the following visual. Then, write a few sentences summarizing its argument in your own words.



8. Which questions are most helpful to consider when analyzing a visual argument? Identify all that apply.
- What type of camera captured the image?
 - Which parts of the visual are most emphasized, and why?
 - Is this visual copyrighted?
 - What message does the author of this visual want to send the audience, and why?
 - What time of year was this visual created?

Lesson 8.3: Oral Presentations

9. Read the following description of an oral presentation. Then, identify the most accurate evaluation of the presentation.

Jesse begins by introducing himself and welcoming the audience. He then divulges his main idea and declares his purpose for the talk. After clarifying why he is speaking, he provides a list of facts and figures, citing many sources but avoiding transitions or logical connections between thoughts so he can fit everything in the allotted time.

- Jesse needed a better organizational structure for his speech so that the audience could more easily follow the progression of his ideas.
 - Jesse needed to provide more examples and personal anecdotes in order to be persuasive.
 - Jesse put together a highly organized, tightly structured speech.
 - Jesse needed to be friendlier and more personable toward the audience in order to establish his credibility at the beginning.
10. Kassie is going to deliver a presentation to high school students on the following topic: aromatherapy benefits. Identify the strategy that would most effectively engage her audience.
- Distributing swabs dipped in different essential oils and asking the audience to identify them
 - Distributing copies of complicated charts that compare mainstream essential oils
 - Showing an hour-long video of an interview with a massage therapist explaining how he uses the oils

11. Read the following description of a presentation. Which sentences include examples of effective nonverbal signals? Identify all that apply.

Grady greeted the class and introduced the topic: growing organic tomatoes. He flattened his palms together and made slicing motions in the air while discussing the seven steps for successful tomato cultivation. Grady described several different variations of organic tomatoes and characteristics of each type. He waved his hands in alternating circular motions while discussing crop rotation. Finally, Grady distributed small paper cups with homegrown tomato wedges for the audience to sample.

12. Read the following presentation excerpt. Identify the sentence that makes an appeal to *ethos*.

"I'm Janine Brown, the senior IT coordinator for DynaTech, and I've been designing sales websites for the last twelve years. In this morning's session, we will review the features on your company's new website. I understand you all have some concerns about the learning curve of navigating a new site, which is perfectly understandable. However, the updated version will ultimately save time and effort for you and your prospective clients. Let me see a show of hands; how many of you have already tried to navigate the new website?"

Lesson 8.4: Etiquette in Social Media

13. Consider the following scenario. Then, identify whether Leena's action is appropriate or inappropriate according to social media etiquette.

Leena posts a picture on her Instagram story of her friends at a house party without asking them if they approved of the image.

- This is appropriate social media etiquette.
- This is inappropriate social media etiquette.

14. Read the following description of an online interaction. Then, identify the best response to this situation.

Celine's English class is required to read a short story and post a response on their class discussion board. She has just finished reading the short story and has clear opinions about it. Before she writes her own response, she notices another classmate's recent post that she disagrees with strongly.

- Celine should take a zero for this assignment in order to avoid confrontation; hopefully next week's readings won't be as controversial.
- Celine should politely present her side of the issue and include specific examples from the short story to support her claims.
- Celine should confront the student who upset her and prove that she has a better grasp on the class material than the other students.

15. Consider the following scenario. Then, identify the best response to Pablo's use of social media.

Pablo had a great night hanging out with his friend Thomas at the nightclub on Main Street. He took several pictures of the two of them acting wild and enjoying the weekend. Pablo posts the funniest pictures on Snapchat and waits eagerly for Thomas's reaction.

- People should avoid posting on social media altogether because it just leads to trouble and misunderstandings.
- This is perfectly safe and acceptable behavior given the prominence of social media today.
- Pablo should be more careful about what he posts on social media because it could give potential employers a negative impression.

16. Consider the following scenario. Then, identify the response that best follows social media etiquette.
- One of Charlie's classmates makes a derogatory discussion board post about the female author of a novel the class is reading.
- Charlie should start a new thread dedicated to making fun of the student in question and his inability to appreciate great authors.
 - Charlie should reply to the post and say that men like him are just bitter towards women in general.
 - Charlie should suggest that what matters is the content of the book, not the gender of the author, and steer the conversation back on topic.

Lesson 8.5: Technical Writing

17. Which documents are examples of technical writing? Identify all that apply.
- Mattress commercial script User manual for a hairdryer Reflection essay Lab report
18. Identify the best example of effective technical writing for a step-by-step process.
- Add batteries, turn on TV, go to Device Pairing, then click Pair This Remote.
 - First, you will need to buy a pack of AAA batteries and insert three of them into your new remote. Then, press the small red power button at the top of the remote and ensure that it successfully turns on the TV. Next, use the remote to navigate the home screen of the TV and click on the section called "Device Pairing." From there, click "Search for Devices" and make sure that you bring the remote close enough for the TV to recognize it. Last, click "Pair This Remote" and you're all finished.
 - To pair your new remote with TV:
 - Insert 3 AAA batteries into remote
 - Press power button to turn TV on
 - Navigate to Home > Device Pairing > Search for Devices
 - Hold remote near TV and select "Pair this Remote"
19. What are some characteristics of effective technical writing? Identify all that apply.
- Vivid language and eloquent sentence structure
- Clear, easy-to-read formatting
- Concise summary of complex processes or instructions
- Creative descriptions and figurative language
20. Pick any household task you are familiar with. Then, write instructions for completing that task in the following space. Make sure you use language and formatting that aligns with proper technical writing standards.

Lesson 8.6: Professional Writing

21. Which documents are examples of professional writing? Identify all that apply.
- Analysis essay for English class
- Personal journal entry
- Cover letter
- E-mail to a human resources manager

22. Identify the strongest e-mail subject line.
- The report is attached to this e-mail; please review it before Thursday's meeting.
 - a report
 - Pre-Meeting Report
 - (No Subject)
 - review this pre-meeting report please
23. Which components belong in a résumé? Identify all that apply.
- List of references
 - Your full name and contact information
 - Reverse-chronological job history (beginning with present or most recent job)
 - Chronological job history (beginning with your first job)
 - Education history
24. Read the following weak e-mail example. Then, rewrite it in the following space, making sure to improve the language and demonstrate strong professional writing skills.

To: Philip Zedd

From: Lesly Indra

Subject Line: job?

Hey Philip! I noticed an opening at your company and I'd really like to apply for it. Let me know who I should talk to about this I think I would be a perfect fit for this job honestly!! I can send you my resume if you want. Thanks, Lesly

Lesson 8.7: Multimedia Projects

25. Consider the following scenario. Then, identify the student who is practicing effective multimedia design.

Dr. Parson has assigned her marketing class a multimedia project, and three of her students are working in the library:

Anais is completing a different class assignment; he feels that the multimedia project will be easy to create the day before it's due.

Kam has chosen a topic and is now creating a storyboard to map out his multimedia project.

Haley is copying and pasting links to YouTube videos into her presentation without citing them since it's a multimedia project, not a research paper.

- Anais is practicing effective multimedia design.
 - Kam is practicing effective multimedia design.
 - Haley is practicing effective multimedia design.
26. Imagine you've been tasked with creating a multimedia project about Steve Jobs and his Apple legacy. In the following space, write two to three sentences brainstorming the presentation format, information, and media types that would best help you create an effective multimedia presentation.
27. Identify the strongest example of a multimedia project.
- Video footage of a presidential inauguration
 - Slideshow of product images with background music playing
 - Printed research paper that includes charts and tables
28. Identify the true statement about multimedia projects.
- You can incorporate any external resources into your project as long as you don't take credit for the material.
 - Multimedia projects take less time to develop than other assignments, like written academic essays.
 - It's best to develop multimedia projects in steps, just like you would for a written essay.

Lesson 8.8: Thinking Critically about Pop Culture

29. Identify the correct description of a washing machine's practical value.
- How the washing machine improves your social life
 - How well the washing machine cleans clothes
 - How much the washing machine will impress people
30. What target audience(s) would an advertiser consider you to be part of? In the following space, list several traits of the consumer group to which you might belong.
31. Which questions are most helpful to ask when analyzing a movie? Identify all that apply.
- How long is the movie?
 - What conflicts do the characters encounter?
 - What genre(s) does this movie align with?
 - Does the movie seem to express social or political messages?
 - Have the actors starred in any other roles?
32. Identify the strongest thesis statement for a video game analysis.
- In this analysis essay, I will explore two original, classic video games: *Pac-Man* and *Tetris*.
 - While video games have drastically evolved over the last few decades, a critical analysis of early games—like *Pac-Man* and *Tetris*—proves that simplicity and ease of use are at the heart of fan-favorite games.
 - According to Jennifer Rosenberg, "To this day, *Pac-Man* remains one of the most popular video games in history" (2020).