

Exercise 1.1

The following are two excerpts from texts intended for different audiences. Given the content and language used in each text, what can you determine about the intended audience for each article? Write your response in the space below.

Sample 1

Intelligence: New Findings and Theoretical Developments

(i) The heritability of intelligence increases from about 20% in infancy to perhaps 80% in later adulthood. (ii) Intelligence captures genetic effects on diverse cognitive and learning abilities, which correlate phenotypically about 0.30 on average but correlate genetically about 0.60 or higher. (iii) Assortative mating is greater for intelligence (spouse correlations ~0.40) than for other behavioural traits such as personality and psychopathology (~0.10) or physical traits such as height and weight (~0.20). Assortative mating pumps additive genetic variance into the population every generation, contributing to the high narrow heritability (additive genetic variance) of intelligence.

Plomin, R., & Deary, I.J. (2015). Genetics and intelligence differences: five special findings. *Molecular Psychiatry*, 20(1), 98–108. <https://doi.org/10.1038/mp.2014.105>

Language: Fact-based. Requires some prior knowledge. Several terms I will have to look up. Some complex sentences.

Content: Background information assumed. Cites numbers like 0.30 and 0.40 – not sure what scale.

Intended Audience:

Sample 2

The Relationship between Genetics and Intelligence

Some people have an IQ similar to that of their parents. In this case, we might ask ourselves if genetics and environment both play a role in impacting IQ scores. The simple answer is this: yes. Researchers are working to discern the impact of household, heredity, or both. Some studies performed by psychologists show that genetics account for only half of an individual's intelligence. Therefore, many experts believe that the environment in which a person is raised has a strong influence on IQ scores.

(Excerpt from a college student's presentation for a psychology class)

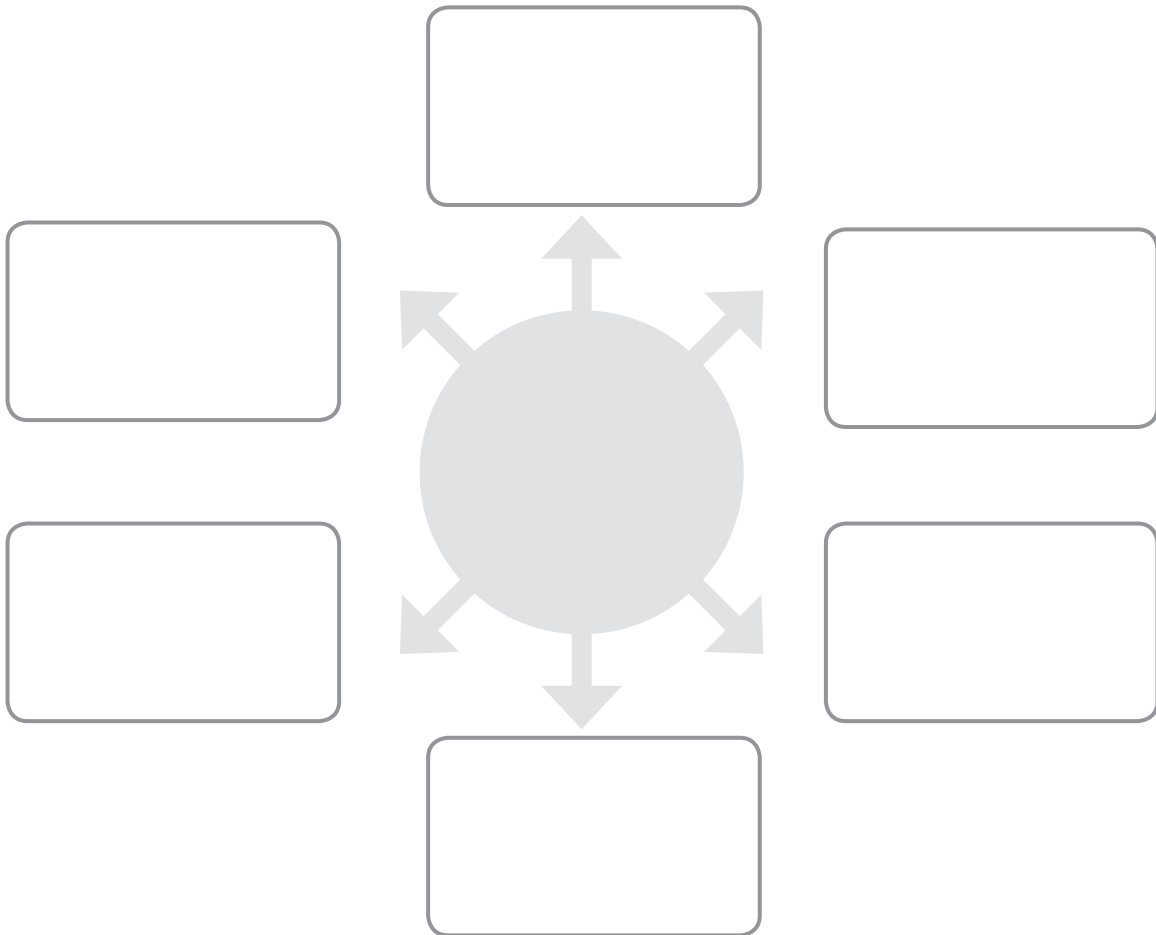
Language: Adult but more readable. Nothing to look up. Refers to psychologists and geneticists as "them." Addresses the audience with pronouns like "we" and "our" in simple sentences.

Content: Background information provided. Uses general, simple information.

Intended Audience:

Exercise 1.2

Now, try this strategy for yourself. If you have a current assignment in the pre-writing phase, write your potential topic in the middle of the space below. If you are in-between writings, choose a topic of interest to you. Then, fill in the boxes with related ideas. Feel free to add more boxes if you have more ideas! There is no limit with brainstorming.



Exercise 1.3

Edit the following paragraph, focusing on punctuation and spelling. There are twenty-one errors.

When your trying to decide on your career it is important to consider what you're strangths and weaknesses are. Consider your hobbies your extracurricular activities and the things you truly enjoy doing If youre still having trouble figuring it out you can talk to a counsilar at your school or take an online test to determine your top skill sets. Its ok to not know, right away what you are going to do when you finish school but it is important to try to focus as early as possible You don't want to waste alot of time on thinges that wont end up mattering to you, later in life. Talk to youre counselor and get some guidance. Its your future

Exercise 1.4

Identify the three parts of an introduction in the following paragraph by writing "hook," "background information," or "thesis statement" next to the example sentence.

_____ Life can be dull for the person who has no interest in helping others.

_____ On the other hand, those who volunteer can get acquainted with interesting people, travel to faraway places, or find the pathway to an exciting career.

_____ Developing relationships, gaining travel experience, and learning new skills are three reasons why college students should be required to participate in a volunteer program.

Exercise 1.5

Highlight or underline the thesis statement in the following introduction. Then, answer the following question.

"Buy once, cry once." Despite the higher price tag, bakers prefer durable stand-alone mixers; restaurant cooks enjoy using high-quality pots and pans, and chefs covet specialty knives that slice even the toughest ingredients with ease. These professionals recognize the differences that good kitchen tools can make, but many home cooks find themselves frustrated from purchasing (and continually repurchasing) cheap plastic tools and knives that dull easily. Beginner cooks should invest in quality cookware that will hold its value, enhance the cooking experience, and produce delectable dishes.

How is the author going to support this claim?

Exercise 1.6

Fill in the following paragraph outline with causes and a concluding sentence based on the information in the topic sentence.

Topic Sentence: The sales assistant was half an hour late to work this morning.

Cause 1:

Cause 2:

Cause 3:

**Concluding
Sentence:**

Exercise 1.7

On a scale of 1 to 3 (1 = most important), rank the main points of the following order of importance paragraph outline. They are listed in no particular order.

Topic Sentence: Wild animals should be protected in every country for three reasons.

_____ **Point:** Wild animal conservation preserves the balance of ecological environments.

_____ **Point:** Wild animals are beautiful and interesting to observe.

_____ **Point:** Protecting wild animals would encourage cooperation among many groups of people.

Concluding Sentence: Wild animals should be protected in every country because conservation preserves ecological balance, wild animals are beautiful and interesting, and protecting wild animals would encourage cooperation among groups of people.