Self-check CU3M1 Can I Change Your Mind CH3

1. According to Camp, "Good writing always addresses each reader as \_\_\_\_\_\_\_\_\_\_\_."

a member of a group of like minded readers

Correct Answer: an individual

a member of the same community of thinkers

a person unfamiliar with the material

2. According to Camp, good persuasive writing is NOT:

Correct Answer: an attempt to trick the reader.

based on the belief that the reader is intelligent.

considerate of the fact that readers have better things to be doing.

intended for people we know.

3. According to Camp, what is the difference between good and bad writers?

Good writers worry about how well the reader understands them.

Bad writers worry about how well they understand the reader.

Correct Answer: Good writers worry about how well they understand the reader.

Bad writers do not concern themselves with the reader at all.

4. According to Camp, what is the best way to address the reader in order to be effective at persuading her?

Correct Answer: Address the reader as "you"

Address the reader as Ms. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Try to make the reader feel older than she actually is.

Try to make the reader feel more intelligent than she actually is.

5. In terms of mistakes persuasive writers make, what is slightly less disastrous than outright lying?

Correct Answer: Insulting a reader's intelligence/

Misrepresenting one's credentials.

Relying on hyperbole.

Falsifying dates and names.

6. In the instance of having to address a mass audience, what does Camp offer as the best way to be persuasive?

Use a factual approach geared at reaching your readers intellectually.

Use a clever and snappy approach geared at catching your readers' attention.

Correct Answer: Use an emotional approach.

Use a contemporary approach by referring to T.V. and movie personalities.

7. What does Camp feel persuasive writers can learn from advertising?

The importance of addressing the largest audience possible.

The importance of using contemporary language and a youthful attitude.

Correct Answer: The importance of narrowing down the target audience.

The importance of tying the message to celebrities or popular figures.

8. What statement does the author make in this chapter that he considers an uncontroversial fact?

Correct Answer: Readers have better things to do than read.

Most readers are female.

Readers don't read very carefully.

Women read more carefully than men.

9. Why does Camp discourage persuasive writers from trying to dupe or hoodwink readers?

He feels it's morally important to be honest.

Correct Answer: Once readers see through the deceit, it is hard to regain their trust.

It leaves writers open to liability.

He feels there is no challenge in lying; the challenge is in honestly persuading.

10. Why does the Camp refer to the reader of this book as "she"?

Camp assumes that most of the readers of this book will be female.

Correct Answer: Camp believes that using "he or she" is too clumsy.

Camp doesn't offer a reason.

Camp explains that female readers need more instruction in being persuasive.