

## Week Nine Assessment

**1. Persuasive writing emphasizes coming to your own conclusion or drawing your own opinion.**

- a. True
- b. False

Answer: B. False

LO 9-1: Understand The Types of Persuasive Communication

**2. Which of the following are examples of persuasive writing?**

- a. Political speeches
- b. Propaganda posters
- c. Editorials
- d. All of the above

Answer: D. All of the above

LO 9-1: Understand The Types of Persuasive Communication

**3. Which of the following points is *NOT* a goal of argument paragraphs?**

- a. Convince the reader to accept an idea
- b. Convince the reader to adopt a solution
- c. Convince the reader to refute your evidence
- d. Convince the reader to take action

Answer: C. Convince the reader to refute your evidence

LO 9-1: Understand The Types of Persuasive Communication

**4. Which of the following questions should you consider when deciding whether a topic is controversial?**

- a. Is the topic arguable?
- b. Is it pertinent to a broad audience?
- c. Is it offensive?
- d. "A" and "B" but not "C"

Answer: "A" and "B" but not "C"

LO 9-2: Recognize When a Topic is Controversial

**5. Which of the following questions should you consider in order to determine if a topic is worth arguing?**

- a. Are you willing to devote time and energy to creating a good argument?

- b. Is the topic significant or trivial?
- c. Is it of passing or lasting importance?
- d. All of the above

Answer: D. All of the above

LO 9-2: Recognize When a Topic is Controversial

**6. If a topic has pertinence only to you, it is not the best choice for reaching a broad audience.**

- a. True
- b. False

Answer: A. True

LO 9-2: Recognize When a Topic is Controversial

**7. Thesis statements \_\_\_\_.**

- e. Help support a topic sentence
- f. Provide smooth transitions between paragraphs
- g. Indicate the kind of support that follows
- h. Are more effective when placed toward the end of your essay

Answer: C. Indicate the kind of support that follows

LO 9-3: Develop a Persuasive Thesis

**8. In a persuasive essay, the thesis statement should \_\_\_\_.**

- a. Be on a topic worth arguing
- b. Have pertinence to a broad audience
- c. Be something on which people can take more than one position
- d. All of the above

Answer: D. All of the above

LO 9-3: Develop a Persuasive Thesis

**9. Which of the following is the best example of a persuasive thesis?**

- a. The world is tough for left-handed people.
- b. Despite many ethical concerns, human cloning has the potential to aid scientists in finding cures for many diseases.
- c. Everyone in the world should have health insurance
- d. Drinking too much alcohol can lead to liver damage, impaired motor skills and loss of memory.

Answer: B. Despite many ethical concerns, human cloning has the potential to aid scientists in finding cures for many diseases.

LO 9-3: Develop a Persuasive Thesis

**10. This model of argument proves a claim using logos, pathos and ethos.**

- e. Aristotelian argument
- f. Rogerian argument
- g. Toulmin argument
- h. None of the above

Answer: A. Aristotelian argument

LO 9-4: Use the Aristotelian Argument/Strategy for Writing Persuasively

**11. Proof in an Aristotelian argument that appeals to readers' emotions is known as \_\_\_\_\_.**

- a. Logos
- b. Pathos
- c. Ethos
- d. None of the above

Answer: B. Pathos

LO 9-4: Use the Aristotelian Argument/Strategy for Writing Persuasively

**12. Proof in an Aristotelian argument that appeals to readers' sense of reason or logic is known as \_\_\_\_\_.**

- a. Logos
- b. Pathos
- c. Ethos
- d. None of the above

Answer: A. Logos

LO 9-4: Use the Aristotelian Argument/Strategy for Writing Persuasively

**13. Proof in an Aristotelian argument that appeals to readers' sense of ethics and credibility is known as \_\_\_\_\_.**

- a. Logos
- b. Pathos
- c. Ethos
- d. None of the above

Answer: C. Ethos

LO 9-4: Use the Aristotelian Argument/Strategy for Writing Persuasively

**14. This model of argument allows you to reduce conflict and create empathy between yourself and your readers.**

- a. Aristotelian argument
- b. Rogerian argument
- c. Toulmin argument
- d. None of the above

Answer: B. Rogerian argument

LO 9-5: Use the Rogerian Argument/Strategy for Writing Persuasively

**15. This model of argument allows you to render our audience receptive to your positions by helping you to show them that you understand and appreciate their point of view.**

- a. Aristotelian argument
- b. Rogerian argument
- c. Toulmin argument
- d. None of the above

Answer: B. Rogerian argument

LO 9-5: Use the Rogerian Argument/Strategy for Writing Persuasively

**16. Which of the following is a step in the Rogerian argument model?**

- a. Summarize the opponent's position using neutral language.
- b. Demonstrate your understanding of the opposing opinion by showing you accept at least part of that position.
- c. State your opinion in the context of the values, beliefs and experiences that both sides share.
- d. All of the above

Answer: D. All of the above

LO 9-5: Use the Rogerian Argument/Strategy for Writing Persuasively

**17. This model of argument has six parts: claim, support, warrant, backing, rebuttal and qualifier.**

- a. Aristotelian argument
- b. Rogerian argument
- c. Toulmin argument
- d. None of the above

Answer: C. Toulmin argument

LO 9-6: Use the Toulmin Argument/Strategy for Writing Persuasively

**18. In the Toulmin argument model, \_\_\_\_\_ refers to the main point the writer is trying to make in his argument.**

- a. Qualifier
- b. Claim
- c. Rebuttal
- d. Warrant

Answer: B. Claim

LO 9-6: Use the Toulmin Argument/Strategy for Writing Persuasively

**19. In the Toulmin argument model, a writer must acknowledge arguments that have already been stated and counter them by showing them to be invalid. This is known as \_\_\_\_\_.**

- a. Qualifier
- b. Claim
- c. Rebuttal
- d. Warrant

Answer: C. Rebuttal

LO 9-6: Use the Toulmin Argument/Strategy for Writing Persuasively

**20. No argument is expected to be proved absolutely. In the Toulmin argument model, \_\_\_\_\_ refers to words like “sometimes,” “in some cases,” and “probably.”**

- a. Qualifier
- b. Claim
- c. Rebuttal
- d. Warrant

Answer: A. Qualifier

LO 9-6: Use the Toulmin Argument/Strategy for Writing Persuasively

**21. Which of the following is *NOT* good advice for writing topic sentences for argument paragraphs?**

- a. State your argument precisely and avoid vague generalized statements.
- b. Make your topic sentence a statement of fact so your readers will not dispute your claim.
- c. Avoid emotional or inflammatory language.
- d. Create topic sentences that can be supported with specific facts, examples, statistics, and other evidence.

Answer: B. Make your topic sentence a statement of fact so your readers will not dispute your claim.

LO 9-7: Understand the Organizational Methods for Writing to Persuade

**22. Which of the following is *NOT* good advice for using evidence in argument paragraphs?**

- a. Make sure the evidence is accurate.
- b. Verify that the sources are reliable.
- c. Check that the evidence suits your topic sentence.
- d. Use quotations from unknown people as well as facts taken from obscure sources to reflect the broad scope of your research.

Answer: D. Use quotations from unknown people as well as facts taken from obscure sources to reflect the broad scope of your research.

LO 9-7: Understand the Organizational Methods for Writing to Persuade

**23. Which of the following is *NOT* good advice for addressing hostile readers?**

- a. Be sure to dismiss readers' concerns as being wrong.
- b. Openly admit differences.
- c. Responsibly summarize opposing viewpoints.
- d. Avoid judgmental statements.

Answer: A. Be sure to dismiss readers' concerns as being wrong.

LO 9-7: Understand the Organizational Methods for Writing to Persuade