

**TEST BANK**

*11 Essentials*  
of Effective  
Writing

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### Chapter 1 Quiz

A. Fill in each blank in the following statements with the correct word or phrase from the list. Items in the list may be used twice or not at all.

subject	audience	purpose
entertain	inform	persuade
characteristics	prior knowledge	goal

1. If your purpose is to \_\_\_\_\_, your goal is to provide your readers with a pleasurable experience.
2. The \_\_\_\_\_ of a paper is the person or people who will read it or who need to read it.
3. Writers must consider readers' \_\_\_\_\_, such as their age, marital status, and gender.
4. Your \_\_\_\_\_ for writing is the goal you are trying to achieve.
5. Another word for topic is \_\_\_\_\_.
6. If your purpose is to \_\_\_\_\_, your goal is to convince your readers to change a belief or a behavior.
7. The \_\_\_\_\_ is the person, place, thing, or idea you are writing about.
8. The purpose of textbooks and assembly instructions is mostly to \_\_\_\_\_.
9. Information that readers already have about a topic is called \_\_\_\_\_.
10. Words and phrases such as *should*, *must*, and *ought to* are common when the purpose of the composition is to \_\_\_\_\_.

B. Write *true* if the statement is true and *false* if the statement is false.

11. It is never appropriate to address readers directly as "you."
12. Using abbreviations is appropriate when writing e-mails to your college professors.
13. The language you use should fit your readers' age and educational background.
14. The scope (or size) of a composition's topic needs to be appropriate for the type of composition.
15. Some of the documents you compose may have more than one purpose.