Self-check CU3M1 Can I Change Your Mind CH2

1. According to the author, what are most big theories actually based on?

New ideas

Groundbreaking discoveries

Correct Answer: Simple truths

Fresh thinking

2. To what does the author compare good persuasive writing?

Creating a fine piece of art

Making Indian food

Advertising a caravan

Correct Answer: Carving an elephant from a piece of wood

3. What are the author's three R's?

Correct Answer: Remember the Reader and the end Result.

Remember the Reader and the Rallying Point.

Rally the Reader to Remember your point.

Redirect the Reader to Remember.

4. What does the elephant represent in the analogy of the wood carver?

Humor

Good thinking

Creative problem solving

Correct Answer: Persuasive writing

5. What is the American equivalent of the caravan described in this chapter?

A line of cars, one following another.

A small fair that moves from one place to another.

A tent trailer.

Correct Answer: An RV.

6. What is "The Chase," as described in the chapter?

A bank in the UK.

Correct Answer: A witty graphic design firm.

A comedy troupe.

A group of Indian wood carvers.

7. What is the most basic message the author shares in this chapter?

Correct Answer: Good persuasive writing must consider audience and purpose

Good persuasive writing is complicated.

Good persuasive writing is simple.

Good persuasive writing is useful.

8. What makes the caravan postcard described in the chapter less successful?

The writer made it illegible.

The writer made it too long.

Correct Answer: The writer forgot the end result.

The writer didn't want to be successful.

9. Why does the author mention the note to the milkman?

It didn't achieve the desired result.

Correct Answer: It was a good example of clear persuasive writing.

He had to rewrite it to get it right.

It was the best thing he's written.

10. Why does the author mention the postcard about the caravan?

Correct Answer: It didn't achieve the desired result.

It was a good example of clear persuasive writing.

He had to rewrite it to get it right.

It was the best thing he's written.