Self-check CU3M1 Can I Change Your Mind

1. According to the author, what type of writing cannot, even loosely, be considered persuasive?

Correct Answer: Creative writing as art

Letter writing to a friend

Informative writing for a class

Any factual newspaper article

2. According to the author, the most basic job of persuasive writing is:

to form a bond with the reader.

Correct Answer: to influence the reader.

to anger the reader.

to inform the reader.

3. How does the author link together the TV commercial you watched last night and a website where you booked your last holiday?

They both are expensive forms of advertising.

They each hire persuasive writers.

Correct Answer: They both have something to teach you about persuasive writing.

They both make money from people who use their products.

4. How many years before the writing of this book did the author start his career as a trainee at the ad agency he worked at in London?

15

30

10

Correct Answer: 25

5. In what grade does the author's daughter first say she learned about persuasive writing?

Correct Answer: Second

Fifth

Seventh

Tenth

6. On page 6, the author suggests that even writing a history paper for school is persuasive writing. How?

It persuades the reader to study history.

Correct Answer: It persuades the teacher that it is worthy of a good grade.

It persuades the writer to do his or her best.

It persuades the audience not to repeat historical mistakes.

7. What example does the author use in the possible need for writing a 75-word manifesto?

A letter from Queen Elizabeth

Correct Answer: A response from Lord Monckton of Brenchley

A treatise by the King of Spain

A trainee copywriter at J Walter Thompson

8. What point is the author getting across with his list of ten examples of persuasive writing?

Persuasive writing is especially important in the business arena.

Persuasive writing is especially important in academia.

Correct Answer: All areas of life, personal and professional, require strong persuasive writing skills.

People interested in marketing and PR will especially benefit from reading his book.

9. What was the 75-word manifesto successful in doing?

Securing a place in the House of Lords.

Settling a dispute.

Abolishing rules of land ownership.

Correct Answer: It was not successful.

10. Which one of the following is not an example of persuasive writing the author has been paid to do?

A design industry speech

Correct Answer: A colleague's job application

A law firm website

A label for a champagne bottle