

Unit 01: Know Your Audience and Purpose

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1. Unit 01: Know Your Audience and Purpose

4. Chapter: Unit 01: Know Your Audience and Purpose

1. Unit 01: Know Your Audience and Purpose Questions

4.1.1. A professional document should be organized around which of the fol...

Author: Mary Cohen

A professional document should be organized around which of the following?

Please choose only one answer:

- An outline
- A thesis statement or main point
- A five-paragraph structure
- An emotional appeal

Check the answer of this question online at QuizOver.com:

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4.1.2. As a writer, what technique(s) can you use to motivate your readers?

Author: Mary Cohen

As a writer, what technique(s) can you use to motivate your readers?

Please choose only one answer:

- Establish your credibility
- Write a logical argument
- Write about issues that are timely and relevant
- All of these answers

Check the answer of this question online at QuizOver.com:

Question: [As a writer what technique s can you use to Mary Cohen @The Saylor](#)

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4.1.3. How does a paragraph function to support your thesis?

Author: Mary Cohen

How does a paragraph function to support your thesis?

Please choose only one answer:

- By reinforcing your main point
- Through clear organization
- By containing concise sentences
- All of these answers

Check the answer of this question online at QuizOver.com:

Question: [How does a paragraph function to support your Mary Cohen @The](#)

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4.1.4. What is the primary purpose of most professional documents?

Author: Mary Cohen

What is the primary purpose of most professional documents?

Please choose only one answer:

- To convey information in a formal manner
- To avoid controversy
- To motivate readers to do something
- To be as brief as possible

Check the answer of this question online at QuizOver.com:

Question: [What is the primary purpose of most professional Mary Saylor Foundat](#)

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4.1.5. What is the primary reason to conduct audience research before you ...

Author: Mary Cohen

What is the primary reason to conduct audience research before you begin writing a professional message?

Please choose only one answer:

- So you can craft a message that will be perceived as meaningful to them
- Conducting audience research is a key recommendation in the "Business Communication for Success" textbook.
- To give yourself extra time so that you avoid writing a message while you are angry
- To ensure that you don't miss an important recipient

Check the answer of this question online at QuizOver.com:

Question: [What is the primary reason to conduct audience Mary Cohen Saylor](#)

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4.1.6. Which of the following formats require(s) a professional writing st...

Author: Mary Cohen

Which of the following formats require(s) a professional writing style?

Please choose only one answer:

- Memorandums
- E-mail
- Text
- All of these answers

Check the answer of this question online at QuizOver.com:

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4.1.7. Before you begin writing for a business context, what is the first ...

Author: Mary Cohen

Before you begin writing for a business context, what is the first thing you should do?

Please choose only one answer:

- Brainstorm
- Identify your audience
- Research your topic
- Choose your format or "genre"

Check the answer of this question online at QuizOver.com:

Question: [Before you begin writing for a business context Mary @The Saylor](#)

Flashcards:

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