

# Unit 02: The Art of Persuasion

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## 1. Unit 02: The Art of Persuasion

## 4. Chapter: Unit 02: The Art of Persuasion

### 1. Unit 02: The Art of Persuasion Questions

#### 4.1.1. What are the best ways to avoid ethical problems in your writing?

Author: Mary Cohen

What are the best ways to avoid ethical problems in your writing?

Please choose only one answer:

- Use credible sources, cite your sources, and don't share information that violates company policies.
- Always write in a professional tone that avoids offending your readers.
- Write using concrete characters and clear actions.
- Manage the flow of information, so your argument is less likely to be misunderstood.

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#### 4.1.2. Where in your document should you reinforce your main point?

Author: Mary Cohen

Where in your document should you reinforce your main point?

Please choose only one answer:

- Thesis statement
- Topic sentences
- Document title
- All of these answers

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

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#### 4.1.3. Which of the following is an example of an ethical problem in profe...

Author: Mary Cohen

Which of the following is an example of an ethical problem in professional writing?

Please choose only one answer:

- An e-mail to a friend sharing confidential company information
- Enhancing an annual report with a photo from a website that allows people to download images for personal use
- A memo that contains research from a biased news source
- All of these answers

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

Question: [Which of the following is an example of an Mary Cohen Saylor Foundat](#)

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#### 4.1.4. Which of the following sentences contains a verb that describes the...

Author: Mary Cohen

Which of the following sentences contains a verb that describes the most important action?

Please choose only one answer:

- The sound of the fire alarm indicates that it is time to evacuate.
- Staff must immediately evacuate the building upon hearing the fire alarm.
- The ringing fire alarm means staff must immediately evacuate.
- Evacuation procedures require staff to leave as soon as the fire alarm rings.

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

Question: [Which of the following sentences contains a Mary Cohen Saylor Professional](#)

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#### 4.1.5. Which of the following sentences contains clear "characters?"

Author: Mary Cohen

Which of the following sentences contains clear "characters?"

Please choose only one answer:

- The sound of the fire alarm indicates that it is time to evacuate.
- Staff must immediately evacuate the building upon hearing the fire alarm.
- The ringing fire alarm means staff must immediately evacuate.
- Evacuation procedures require staff to leave as soon as the fire alarm rings.

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#### 4.1.6. Why is it important to write using concrete "characters" and clear ...

Author: Mary Cohen

Why is it important to write using concrete "characters" and clear "actions?"

Please choose only one answer:

- English sentence structure tends to place an emphasis on nouns and verbs.
- Simple nouns and verbs are easier to understand.
- Professional writing is very similar to creative writing or storytelling.
- Readers understand your story better when they can easily recognize who is doing what.

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

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#### 4.1.7. What is the most effective way to make an immediate connection with...

Author: Mary Cohen

What is the most effective way to make an immediate connection with your readers?

Please choose only one answer:

- Getting right to the point
- A direct salutation
- A clear thesis statement
- Error-free writing

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

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