

Solutions to Chapter 8 Checkpoint Questions

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1. What is a writing style?

Answer: Writing style refers to the way in which a writer uses language to convey an idea.

2. Describe why “texting” language is not acceptable in business writing.

Answer: Texting language is not acceptable because it is not Standard English; business writing must be clear and specific, as opposed to vague, pretentious, or possibly unfamiliar to the reader.

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1. Why is it good to use precise language?

Answer: When precise language is used, the readers will be better able to understand the message and respond in the desired way.

2. What are bias-free words?

Answer: Bias-free words are neutral, imparting neither a positive nor negative message.

3. List three ways to achieve the four C’s of communication.

Answer: Avoid redundancies, clichés, and trendy words, and use familiar words.

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1. Why should you avoid a series of short sentences?

Answer: Too many short, simple sentences are boring and, in some cases, make the entire text hard to read.

2. In which voice is the subject doing the action?

Answer: When a verb is in the active voice, the subject (the noun) is doing the action.

3. What role do frills play in business writing?

Answer: Good business writing has *no* frills.

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1. List the three parts of a paragraph.

Answer: Introduction or topic sentence, developmental sentences, and closing or summarizing sentence.

2. When ideas are presented and connected so they make sense to the reader, what is the writing said to be?

Answer: When you have presented and connected ideas so that they make sense to the reader, the writing is said to be logical.

3. What determines paragraph length?

Answer: Paragraph length will vary according to subject matter and sentence construction.

4. Describe the purpose of transitions.

Answer: Transitions are words, phrases, and sentences that connect ideas and clarify the relationship between sentences and paragraphs.

5. What are the two approaches that can be used to present the topic in a paragraph?

Answer: Paragraphs may be constructed using a direct or indirect approach.