

**Style Matters Mid-Term Quiz (15%)****Punctuation, Parallelism, Plain Language**

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**Section 1: PUNCTUATION**

As in our punctuation workshop, **rationalize** the use of punctuation in each of the **correctly-punctuated** sentences, following. Referring to the Punctuation Guide, **write the number** of the appropriate **punctuation rule** alongside each circled piece of punctuation, inserting a yellow sticky note to provide your answer (as in the first example). Then save your changes.

Mathematics is a systematic, partly conscious technique that we have invented to exploit our highly evolved mind's eye for pattern, so it is only reasonable to expect a strong link between mathematics and aesthetics. (Ian Stewart)

**1 mark for each of the following:**

1. Whether you're asking for something or being asked, you're in a relationship that you want to maintain; failing to show a *benefit* to your reader won't motivate anything more than a routine, perfunctory response. (Arnold Keller, *Ideas into Action*)
2. Calculating the full cost of communications failure is impossible, but we know that ineffective communication results in errors, misunderstandings, poor performance, and negative feelings. (Richard Huseman, *Business Communication: Skills and Strategies*)
3. When the tone used in writing correspondence is positive and engaging, readers are receptive to the message; when tone is harsh and abrasive, readers resist the message, and you end up with a resentful, demoralized staff and lower productivity. (K.R. Wooloever, *Writing for the Technical Professions*)
4. In writing proposals, as in all persuasive writing, you need to develop skill in identifying and accommodating readers' needs, expectations, concerns, and interests. (Ron Blicq, *Technically Write*)
5. Proposals follow a basic format: a background that defines the situation, establishing relevant context; a summary of the problem and what should be done to resolve it; a discussion of the facts, showing how the problem can be resolved; and, last but not least, a recommended course of action, giving strong, positive direction. (Ron Blicq, *Technically Write*)