How is the executive summary organized?

ANS: Exactly like the document: each section of the document is represented in this kind of summary

Scenario: Which pattern would you use to convince the boss that your company should cancel a vendor contract?

ANS: Position

Scenario: How would you report an on-going conflict with another group or department?

ANS: Problem/Solution, Cause and Effect, Compare/Contrast, (criteria would be substance of difference in your opinions)

Q: Identify all the times you should use parallelism

ANS: Lists, headings, Table of Contents, Numbered lists, bullet points, series in a sentence

Example: We have tried talking to the person, speaking with her supervisor, and, finally, putting her on probation.

Q: What are the 4 things to do in the introductory section of a P/S pattern?

ANS: Demonstrate the seriousness of the problem (Convince), forecast type of the solution, state the problem (acknowledge), acknowledge the audience.

Scenario: You’ve been asked to present an analysis of 3 project management software packages and, in addition recommend one for purchase. What TW pattern should you use?

Q: Why follow an existing organizational pattern?

Readers’ expectations and comfort with conventions, Readerknows where to find information (and what to skip, depending on reader’s need and interst) Makes decisions for writer: ansers the questions, “Where do I put this information?”

Q: How do you correctly format a table?

ANS: Align, source (at bottom) – MLA, contrast, Title, In-text reference, tables grow down, \*\*All columns have headings

Q: Where does bad news in a bad newsletter go?

ANS: 2nd sentence of the second paragraph

Q: Define tone in a TW context

ANS: formal/in-formal

Q: How and where do you fit a pattern into a letter (and what is the default organizational pattern?)

ANS: PLD – default, put the pattern in the body…

Q: What two components together make up a citation?

ANS: In-text, first part of reference) (hanging indents – makes it easier to read)

Q: What TW pattern would explain the conventions of a header file and situations for is modification?

ANS: Process

Q: What pattern would you use to make a prediction of some possible event or outcome?

ANS: Cause/Effect

Q: How do you know if your alignment is broken?

ANS: Your eye’s jumping around

Q: What is the formula to help you identify the pattern to use?

Give an example using the price of tuition as the topic.

ANS: Process, Instructions, C/C, P/S, Persuasion

Q: In a memo, why do you add your initials?

ANS: Authentication

Q: What wordy English-language structure blunts the meaning of….

ANS: Expletive – There are many companies that outsource functions. Many companies outsource functions.

Q: Order of CRAP?

ANS: PARC – logical ordering

Q: What term describes the speed with which ideas are presented to the reader?

Q: What elements affect or alter this speed?

ANS: Paragraph length, sentence length and complexity (number of clauses), Vocabulary (word length and diction)

Q: What word choices or phrases should be avoided in TW, because non-native English speakers are unlikely to…

ANS: Slang, idioms and colloquialisms

Q: Ethical Scenario – being skipped, at the moment

CSS 301 is a huge amount of work. – (Just be specific about the course). This is obvious, for me and not so much for the average student. [This is considered an impression over a perspective; although, perspective is certainly relevant]

Q: What do quotation marks signify in TW? What do they not mean?