

Question 1 (1 point) ✓ *Saved*

Stereotypes are helpful to understand a cultural frame of reference.

☒ True

☐ False

Question 2 (1 point) ✓ *Saved*

Once their minds are made up, people are easily swayed to change their position.

☐ True

☒ False

Question 3 (1 point) ✓ *Saved*

Scarcity is an example of a subjective criterion that can move people to accept a persuasive appeal.

☒ True

☐ False

Question 4 (1 point) ✓ *Saved*

Unbiased expert opinion can lend credibility to any claim.

☒ True

☐ False

Question 5 (1 point) ✓ *Saved*

A claim is a statement of the point you are trying to prove.

☒ True

☐ False

Question 6 (1 point) ✓ *Saved*

A blunt approach works best with audiences from other cultures.

☐ True

☒ False

Question 7 (1 point) ✓ *Saved*

Communicators within organizations often face unofficial constraints when making an argument.

- ☒ True
- ☐ False

Question 8 (1 point) ✓ *Saved*

The most persuasive argument is one that presents the strongest case from the writer's perspective.

- ☐ True
- ☒ False

Question 9 (1 point) ✓ *Saved*

When someone "goes over a supervisor's head," they are violating what type of constraint when making their case?

- ☒ organizational constraint
- ☐ legal constraint
- ☐ ethical constraint
- ☐ psychological constraint

Question 10 (1 point) ✓ *Saved*

Which of the following is the *most* ideal response to persuasion?

- ☒ internalization
- ☐ identification
- ☐ compliance
- ☐ rationalization

Question 11 (1 point) ✓ *Saved*

When preparing an argument, you should _____.

- ☐ focus on points of disagreement
- ☒ identify goals you share with the audience
- ☐ avoid conceding any points
- ☐ be as indirect as possible about what you want

Question 12 (1 point) ✓ *Saved*

Strategies for effectively connecting with the audience include _____.

- ☐ rational connection and evidence connection strategies
- ☐ relationship connection and audience connection strategies
- ☒ rational connection and relationship connection strategies
- ☐ power connection and driven connection strategies

Question 13 (1 point) ✓ *Saved*

Which of the following strategies can help avoid potential negative effects of the Internet on persuasion?

- ☐ Allow the algorithms to weigh the truth.
- ☐ Critique the author's point of view.
- ☐ Quickly scan for the main idea.
- ☒ Seek out like-minded posts.

Question 14 (1 point) ✓ *Saved*

What type of persuasive skill is being used in the following company statement?
"Some individual training budgets will be reduced so that everyone will be able to have equal access to training."

- ☐ offering evidence
- ☐ providing expert testimony
- ☐ considering cultural context
- ☒ appealing to common goals or values

Question 15 (1 point) ✓ *Saved*

Which of the following is an example of an explicit persuasive goal?

- ☐ to assure readers that the data provided is accurate
- ☐ to convince the readers that the facts in a report are correct
- ☒ to convince readers to fund a project
- ☐ to convince the reader that the writer is competent