

Exercise 1.1

The following are two excerpts from texts intended for different audiences. Given the content and language used in each text, what can you determine about the intended audience for each article? Write your response in the space below.

Sample 1

Intelligence: New Findings and Theoretical Developments

Studies estimate the heritability of IQ is somewhere between .4 and .8, but it really makes no sense to talk about a single value for the heritability of intelligence. The heritability of a trait depends on the relative variances of the predictors, in this case genotype and environment. The concept of heritability has its origins in animal breeding . . . In free-ranging humans, however, variability is uncontrolled, there is no “true” degree of variation to estimate, and heritability can take practically any value for any trait . . .

(excerpt from an article written by a group of psychologists and published in 2012 in *American Psychologist*)

Language: Fact-based. Requires some prior knowledge. Several terms I might have to look up. Some complex sentences.

Content: Background information assumed. Cites .4 vs. .8 variables – not sure what scale.

Intended Audience:

Sample 2

The Relationship Between Genetics and Intelligence

Some people have an IQ similar to that of their parents. In this case, we might ask ourselves whether genetics and environment both play a role in impacting IQ scores. The simple answer is this: yes. Researchers are working to discern the impact of household, heredity, or both. Some studies performed by psychologists show that genetics account for only half of an individual's intelligence. Therefore, many of them believe that the environment in which a person is raised has a strong influence on IQ scores.

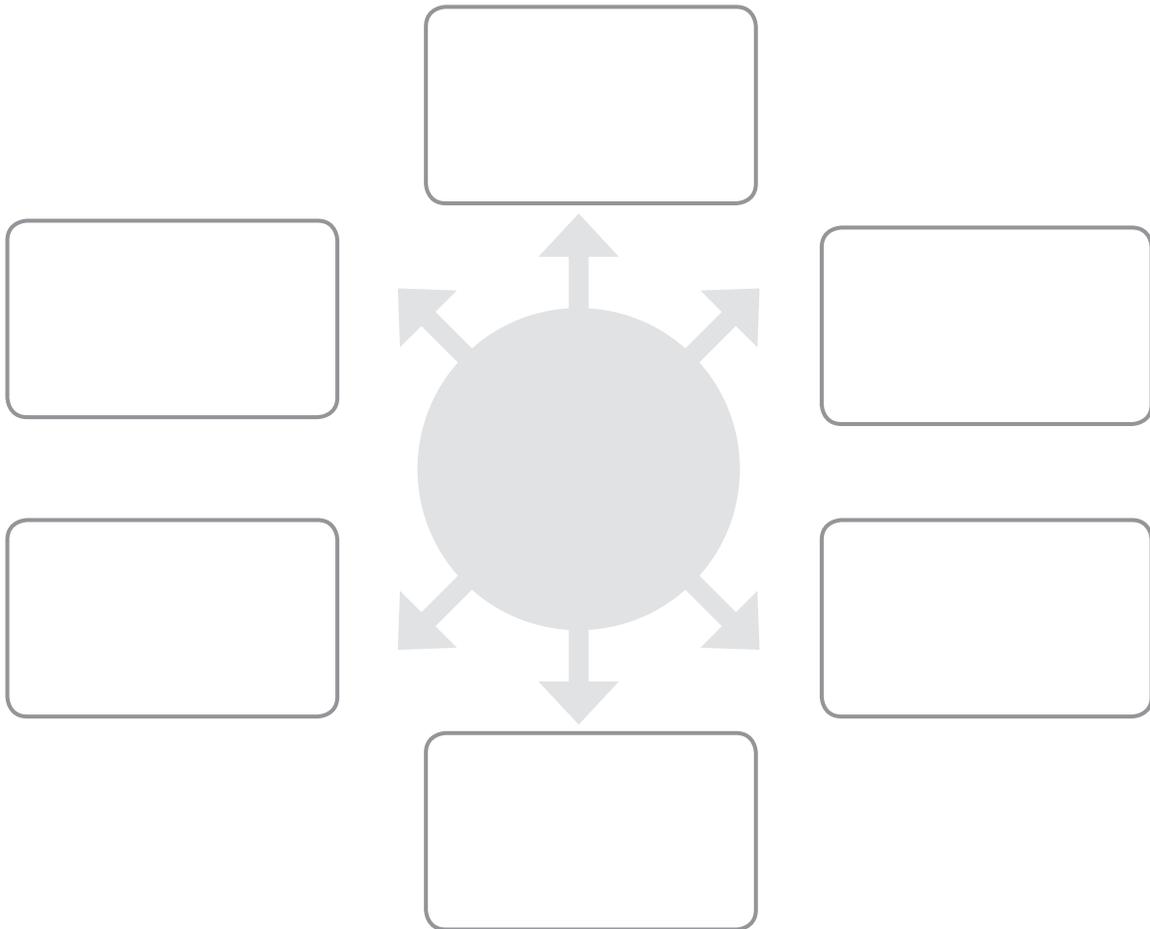
Language: Adult but more readable. Nothing to look up. Refers to psychologists and geneticists as "them." Refers to "we" and "our" kids with simple sentences.

Content: Background information provided. Uses general, simple information.

Intended Audience:

Exercise 1.2

Now try this strategy for yourself. If you have a current assignment in the pre-writing phase, write your potential topic in the middle of the space below. If you are in-between writings, choose a topic of interest to you. Then, fill in the boxes with related ideas. Feel free to add more boxes if you have more ideas! There is no limit with brainstorming.



Exercise 1.3

Edit the below paragraph, focusing on punctuation and spelling. There are twenty errors.

When your trying to decide on your career it is important to consider what you're strangths and weaknesses are. Consider your hobbies your extracurricular activities and the things you truly enjoy doing If youre still having trouble figuring it out you can talk to a counsilar at your school or take an online test to determine your top skill sets. Its ok to not know, right away what you are going to do when you finish school but it is important to try to focus as early as possible You don't want to waste alot of time on thinges that wont end up mattering to you, later in life. Talk to youre counselor and get some guidance. Its your future

Exercise 1.4

Identify the three parts of an introduction in the following paragraph by writing "hook," "background information," or "thesis statement" next to the example sentence.

_____ Life can be very dull for the person who has no interest in helping others.

_____ On the other hand, those who volunteer can get acquainted with interesting people, travel to faraway places, or find the pathway to an exciting career.

_____ Developing relationships, gaining travel experience, and learning new skills are three reasons why college students should be required to participate in a volunteer program.

Exercise 1.5

Highlight or underline the thesis statement in the following introduction. Then, answer the question below.

Bakers need their massive stand-alone mixers, cooks demand a shiny pot or pan for every conceivable use, and chefs want utensils that get the job done, but some kitchen gadgets are a waste of space. Consider the electric can opener. It takes up counter space. It makes a lot of noise. It is also a waste of energy. How hard is it to use a mechanical opener, after all? The electric can opener is one appliance home kitchens can do without.

How is the author going to support this claim?

Exercise 1.6

Fill in the paragraph outline below with causes and a concluding sentence based on the information in the topic sentence.

Topic Sentence: The sales assistant was half an hour late to work this morning.

Cause 1:

Cause 2:

Cause 3:

**Concluding
Sentence:**

Exercise 1.7

On a scale of 1 to 3 (1 = most important), rank the main points of the following order of importance paragraph outline. They are listed in no particular order.

Topic Sentence: Wild animals should be protected in every country for three reasons.

_____ **Point:** Wild animal conservation preserves the balance of ecological environments.

_____ **Point:** Wild animals are beautiful and interesting to observe.

_____ **Point:** Protecting wild animals would encourage cooperation among many groups of people.

Concluding Sentence: Wild animals should be protected in every country because conservation preserves ecological balance, wild animals are beautiful and interesting, and protecting wild animals would encourage cooperation among groups of people.