**Chapter One: The Writing Process**

**Quiz**

**Short Answer Questions**

Give brief answers to the questions below. Try not to refer to the book when answering:

1. After reading Chapter One, describe three actions you will take in the planning stage, before writing a document.

2. What would you say are the differences in expectation between a business audience and an academic audience?

3. Describe a situation for which you would conduct a psychographic analysis of your audience.

4. Why are journalist questions useful during the planning stage of writing? What do they help you to accomplish?

5. Describe a real or hypothetical situation where communication created positive audience dynamics and one where it created negative audience dynamics.

**True/False Statements**

Decide if the following statements are true or false:

1. The length of a document depends on its genre.

2. You should write your document in the same order as you will deliver it, starting from introduction and leading to the last section.

3. You must always try to be as detailed as possible in business writing, and to include as much information as you know about a subject.

4. Different genres tend to be associated with different rhetorical techniques.

5. The ‘treatment’ stage of writing involves deciding what genres and media to use for a particular purpose.