1. Saying audiences are dynamic means that they...

   ☐ are hard to identify

   ☐ must be addressed in writing

   ☐ never agree

   ☐ change as they read

2. A concession is most effective when placed...

   ☐ before the case it protects

   ☐ after your strongest paragraph

   ☐ in the conclusion

   ☐ nowhere – never concede

3. Select **all** the components of style the CED names.

   ☐ word choice

   ☐ syntax

   ☐ length

   ☐ conventions

   Tick every correct option.

4. Irony is a poor choice in a timed exam essay because...

   ☐ it takes too many words

   ☐ the reader may miss the gap

   ☐ it is against the exam rules

   ☐ it is not on the syllabus

5. Which words in Douglass's sentence are modifiers that intensify his accusation?

   ☐ "Fourth of July"

   ☐ "gross" and "constant"

   ☐ "What" and "is"

   ☐ "I answer"

6. A modifier attaches to...

   ☐ the end of the sentence

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   ☐ whatever the writer intended

   ☐ the subject of the sentence

7. Select **all** the comparisons the CED names.

   ☐ similes

   ☐ statistics

   ☐ analogies

   ☐ metaphors

   Tick every correct option.

8. An analogy is safe as long as it is vivid.

   ☐ True ☐ False

9. To find irony structurally, look for literal content that _____ with its surroundings.

   _____

10. Select **all** the components you should choose deliberately.

    ☐ page count

    ☐ conventions

    ☐ syntax

    ☐ word choice

    Tick every correct option.

1. **change as they read**

   An argument that has just conceded is read by a slightly different reader.

2. **before the case it protects**

   The reader who then reads your claim has already decided you are fair.

3. **word choice; syntax; conventions**

   Style is the **mix** of the first three; length is not a component.

4. **the reader may miss the gap**

   A missed irony reads as an error, and you cannot explain yourself afterwards.

5. **"gross" and "constant"**

   They turn description into indictment.

6. **whatever is nearest to it**

   That is why misplacement changes the claim without announcing it.

7. **similes; analogies; metaphors**

   Anecdotes complete the list; statistics are evidence, not a comparison.

8. **False**

   It must borrow something the reader accepts; if it borrows what they dispute, it concedes the argument.

9. **clashes**

   Excessive praise beside damaging evidence is the classic signal.

10. **conventions; syntax; word choice**

    Those three are what style is made of.

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