

Writing Purposes

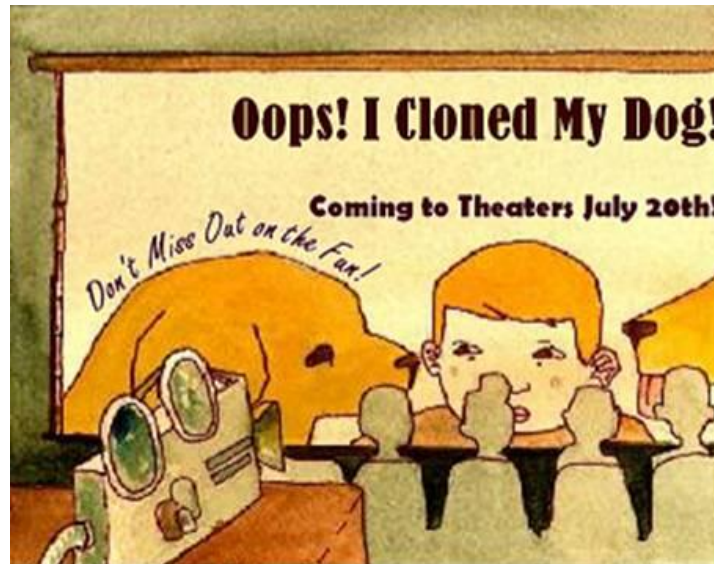
Question 1 .

When it comes to fitness, new ideas are cropping up all the time. One example can be found in the marathon, a long-distance race of 26 miles. A growing number of marathon runners have decided to ditch their traditional running shoes and hit the pavement in bare feet. Barefoot marathoners claim that running in shoes causes injuries and unnecessary stress on joints and muscles. Recent studies have found that people who run barefoot land first on the balls of their feet, then on the heels. This alignment is thought to reduce the risk of injury in runners. Running shoe manufacturers, however, state that their products are specifically designed to alleviate the physical strain caused by improper foot placement. Scientists are still studying the long-term effects of running barefooted.

The author wrote this article in order to

- ☐ A. introduce readers to the health benefits of running.
- ☐ B. inform readers about a new trend in fitness.
- ☐ C. entertain readers with a personal anecdote.
- ☐ D. convince readers to begin running marathons.

Question 2 .



What is the **best** way to describe how the advertisement tries to persuade the viewer to see the movie?

- ☐ A. It creates a sense of urgency by telling the viewer not to "miss out."
- ☐ B. It uses the animated characters to appeal to the viewer's inner child.
- ☐ C. It is a small advertisement, so it is easy on the eyes of the viewer.
- ☐ D. It uses a catching color scheme that is attractive to the eye.

Question 3 .**Guillotine Studios Beheads Competition**

Los Angeles, CA—Guillotine Studios reports that the new version of the Razr video game console will feature astounding graphics and “stupefying” 3D play, according to CEO Jack Devon. Devon explained that the studio had exceptional success in forwarding existing 3D technologies, and fans of the old Razr system will enjoy the upgrade.

“We’re all gamers too,” said Devon. “Guillotine isn’t going to release anything that doesn’t completely satisfy. I mean, the last thing I want my fans to think of when they hear the name Jack Devon is, ‘That guy’s a newb. What does he know?’”

Despite Mr. Devon’s witty remarks, financial backers for Guillotine are “completely satisfied.” Guillotine draws capital from several close-knit private investment firms, of which Tidwell Investments, Inc. is the largest. Steven Stanley, a spokesperson for Tidwell, had nothing but praise for Guillotine’s new system.

“I’ve seen the numbers,” said Stanley. “They make sense. Tidwell isn’t going to put up money for R&D that doesn’t make sense. We’re in the business of making cents. You can’t do that if you’ve got a crummy product.”

Mr. Stanley went on to announce that investors can expect Tidwell to license the technology so competitors can make use of it as well.

“It appears that with Guillotine’s new technology, old-fashioned games have gone the way of the dodo,” said Stanley.

While the success of the Razr console remains to be seen, both Guillotine and its investors are steadfastly confident the new upgrade will deliver results. Guillotine’s competitors are oddly silent, but Bettye Hawk, lead designer for Parachute, was not too impressed with the Razr release.

Hawk had this to say, “It’s all flash. Sure, they have some fancy graphics, but there are no games for the console. There’s no library. I think fans are going to get bored with it fast. It will be like playing 3D Pong over and over.”

However the competitors paint the picture, fans are eager to get their hands on the consoles. Lines are forming around the block at most stores. Some fans have been waiting in line for days for the release. Critics applauded Guillotine’s early release of the system, but the results have not yet come in. Right now, Guillotine and company are crossing their fingers in hope for a successful launch.

If the author of the selection wanted to write a personal opinion article to persuade readers that the Razr 3D is a great gaming system, which sentence should he or she include?

- ☐ A. Some people believe the Razr 3D will outsell all other gaming systems.
- ☐ B. The makers of Razr 3D claim to have created a revolutionary game system.
- ☐ C. One feature of Razr 3D is the ability to play online games with strangers.
- ☐ D. The Razr 3D makes all the other gaming systems look weak by comparison.

Question 4 .**Lois Pryce**

Not too long ago, Lois Pryce was deeply unhappy. She worked in an office in her native England, and as often as she could, she escaped the confines of the city on her beloved motorcycle. It gradually became harder and harder for her to return to her cramped cubicle at the BBC. Lois decided to quit her job and travel to the Americas.

On April 23, 2003, she began a long-distance motorcycle tour that stretched 20,000 miles from Alaska to Argentina. Along the way she encountered many dangers, including bears, engine failures, intense desert heat, and steep mountain roads. Lois' love of adventure continues to this day. In October of 2006, she completed a 10,000 mile motorcycle trip from Tunisia to Cape Town, South Africa. She and her husband, who is also a long-distance motorcycle expeditionist, are currently planning a trip together from London to India.

The main purpose of this passage is to

- ☐ A. inform the reader about a long-distance traveler.
- ☐ B. entertain the reader with an exciting fictional story.
- ☐ C. convince the reader to visit the Americas and Africa.
- ☐ D. persuade the reader to purchase a motorcycle.

Question 5 .

What's in a Name?

by J. Robbins

Have you ever read *War and Peace* or *Crime and Punishment* and been confused by the fact that the characters are called different names at different times? This trend in Russian literature reflects the fact that Russia, along with several other Eastern European countries, uses a patronymic naming system.

When a child is born in Russia, his or her parents only have to come up with one new name for their baby. This is the first, or given, name. Some common Russian first names are Ivan, Mikhail, and Aleksandra. First names can also be shortened into diminutives, which are similar to nicknames. One diminutive form of Aleksandra is Sashenka. Diminutives are used between close friends and family members.

A patronym follows the first name and is derived from the name of a person's father. It is based on this formula:

first name of father + suffix meaning "son of" or "daughter of."

Men's patronymics most often end with the suffixes –ovich, –evich, or –ich. Women's patronymics most often end with the suffixes –ovna, –evna, or –ichna. For example, Ivan, son of Mikhail, would be Ivan Mikhailovich, and Ivan's sister Aleksandra would be Aleksandra Mikhailovna.

Finally, the family's name follows the patronymic. Some Russian family names you may be familiar with are Tolstoy and Tchaikovsky. For many Russian women, last names are changed to add an –ova or an –a. If Aleksandra Mikhailovna married a man with the last name of Gorbachov, she would be Aleksandra Mikhailovna Gorbachova.

Respecting a person's naming system is one way of showing respect for his or her culture. When using the Russian patronymic naming system, there are some important things to remember. The use of all three names together is reserved for formal paperwork and public speeches. Addressing a person by his or her first name and patronymic together is considered polite. For example, this would be an appropriate form for a college student addressing a professor, two people meeting for the first time, or colleagues talking in a work environment. The use of a person's first name by itself is considered informal and occurs most often among friends or family members. Only very close friends and family members address a person by his or her patronymic alone—it would be impolite for a stranger or new acquaintance to do so.

Name order in the Russian patronymic system:

Fyodor	Mikhailovich	Dostoevsky
First/Given Name	Patronymic	Last/Family Name

The purpose of the final paragraph of the passage is to

- ☐ A. address issues of etiquette in using Russian names.
- ☐ B. persuade readers to experience Russian culture firsthand.
- ☐ C. recommend that readers study the Russian language.
- ☐ D. describe customs and rituals practiced in ancient Russia.

Question 6 .**The Williams Sisters**

Sporty siblings are not uncommon. Brothers Eli and Peyton Manning both have promising football careers. Twins Tiki and Ronde Barber (football) and Bob and Mike Bryan (tennis) have also played a role in the history of their sports. But sisters Venus and Serena are two of the most famous siblings in the history of professional sports.

Together, the Williams sisters have dominated the world of professional tennis in the more than 10 years since they went pro. They consistently win the four most important tournaments, or Grand Slams, in the World Tennis Association: the U.S. Open, French Open, Australian Open, and Wimbledon.

As two of the world's best players, Serena and Venus met in six of the eight Grand Slam championships they competed in from the U.S. Open in 2001 to Wimbledon in 2003. Serena won all but one of those matches. In all, she has won eight Grand Slam titles, and Venus has won seven. The pair has also won seven major doubles championships together.

The older sister, Venus, started a comeback in their sibling rivalry by winning the 2008 Wimbledon finals against Serena. During the match, Venus' serves reached speeds of more than 120 miles per hour.

Which of these is the main purpose of the article above?

- ☐ A. to instruct readers on how to get their siblings to play tennis, too
- ☐ B. to convince readers to join a sport with their sisters and brothers
- ☐ C. to entertain readers with a humorous story about the Williams sisters
- ☐ D. to inform the readers about the Williams sisters' tennis careers

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“We’re all gamers too,” said Devon. “Guillotine isn’t going to release anything that doesn’t completely satisfy. I mean, the last thing I want my fans to think of when they hear the name Jack Devon is, ‘That guy’s a newb. What does he know?’”

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“I’ve seen the numbers,” said Stanley. “They make sense. Tidwell isn’t going to put up money for R&D that doesn’t make sense. We’re in the business of making cents. You can’t do that if you’ve got a crummy product.”

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However the competitors paint the picture, fans are eager to get their hands on the consoles. Lines are forming around the block at most stores. Some fans have been waiting in line for days for the release. Critics applauded Guillotine’s early release of the system, but the results have not yet come in. Right now, Guillotine and company are crossing their fingers in hope for a successful launch.

What is the **best** way to describe the purpose of this reading selection?

- ☐ A. to prevent readers from buying video games
- ☐ B. to entertain readers with a story about gaming
- ☐ C. to persuade readers to get new gaming systems
- ☐ D. to inform readers of a new video game system

Question 8 .

The director William Friedkin said that the Academy Awards is "the greatest promotion scheme that any industry ever devised for itself," and he is correct. The Academy of Motion Picture Arts and Sciences, an organization of film industry professionals, schedules its awards show every year to occur in the spring. The Academy gives out the awards, called Oscars, for the best performances, scripts, songs, films, and technical advances from the preceding year. The Academy names its own nominees. Its members vote on these nominees. The Academy tabulates these votes and announces the winner. There are many opportunities for fraud or promotion. In fact, the nominees often campaign for an award because the status increases ticket and video sales.

There have been over 80 annual award shows. The Academy has not missed a year since 1929. In 1981, the Academy postponed the show for one day out of respect for then President Ronald Reagan who was recovering after a failed assassination attempt.

Those 80 years have seen many questionable films win awards that did not hold up to the test of time. In fact, many critics claim that certain members of the film community determine the winners well ahead of time. While these critics will never be able to prove their claim, it makes sense because the Academy developed the awards as a publicity campaign.

Which of the following represents an ethical appeal made by the author?

- ☐ A. "The director William Friedkin said that the Academy Awards is 'the greatest promotion scheme that any industry ever devised for itself,' and he is correct."
- ☐ B. "In 1981, the Academy postponed the show for one day out of respect for then President Ronald Reagan who was recovering after a failed assassination attempt."
- ☐ C. "The Academy gives out the awards, called Oscars, for the best performances, scripts, songs, films, and technical advances from the preceding year."
- ☐ D. "The Academy of Motion Picture Arts and Sciences, an organization of film industry professionals, schedules its awards show every year to occur in the spring."

Question 9 .

The main purpose of the visual above is to

- ☐ A. express an opinion about popular photographs.
- ☐ B. inform photographers about lighting issues.
- ☐ C. entertain with pretty pictures of beaches.
- ☐ D. persuade photographers to buy this magazine.

Question 10 .

What's in a Name?

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Men's patronymics most often end with the suffixes –ovich, –evich, or –ich. Women's patronymics most often end with the suffixes –ovna, –evna, or –ichna. For example, Ivan, son of Mikhail, would be Ivan Mikhailovich, and Ivan's sister Aleksandra would be Aleksandra Mikhailovna.

Finally, the family's name follows the patronymic. Some Russian family names you may be familiar with are Tolstoy and Tchaikovsky. For many Russian women, last names are changed to add an –ova or an –a. If Aleksandra Mikhailovna married a man with the last name of Gorbachov, she would be Aleksandra Mikhailovna Gorbachova.

Respecting a person's naming system is one way of showing respect for his or her culture. When using the Russian patronymic naming system, there are some important things to remember. The use of all three names together is reserved for formal paperwork and public speeches. Addressing a person by his or her first name and patronymic together is considered polite. For example, this would be an appropriate form for a college student addressing a professor, two people meeting for the first time, or colleagues talking in a work environment. The use of a person's first name by itself is considered informal and occurs most often among friends or family members. Only very close friends and family members address a person by his or her patronymic alone—it would be impolite for a stranger or new acquaintance to do so.

Name order in the Russian patronymic system:

Fyodor	Mikhailovich	Dostoevsky
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The main purpose of the passage is to

- ☐ A. explain symbolism and themes in popular Russian literature.
- ☐ B. persuade readers to adopt the patronymic naming system.
- ☐ C. recommend changes to the current practice of naming babies.
- ☐ D. provide information about a practice that is common in Russia.

Question 11 .

Man Aims for New Snake-Kissing Record

KUALA LUMPUR, Malaysia—A kiss is just a kiss, but it may prove to be the kiss of death for a Malaysian snake charmer who will attempt to set a new world record by planting 50 smooches on a venomous snake in 10 minutes.



AFP/File Photo: A snake charmer swallows the head of a snake in Khadaitala, India.

Shahimi Abdul Hamid, 33, will perform the dangerous feat on March 11 in a bid to break the current record held by an American man who kissed a poisonous snake 30 times in an unspecified time, the national news agency Bernama said Thursday.

Shahimi has urged Malaysians to support him in his endeavor, saying he "wants to prove that Asians can also be champions in taming poisonous snakes."

While many are urging him on, many animal groups are protesting the event calling it a "stunt." "We believe this is a clear-cut case of an animal being exploited," said Donna Troy of People Against Animal Exploitation. "Shahimi should respect these animals the way they respect people."

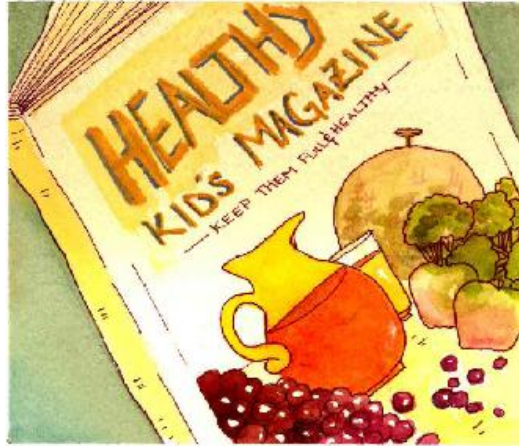
Shahimi could not be reached for comments.

Bernama said Shahimi displayed his prowess at a news conference late Wednesday by kissing a three-meter long King Cobra 21 times. His bid in March will be filmed by U.S. television show *Ripley's Believe It Or Not*, Bernama said.

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What is the **best** way to describe the purpose of this reading selection?

- ☐ A. to persuade readers to try to break various world records
- ☐ B. to describe to readers how a person can kiss poisonous snakes
- ☐ C. to inform readers about a man trying to set a world record
- ☐ D. to entertain readers with a story about a man who loves snakes

Question 12 .

Which of the following articles would best fit the primary purpose of this magazine's issue?

- ☐ A. "Exercise at Work"
- ☐ B. "Healthy After-School Snacks"
- ☐ C. "Running with Your Dog"
- ☐ D. "Pirate Party Fun"

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Name order in the Russian patronymic system:

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What is the primary purpose of the visual included with the passage?

- ☐ A. It advertises a major Russian author who has written about patronymic systems.
- ☐ B. It shows that the Russian patronymic naming system is becoming obsolete.
- ☐ C. It introduces the name of the inventor of the Russian patronymic naming system.
- ☐ D. It provides an example of the proper usage of the Russian patronymic system.

Question 14 .

How to Avoid Sharks

Considering that hundreds of millions of people participate in water activities stimulating to sharks, the chances of being attacked by a shark are pretty low. Only 71 shark attacks occurred worldwide in the year 2007, and only one resulted in a casualty. If you are still concerned, however, take these simple precautions to stay on top of the food chain.

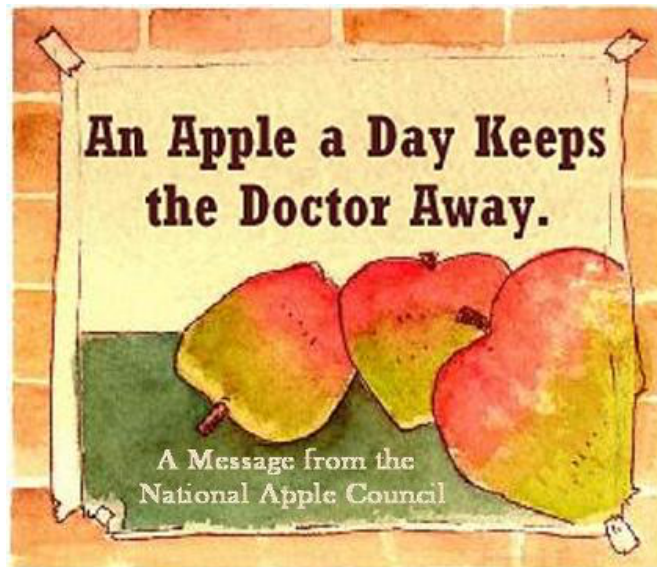
First of all, stay in groups. Sharks are more likely to attack a solitary individual. Also, avoid areas where sharks are likely to feed, such as fishing spots, drop offs, sand bars, and river mouths, and enjoy the ocean during the day because sharks most often hunt at night, dusk, and dawn.

Like any good predator, sharks know what to look for when hunting. Reflections of light often come from fish scales, and the scent of blood is a telltale sign of life. For these reasons, make sure to take off any shiny jewelry, avoid wearing bright and contrasting colors, such as yellow and orange, and stay out of the water if you are bleeding or menstruating. If you do encounter a shark, get out of the water as calmly and quickly as possible.

What is the **best** way to describe the purpose of this reading selection?

- ☐ A. to persuade readers to care for sharks
- ☐ B. to express an opinion about sharks
- ☐ C. to entertain with a story about sharks
- ☐ D. to teach readers how to avoid sharks

Question 15 .



The publishers of this advertisement want readers to believe that apples can

- ☐ A. prevent sickness and promote health.
- ☐ B. increase apple sales.
- ☐ C. improve good eating habits.
- ☐ D. strengthen children's bodies.

Question 16 .

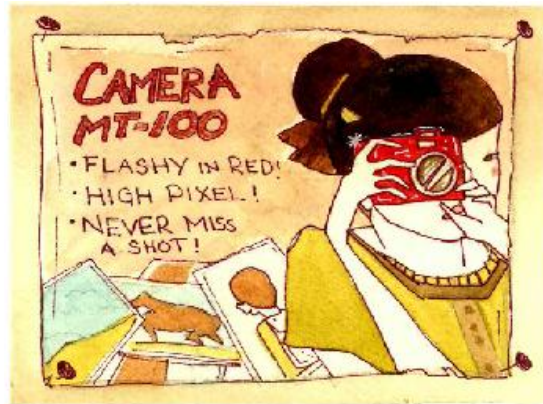
Buy Nothing Day

Black Friday, the day after Thanksgiving, is one of the busiest shopping days in the United States. However, a small but growing group of people is choosing not to participate in Black Friday but to celebrate Buy Nothing Day instead. Buy Nothing Day was created in 1992 by Canadian artist Ted Dave. The purpose of the event is to avoid buying unnecessary goods just for the sake of spending money. On Buy Nothing Day, some people go to shopping malls and cut up their credit cards to protest consumer debt, while others leave the shopping malls altogether and spend their day enjoying nature. Since its inception, Buy Nothing Day has become an international event, and it is now celebrated in over 65 countries, including the United Kingdom, Israel, Japan, New Zealand, and Norway. Participants in the event hope to inspire others to consume less and conserve more.

What is the best way to describe the purpose of this reading selection?

- ☐ A. to persuade readers to cut up their credit cards
- ☐ B. to entertain readers with a humorous satire
- ☐ C. to inform readers about an international event
- ☐ D. to teach readers how to get out of financial debt

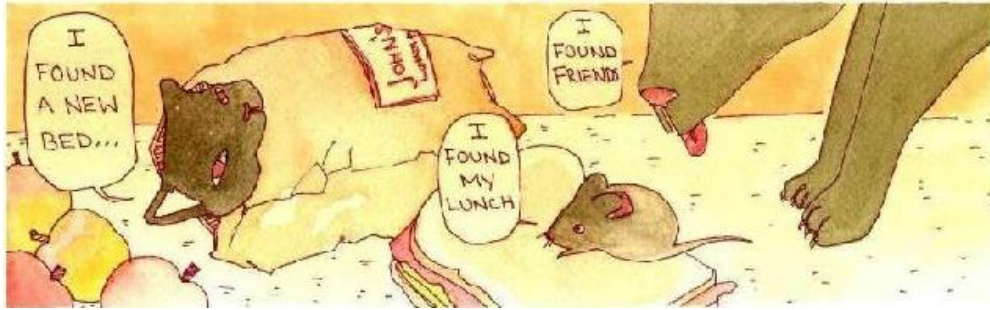
Question 17 .



The image and text above were primarily designed for what purpose?

- ☐ A. to entertain people and make them laugh
- ☐ B. to inform people about using the camera
- ☐ C. to convince people to work for the company
- ☐ D. to persuade people to buy the camera

Question 18 .



The cartoonist created this comic to

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- ☐ A. entertain the reader with a story about a cat, a mouse, and a dog.
- ☐ B. illustrate how cats, dogs, and mice do not always get along.
- ☐ C. describe a dog, a cat, and a mouse's relationship.
- ☐ D. inform the reader how pets usually live on the streets.

Question 19 .

Man Aims for New Snake-Kissing Record

KUALA LUMPUR, Malaysia—A kiss is just a kiss, but it may prove to be the kiss of death for a Malaysian snake charmer who will attempt to set a new world record by planting 50 smooches on a venomous snake in 10 minutes.



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If the author of this article wanted to **persuade** people to take action against Shahimi, what would be a good phrase to include?

- ☐ A. Many of the world's deadliest snakes are found in Australia and Africa, such as the tiger snakes and black mambas.
- ☐ B. The current world-record holder, Gordon Cates from Florida, kissed 10 monocle cobras and a 15-ft. king cobra.
- ☐ C. The public should boycott Shahimi to send the message that dignity is more important than world records.
- ☐ D. Shahimi will use only his bare hands to protect himself whereas the current world-record holder used an iron bar.

Question 20 .

The first time I entered a kitchen was in my father's Italian restaurant, Mario's on the Square. I was probably around three years old. Right away, my father put me to work scrubbing potatoes. I can still remember my chubby little fingers struggling to get the potatoes clean enough for his approval. I worked (without pay) at Mario's on the Square after school. Every birthday, my father would give me cookbooks and biographies of famous chefs like Julia Child and Jacques Pépin. My father was determined that I would follow in his footsteps, and he always got what he wanted.

The first time I saw a motorcycle was in my uncle's garage. He had just returned from a long-distance ride across several states. When I saw the gleaming chrome and inviting leather, something inside of me clicked. I began to read everything I could about motorcycles, and I would visit my uncle at least once a week to watch him tune up his bike. After a while, my father began to notice my newfound passion. We argued constantly—he wanted me to “quit messing around with those stupid bikes” and focus on my future. I already knew that motorcycles were my future, not cooking. Over time, we came to respect each other and our different passions. The day my father went for a ride with me on my motorcycle was one of the best days of my life.

Which of these best describes the author's purpose for writing?

- ☐ A. to inform readers of healthy ways to deal with conflict
- ☐ B. to advertise the author's ability to tune up motorcycles
- ☐ C. to entertain readers with the author's personal history
- ☐ D. to persuade readers to enjoy outdoor, not indoor, activities

Answers

1. B
2. A
3. D
4. A
5. A
6. D
7. D
8. A
9. D
10. D
11. C
12. B
13. D
14. D
15. A
16. C
17. D
18. A
19. C
20. C

Explanations

1. This article focuses on the new trend of running barefoot in marathons. The author does not use persuasive language or personal anecdotes in the article. Instead, he or she uses factual language to inform readers about this new trend in fitness.
2. One part of the ad contains the phrase "**DON'T MISS OUT ON THE FUN!**" Another part of the ad has the date when it will be in theaters, which means they want you to see the movie on the day it opens. They play on the idea that you will miss out if you don't see it on opening day.
3. The statement, "The Razr 3D makes all the other gaming systems look weak by comparison," is the only answer choice that expresses a personal opinion. The correct answer shows how the tone changes when the author writes about his or her personal opinion.
4. This passage provides information about Lois Pryce, a woman who has made two major journeys by motorcycle. The author does not try to convince the reader to travel or persuade the reader to buy a motorcycle. The facts and dates mentioned in the text show that the passage is not a fictional story. The purpose of the passage is to inform the reader about a long-distance traveler named Lois Pryce.
5. In the final paragraph of this passage, the author states that respecting the Russian naming system is a way of respecting Russian culture. Then, the author discusses "some important things to remember" about using the Russian patronymic naming system. The main purpose of this paragraph is to address issues of etiquette in using Russian names.
6. The article is not meant to entertain, instruct, or persuade. It gives information and lists facts about sisters and world-renowned tennis players, Venus and Serena Williams.
7. The author's purpose is to inform readers of the release of the Razr 3D game console. The author does not express a personal opinion about the game console.
8. An ethical appeal is an argument based on the expertise, morality, or integrity of the person making the statement. The author of this passage quotes William Friedkin, a Hollywood director, in an attempt to provide support to the claim that the Academy Awards ceremony is a publicity stunt. The other choices do not appeal to the integrity or character of anyone.
9. The visual is an example of an advertisement. Advertisements almost exclusively have the purpose of persuading. Ads may give the reader more information about the product, but they only provide that information with the hopes that the reader will buy or do something.
10. This passage describes several aspects of the patronymic naming system used in Russia and other countries. The author does not discuss symbolism or themes in Russian literature, recommend changes to current naming practices, or persuade readers to adopt the patronymic system. The passage is mainly intended to provide information about a practice that is common in Russia.
11. The passage is about a man looking to set a world record for kissing a snake. The author doesn't make any plea to the audience to change this event or to influence the event. The author is simply informing the audience, who may not be aware about this man and his event.
12. The words "Keep Them Full and Healthy" are written just below the title of the magazine, and the main picture of the cover shows different types of healthy food. The reader can tell that this issue of *Healthy Kids Magazine* is devoted to the health of children. The featured articles will most likely deal with nutrition and healthy foods. "Healthy After-School Snacks" sounds like an article that would help promote smart eating for students after school.

- 13.** The second, third, fourth, and fifth paragraphs of this passage discuss the proper name order in the Russian patronymic naming system. The visual at the end of the passage demonstrates the proper name order of well-known Russian author Fyodor Mikhailovich Dostoevsky. This visual aid is intended to help the reader understand the material discussed in the passage.
- 14.** Recipes, how-to guides, or directions all have the same purpose: to teach or instruct. In this case, the passage is instructing the reader on how to avoid sharks.
- 15.** The advertisement says, "An Apple a Day Keeps the Doctor Away," so the reader can infer that the council believes apples prevent sickness and death.
- 16.** This passage provides information about Buy Nothing Day, an international event that encourages people to avoid unnecessary spending. The author does not teach readers how to get out of debt or persuade them to cut up their credit cards. The factual tone used in the passage suggests that it is not a humorous satire. The main purpose of the passage is to inform.
- 17.** The image and text come together to form an advertisement. While the ad does provide information about the camera, its main purpose is to get people to buy it. The camera is described as a high pixel camera and is said to never miss a shot. These specific pieces of information were carefully chosen to convince people to buy the camera.
- 18.** In this case, the cartoon shows a cat, a mouse, and a dog making friends and playing nice. The cartoonist created a silly comic to entertain the reader with a story about a cat, a dog, and a mouse.
- 19.** In order to persuade someone into action, you must provide a rallying cry or propose a solution to the problem. In this case, the solution is starting a boycott in order for Shahimi to realize the snakes he performs with are being exploited.
- 20.** This passage contains the first-person account of the author's early life. The author describes his/her family relationships and his/her passion for motorcycles. The passage is mainly intended to entertain readers with the author's personal history.