

Note: If the student's name is not written correctly: - 01

STANDARD ANSWER

N°	Statement	True/ False
01	In informative writing, it is not important how the information is organized as long as it is interesting.	False
02	Denotation refers to the emotional and imaginative associations surrounding a word and is used a lot in scientific texts.	False
03	Charts, tables, figures, pictures,... play an important role in science.	True
04	The abstract summarizes the main results of the research.	False
05	Anything that is written with the aim to explain a topic or idea to the reader is scientific writing.	False
06	Do not divide one-syllable words, no matter how long the word may be.	True
07	Avoid the use of words that create the “want and need” in advertising messages.	False
08	Advertising is a group of persuasive strategies used to promote selling.	True
09	The purpose of informative writing remains the same: it must clearly and accurately relate essential information.	True
10	The language of science is characterized by impersonal style, which is realized by the frequent use of the active voice.	False
11	Literary use of language is full of human impulse and human pleasure.	True
12	Appendices are not optional	False

13	The Pun is a wordplay that exploits multiple meanings of a word.	True
14	The “Logo” is a short and memorable word or phrase used in advertising.	False
15	In scientific text subject-matter takes priority over the style of the linguistic medium.	True
16	Simple mistakes like using a wrong date can seriously hurt your credibility as a writer.	True
17	A figure of speech is a deviation from the ordinary use of words in order to increase their effectiveness; they are very common in research papers.	False
18	The main types of media used in advertising are: printed, dynamic and New media.	True
19	Good writers spark their readers’ interest trough memorable quotations, compelling examples, vivid details,....	True
20	Slogan: a symbol or other small design adopted by an organization to identify its products, uniform,...	False

Good Luck!
