1) How does correct, careful language use directly reflect your character?

**Answer:** Your mastery of the written word demonstrates your attentiveness to detail, your ability to think and express yourself clearly and your level of professionalism.

2) Name three reasons why mastery of grammar and word use is more important than ever.

**Answers:**

I. Learned disregard for correct word use: Through texting, tweeting, and other forms of electronic communication, your generation has grown up using words in casual ways that undermine your ability to communicate professionally.

II. The culture of traditional journalism versus the culture of online journalism: In this new era of electronic journalism and round-the-clock news cycles, the ease of publishing on the Internet has lowered the standards for correct, concise, powerful language use.

III. The decline and fall of editing: Today’s struggling newspapers have vastly reduced the number of editors on staff. Therefore, journalists can no longer rely as much on editors to proofread their writing. More than ever before, today’s journalists must also be their own editors.

3) Name three lessons we can learn from email communication in the corporate world.

**Answers:**

I. Clear written communication matters in all workplaces, not just the corporate world.

II. Media writers should not adopt the cavalier attitude toward grammatical conventions
that comes from texting, messaging and posting quirky updates.

III. Just because you can type fast doesn’t mean you should write fast.

4) Explain the importance of becoming a “unitasker” when writing.

   **Answer:** When you multitask, you not only make far more errors than you would if you concentrated on each task individually, but you also take far longer to complete the tasks than if you had focused on each in a sequence.

5) Based on your own experience as a media writer and a reader, give an example of why it is important to have different writing rules for various forms of communication.

   **Answer:** Answers will vary.