

AUTHOR'S TONE

EXERCISES: Circle the letter for the word that best completes the statement following each passage.

Happy Hogs Make Better Bacon. Pig farmers can really bring home the bacon if they reduce the stress in their swine's lives. That's because happy hogs produce pork that's tastier, more tender, and sells for more at the market. That's why Canadian food scientist Andre Fortin is developing a list of stress factors that pig farmers should consider. First, to give your porkers peace of mind, don't force them to co-mingle with strange pigs in marketing yards. That's a disturbing ordeal. Likewise, rides to the slaughterhouse should be as long as possible because short rides are stressful. And don't make your pigs wait around to be killed. Waiting for the butcher to slit a throat is unsettling for hogs.

--From the National Examiner, October 25, 1988.

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1. The author of this passage has created a tone that can be described as
 - a. evasive
 - b. farcical
 - c. joyous
 - d. frustrated

All science is subject to bias. This is especially true for social scientists. Since human behavior is their area of study, they are actually part of the subject matter. Furthermore, human behavior patterns vary from one place to another and from one group to another. This is in contrast to the subject matter of the natural sciences. When a chemist studies hydrogen, he can assume that one hydrogen atom is very much like another, wherever it is found, and that the conditions surrounding it can be quite accurately controlled. The same is true when a physicist measures a metal bar; he can be quite sure that it will not stretch or shrink in length as long as natural conditions are the same. This is why Earl Babbie quotes economist Daniel Suits, who calls the natural sciences the "easy science" because of the predictable nature of their subject matter.

--From Megginson et al., Business.

2. If the author were delivering this passage orally, his or her tone of voice would probably be
 - a. loving
 - b. ghoulish
 - c. excited
 - d. objective

An occult expert warned a couple to destroy a valuable Egyptian statue and purge its evil forces. “It’s evil,” Paul and Karen Graham were told after they fished the foot-high statue from a river. “Build a bonfire and hurl the cursed thing into the flames!” The Grahams received the warning from medium Michael Biswell, who thinks the statue was used in occult worship. Biswell threw the figure into the river in an attempt to exorcise its evil influence.

*--From The National Examiner, October 25, 1988.
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3. The author of this passage has created a tone (mood, feeling) that can be described as
- ironic
 - hard
 - outraged
 - straightforward

A loving mother has promised to buy a new face for her hideously deformed daughter born with no nose and two tiny slits for eyes.

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4. The author of this passage has created a tone that can be described as
- intimate
 - sensationalist
 - outspoken
 - obsequious

The notion of women as property is also reflected in some Old Testament views regarding prostitution and rape. Because each woman belonged to a man, rape was essentially theft. A man who raped the daughter of another man had to either pay the father or marry the daughter in order to be absolved. It was not considered a crime for a father to sell sexual access to his daughter to other men. A daughter who was legitimately prostituted in this way could marry another Jew; later some religious leaders even maintained that she could marry a priest. But if a daughter gave herself sexually to a man of her choosing, depriving her father of a fee, she committed a capital crime.

--From Allgeier and Allgeier, Sexual Interactions

5. If the author were delivering this passage orally, his or her tone of voice would probably be
- solemn
 - excited
 - pathetic
 - nostalgic

According to the principle of insurable interest, no one can be insured unless he or she stands to suffer financially or emotionally when a loss occurs. The main reason for this requirement is to permit measurement of the extent of the loss. For example, ownership conveys an insurable interest in property, since its loss by fire, theft, or disaster would mean a loss of assets.

--From Megginson et al., Business

6. The author of this passage has created a tone (mood, feeling) that can be described as
- awestruck
 - intimate
 - formal
 - pathetic

In the United States a *real* boy climbs trees, disdains girls, dirties his knees, plays with soldiers, and takes blue for his favorite color...In college the boys smoke pipes, drink beer, and major in engineering or physics...The real boy matures into a “man’s man” who plays poker, goes hunting, drinks brandy, and dies in the war.

--From Hyde, Half the Human Experience: The Psychology of Women

7. The author of this passage has created a tone that can be described as
- ridiculing
 - cynical
 - distressed
 - evasive

Helen Wallenda began urging Karl, her husband, to retire from the high wire in 1970 when he was sixty-five years old. He’d reply: “Look, honey, let me do it as long as the good Lord lets me.” “He’s up there with me.” She’d respond: “How will you know when He tells you to stop?” “When He leaves me, I’ll know,” Karl said. Before stepping out on the wire, the greatest high-wire performer in circus history always put a piece of candy into his mouth to prevent nausea and said silently, “God, Please...”

--From Megginson et al., Business

8. If the author were delivering this passage orally, his or her tone of voice would probably be
- reverent
 - grim
 - nostalgic
 - evasive

They want me to make a few remarks at the start of tonight’s meeting? No problem, I say. I bring along an index card scribbled over with key phrases, and, when the moment arrives, I mount the stage. The hall is packed. I sit among the other speakers, hands folded, smiling genially and remembering not to sprawl in my chair. But as the meeting is being called to order, strange things start happening to my body. My legs go rubbery, for one thing. Unaccountably, my knees begin knocking like castanets. I grasp the lectern firmly with both hands to prevent fainting, and resist the temptation to drape myself over it like one of those melting watches in a painting by Dali. I’m sure it wouldn’t do to speak from a sitting position on the floor *behind* the thing, but still—it’s an appealing notion.

*--From Newman, *Communicating in Business Today**

9. The author of this passage has created a tone (mood, feeling) that can be described as
- a. cruel
 - b. serious
 - c. sympathetic
 - d. playful

Stop wishing and dreaming. A beautiful bosom — one that you’ve always wanted can be yours in the privacy of your own home. Why be unhappy, settle for less or consider costly or painful alternatives? If you are not completely satisfied with your bust, we have good news for you. We are proud to introduce FORM U, the breast crème formulation that takes over and gives you a beautiful bust. FORM U breast crème is completely safe to use, manufactured with the purest and finest ingredients. Thousands of women have used FORM U crème with great success.

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10. The author of this passage has created a tone that can be described as
- a. optimistic
 - b. prayerful
 - c. critical
 - d. uneasy

