

# CHAPTER 1 TEST BANK

## MULTIPLE-CHOICE QUESTIONS

Ans: d  
Difficulty: easy  
pp. 3-6  
Skill: conceptual  
Topic: What public speaking has to offer you  
LO: 1.1-1.3

1. Public speaking classes are valuable because
  - a. effective speakers tend to be more successful.
  - b. they contribute to one's personal growth.
  - c. they make for better democratic citizens.
  - d. all of the above are correct.

Ans: a  
Difficulty: easy  
p. 4  
Skill: conceptual  
Topic: What public speaking has to offer you  
LO: 1.2

2. Why is freedom of speech important?
  - a. It is crucial to a healthy democracy.
  - b. It allows you to say whatever you wish.
  - c. It equates to success in the workplace.
  - d. It is one of the five "great arts" of rhetoric.

Ans: b  
Difficulty: medium  
p. 14  
Skill: conceptual  
Topic: Introduction to communication  
LO: 1.6

3. \_\_\_\_\_ occurs when audience members experience a shared sense of purpose with a speaker.
  - a. Communication
  - b. Identification
  - c. Personification
  - d. Actualization

Ans: a  
Difficulty: medium  
pp. 2-3  
Skill: conceptual  
Topic: Introduction to communication  
LO: 1.1-1.3

4. From your readings, "finding your voice" as a public speaker entails all of the following *except*
  - a. learning how to influence audiences on any subject.
  - b. learning to put together and present speeches.
  - c. learning more about yourself and the topic you care about.
  - d. discovering your place in society.

Ans: a  
Difficulty: medium  
p. 6  
Skill: factual  
Topic: Introduction to communication  
LO: 1.3

Ans: b  
Difficulty: medium  
p. 11  
Skill: conceptual  
Topic: Introduction to communication  
LO: 1.5

Ans: d  
Difficulty: hard  
pp. 7-8  
Skill: factual  
Topic: Introduction to communication  
LO: 1.5

Ans: d  
Difficulty: easy  
pp. 2-5  
Skill: conceptual  
Topic: What public speaking has to offer you  
LO: 1.1

Ans: b  
Difficulty: easy  
p. 12  
Skill: factual  
Topic: Introduction to communication  
LO: 1.5

5. What is a stereotype?
  - a. a generalized picture of a race, gender, or nationality
  - b. a value-free generalization of other people
  - c. any generalization about a set of facts or statistics
  - d. a generalized image about political realities
6. Audience expectations best characterize the \_\_\_\_\_ of public speaking transactions.
  - a. interactive site
  - b. psychological setting
  - c. main obstacle
  - d. physical context
7. Which of the following figures is credited with discussing the three genres of deliberative, forensic, and ceremonial speaking?
  - a. Cicero
  - b. Quintilian
  - c. Plato
  - d. Aristotle
8. Which of the following is not one of the skills that public speaking courses can help you develop?
  - a. coping with communication anxiety
  - b. performing more successfully in the workplace
  - c. developing your critical listening skills
  - d. sharpening your motor skills
9. \_\_\_\_\_ refers to the messages listeners send back to a speaker while he or she is speaking.
  - a. Interference
  - b. Feedback
  - c. Alliteration
  - d. Backtalk

Ans: a  
Difficulty: hard  
p. 8  
Skill: factual  
Topic: Introduction to communication  
LO: 1.4

Ans: b  
Difficulty: medium  
p. 10  
Skill: applied  
Topic: Introduction to communication  
LO: 1.5

Ans: b  
Difficulty: easy  
p. 3  
Skill: factual  
Topic: What public speaking has to offer you  
LO: 1.1

Ans: d  
Difficulty: medium  
pp. 15-16  
Skill: conceptual  
Topic: What public speaking asks of you  
LO: 1.7

Ans: c  
Difficulty: hard  
p. 4  
Skill: factual  
Topic: What public speaking has to offer you  
LO: 1.2

10. Who wrote the classic dialogue on communication ethics entitled *Phaedrus*?

- a. Plato
- b. Aristotle
- c. Socrates
- d. Cicero

11. When listening to a speech, Joe is distracted by the sound of students yelling in the hallway. Which of the following barriers to effective communication does this example refer to?

- a. acoustic haze
- b. interference
- c. cultural barrier
- d. semantic noise

12. According to the NACE study, \_\_\_\_\_ skills are considered to be the most important attribute for securing professional level employment.

- a. written communication
- b. oral communication
- c. body language
- d. personal hygiene

13. Responsible knowledge includes all of the following *except*

- a. main points of concern.
- b. what the experts say.
- c. recent events and discoveries.
- d. abstract truths that always apply.

14. The first amendment of the constitution guarantees what two freedoms?

- a. speech and trial by jury
- b. speech and privacy
- c. speech and religion
- d. speech and gun ownership

Ans: b  
Difficulty: medium  
p. 6  
Skill: factual  
Topic: What public speaking has to offer you  
LO: 1.3

Ans: a  
Difficulty: medium  
p. 5  
Skill: factual  
Topic: What public speaking has to offer you  
LO: 1.3

Ans: d  
Difficulty: hard  
p. 18  
Skill: applied  
Topic: What public speaking asks of you  
LO: 1.7

Ans: c  
Difficulty: medium  
p. 16  
Skill: factual  
Topic: What public speaking asks of you  
LO: 1.7

15. Which popular metaphor is widely criticized for creating a monolithic stereotype of American culture?

- a. “cultural stew”
- b. “melting pot”
- c. “western cowboy”
- d. “harmonious choir”

16. \_\_\_\_\_ refers to the tendency to presume that our culture is “right” and the standard against which other cultures should be judged.

- a. Ethnocentrism
- b. Nationalism
- c. Egocentrism
- d. Culturalism

17. Lisa agrees with her representative in Congress on tax cuts, but is concerned that her use of fear appeals and personal attacks is undermining the integrity of dialogue on the subject. Lisa’s concerns best reflect what basic principle of ethical public speaking?

- a. moral community building
- b. avoiding academic dishonesty
- c. respect for the integrity of ideas and information
- d. a concern for consequences

18. What is the effect of quoting out of context?

- a. using experts to verify ideas and information
- b. reflecting the true spirit of words’ meanings
- c. distorting a source’s intended meaning
- d. citing others against their own self-interests

Ans: b  
Difficulty: medium  
pp. 16-18  
Skill: conceptual  
Topic: What public speaking asks of you  
LO: 1.7

19. What is the best technique for avoiding plagiarism?
- a. summarize a newspaper or magazine article in your speech
  - b. allow yourself enough time to prepare for your presentation
  - c. cite all of your sources at the beginning of the speech
  - d. mix in your own ideas when quoting or paraphrasing others in your notes

Ans: d  
Difficulty: medium  
p. 15  
Skill: factual  
Topic: What public speaking asks of you  
LO: 1.7

20. Which of the following attributes of ethical communication *are not* listed in the National Communication Association's credo for ethical communication?
- a. truthfulness and reason
  - b. reasonable access to communication resources and information
  - c. a communication climate that fosters mutual respect and understanding
  - d. all of the above attributes are listed in the NCA credo for ethical communication

## TRUE-FALSE QUESTIONS

Ans: F  
Difficulty: medium  
p. 14  
Skill: conceptual  
Topic: Introduction to communication  
LO: 1.6

1. T F By identification, we mean the process of recognizing important audience members early on.

Ans: T  
Difficulty: easy  
p. 4  
Skill: conceptual  
Topic: What public speaking has to offer you  
LO: 1.2

2. T F Talented speakers tend to make better democratic citizens.

Ans: F  
Difficulty: medium  
p. 5  
Skill: conceptual  
Topic: What public speaking  
has to offer you  
LO: 1.3

Ans: T  
Difficulty: easy  
pp. 2-3  
Skill: conceptual  
Topic: Introduction  
LO: 1.1-1.3

Ans: F  
Difficulty: medium  
p. 4  
Skill: factual  
Topic: What public speaking  
has to offer you  
LO: 1.2

Ans: T  
Difficulty: easy  
pp. 3-4  
Skill: factual  
Topic: What public speaking  
has to offer you  
LO: 1.1

Ans: T  
Difficulty: medium  
p. 10  
Skill: conceptual  
Topic: Introduction to  
communication  
LO: 1.5

Ans: F  
Difficulty: medium  
p. 11  
Skill: factual  
Topic: Introduction to  
communication  
LO: 1.5

3. T F Ethnocentrism is an important quality to develop if  
you really want to reach out to diverse audiences.

4. T F Finding your voice as a public speaker refers to  
developing technical competence, learning more  
about yourself, and discovering your place in  
society.

5. T F The second amendment guarantees all U.S. citizens  
the right to freedom of speech.

6. T F Communication skills have consistently ranked as  
the most important factor in determining success in  
the American workplace.

7. T F Interference can create problems at any time during  
the communication process.

8. T F The physical setting is composed primarily of recent  
events surrounding the speech.

Ans: F  
Difficulty: easy  
pp. 2-6  
Skill: conceptual  
Topic: What public speaking  
has to offer you  
LO: 1.1-1.3

9. T F Personal growth is the only major benefit a speaker  
can achieve while learning public speaking skills.

Ans: F  
Difficulty: medium  
p. 6  
Skill: conceptual  
Topic: What public speaking  
has to offer you  
LO: 1.3

10. T F Lincoln's "chorus" metaphor reinforces stereotyping  
in American society.

Ans: T  
Difficulty: easy  
pp. 15-16  
Skill: conceptual  
Topic: What public speaking  
asks of you  
LO: 1.7

11. T F Acquiring responsible knowledge of your subject  
requires that a speaker works from up-to-date  
information.

Ans: F  
Difficulty: easy  
pp. 16-18  
Skill: factual  
Topic: What public speaking  
asks of you  
LO: 1.7

12. T F Plagiarism is considered a minor infraction of a  
student's code of conduct.

Ans: F  
Difficulty: medium  
pp. 16-18  
Skill: conceptual  
Topic: What public speaking  
asks of you  
LO: 1.7

13. T F Memorization of a speech, article, or essay decreases  
the likelihood of plagiarism.

Ans: T  
Difficulty: easy  
pp. 16-18  
Skill: factual  
Topic: What public speaking asks of you  
LO: 1.7

14. T F “Cutting and pasting” together a speech from multiple Internet sources constitutes a serious form of academic dishonesty.

Ans: T  
Difficulty: easy  
p. 12  
Skill: conceptual  
Topic: Introduction to communication  
LO: 1.5

15. T F Thoughtful feedback helps speakers assess the immediate effectiveness of their speeches.

Ans: F  
Difficulty: medium  
pp. 7-8  
Skill: factual  
Topic: Introduction to communication  
LO: 1.4

16. T F Aristotle is generally credited with establishing the five arts of public speaking.

## SHORT-ANSWER/ESSAY QUESTIONS

1. Discuss the three variables of “finding your voice” as a public speaker. Provide examples from your experiences in class so far.
2. Explain three benefits you will gain from taking a public speaking course. Provide examples.
3. Discuss the contributions of two historic figures to our understanding and teaching of public speaking.
4. Discuss four variables that interact during the communication process. Provide examples.
5. Explain two differences between the physical and psychological setting for speaking. How might they influence the communication process?
6. What do we mean when we say that public speaking is a dynamic process? Provide examples.
7. Discuss the importance of three concepts that are related to ethical public speaking. Provide examples.



