

Name _____

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 1) What is an exigence? 1) _____

Answer: A problem that can be solved or managed by delivering an appropriate message

Diff: 2 Type: SA

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 2) When analyzing the four factors of the rhetorical situation, which of the following characteristics is a concern for "the speaker"? 2) _____

- A) exigence
- B) invention
- C) extemporaneity
- D) ethos
- E) deliberation

Answer: D

Diff: 2 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 3) How does an understanding of the public forum promote civic engagement and effective democracy?

Answer: We understand that speeches affect an audience beyond the immediate listeners. We know that it is important to participate in the public forum so as to avoid unilateral decision making by leaders. We learn that democracies weaken when the public forum is not robust and we learn that active participation in the public forum helps avoid a shift toward autocracy or anarchy.

Diff: 3 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 4) When a speaker proposes to both share information and influence listeners' beliefs and actions, the speech is called: 4) _____

- A) manipulative.
- B) deliberative.
- C) persuasive.
- D) exploitative.
- E) informative.

Answer: B

Diff: 2 Type: MC

- 5) Julia prepared a formal presentation to deliver to the Board of Directors of a potential client, hoping that they would hire her consulting firm to conduct management training. What type of speech is this? 5) _____
- A) deliberative
 - B) forensic
 - C) categorical
 - D) informative
 - E) ceremonial

Answer: A

Diff: 1 Type: MC

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 6) Most audience feedback will be _____ cues, such as frowns or nods from your listeners. 6) _____

Answer: nonverbal

Diff: 2 Type: SA

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 7) Identify the three types of occasions for public speaking. Define each one and explain how each type of occasion affects the type of speech to be given.

Answer: Ceremonial occasions call for speeches about the present and the praiseworthy. They include awards, introductions, eulogies, and commemorations. Deliberative occasions call for speeches about decision making. They focus on the future and what should be done. They include reports, sales presentations, speeches of advocacy, and refutation. Forensic occasions call for speeches about the past and render judgment. They are generally limited to courtroom speaking.

Diff: 3 Type: ES

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 8) Respect for the listeners, respect for the topic, responsibility for one's statements and concern for the consequences of the speech are all part of a speaker's _____ responsibilities. 8) _____

Answer: ethical

Diff: 1 Type: SA

- 9) What is a rhetorical situation? Define each of its elements. Explain how each of those elements affected the success of your first speech in this course. 9) _____

Answer: The speaker; the audience; the occasion; the speech

Diff: 3 Type: SA

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the following characteristics and examples with the speech occasions below.

- 10) a sales presentation A) deliberative 10) _____

Answer: A

Diff: 1 Type: MA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 11) Prior to the development of the internet, there was no real public forum.

11) _____

Answer: True ☒ False

Diff: 2 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 12) What are the three basic purposes for public speaking?

12) _____

- A) informing, explaining, conforming
- B) explaining, debating, complaining
- C) entertaining, persuading, informing
- D) deliberating, persuading, identifying
- E) persuading, debating, deliberating

Answer: C

Diff: 1 Type: MC

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 13) What are the two invaluable general skills emphasized in the study of public speaking?

13) _____

Answer: critical thinking and strategic planning

Diff: 3 Type: SA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 14) The meaning of a speech or message is determined by the speaker, whose job it is to convey the meaning accurately to the audience.

14) _____

Answer: True ☒ False

Diff: 2 Type: TF

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the following characteristics and examples with the speech occasions below.

- 15) focuses on judgments about event in the past

A) forensic

15) _____

Answer: A

Diff: 1 Type: MA

Match each of the specific purpose statements below with the general speech purpose it represents.

- 16) I want my audience to join in the commemoration of Martin Luther King's birthday.

A) entertaining

16) _____

Answer: A

Diff: 3 Type: MA

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

17) What process addresses the questions: when to speak, what to say, and how to organize one's message? 17) _____

- A) public advocacy
- B) strategic planning
- C) electronic research
- D) critical thinking
- E) rhetorical criticism

Answer: B

Diff: 2 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

18) An effective public speech will be interpreted in the same way by all members of the audience. 18) _____

Answer: True ☒ False

Diff: 2 Type: TF

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match each of the specific purpose statements below with the general speech purpose it represents.

19) My audience should be able to develop a conservative, long-term investment strategy. A) informing 19) _____

Answer: A

Diff: 3 Type: MA

Match the following characteristics and examples with the speech occasions below.

20) focuses on what should be done in the future A) deliberative 20) _____

Answer: A

Diff: 1 Type: MA

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

21) Public speaking is a _____ communication process in which messages and signals constantly circulate back and forth between the speaker and the listeners. 21) _____

Answer: continuous

Diff: 2 Type: SA

22) Facts are statements that, at least in theory, can be _____ by someone else. 22) _____

Answer: verified

Diff: 2 Type: SA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

23) One of the most important qualities sought by employers is "good communication skills." 23) _____

Answer: ☒ True ☐ False

Diff: 1 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 24) The ability to distinguish between facts and opinions is an important element of critical thinking. 24) _____

Which of the following statements is a statement of fact?

- A) Mortgage rates are at a 20 year low.
- B) The United States must protect itself from international terrorism.
- C) The two party system has developed into an adversarial approach to lawmaking.
- D) Laptop computer prices are bound to drop over the next five years.
- E) Universal health care is an idea whose time has come.

Answer: A

Diff: 2 Type: MC

- 25) Most speakers, after evaluating their audience, try to present their ideas in a way that achieves common ground with the audience. This common ground is called: 25) _____

- A) purpose.
- B) identification.
- C) feedback.
- D) salience.
- E) speech.

Answer: B

Diff: 2 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 26) In public speaking, the speaker and listeners simultaneously participate in creating the message. 26) _____

Answer: ☒ True ☐ False

Diff: 2 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 27) Critical thinking involves: 27) _____

- A) recognizing unstated assumptions.
- B) analyzing various points of view.
- C) distinguishing facts from opinions.
- D) forming and defending judgments.
- E) all of the above

Answer: E

Diff: 1 Type: MC

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 28) The situation is the specific _____ in which a speech is given. 28) _____

Answer: context

Diff: 3 Type: SA

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 29) Public speaking is a communication process that can best be described as: 29) _____
- A) an organized monologue.
 - B) a continuous exchange of messages and feedback between the speaker and the listeners.
 - C) a series of salient decoded messages.
 - D) a series of one-way messages from delivered by the speaker to the listeners.
 - E) a decoding process in which the speaker and the audience share a frame of reference.

Answer: B

Diff: 3 Type: MC

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 30) What are the four conditions for creating the public forum? 30) _____
- Answer: 1) a problem affects people collectively, 2) cooperative action is needed, 3) the decision requires subjective judgment, 4) nevertheless, a decision is required

Diff: 3 Type: SA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 31) In strategically planning your speech, it is important to seize your opportunities and avoid the constraints imposed by the rhetorical situation. 31) _____

Answer: True ☒ False

Diff: 3 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 32) Rajiv planned to speak to his class about violence in the United States. As the date for his speech approached, he added a reference to a recent workplace shooting, which he had heard about on the evening news. By adding this reference, Rajiv recognized the importance of _____ in defining the occasion. 32) _____
- A) simultaneous events
 - B) listener expectations
 - C) rhetorical criticism
 - D) identification
 - E) audience feedback

Answer: A

Diff: 3 Type: MC

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 33) Statements of _____ are subjective judgments that are based on experience or expertise. 33) _____

Answer: opinion

Diff: 3 Type: SA

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

34) When analyzing the four factors of the rhetorical situation, ethos is an important consideration related to: 34) _____

- A) the audience.
- B) the speech.
- C) the speaker.
- D) the occasion.
- E) the Greeks.

Answer: C

Diff: 2 Type: MC

35) The limits placed upon the speaker's choices by the rhetorical situation are called: 35) _____

- A) opportunities.
- B) constraints.
- C) inventions.
- D) arrangements.
- E) strategies.

Answer: B

Diff: 3 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

36) Most audience feedback comes to the speaker through comments and questions from the audience after the speech. 36) _____

Answer: True ☒ False

Diff: 2 Type: TF

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

37) Opinions are _____ judgments that are usually based on experience or expertise. 37) _____

Answer: subjective

Diff: 2 Type: SA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

38) When analyzing the occasion, speakers should try to determine what expectations the audience has about appropriate behavior. 38) _____

Answer: ☒ True False

Diff: 2 Type: TF

39) Like great drama and literature, public speaking "speaks to the ages," because it is universally relevant. 39) _____

Answer: True ☒ False

Diff: 2 Type: TF

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 40) Identify and define the three general speech purposes and write a purpose and a thesis statement appropriate to each one. 40) _____

Answer: Informing, persuading, and entertaining

Diff: 3 Type: SA

- 41) _____ is the ancient discipline which studies how messages affect people. 41) _____

Answer: Rhetoric

Diff: 2 Type: SA

- 42) Why will public speaking skills make you a better employee? 42) _____

Answer: Our economy depends upon the effective exchange of information and communication skills are sought by employers.

Diff: 3 Type: SA

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the following characteristics and examples with the speech occasions below.

- 43) a closing argument in court A) forensic 43) _____

Answer: A

Diff: 1 Type: MA

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 44) Effective speakers make choices _____, identifying their goals and then determining how best to achieve them. 44) _____

Answer: strategically

Diff: 2 Type: SA

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 45) Identify four different ways that feedback can be used to improve your public speaking.

Answer: 1) Nonverbal cues from the listeners during the presentation can prompt the speaker to adjust the message.

2) Immediate feedback from listeners can suggest ways to improve the speaker's presentation.

3) Unsolicited comments after the speech can suggest improvements in the speaker's delivery or the strength of the speaker's ideas.

4) Reviewing a videotape of one's performance can give valuable insight, leading to improvements in the speaker's future performances.

Diff: 3 Type: ES

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 46) The rhetorical situation is a situation created by someone's speech. 46) _____

Answer: True ☒ False

Diff: 2 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

47) This is the dominant form of speaking in court, although it plays only a small role in public speaking in general. 47) _____

- A) forensic
- B) deceptive
- C) deliberative
- D) manuscript
- E) ceremonial

Answer: A

Diff: 2 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

48) "Reducing the federal deficit should be our number one priority," is a statement of opinion. 48) _____

Answer: ☒ True False

Diff: 1 Type: TF

49) Ceremonial speaking situations focus on the present and the praiseworthy. 49) _____

Answer: ☒ True False

Diff: 2 Type: TF

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

50) Public speaking occurs in response to a specific _____. 50) _____

Answer: situation

Diff: 3 Type: SA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

51) During his speech on changing general education requirements at the university, Ben made it a point to discuss the need for gainful employment, a concern he shared with his audience. By doing so, Ben was attempting to establish identification with his audience. 51) _____

Answer: ☒ True False

Diff: 3 Type: TF

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

52) Responses from the audience during and after the speech, indicating their reactions to what you have said are known as _____. 52) _____

Answer: feedback

Diff: 2 Type: SA

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

53) Which of the following is a condition for creating the public forum?

53) _____

- A) Cooperative action is needed to address the problem.
- B) Some problem affects people collectively.
- C) The decision requires subjective judgment.
- D) A decision is required.
- E) all of the above

Answer: E

Diff: 2 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

54) Explain the interplay between the speaker and the audience that occurs in a public speaking situation.

Answer: The listeners bring their own personal frameworks and interpret the message idiosyncratically. The speaker must adapt the message to the audience, knowing that there will be a variety of interests and responses represented in the audience. During the speech, the speaker watches for feedback and adjusts accordingly.

Diff: 3 Type: ES

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

55) Public speaking is best viewed as a series of one-way messages from speaker to audience.

55) _____

Answer: True ☒ False

Diff: 1 Type: TF

56) Speakers do not just respond to rhetorical situations, they modify them as well.

56) _____

Answer: ☒ True ☐ False

Diff: 2 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

57) When considering the speaker, as an element of the rhetorical situation, which concept is most closely associated with the speaker?

57) _____

- A) purpose
- B) style
- C) ethos
- D) identification
- E) arrangement

Answer: C

Diff: 1 Type: MC

58) Deliberative, ceremonial, and forensic are three common types of:

58) _____

- A) topic.
- B) audience.
- C) occasion.
- D) style.
- E) speaker.

Answer: C

Diff: 2 Type: MC

59) Speaking occasions can be classified into three categories. They are:

59) _____

- A) active, passive, and interactive.
- B) ceremonial, deliberative, and forensic.
- C) extemporaneous, memorized, and manuscript.
- D) captive, voluntary, and hostile.
- E) introduction, body, and conclusion.

Answer: B

Diff: 1 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

60) A speaker trying to find common ground between what he or she wants to say and what the audience knows and expects is trying to achieve identification.

60) _____

Answer: ☒ True ☐ False

Diff: 1 Type: TF

61) Listeners are not passive receivers, they form judgments and communicate them to the speaker during the speech.

61) _____

Answer: ☒ True ☐ False

Diff: 1 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

62) An exigence is:

62) _____

- A) a form of audience feedback.
- B) a problem that can be managed with a good speech.
- C) an excuse for not giving your speech.
- D) the purpose of the speech.
- E) a device for concluding the speech.

Answer: B

Diff: 3 Type: MC

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

63) What are the two meanings of the word "public" in the phrase, "public speaking"?

63) _____

Answer: 1) the message is accessible to multiple listeners, 2) the message affects people beyond the immediate audience

Diff: 3 Type: SA

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

64) Which of the following is a sign of a healthy public forum?

64) _____

- A) declining interest in public affairs
- B) broad recognition of political and advertising slogans
- C) increasing emphasis on civic engagement on college campuses
- D) decreasing willingness to debate public issues
- E) increasing attention to information sources that support one's own point of view

Answer: C

Diff: 2 Type: MC

- 65) One ethical principle is taking responsibility for your statements. This requires the speaker to: 65) _____
A) clearly distinguish between fact and opinion.
B) acknowledge the source of all ideas and quotes.
C) place evidence in the proper context.
D) use several sources for your supporting material.
E) all of the above

Answer: E

Diff: 1 Type: MC

- 66) Tenzing is planning a speech on the Chinese occupation of his Tibetan homeland. He is not sure 66) _____
how to create identification with his classmates. Which element of the rhetorical situation is he
concerned with in his search for identification?
A) the occasion
B) the speech
C) the audience
D) the speaker
E) the purpose

Answer: C

Diff: 3 Type: MC

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 67) A speaking occasion presents the speaker with a(n) _____, which is a problem that can 67) _____
be managed or solved by developing and delivering an effective speech.

Answer: exigence

Diff: 3 Type: SA

- 68) Kurt wanted to provide his listeners with new information about changes in student loan 68) _____
eligibility, so he prepared a speech for which the general purpose was to _____ his
audience.

Answer: inform

Diff: 2 Type: SA

- 69) Without a well-cultivated public forum, the two alternatives to _____ are tyranny and 69) _____
anarchy.

Answer: democracy

Diff: 2 Type: SA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 70) Most feedback in a public speaking situation is nonverbal. 70) _____

Answer: ☒ True False

Diff: 2 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 71) A factual statement is one that your audience can: 71) _____
A) judge subjectively.
B) ignore with prejudice.
C) verify independently.
D) accept uncritically.
E) none of the above

Answer: C

Diff: 2 Type: MC

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 72) What are the four ethical principles advocated by Zarefsky? 72) _____
Answer: Respect for the listeners; Respect for the topic; Responsibility for one's statements;
Concern for the consequences of the speech

Diff: 3 Type: SA

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 73) The study of public speaking will benefit you by: 73) _____
A) motivating your listeners.
B) helping you find a purpose.
C) organizing your thinking.
D) increasing your self confidence.
E) all of the above

Answer: D

Diff: 2 Type: MC

- 74) Effective communication skills are highly valued by employers because: 74) _____
A) public speaking is an increasing part of corporate life.
B) modern organizations like active citizens.
C) public messages are increasingly complex and effective interpretation is difficult.
D) interviewers like to have good conversations with interviewees.
E) our economy is increasingly dependent upon information communicated effectively.

Answer: E

Diff: 2 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 75) Plagiarism violates the ethical principle of respect for the topic. 75) _____
Answer: True ☒ False

Diff: 2 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

76) When speakers seek to strike a responsive chord among audience members, without distorting their message, they are trying to achieve: 76) _____

- A) deliberation.
- B) style.
- C) feedback.
- D) opportunity.
- E) identification.

Answer: E

Diff: 2 Type: MC

77) Strategic planning is a process in which communicators decide: 77) _____

- A) whom to speak to.
- B) how to organize ideas.
- C) what to say.
- D) what tone to use.
- E) all of the above

Answer: E

Diff: 2 Type: MC

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

78) When you give a speech, you and your listeners are involved in _____, meaning that you interact in order to build some sort of connection. 78) _____

Answer: communication

Diff: 2 Type: SA

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

79) Identify and explain the four ethical principles for speakers.

- Answer: 1) Show respect for your listeners
2) Show respect for your topic
3) Take responsibility for your statements
4) Be concerned for the consequences of your speech

Diff: 3 Type: ES

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

80) The public forum is limited to large political questions like public health policy. 80) _____

Answer: True ☒ False

Diff: 2 Type: TF

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

81) Explain the four guidelines for avoiding plagiarism discussed in Chapter 1 of our text. 81) _____

Answer: Never present someone else's ideas without acknowledgment; Specify the source of the ideas or words you present; Paraphrase statements rather than quoting them directly; Draw on several sources rather than a single source

Diff: 3 Type: SA

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

82) What important skill is defined as the ability to "identify one's goals and determine how best to achieve them"? 82) _____

- A) public advocacy
- B) critical thinking
- C) subjective verification
- D) strategic planning
- E) critical listening

Answer: D

Diff: 2 Type: MC

83) Which of the following is NOT an element of the rhetorical situation? 83) _____

- A) speech
- B) occasion
- C) audience
- D) speaker
- E) purpose

Answer: E

Diff: 1 Type: MC

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

84) How does the audience help create the rhetorical situation? 84) _____

Answer: by affecting the choice of purpose and organizational pattern; by affecting what the speaker should emphasize; and by affecting how much knowledge the speaker can assume

Diff: 3 Type: SA

85) If the public forum is allowed to weaken, critical decisions will be made _____, by experts or rulers. 85) _____

Answer: unilaterally

Diff: 3 Type: SA

86) The imagined "space" where people speak to exchange ideas is called the _____. 86) _____

Answer: public forum

Diff: 2 Type: SA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

87) Critical thinking is more valuable to speakers than it is to listeners. 87) _____

Answer: True ☒ False

Diff: 3 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

88) The element of the rhetorical situation called the "occasion" includes: 88) _____

- A) the setting and the purpose.
- B) the speech and feedback.
- C) the speaker and the audience.
- D) all of the above
- E) none of the above

Answer: A

Diff: 1 Type: MC

- 89) Plagiarism violates which ethical principle?
- A) respect for the topic
 - B) responsibility for your statements
 - C) respect for the listeners
 - D) concern for the consequences of your speech
 - E) respect for yourself

89) _____

Answer: B

Diff: 1 Type: MC

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 90) _____ thinking is the ability to form and defend your own judgments.

90) _____

Answer: Critical

Diff: 1 Type: SA

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 91) Which of the following is NOT a skill resulting from active participation in the public forum?

91) _____

- A) articulating your ideas to others
- B) using your judgment to arrive at easy and automatic answers
- C) listening critically to others' points of view
- D) weighing and evaluating arguments and evidence
- E) analyzing important issues of public concern

Answer: B

Diff: 2 Type: MC

- 92) The tendency to believe that your own views are typical of everyone else's is known as:

92) _____

- A) ethnocentrism.
- B) subjectivity.
- C) salience.
- D) exigence.
- E) identification.

Answer: A

Diff: 2 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 93) One characteristic of the public forum is that important public decisions require objective answers

93) _____

Answer: True ☒ False

Diff: 2 Type: TF

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 94) The audience helps to _____ the rhetorical situation by affecting your choice of what to emphasize, the level of knowledge to assume, how to organize the speech, and even what the speech purpose will be.

94) _____

Answer: create

Diff: 3 Type: SA

95) What are the four elements of the rhetorical situation?

95) _____

Answer: Speaker, speech, audience, occasion

Diff: 2 Type: SA

96) Travis made a point of referring to common values, beliefs, and goals during his speech. By doing so he was trying to create _____ with his audience.

96) _____

Answer: identification

Diff: 3 Type: SA

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the following characteristics and examples with the speech occasions below.

97) focuses on what is praiseworthy in the present

A) ceremonial

97) _____

Answer: A

Diff: 1 Type: MA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

98) Deliberative speaking situations focus on what should be done in the future.

98) _____

Answer: ☒ True ☐ False

Diff: 2 Type: TF

99) Although public speaking can effectively inform and entertain, in the end, mere words have little impact on listeners' decisions or actions.

99) _____

Answer: ☐ True ☒ False

Diff: 2 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

100) Public speaking occurs in response to:

100) _____

A) a speaker's urge to speak.

B) a specific situation.

C) the inherent importance of an issue.

D) the audience's need to know something.

E) feedback.

Answer: B

Diff: 2 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

101) "The budget deficit has doubled in the last four years," is a statement of fact.

101) _____

Answer: ☒ True ☐ False

Diff: 2 Type: TF

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match each of the specific purpose statements below with the general speech purpose it represents.

102) My audience will help to set up a campus recycling center. A) persuading 102) _____

Answer: A

Diff: 3 Type: MA

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

103) Today the public forum is healthier than it has ever been. 103) _____

Answer: True ☒ False

Diff: 2 Type: TF

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the following characteristics and examples with the speech occasions below.

104) a eulogy A) ceremonial 104) _____

Answer: A

Diff: 1 Type: MA

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

105) This type of speaking situation focuses on the present and is concerned with what is praiseworthy. 105) _____

- A) ceremonial
- B) collaborative
- C) forensic
- D) manuscript
- E) deliberative

Answer: A

Diff: 2 Type: MC

106) Statements of opinion: 106) _____

- A) are salient to the audience.
- B) are only salient when verified.
- C) reflect subjective judgments based on experience.
- D) refer to observable phenomena.
- E) are verifiable.

Answer: C

Diff: 2 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

107) Opinions are subjective statements based on a speaker's experience or expertise. 107) _____

Answer: ☒ True False

Diff: 2 Type: TF

108) Each listener interprets the speaker's message differently.

108) _____

Answer: ☒ True False

Diff: 2 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

109) A situation in which people's understanding can be changed through messages is a _____ situation.

109) _____

- A) rhetorical B) occasional C) purposive D) strategic E) critical

Answer: A

Diff: 1 Type: MC

110) Chuck was nervously preparing a short speech which he was to deliver as a toast at his best friend's wedding. What type of speech is he planning?

110) _____

- A) rhetorical
B) deliberative
C) ceremonial
D) persuasive
E) forensic

Answer: C

Diff: 1 Type: MC

111) Which of the following is defined as "the study of how messages affect people"?

111) _____

- A) strategic planning
B) rhetoric
C) feedback
D) critical thinking
E) salience

Answer: B

Diff: 2 Type: MC

112) Thorough research is the best way to ensure that you have met which ethical criterion?

112) _____

- A) showing concern for the consequences of the speech
B) taking responsibility for your statements
C) showing respect for the listeners
D) adapting to the occasion
E) showing respect for the topic

Answer: E

Diff: 2 Type: MC

113) What two "invaluable general skills" are emphasized through the study of public speaking?

113) _____

- A) persuading and entertaining
B) strategic planning and critical thinking
C) organizing and memorizing
D) evaluating and opinionating
E) hearing and speaking

Answer: B

Diff: 2 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

114) Effective speakers are able to make appropriate speaking choices unconsciously, almost without thought or planning. 114) _____

Answer: True ☒ False

Diff: 1 Type: TF

115) The study of public speaking will help make you a more active competent citizen. 115) _____

Answer: ☒ True False

Diff: 1 Type: TF