Chapter 1 Getting to Know Your Audience and Situation

**Tab 1: Starting**

**1-1 Multiple Choice Questions**

|  |  |
| --- | --- |
| 1-1.1  Page Ref: 27  Skill: Applied  Topic: Audience’s Attention and Goodwill  Answer: c | Susannah didn’t pay attention to Madison’s speech because she assumed it didn’t relate to her. This is an example of  a. audience analysis.  b. bias.  c. egocentrism.  d. identity knowledge. |
| 1-1.2  Page Ref: 27  Skill: Conceptual  Topic: Audience’s Attention and Goodwill  Answer: d | Being audience centered begins  a. with the research process.  b. with writing the speech body.  c. with the selection of visual aids.  d. with topic selection. |
| 1-1.3  Page Ref: 27  Skill: Factual  Topic: Audience’s Attention and Goodwill  Answer: a | A systematic investigation of characteristics that make your audience unique is called  a. audience analysis.  b. research.  c. identity knowledge.  d. audience negotiation. |
| 1-1.4  Page Ref: 27  Skill: Conceptual  Topic: Audience’s Attention and Goodwill  Answer: c | Audience analysis helps a speaker predict all of the following EXCEPT  a. the obstacles that may affect the speech.  b. how much information the audience will need.  c. the general purpose of the speech.  d. the expectations and reactions of the audience. |
| 1-1.5  Page Ref: 27  Skill: Conceptual  Topic: Build Your Speaking Competence  Answer: c | Which of the following is NOT a component of intercultural competence, according to Littlejohn and Foss?  a. identity knowledge  b. mindfulness  c. self-monitoring  d. negotiation skill |

|  |  |
| --- | --- |
| 1-1.6  Page Ref: 27  Skill: Factual  Topic: Build Your Speaking Competence  Answer: a | Knowing what is distinctive about an audience is called  a. identity knowledge.  b. mindfulness.  c. egocentrism.  d. negotiation skill. |
| 1-1.7  Page Ref:27  Skill: Applied  Topic: Build Your Speaking Competence  Answer: b | Juan paid attention to the characteristics of his audience members and took care to keep them in mind during the whole speech-making process. This is an example of  a. negotiation skill.  b. mindfulness.  c. selective attention.  d. identity knowledge. |
| 1-1.8  Page Ref: 29  Skill: Factual  Topic: Beliefs  Answer: d | Those things a person accepts as plausible based on interpretation and judgment are called  a. values.  b. attitudes.  c. policies.  d. beliefs. |
| 1-1.9  Page Ref: 29  Skill: Applied  Topic: Beliefs  Answer: a | “Smoking marijuana leads to the use of other drugs.” This is an example of a(n)  a. belief.  b. value.  c. attitude.  d. policy. |
| 1-1.10  Page Ref: 29  Skill: Factual  Topic: Values  Answer: b | \_\_\_\_\_ relate to what a person sees as right or wrong, important or unimportant, desirable or undesirable.  a. Beliefs  b. Values  c. Attitudes  d. Opinions |
| 1-1.11  Page Ref: 29  Skill: Applied  Topic: Values  Answer: c | Ben’s family places a lot of importance on gaining a quality education. This is an example of a(n)  a. belief.  b. opinion  c. value.  d. attitude. |
| 1-1.12  Page Ref: 28  Skill: Conceptual  Topic: Attitudes  Answer: d | Inclinations to feel either positive or negative toward something are called  a. values.  b. beliefs.  c. policies.  d. attitudes. |
| 1-1.13  Page Ref: 28  Skill: Applied  Topic: Attitudes  Answer: b | “I love classic rock!” This is an example of a(n)  a. value.  b. attitude.  c. belief.  d. policy. |
| 1-1.14  Page Ref: 29  Skill: Conceptual  Topic: Beliefs, Values, Attitudes  Answer: d | An audience’s \_\_\_\_\_ is made up of values, attitudes, and beliefs.  a. personality  b. demographic  c. profile  d. identity |
| 1-1.15  Page Ref: 30  Skill: Conceptual  Topic: Personal Traits  Answer: a | Demographics can also be called  a. personal traits.  b. social traits.  c. cultural traits.  d. psychological traits. |
| 1-1.16  Page Ref: 30  Skill: Applied  Topic: Personal Traits  Answer: d | Which of the following is NOT a personal trait?  a. income  b. disabilities  c. household type  d. beliefs |
| 1-1.17  Page Ref: 30  Skill: Applied  Topic: Personal Traits  Answer: c | Shalonda noted that most of her audience members were employed in the medical field. This is an example of paying attention to  a. psychological traits.  b. social traits.  c. personal traits.  d. cultural traits. |
| 1-1.18  Page Ref: 31  Skill: Conceptual  Topic: Personal Traits  Answer: d | \_\_\_\_\_ occurs when you apply a false or oversimplified generalization to an individual based on group characteristics.  a. Audience analysis  b. Demographic analysis  c. Egocentrism  d. Stereotyping |
| 1-1.19  Page Ref: 31  Skill: Conceptual  Topic: Personal Traits  Answer: b | Which of the following words best defines traditionalists?  a. optimistic  b. loyal  c. skepticism  d. realistic |
| 1-1.20  Page Ref: 31  Skill: Conceptual  Topic: Personal Traits  Answer: a | Which of the following is NOT a characteristic of those born before 1945?  a. very competitive  b. conservative  c. respect for authority  d. little formal education |
| 1-1.21  Page Ref: 31  Skill: Factual  Topic: Personal Traits  Answer: b | People who were born between 1946 and 1964 are called  a. millennials.  b. baby boomers.  c. generation X.  d. traditionalists. |
| 1-1.22  Page Ref: 31  Skill: Conceptual  Topic: Personal Traits  Answer: d | Which of the following is NOT a characteristic of Generation Y?  a. techno-savvy  b. confident  c. appreciate diversity  d. spend rather than save |
| 1-1.23  Page Ref: 31  Skill: Factual  Topic: Personal Traits  Answer: a | According to the Population Reference Bureau, \_\_\_\_\_ percent of U.S. households in 2002 were “traditional.”  a. 7  b. 17  c. 37  d. 57 |
| 1-1.24  Page Ref: 32  Skill: Conceptual  Topic: Psychological Traits  Answer: c | The needs and motivations of your audience are called \_\_\_\_\_ traits.  a. personal  b. social  c. psychological  d. physiological |
| 1-1.25  Page Ref: 32  Skill: Conceptual  Topic: Psychological Traits  Answer: b | Which of the following is FALSE in regard to Maslow’s hierarchy of needs?  a. It is best represented as a pyramid.  b. The most basic needs are at the top of the model.  c. Basic needs must be fulfilled before higher needs.  d. It explains that our needs motivate us to respond in certain ways. |
| 1-1.26  Page Ref: 32  Skill: Conceptual  Topic: Psychological Traits  Answer: a | According to Maslow, our most basic needs are  a. physiological.  b. safety.  c. psychological.  d. social. |

|  |  |
| --- | --- |
| 1-1.27  Page Ref: 32  Skill: Applied  Topic: Psychological Traits  Answer: b | A speech on the importance of a having a fire escape plan for the home evokes which need?  a. physiological  b. safety  c. social  d. self-esteem |
| 1-1.28  Page Ref: 32  Skill: Factual  Topic: Psychological Traits  Answer: c | Our need to feel a part of groups and to be close to others is termed \_\_\_\_\_ needs.  a. physiological  b. safety  c. social  d. self-actualization |
| 1-1.29  Page Ref: 33  Skill: Factual  Topic: Social Traits  Answer: d | The \_\_\_\_\_ traits of your audience relate to how they are affected by or identify with other groups of people.  a. psychological  b. physiological  c. personal  d. social |
| 1-1.30  Page Ref: 33  Skill: Conceptual  Topic: Social Traits  Answer: a | Which of the following is NOT a component of race?  a. nation of birth  b. color and texture of hair  c. color of skin and eyes  d. shape of facial features |
| 1-1.31  Page Ref: 35  Skill: Factual  Topic: Social Traits  Answer: a | \_\_\_\_\_ cultures will have clearly defined divisions of authority and responsibility.  a. High-power  b. Low-power  c. Individual  d. Collective |
| 1-1.32  Page Ref: 35  Skill: Conceptual  Topic: Social Traits  Answer: c | Which of the following is NOT a characteristic of the United States?  a. It is a low-power culture.  b. It is competitive culture.  c. It is a long-term country.  d. It is an individual country. |
| 1-1.33  Page Ref: 39  Skill: Factual  Topic: Occasion  Answer: b | An audience who is required to attend is called  a. hostile.  b. captive.  c. voluntary.  d. mandatory. |

|  |  |
| --- | --- |
| 1-1.34  Page Ref: 41  Skill: Applied  Topic: Interview  Answer: b | Which of the following is an open-ended question?  a. Is this your first semester in college?  b. Why did you choose to attend college here?  c. Are you an organ donor?  d. How old are you? |
| 1-1.35  Page Ref: 42  Skill: Conceptual  Topic: Survey  Answer: a | Which of the following is NOT a guideline for constructing an effective survey?  a. use more open-ended questions than closed-ended question  b. make no assumptions about your respondents  c. avoid biased or leading questions  d. use a clean, consistent structure for the overall questionnaire |
| 1-1.36  Page Ref: 45  Skill: Applied  Topic: External Noise  Answer: d | Which of the following is an environmental barrier?  a. being distracted by thoughts of a previous conversation  b. getting confused by the jargon in a speech  c. getting distracted by the facial expressions of the speaker  d. having difficulty hearing the speaker due to people talking nearby |
| 1-1.37  Page Ref: 45  Skill: Applied  Topic: Internal Noise  Answer: b | Miguel had a headache and had trouble focusing on the speeches in class. This is an example of a(n)  a. psychological barrier.  b. physiological barrier.  c. linguistic barrier.  d. environmental barrier. |
| 1-1.38  Page Ref: 45  Skill: Applied  Topic: External Noise  Answer: b | Which of the following is NOT a type of external noise?  a. being too hot in the classroom  b. thinking about the speech you are about to give  c. not understanding the slang terms in the speech  d. getting distracted by the speaker’s pacing back and forth |
| 1-1.39  Page Ref: 45  Skill: Conceptual  Topic: Internal Noise  Answer: c | Which of the following is NOT a tip for adapting to internal noise?  a. pay attention to the nonverbal behavior of your audience  b. be a creative, dynamic speaker so your audience will want to listen to you  c. pay attention to the noises affecting you and your audience  d. anticipate a potentially negative response and lessen the effect |
| 1-1.40  Page Ref: 47  Skill: Conceptual  Topic: Surveying the Audience  Answer: b | After surveying his fellow students about the new residence hall to be built at the college, Chang decided to  a. write a speech persuading his classmates that the hall is a good idea despite the increase in fees.  b. write a speech explaining how the college plans to help students cope with the fee increases.  c. change his speech topic due to a lack of interest.  d. write a speech on alternate off-campus housing options. |

**1-2 True/False Questions**

|  |  |
| --- | --- |
| 1-2.1  Page Ref: 25  Skill: Conceptual  Topic: Knowing your Audience  Answer: False | Connecting to an audience will come easily for a good speaker. |
| 1-2.2  Page Ref: 27  Skill: Factual  Topic: Building Speaking Competence  Answer: True | Being able to respond to an audience differences through sensitivity, politeness, willing adjustment, and collaboration is known as negotiation skill. |
| 1-2.3  Page Ref: 28  Skill: Applied  Topic: Beliefs  Answer: False | “Having too much salt in the diet can lead to high blood pressure.” This is an example of an attitude. |
| 1-2.4  Page Ref: 30  Skill: Conceptual  Topic: Personal Traits  Answer: True | Sexual orientation, occupation, and household type are all considered personal traits. |
| 1-2.5  Page Ref: 31  Skill: Conceptual  Topic: Personal Traits  Answer: False | Baby boomers are more likely to save rather than spend money. |

|  |  |
| --- | --- |
| 1-2.6  Page Ref: 32  Skill: Conceptual  Topic: Psychological Traits  Answer: False | According to Maslow, the highest level of needs we have is that of self-esteem. |
| 1-2.7  Page Ref: 33  Skill: Conceptual  Topic: Social Traits  Answer: False | All social traits are designated by choice. |
| 1-2.8  Page Ref: 34  Skill: Factual  Topic: Social Traits  Answer: True | It is predicted that by the year 2050, white Americans will be in the minority. |
| 1-2.9  Page Ref: 35  Skill: Factual  Topic: Social Traits  Answer: True | Low-uncertainty cultures are tolerant of the unusual, new ideas, and other people. |
| 1-2.10  Page Ref: 35  Skill: Conceptual  Topic: Social Traits  Answer: True | The United States is considered to be competitive and individual. |
| 1-2.11  Page Ref: 40  Skill: Conceptual  Topic: Stop, Think, and Brainstorm  Answer: False | The first step in audience analysis should be to ask friends, relatives, peers, and others about their insights into your speech topic. |
| 1-2.12  Page Ref: 42  Skill: Conceptual  Topic: Survey  Answer: False | Good surveys should have a majority of open-ended questions. |

|  |  |
| --- | --- |
| 1-2.13  Page Ref: 42  Skill: Applied  Topic: Survey  Answer: True | “Do you plan to vote in the next election?” This is an example of a closed-ended question. |
| 1-2.14  Page Ref: 44  Skill: Conceptual  Topic: Adapting to Your Audience During Your Speech  Answer: False | Good speakers will conduct all of their audience analysis before the speech is given. |
| 1-2.15  Page Ref: 45  Skill: Applied  Topic: External Noise  Answer: False | Lauren had a difficult time listening to the professor because the temperature in the room was too cold. This is an example of a physiological barrier. |

**1-3 Completion (fill-in-the-blank) Questions**

|  |  |
| --- | --- |
| 1-3.1  Page Ref: 27  Skill: Conceptual  Topic: Getting Your Audience’s Attention and Goodwill  Answer: egocentrism | An audience member’s tendency to think “what’s in it for me” while listening to a speech is termed \_\_\_\_\_. |
| 1-3.2  Page Ref: 27  Skill: Conceptual  Topic: Building Speaking Competence  Answer: speaking competence | According to Littlejohn and Foss, identity knowledge, mindfulness, and negotiation skill all make up \_\_\_\_\_. |

|  |  |
| --- | --- |
| 1-3.4  Page Ref: 27  Skill: Conceptual  Topic: Building Speaking Competence  Answer: Mindfulness | \_\_\_\_\_ is known as constantly paying attention to the differences among your audience members. |
| 1-3.5  Page Ref: 29  Skill: Applied  Topic: Values  Answer: value | “It is important to take care of one’s health.” This is an example of a(n) \_\_\_\_\_. |
| 1-3.6  Page Ref: 30  Skill: Conceptual  Topic: Personal Traits  Answer: Personal traits | \_\_\_\_\_ include characteristics such as age, sexual orientation, and education. |
| 1-3.7  Page Ref: 31  Skill: Conceptual  Topic: Personal Traits  Answer: Stereotyping | \_\_\_\_\_ can happen if you focus too much on trends when analyzing your audience. |
| 1-3.8  Page Ref: 31  Skill: Conceptual  Topic: Personal Traits  Answer: millennials/generation Y | Audience members who are good with technology, appreciate diversity, and who are influenced by the media are called \_\_\_\_\_. |
| 1-3.9  Page Ref: 32  Skill: Conceptual  Topic: Psychological Traits  Answer: Self-esteem | \_\_\_\_\_ needs include a need for success, prestige, and self-respect. |
| 1-3.10  Page Ref: 33  Skill: Conceptual  Topic: Social Traits  Answer: Culture | \_\_\_\_\_\_ is a system that helps teach us rules for being accepted and surviving in a community. |
| 1-3.11  Page Ref: 35  Skill: Conceptual  Topic: Social Traits  Answer: short-term | A(n) \_\_\_\_\_ audience will be motivated by a speech that emphasizes instant gratification. |
| 1-3.12  Page Ref: 41  Skill: Conceptual  Topic: Interview, Survey  Answer: Open-ended | \_\_\_\_\_ questions allow for detailed responses in your interviews and surveys. |
| 1-3.13  Page Ref: 45  Skill: Conceptual  Topic: External Noise  Answer: Linguistic | \_\_\_\_\_ barriers can include a speaker’s use of slang, jargon as well as misread body language. |
| 1-3.14  Page Ref: 45  Skill: Applied  Topic: Internal Noise  Answer: physiological | Jason had a difficult time focusing on Jacki’s speech because he was hungry and tired. He was affected by \_\_\_\_\_ barriers. |
| 1-3.15  Page Ref: 45  Skill: Conceptual  Topic: External Noise  Answer: External noise | \_\_\_\_\_ includes both environmental and linguistic barriers. |

**1-4 Short Answer Questions**

|  |  |
| --- | --- |
| 1-4.1  Page Ref: 27  Skill: Conceptual  Topic: Getting Your Audiences Attention and Good Will | What can be predicted by using audience analysis? (List three out of five.) |
| Answer: What ideas you could stress for your audience; How much information they will need; What language and support material will work best for them; Their potential expectations and reactions; What obstacles might affect your speech. | |

|  |  |
| --- | --- |
| 1-4.2  Page Ref: 27  Skill: Conceptual  Topic: Building Your Speaking Competence | What does it mean for a speaker to be mindful? |
| Answer: Paying attention to the distinctions in the audience during the entire speaking process. | |
| 1-4.3  Page Ref: 27  Skill: Conceptual  Topic: Building Your Speaking Competence | What are the three elements that make up speaking competence? |
| Answer: Identity knowledge, mindfulness, and negotiation skill. | |
| 1-4.4  Page Ref: p. 28–29  Skill: Applied  Topic: Beliefs, Values, Attitudes | Give an example of a belief, a value, and an attitude that you hold, making sure to label each one. |
| Answer: Answers will vary. | |
| 1-4.5  Page Ref: 31  Skill: Applied  Topic: Personal Traits | What generation do you belong to and what characteristics are attributed to this group? |
| Answer: Answers will vary. | |
| 1-4.6  Page Ref: 31  Skill: Applied  Topic: Personal Traits | Imagine you are going to give a speech about the problem of credit card debt to an audience of traditionalists and baby boomers. How might these two groups differ on their reaction to your topic? |
| Answer: Baby boomers tend to spend rather than save, while traditionalists are more likely to value saving. | |

|  |  |
| --- | --- |
| 1-4.7  Page Ref: 32  Skill: Conceptual  Topic: Psychological Traits | What does Maslow’s hierarchy of needs attempt to explain? |
| Answer: It shows how people are motivated by their needs, with the lowest needs having to be met before moving up to higher needs. | |
| 1-4.8  Page Ref: 32  Skill: Applied  Topic: Psychological Traits | Give examples of speech topics that would attempt to tap into the need for (1) safety, (2) social needs, and (3) self-esteem. |
| Answer: Answers will vary. | |
| 1-4.9  Page Ref: 33  Skill: Conceptual  Topic: Social Traits | Explain the differences between the terms race, ethnicity, and culture. |
| Answer: Race refers to biological differences. Ethnicity relates to religious or national affiliations while culture is the system that teaches us the rules to follow to be accepted and survive within a community. | |
| 1-4.10  Page Ref: 35  Skill: Conceptual  Topic: Social Traits | How do long-term and short-term audiences differ? |
| Answer: Long-term audiences look for future benefits and respond to detail and persistence. Short-term audiences look for almost instant gratification. | |
| 1-4.11  Page Ref: 35  Skill: Conceptual  Topic: Social Traits | Is the United States an individual or collective culture? Explain your answer. |
| Answer: The U.S. is an individual culture because we place emphasis on the self instead of on the group. | |

|  |  |
| --- | --- |
| 1-4.12  Page Ref: 39  Skill: Conceptual  Topic: Time | List three questions regarding situational time you should ask before giving a speech? |
| Answer: What is my time limit? How early should I arrive? What is the timing of my speech? Where do I fall in the rotation of speakers? Is there late-breaking news? Is this my first time speaking in front of this audience? What is my relationship to this audience? | |
| 1-4.13  Page Ref: 39  Skill: Conceptual  Topic: Occasion | List three questions regarding situational occasion you should ask before giving a speech? |
| Answer: What does the audience expect? What is the mood? Why are they here? How will they respond to the topic? Is this a special occasion? What are the social norms and expectations? Who’s in charge and what is their relationship with the audience? | |
| 1-4.14  Page Ref: 40–44  Skill: Conceptual  Topic: Locating Audience and Situation Information | According to Chapter 1 of your book, what are the options for gathering information about your audience? |
| Answer: Start with what you know. Ask others about the audience. Conduct interviews. Create and administer a survey. Research the group to which you are speaking. | |
| 1-4.15  Page Ref: 45  Skill: Applied  Topic: Internal Noise | Give an example of a psychological barrier you have faced while trying to listen to a speaker. |
| Answer: Answers will vary. | |

**1-5 Essay Questions**

|  |  |
| --- | --- |
| 1-5.1  Page Ref: 30–35  Skill: Applied  Topic: Personal, Psychological, Social Traits | After reading the following survey on the topic of the Gulf Oil Spill, correct any questions that you feel are ineffective and explain why you made the corrections.   1. Have you ever vacationed in the Gulf area?   \_\_\_\_\_ Yes \_\_\_\_\_ No   1. Do you agree that the Federal Government is not doing enough to stop the flow of oil?   \_\_\_\_ Yes \_\_\_\_\_ No   1. What should BP be doing differently to contain the spill? 2. Who do you feel is the most responsible for the spill and why? 3. How serious do you think the Gulf Oil Spill is and do you think it will affect our nation’s long-term energy policy? |
| Grading Criteria: A complete answer will note that the second question is leading in nature, there are too many open-ended questions for a short survey and the fifth question has two questions contained in one. | |
| 1-5.2  Page Ref: 31  Skill: Conceptual  Topic: Personal Traits | Identify and discuss the four generations that are explained in Chapter 1 of your book. How can you be sensitive to the differences between these groups without falling into the trap of stereotyping? |
| Answer: Traditionalists marry once, believe in saving, are conservative, respect authority and America, and are not easily persuaded. Baby boomers are more educated and political, spend rather than save, divorce and remarry, are cynical and challenge authority. Generation X are products of divorce, resourceful, independent, struggle with money, and are influenced by the media. Millennials are smart, confident, techno-savvy, concerned with personal safety, influenced by friends and media, appreciate diversity, and can be biased. Stereotyping can be avoided by using these differences only as a guide. | |
| 1-5.3  Page Ref: 32  Skill: Conceptual  Topic: Psychological Traits | Draw and label a diagram of Maslow’s hierarchy of needs then explain each level. |
| Grading Rubric: Label each section of pyramid: 10% each (total of 50%); Explain each level: 10% each (total of 50%) | |

|  |  |
| --- | --- |
| 1-5.4  Page Ref: 34  Skill: Conceptual  Topic: Social Traits | The United States is going to get even more diverse in the coming years. Explain how a speaker should view this diversity in order to be effective. |
| Grading Rubric: Explanation of population change: 50%; Explanation of how speakers can meet the challenge: 50%. | |
| 1-5.5  Page Ref: 35  Skill: Conceptual  Topic: Cultural Tendencies | Through audience analysis, you learn that your audience has the following characteristics: High power, collectivist, and long-term. Knowing these characteristics, how would you adapt your speech to meet the audience’s needs? |
| Answer: High-power audiences will be impressed by support material from credible sources so I need to be sure to include oral citations from sources my audience will respect. If my audience is collectivist then I should be sure to appeal to their sense of being part of a community and a sense of duty to the group. Finally, since they are a long-term audience, I know that they are not looking for instant gratification so I can offer future goals for the audience that will be available through their persistence. | |