

Chapter 1: The Evolving Art of Public Speaking

1. The interests, needs, and expectations of your audience have little or no bearing on your speech.
 - a. True
 - b. False

ANSWER: False

2. Although storytelling used to be an essential skill for human communication and survival, modern audiences are no longer interested in listening to stories during speeches.
 - a. True
 - b. False

ANSWER: False

3. The digital divide refers to the differences between on-line communication and personal communications technology.
 - a. True
 - b. False

ANSWER: False

4. Clearly documenting reliable sources to support your speeches is not as important as it used to be.
 - a. True
 - b. False

ANSWER: False

5. Being a better listener will make you a better public speaker.
 - a. True
 - b. False

ANSWER: True

6. According to your textbook, the process of communication is impacted by noise.
 - a. True
 - b. False

ANSWER: True

7. Transmission models of communication address the ways in which mass media content is transmitted to larger audiences.
 - a. True
 - b. False

ANSWER: False

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8. According to your textbook, mindfulness involves consciously focusing on a situation and maintaining awareness of what you say and how others respond.

- a. True
- b. False

ANSWER: True

9. Aristotle emphasized the importance of adapting speeches to the specific situation and audience.

- a. True
- b. False

ANSWER: True

10. Aristotle is attributed with labeling the three proofs: logos, ethos and pathos.

- a. True
- b. False

ANSWER: True

11. The type of proof "logos" refers to appeals to the audience's emotions.

- a. True
- b. False

ANSWER: False

12. Early models of human communication suggest information moves in a singular direction, from sender to receiver.

- a. True
- b. False

ANSWER: True

13. The most recent models of human communication take into account the pervasive communication environment in which the communication takes place.

- a. True
- b. False

ANSWER: True

14. The channel refers to the mode or medium of communication.

- a. True
- b. False

ANSWER: True

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15. The message in the model of communication includes verbal but NOT non-verbal communication.

- a. True
- b. False

ANSWER: False

16. Audience-centered speaking means of thinking of the speaker as the starting point and the audience as the end point in public speaking.

- a. True
- b. False

ANSWER: False

17. The Greek philosopher Aristotle identified the proof referred to as "mythos" to refer to a speaker's use of stories to elicit support for their arguments.

- a. True
- b. False

ANSWER: True

18. The term "ethics" refers to

- a. a person's religious beliefs.
- b. Greek mythology.
- c. right and wrong.
- d. a person's ethnic background.

ANSWER: c

19. Which of the following is not one of the "arts of public speaking?"

- a. Style
- b. Feedback
- c. Arrangement
- d. Delivery

ANSWER: b

20. Which of historical age was noted for the development of mass media, such as newspapers and radio?

- a. Industrial
- b. Pre-historic
- c. Classical
- d. Information

ANSWER: a

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21. Which of Cicero's five "arts of public speaking" refers to the way in which a speaker organizes his or her ideas.
- a. Invention
 - b. Arrangement
 - c. Style
 - d. Memory
 - e. Delivery

ANSWER: b

22. Which of the following is NOT a benefit of our information-driven, knowledge-based world for public speakers?
- a. Availability of presentation software
 - b. Ability to search the Internet and online databases when researching a speech topic
 - c. Capability to deliver presentations using video conference or webcast
 - d. Voice-recognition software allows audiences to listen to and understand speeches delivered in other languages
 - e. Modern technology eliminates the need for face-to-face interaction.

ANSWER: a

23. Which of the following is the least interactive sphere of communication?
- a. Mass media
 - b. Mediated personal communication
 - c. Expressive technology
 - d. Face-to-face

ANSWER: a

24. Technology is not available to everyone, particularly in developing countries. This lack of equitable technology distribution across age, race, education level, and internet connection speed is called the ____.
- a. right to free speech
 - b. technical redistribution
 - c. digital divide
 - d. technology transfer

ANSWER: c

25. ____ refers to the rules or standards within a culture about what is right and wrong.
- a. Justice
 - b. Speaker responsibility
 - c. Ethics.
 - d. None of these answers are correct.

ANSWER: c

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26. Public speaking in the time of the Greeks was called

- a. noise.
- b. rhetoric.
- c. mythos.
- d. pathos.

ANSWER: b

27. Which is not one of the proofs or appeals used in public speaking identified by Aristotle?

- a. ethos
- b. pathos
- c. mythos
- d. logos

ANSWER: c

28. Media convergence means

- a. people often interact in multiple spheres of communication at the same time.
- b. mobile technologies and the Internet have become dominant forms of social interaction.
- c. ordinary people can gather information and creatively express themselves online.
- d. people use mass media for information and entertainment.

ANSWER: a

29. According to the Roman statesman Cicero, you need this to form the groundwork for learning about public speaking.

- a. Memory
- b. Delivery
- c. Invention
- d. Arrangement
- e. Style
- f. All of these answers are correct.

ANSWER: f

30. The linear or transmission model of communication consists of

- a. two-way communication.
- b. communicators as both senders and receivers.
- c. a group communicating.
- d. communication in a single direction.

ANSWER: d

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31. Which of the following is not one of the eight elements of communication?

- a. Rhetoric
- b. Speaker
- c. Audience
- d. Noise

ANSWER: a

32. Which of the following is NOT an example of noise?

- a. A cell phone vibrating
- b. Feeling hungry
- c. Other people hungry
- d. Cluttered digital slides
- e. All of the above are examples of noise.

ANSWER: e

33. We use narrative thinking when we listen to and tell stories. Which of the following is accomplished through narrative thinking?

- a. We connect our sense of self with the world.
- b. We envision what could be.
- c. We apply logic to identify patterns and causal connections.
- d. We structure events in a logical order.
- e. All of the above are accomplished through narrative thinking.

ANSWER: a

34. Rhetoric was the major work of which philosopher?

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

ANSWER: b

35. Which of the following was NOT part of Cicero's "five arts of public speaking?"

- a. Invention
- b. Research
- c. Style
- d. Delivery

ANSWER: b

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36. Explain "audience-centered communication" and give an example.

ANSWER: Adapting speeches to the specific situation and audience. Example: when attempting to get people more involved in recycling aluminum and other metals, stress the economic benefits when addressing high school students. Stress the benefits to the environment and general economy when addressing a civic organization.

37. Explain the three proofs (types of support a speaker uses for a specific audience and occasion) which Aristotle identified as logos, pathos and ethos. Use examples if needed for clarification.

ANSWER: Logos refers to rational appeals based on logics, facts and analysis. Pathos refers to an appeal to our emotions. Ethos appeals rest on the speaker's credibility or character.

38. Much has changed for public speakers over the past 2000 years or so. In your own words, touch on at least four of the six changes mentioned in your textbook.

ANSWER:

1. Who has the opportunity or authority to speak.
2. What makes an audience consider a speaker reliable or credible.
3. Sources of information a speaker may access.
4. The different ways a speaker may deliver a speech.
5. The speakers' ethical challenges.
6. An audiences' expectations.

39. Transferable skills can be transferred from one context or occasion to another. Name at least four of the six skills you will learn in you public speaking class.

ANSWER:

1. Being more confident and managing anxiety.
2. Being a better listener.
3. Adapting to different audiences and building your credibility.
4. Finding and using reliable information.
5. Organizing ideas and information effectively.
6. Presenting ideas and information effectively.

40. Name as many of the eight elements of communication as you can and a one line explanation of each.

ANSWER:

1. Speaker □ person who assumes central role in a speech.
2. Message □ both verbal and non-verbal communication speaker uses.
3. Channel □ mode or medium of communication speaker uses.
4. audience □ intended recipients of speaker's message.
5. Noise □ something which interferes with the understanding of the message.
6. Feedback □ responses from listeners picked up by speaker
7. Context □ circumstances or situation within which a speech occurs.
8. Environment □ all the external surroundings which influence a public speaking event.