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| **True / False** |

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| 1. All perspectives, be they rhetorical, scientific, philosophical, etc., are partial, distorted, or biased.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 2. Most people alter their beliefs in response to a single message.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 3. Rhetorical applications suggest how you can use rhetorical principles to be an effective moral agent.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| **Multiple Choice** |

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| 4. Which of the following statements distinguishes the rhetorical perspective from the scientific perspective?   |  |  |  | | --- | --- | --- | |  | a. | The rhetorical perspective is concerned with the discovery and testing of certain kinds of truths. | |  | b. | The rhetorical perspective is interested in what influences or persuades people. | |  | c. | The rhetorical perspective is based on the belief that assumptions should be tested through logical and experiment. | |  | d. | The rhetorical perspective is focused on how conclusions are reached and tested. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 5. The first major treatise on the art of rhetoric that still exists was written by   |  |  |  | | --- | --- | --- | |  | a. | Isocrates | |  | b. | Aristotle | |  | c. | Gorgias | |  | d. | Portagoras |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 6. During Aristotle's times, rhetoric was taught by   |  |  |  | | --- | --- | --- | |  | a. | sophists. | |  | b. | republicans. | |  | c. | women. | |  | d. | Romans. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 7. An experienced public speaker is called a   |  |  |  | | --- | --- | --- | |  | a. | performer. | |  | b. | sophist. | |  | c. | elocutionist. | |  | d. | rhetor. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 8. Rhetoric is the craft of producing reason-giving discourse that is grounded in   |  |  |  | | --- | --- | --- | |  | a. | science. | |  | b. | linguistics. | |  | c. | wisdom or social knowledge. | |  | d. | experiments. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 9. The gap that exists between what you think ought to be and what is   |  |  |  | | --- | --- | --- | |  | a. | an altered condition. | |  | b. | an interaction. | |  | c. | a problem. | |  | d. | objective. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 10. Rhetorical efforts seek to affect \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of groups or individuals.   |  |  |  | | --- | --- | --- | |  | a. | threat levels | |  | b. | free choices | |  | c. | objective evidence | |  | d. | coercion |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 11. U.S. culture is strongly   |  |  |  | | --- | --- | --- | |  | a. | justifying and practical | |  | b. | frivolous and affirming | |  | c. | reasonable and socialized | |  | d. | pragmatic and capitalistic |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 12. When we say rhetoric is addressed to others and that it deals with issues and problems that one person cannot answer or solve, which defining characteristic of rhetoric are we referencing?   |  |  |  | | --- | --- | --- | |  | a. | public | |  | b. | prepositional | |  | c. | purposive | |  | d. | powerful |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 13. When we say rhetoric is developed through complete thoughts and that its goal is to make one person's idea intelligible and salient for others, we are describing which characteristic of rhetoric?   |  |  |  | | --- | --- | --- | |  | a. | problem-solving | |  | b. | purposive | |  | c. | pragmatic | |  | d. | propositional |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 14. Rhetoric produces actions that affect us materially.  It is active, not just contemplative, with an emphasis on practical outcomes.  In this sense, rhetoric is   |  |  |  | | --- | --- | --- | |  | a. | public | |  | b. | propositional | |  | c. | pragmatic | |  | d. | powerful |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 15. Rhetoric is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ when we are motivated to focus on achieving certain goals.   |  |  |  | | --- | --- | --- | |  | a. | powerful | |  | b. | poetic | |  | c. | prepositional | |  | d. | purposive |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 16. Rhetoric that is \_\_\_\_\_\_\_\_\_\_\_\_\_ creates virtual experience by stimulating the senses.  It invites participation and assent by displaying ritualistic, aesthetic, dramatic, and emotive qualities.   |  |  |  | | --- | --- | --- | |  | a. | poetic | |  | b. | propositional | |  | c. | pragmatic | |  | d. | powerful |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 17. Because rhetoric has the potential to help or harm us, to elevate or debase ideas, and to make or break careers, it is seen as \_\_\_\_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | pragmatic | |  | b. | powerful | |  | c. | purposive | |  | d. | poetic |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 18. When creating a virtual experience, the rhetor communicates by expressing something in   |  |  |  | | --- | --- | --- | |  | a. | pieces. | |  | b. | symbols. | |  | c. | lies. | |  | d. | computer images. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 19. The fundamental rhetorical purpose requires you to initiate a rhetorical act that can be an unintentionally created.   |  |  |  | | --- | --- | --- | |  | a. | unintentionally created. | |  | b. | explained by altered beliefs. | |  | c. | used to influence without the use of symbols. | |  | d. | translated into virtual experiences by others. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 20. According to Campbell, literary works can have political affects by   |  |  |  | | --- | --- | --- | |  | a. | initiating action. | |  | b. | formulating belief. | |  | c. | explaining. | |  | d. | altering perception. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 21. The idea that rhetorical action in not a one-shot event but a process is related to the rhetorical purpose of   |  |  |  | | --- | --- | --- | |  | a. | explaining. | |  | b. | formulating belief. | |  | c. | initiating action. | |  | d. | maintaining action. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 22. If messages and events support each other and are publicized, beliefs will be   |  |  |  | | --- | --- | --- | |  | a. | weakened. | |  | b. | dismantled. | |  | c. | strengthened. | |  | d. | examined. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 23. Which of the following is a purpose of rhetorical action?   |  |  |  | | --- | --- | --- | |  | a. | formulating belief | |  | b. | explaining | |  | c. | creating virtual experience | |  | d. | formulating belief and explaining | |  | e. | All of these answers and are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 24. Rhetorical acts that try to keep issues alive once public interest in them wanes; that try to rally the base to stay committed to the cause aim to achieve what primary rhetorical purpose?   |  |  |  | | --- | --- | --- | |  | a. | initiating action | |  | b. | maintaining action | |  | c. | altering perception | |  | d. | formulating belief |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 25. The process of communication has seven parts.  Criticism is most closely aligned with which part?   |  |  |  | | --- | --- | --- | |  | a. | message | |  | b. | channels | |  | c. | feedback | |  | d. | noise |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| **Objective Short Answer** |

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| 26. Define "perspective."   |  |  | | --- | --- | | *ANSWER:* | A way of seeing; all perspectives are partial and can be distorted or biased. | |

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| 27. What is meant when we say "rhetoric is purposive"?   |  |  | | --- | --- | | *ANSWER:* | Rhetoric is aimed at achieving a particular goal. | |

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| 28. List 5 of the 7 defining characteristics- the 7 Ps-of rhetoric.   |  |  | | --- | --- | | *ANSWER:* | Answer can include: (1) public, (2) prepositional, (3) purposive, (4) problem-solving, (5) pragmatic, (6) poetic, or (7) powerful. | |

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| 29. Define "rhetorical act."   |  |  | | --- | --- | | *ANSWER:* | An intentional, created, polished attempt to overcome the obstacles in a given situation with a specific audience on a given issue to achieve a particular end. | |

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| **Subjective Short Answer** |

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| 30. Describe how Charles Dicken's *Oliver Twist* or the works of artist Charles M. Russell are rhetorical acts.   |  |  | | --- | --- | | *ANSWER:* | They both altered the audiences’ perception by creating a virtual experience. Dickens’s work persuaded readers to demand reform for English poor houses. Russell’s works, once you understand they are paintings of Russell’s wife dressed as an Indian woman, reveals the stereotypes of 19th century White and Indian women. | |