

CHAPTER 1 TEST BANK

MULTIPLE-CHOICE QUESTIONS

Ans: d
easy
pp. 4–17

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
medium
pp. 5–6

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
medium
p. 16

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

Ans: a
medium
pp. 3–4

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
medium
p. 8

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

Ans: b
medium
p. 13

6. Audience expectations best characterize the _____ of public speaking transactions.
 - a. interactive site
 - b. psychological setting
 - c. main obstacle
 - d. physical context

Ans: b
hard
p. 12

7. Which of the following figures wrote that a good speaker must also be a good person?
 - a. Cicero
 - b. Quintilian
 - c. Euclid
 - d. Aristotle

Ans: d
hard
p. 11

Ans: d
easy
pp. 5–6

Ans: b
easy
p. 15

Ans: c
hard
pp. 11–12

Ans: a
hard
p. 12

Ans: b
medium
pp. 14–15

Ans: b
easy
p. 5

8. Which of the following figures is credited with discussing the three genres of political, legal, and ceremonial speaking?
 - a. Cicero
 - b. Quintilian
 - c. Plato
 - d. Aristotle
9. 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
10. _____ refers to the messages listeners send back to a speaker while he/she is speaking.
 - a. Interference
 - b. Feedback
 - c. Alliteration
 - d. Backtalk
11. What ancient figure is credited with outlining the five “arts” of public speaking?
 - a. Aristotle
 - b. Plato
 - c. Cicero
 - d. Quintilian
12. Who wrote the classic dialogue on communication ethics entitled *Phaedrus*?
 - a. Plato
 - b. Aristotle
 - c. Socrates
 - d. Cicero
13. 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
14. 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

Ans: d
medium
p. 18

Ans: c
hard
p. 6

Ans: c
medium
p. 21

Ans: b
medium
p. 8

Ans: a
medium
pp. 7–8

Ans: d
medium
p. 20

Ans: c
medium
pp. 18–19

15. 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.
16. 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
17. Listeners play a vital role in ethical public speaking because
 - a. they don't have to be there.
 - b. they help to make speakers more comfortable.
 - c. their critical and constructive judgment is crucial.
 - d. they make appeals to mythos much more effective.
18. 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"
19. _____ 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
20. 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
21. 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
medium
pp. 19–20

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

TRUE-FALSE QUESTIONS

Ans: F
medium
pp. 15–17

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

Ans: T
easy
pp. 5–6

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

Ans: F
medium
pp. 7–8

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

Ans: T
easy
p. 4

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.

Ans: F
medium
p. 6

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

Ans: T
easy
p. 5

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

Ans: F
easy
pp. 13–14

7. T F Listeners come into the speaking situation with a blank slate.

Ans: T
medium
pp. 14–15

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

Ans: F
medium
p. 13

Ans: F
easy
pp. 4–17

Ans: F
hard
pp. 11–12

Ans: F
medium
pp. 8–9

Ans: T
easy
p. 18

Ans: F
easy
pp. 19–20

Ans: F
medium
pp. 19–20

Ans: T
easy
pp. 19–20

Ans: F
medium
pp. 11–12

Ans: T
easy
p. 15

Ans: F
medium
p. 10–11

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| 9. | T | F | The physical setting is composed primarily of recent events surrounding the speech. |
| 10. | T | F | Personal growth is the only major benefit a speaker can achieve while learning public speaking skills. |
| 11. | T | F | Memory is <i>not</i> considered part of the five arts of public speaking. |
| 12. | T | F | Lincoln’s “chorus” metaphor reinforces stereotyping in American society. |
| 13. | T | F | Acquiring responsible knowledge of your subject requires that a speaker works from up-to-date information. |
| 14. | T | F | Plagiarism is considered a minor infraction of a student’s code of conduct. |
| 15. | T | F | Memorization of a speech, article, or essay decreases the likelihood of plagiarism. |
| 16. | T | F | “Cutting and pasting” together a speech from multiple internet sources constitutes a serious form of academic dishonesty. |
| 17. | T | F | Cicero is discussed in your text as an excellent web resource for researching your speeches. |
| 18. | T | F | Thoughtful feedback helps speakers assess the immediate effectiveness of their speeches. |
| 19. | 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 three historic figures to our understanding and teaching public speaking.
4. Discuss four variables of 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 both an interactive and a dynamic process? Provide examples.
7. Discuss the importance of three concepts that are related to ethical public speaking. Provide examples.