

# Chapter 1 Welcome to Public Speaking

## *Multiple Choice Questions*

1. Effective communication skills are highly valued by employers because \_\_\_\_\_.
- a. interviewers like to have good conversations with interviewees
  - b. public speaking is becoming a larger part of corporate life
  - c. our economy is increasingly dependent on information communicated effectively
  - d. public messages are increasingly complex, and effective interpretation is difficult

**Answer:** c

**Learning Objective:** 1.1 Identify the principal things you will learn in this course and how they will benefit you outside the classroom.

**Topic:** Why Study Public Speaking?

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

2. Which of the following is a characteristic of critical thinkers?
- a. They distinguish between fact and opinion.
  - b. They take the speaker's claims at face value.
  - c. They look at each idea as new and unique.
  - d. They accept assertions on faith.

**Answer:** a

**Learning Objective:** 1.1 Identify the principal things you will learn in this course and how they will benefit you outside the classroom.

**Topic:** Why Study Public Speaking?

**Difficulty Level:** Easy

**Skill Level:** Remember the Facts

3. Which of the following statements is a statement of fact?
- a. The United States must protect itself from international terrorism.
  - b. Laptop computer prices are bound to drop over the next 5 years.
  - c. Universal health care is an idea whose time has come.
  - d. Mortgage rates are at a twenty-year low.

**Answer:** d

**Learning Objective:** 1.1 Identify the principal things you will learn in this course and how they will benefit you outside the classroom.

**Topic:** Why Study Public Speaking?

**Difficulty Level:** Moderate

**Skill Level:** Apply What You Know

4. Public speaking is a communication process that can best be described as a(n) \_\_\_\_\_.
- a. series of one-way messages delivered by the speaker to the listeners
  - b. continuous exchange of messages and feedback between the speaker and the listeners
  - c. decoding process in which the speaker and the audience share a frame of reference
  - d. organized monologue

**Answer:** b

**Learning Objective:** 1.2 Describe public speaking as a communication process in which the speaker and listeners jointly create meaning and understanding.

**Topic:** Public Speaking and Communication

**Difficulty Level:** Moderate

**Skill Level:** Understand the Concepts

5. Public speaking occurs \_\_\_\_\_.
- a. in a specific situation
  - b. in response to feedback
  - c. in response to a speaker's urge to speak
  - d. in response to the audience's need to know something

**Answer:** a

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

6. Which of the following is the term for the study of how messages affect people?
- a. critical thinking
  - b. strategic planning
  - c. feedback
  - d. rhetoric

**Answer:** d

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

7. A situation in which people's understanding can be changed through messages is called

- \_\_\_\_\_.
- a. critical.
  - b. strategic.
  - c. rhetorical.
  - d. purposive.

**Answer:** c

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

8. When analyzing the four factors of the rhetorical situation, which of the following is a unique concern for the speaker?

- a. exigence
- b. *ethos*
- c. deliberation
- d. extemporaneity

**Answer:** b

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Moderate

**Skill Level:** Understand the Concepts

9. Tenzing is planning a speech on the Chinese occupation of his Tibetan homeland and is not sure how to create identification with his classmates. Which element of the rhetorical situation is he concerned with in his search for identification?

- a. the speech
- b. the speaker
- c. the purpose
- d. the audience

**Answer:** d

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Difficult

**Skill Level:** Apply What You Know

10. 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.

- a. identification
- b. rhetorical criticism
- c. simultaneous events
- d. audience feedback

**Answer:** c

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Difficult

**Skill Level:** Apply What You Know

11. In public speaking, what is an exigence?

- a. the purpose of the speech
- b. a device for concluding the speech
- c. a form of audience feedback
- d. a problem that can be managed with a good speech

**Answer:** d

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Difficult

**Skill Level:** Remember the Facts

12. What are the three basic purposes for public speaking?

- a. informing, explaining, conforming
- b. deliberating, persuading, identifying
- c. persuading, debating, deliberating
- d. entertaining, persuading, informing

**Answer:** d

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Easy

**Skill Level:** Remember the Facts

13. The speaker's characteristic use of language to convey meaning and evoke emotion is called \_\_\_\_\_.

- a. invention
- b. arrangement
- c. style
- d. delivery

**Answer:** c

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Easy

**Skill Level:** Remember the Facts

14. \_\_\_\_\_ is the process of using effective voice, gestures, and facial expressions.

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

**Answer:** d

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Easy

**Skill Level:** Remember the Facts

15. Once Maurice had gathered all the information he could about his topic, he began working on determining the best structure for his main ideas. Maurice was engaged in which activity?

- a. invention
- b. arrangement
- c. style
- d. delivery

**Answer:** b

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Moderate

**Skill Level:** Apply What You Know

16. When a problem affects the public, cooperative action and subjective judgment is needed, the decision requires subjective judgment, and a decision is required, what has been created?

- a. public speech
- b. public forum
- c. rhetorical situation
- d. frame of reference

**Answer:** b

**Learning Objective:** 1.4 Define the public forum and describe how studying public speaking will prepare you to participate effectively in it.

**Topic:** The Public Forum

**Difficulty Level:** Moderate

**Skill Level:** Understand the Concepts

17. What will happen if the public forum is allowed to weaken?

- a. Individuals will make their own decisions.
- b. Critical public decisions will be made unilaterally.
- c. The public forum will return to the realm of traditional politics.
- d. People will make decisions that do not affect them.

**Answer:** b

**Learning Objective:** 1.4 Define the public forum and describe how studying public speaking will prepare you to participate effectively in it.

**Topic:** The Public Forum

**Difficulty Level:** Moderate

**Skill Level:** Understand the Concepts

18. Which of the following is a sign of a healthy public forum?

- a. broad recognition of political and advertising slogans
- b. increasing attention to information sources that support one's own point of view
- c. an increasing number of people who are convinced that they have the power to effect change
- d. a decreasing willingness to debate public issues

**Answer:** c

**Learning Objective:** 1.4 Define the public forum and describe how studying public speaking will prepare you to participate effectively in it.

**Topic:** The Public Forum

**Difficulty Level:** Moderate

**Skill Level:** Apply What You Know

19. What are the alternatives to a well-cultivated public forum?

- a. anarchy and chaos
- b. autocratic rule and anarchy
- c. autocratic rule by experts but not rulers
- d. civic engagement and traditional politics

**Answer:** b

**Learning Objective:** 1.4 Define the public forum and describe how studying public speaking will prepare you to participate effectively in it.

**Topic:** The Public Forum

**Difficulty Level:** Moderate

**Skill Level:** Understand the Concepts

20. Thorough research is the best way to ensure that you have met which of the following ethical criterion?

- a. showing respect for the topic
- b. showing respect for the listeners
- c. showing concern for the consequences of the speech
- d. taking responsibility for your statements

**Answer:** a

**Learning Objective:** 1.5 Identify the principal ethical obligations of listeners and speakers.

**Topic:** Ethics: Respect for Audience, Topic, and Occasion

**Difficulty Level:** Moderate

**Skill Level:** Understand the Concepts

21. Which of the following violates the high ethical standards for a speaker?

- a. respect for our listeners
- b. respect for the topic
- c. responsibility for statements
- d. appealing to specific homogenous audiences

**Answer:** d

**Learning Objective:** 1.5 Identify the principal ethical obligations of listeners and speakers.

**Topic:** Ethics: Respect for Audience, Topic, and Occasion

**Difficulty Level:** Easy

**Skill Level:** Apply What You Know

22. The tendency to believe that your own views are typical of everyone else's is known as \_\_\_\_\_.

- a. ethnocentrism
- b. subjectivity
- c. exigence
- d. identification

**Answer:** a

**Learning Objective:** 1.5 Identify the principal ethical obligations of listeners and speakers.

**Topic:** Ethics: Respect for Audience, Topic, and Occasion

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

23. Plagiarism violates which ethical principle?

- a. responsibility for your statements
- b. concern for the consequences of your speech
- c. respect for yourself
- d. respect for the topic

**Answer:** a

**Learning Objective:** 1.5 Identify the principal ethical obligations of listeners and speakers.

**Topic:** Ethics: Respect for Audience, Topic, and Occasion

**Difficulty Level:** Easy

**Skill Level:** Understand the Concepts

24. If you devote your entire speech to what listeners already know, how have you failed to show respect for your listeners?

- a. You failed to meet them where they are.
- b. Your speech did not merit the audience's time.
- c. You failed to respect cultural diversity.
- d. You insulted listeners' intelligence or judgment.

**Answer:** d

**Learning Objective:** 1.5 Identify the principal ethical obligations of listeners and speakers.

**Topic:** Ethics: Respect for Audience, Topic, and Occasion

**Difficulty Level:** Difficult

**Skill Level:** Apply What You Know

25. What is true of the consequences of your speech?

- a. You will know what all the effects will be.
- b. You are legally responsible for the speech effects.
- c. Ethical standards demand that you think about the effect of your speech.
- d. Listeners have ethical obligations, but speakers do not.

**Answer:** c

**Learning Objective:** 1.5 Identify the principal ethical obligations of listeners and speakers.

**Topic:** Ethics: Respect for Audience, Topic, and Occasion

**Difficulty Level:** Moderate

**Skill Level:** Understand the Concepts

### *True/False Questions*

26. Critical thinking is more valuable to speakers than it is to listeners.

**Answer:** False

**Learning Objective:** 1.1 Identify the principal things you will learn in this course and how they will benefit you outside the classroom.

**Topic:** Why Study Public Speaking?

**Difficulty Level:** Difficult

**Skill Level:** Understand the Concepts



27. *The budget deficit has doubled in the last 4 years* is a statement of fact.

**Answer:** True

**Learning Objective:** 1.1 Identify the principal things you will learn in this course and how they will benefit you outside the classroom.

**Topic:** Why Study Public Speaking?

**Difficulty Level:** Moderate

**Skill Level:** Apply What You Know

28. Each listener interprets the speaker's message differently.

**Answer:** True

**Learning Objective:** 1.2 Describe public speaking as a communication process in which the speaker and listeners jointly create meaning and understanding.

**Topic:** Public Speaking and Communication

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

29. Listeners are not passive receivers; they form judgments and communicate them to the speaker during the speech.

**Answer:** True

**Learning Objective:** 1.2 Describe public speaking as a communication process in which the speaker and listeners jointly create meaning and understanding.

**Topic:** Public Speaking and Communication

**Difficulty Level:** Easy

**Skill Level:** Understand the Concepts

30. The rhetorical situation is a situation created by someone's speech.

**Answer:** False

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Moderate

**Skill Level:** Understand the Concepts

31. 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.

**Answer:** True

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Difficult

**Skill Level:** Apply What You Know

32. Memory skills are critical for speakers when rehearsing both mentally and aloud.

**Answer:** True

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Difficult

**Skill Level:** Remember the Facts

33. The speaker's characteristic use of language to evoke emotion and to convey descriptive meaning is referred to as delivery.

**Answer:** False

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

34. The public forum is limited to large political questions like public health policy.

**Answer:** False

**Learning Objective:** 1.4 Define the public forum and describe how studying public speaking will prepare you to participate effectively in it.

**Topic:** The Public Forum

**Difficulty Level:** Moderate

**Skill Level:** Understand the Concepts

35. Plagiarism violates the ethical principle of respect for the topic.

**Answer:** False

**Learning Objective:** 1.5 Identify the principal ethical obligations of listeners and speakers.

**Topic:** Ethics: Respect for Audience, Topic, and Occasion

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

### *Fill-in-the-Blank Questions*

36. Facts are statements that, at least in theory, can be \_\_\_\_\_ by someone else.

**Answer:** verified

**Learning Objective:** 1.1 Identify the principal things you will learn in this course and how they will benefit you outside the classroom.

**Topic:** Why Study Public Speaking?

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

37. Effective speakers make \_\_\_\_\_ choices, identifying their goals and then determining how best to achieve them.

**Answer:** strategic

**Learning Objective:** 1.1 Identify the principal things you will learn in this course and how they will benefit you outside the classroom.

**Topic:** Why Study Public Speaking?

**Difficulty Level:** Moderate

**Skill Level:** Understand the Concepts

38. When you give a speech, you and your listeners are involved in \_\_\_\_\_, meaning that you interact to build a connection.

**Answer:** communication

**Learning Objective:** 1.2 Describe public speaking as a communication process in which the speaker and listeners jointly create meaning and understanding.

**Topic:** Public Speaking and Communication

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

39. Responses from the audience during and after the speech, indicating their reactions to what you have said, are known collectively as \_\_\_\_\_.

**Answer:** feedback

**Learning Objective:** 1.2 Describe public speaking as a communication process in which the speaker and listeners jointly create meaning and understanding.

**Topic:** Public Speaking and Communication

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

40. Skillful \_\_\_\_\_ of a speech involves the effective use of voice, gesture, facial expression, physical movement, and visual aids.

**Answer:** delivery

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Difficult

**Skill Level:** Remember the Facts

41. The process of structuring ideas and supporting materials so that they are coherent and organized is called \_\_\_\_\_.

**Answer:** arrangement

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

42. 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.

**Answer:** identification

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Difficult

**Skill Level:** Remember the Facts

43. Kurt wanted to provide his listeners with new information about changes in student loan eligibility; so the general purpose of his speech was to \_\_\_\_\_ his audience.

**Answer:** inform

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Moderate

**Skill Level:** Apply What You Know

44. The imagined “space” where people speak to exchange ideas is called the \_\_\_\_\_.

**Answer:** public forum

**Learning Objective:** 1.4 Define the public forum and describe how studying public speaking will prepare you to participate effectively in it.

**Topic:** The Public Forum

**Difficulty Level:** Moderate

**Skill Level:** Remember the Facts

45. 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.

**Answer:** ethical

**Learning Objective:** 1.5 Identify the principal ethical obligations of listeners and speakers.

**Topic:** Ethics: Respect for Audience, Topic, and Occasion

**Difficulty Level:** Easy

**Skill Level:** Remember the Facts

*Essay/Short Answer Questions*

46. Identify the two invaluable general skills emphasized in the study of public speaking. Describe the processes of each and indicate why they are essential.

**Answer:** The ideal answer should include:

1. Critical thinking is the ability to form and defend your own judgments rather than blindly accepting or instantly rejecting what you hear or read. Critical thinking is necessary to place ideas in a broader context, showing how they relate to other things that you already know or believe.
2. In planning strategically, you make conscious choices about whether to speak, when to speak, what to say, how to phrase a point and how to explain or defend the point, how to organize the message, what tone to give it, and how to relate a message to the audience. Through strategic planning, you identify goals and determine how to achieve them.

**Learning Objective:** 1.1 Identify the principal things you will learn in this course and how they will benefit you outside the classroom.

**Topic:** Why Study Public Speaking?

**Difficulty Level:** Difficult

**Skill Level:** Understand the Concepts

47. Explain why public speaking is a continuous communication process. Identify how this influences the preparation and presentation of the speech.

**Answer:** The ideal answer should include:

1. The audience participates along with the speaker in creating shared meaning and understanding. The salient issues will matter the most, so the speaker should focus on those.
2. The speaker's ideas and values are tested and refined through interaction with the audience, and listeners' knowledge and understanding is modified through interaction with the speaker. The speaker should try to match the audience's expectations appropriately.
3. Messages and signals circulate back and forth between speaker and listeners. The speaker should use feedback while delivering the speech.

**Learning Objective:** 1.2 Describe public speaking as a communication process in which the speaker and listeners jointly create meaning and understanding.

**Topic:** Public Speaking and Communication

**Difficulty Level:** Difficult

**Skill Level:** Analyze It

48. Identify the three types of occasions for public speaking. Define each and explain how each type of occasion affects the type of speech to be given. Discuss differences between the demands of different occasions.

**Answer:** The ideal answer should include:

1. The three types of occasions for public speaking are ceremonial, deliberative, and forensic occasions.
2. Ceremonial occasions call for speeches about the present and the praiseworthy. They include awards, introductions, eulogies, and commemorations.
3. Deliberative occasions call for speeches about decision making. They focus on the future and what should be done. They include oral reports, sales presentations, speeches of advocacy, and refutation.
4. Forensic occasions call for speeches about the past and render judgment. They are generally limited to courtroom speaking.

**Learning Objective:** 1.3 Name the elements of a rhetorical situation and explain the steps by which a speech affects the situation.

**Topic:** The Rhetorical Situation

**Difficulty Level:** Difficult

**Skill Level:** Analyze It

49. How does an understanding of the public forum promote civic engagement and effective democracy?

**Answer:** The ideal answer should include:

1. With an understanding of the public forum, a speaker comes to know that speeches affect an audience beyond the immediate listeners.
2. A speaker who understands the public forum knows that it is important to participate in the public forum so as to avoid unilateral decision making by leaders.
3. A speaker with this understanding also knows that democracies weaken when the public forum is not robust and that active participation in the public forum helps avoid a shift toward autocracy or anarchy.

**Learning Objective:** 1.4 Define the public forum and describe how studying public speaking will prepare you to participate effectively in it.

**Topic:** The Public Forum

**Difficulty Level:** Difficult

**Skill Level:** Analyze It

50. What are the four ethical principles that your textbook supports? Explain the differences and indicate how they might be applied to a speech you might give in your class.

**Answer:** The ideal answer should include:

1. The four ethical principles are (1) respect for the listeners, (2) respect for the topic, (3) responsibility for one's statements, and (4) concern for the consequences of the speech.
2. Respect for listeners involves a speaker being willing to acknowledge the audience's current position, whether or not the speaker agrees with it. The speaker also shows respect by not insulting listeners' intelligence and by acknowledging audience diversity.
3. A speaker respects a topic by learning about it in enough detail to present it clearly and fairly.
4. A speaker must take responsibility for the accuracy and integrity of his or her statements, being careful not to misrepresent fact as opinion or vice versa. A speaker always acknowledges sources and never plagiarizes another's work.
5. A speaker is never indifferent to how the speech will affect others.
6. The ideal answer will give a short description of a speech topic and provide a specific example of how an audience's position can be acknowledged, the topic could be researched, sources could be cited, and the speech effects carefully considered.

**Learning Objective:** 1.5 Identify the principal ethical obligations of listeners and speakers.

**Topic:** Ethics: Respect for Audience, Topic, and Occasion

**Difficulty Level:** Difficult

**Skill Level:** Analyze It