

## CHAPTER 1 TEST BANK

### MULTIPLE-CHOICE QUESTIONS

1.1. From your readings, “finding your voice” as a public speaker entails all of the following EXCEPT \_\_\_\_\_.

- a. finding out how to influence audiences on any subject
- b. learning to create and present effective speeches
- c. realizing more about yourself and the topics you care about
- d. discovering your place in society

Answer: a

Chapter: 01

Module: 1.1

Learning Objective: LO 1.1 Understand the personal, social, and cultural benefits of the course.

Topic: The Benefits of Public Speaking

Difficulty: Easy

Skill: Remember the Facts

1.2. Public speaking provides personal, social, and cultural benefits. Which of the following statements best reflects the **personal benefits** of education in public speaking?

- a. increasing your sensitivity to the needs of others
- b. making you a more engaged and responsible citizen
- c. helping you appreciate the value of diversity
- d. helping you succeed in the workplace

Answer: d

Chapter: 01

Module: 1.1

Learning Objective: LO 1.1 Understand the personal, social, and cultural benefits of the course.

Topic: The Benefits of Public Speaking

Difficulty: Easy

Skill: Remember the Facts

1.3. After completing a course in public speaking, Maria realizes that she has become more appreciative of the different ways people live. This demonstrates how education in public speaking provides \_\_\_\_\_ benefits.

- a. cultural
- b. personal
- c. social
- d. political

Answer: a

Chapter: 01

Module: 1.1

Learning Objective: LO 1.1 Understand the personal, social, and cultural benefits of the course.

Topic: The Benefits of Public Speaking

Difficulty: Moderate

Skill: Apply What You Know

1.4. While taking a course in public speaking, Thomas discovers a passion for speaking out on local environmental issues. Thomas's experience best reflects how public speaking has a \_\_\_\_\_ benefit.

- a. cultural
- b. personal
- c. social
- d. political

Answer: c

Chapter: 01

Module: 1.1

Learning Objective: LO 1.1 Understand the personal, social, and cultural benefits of the course.

Topic: The Benefits of Public Speaking

Difficulty: Moderate

Skill: Apply What You Know

1.5. Which of the following figures is often credited with bringing system and order to the study and teaching of public speaking?

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

Answer: c

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.6. In Congress, legislators present speeches when debating bills and deciding future policies for the country. Aristotle would call these \_\_\_\_\_ speeches.

- a. ceremonial
- b. deliberative
- c. residual
- d. forensic

Answer: b

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Apply What You Know

1.7. In his speech on local homelessness, Marcel provides startling facts and vivid descriptions to enhance his listeners' emotional involvement with his topic. This best reflects what form of appeal discussed by Aristotle?

a. pathos

b. ethos

c. logos

d. mythos

Answer: a

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Apply What You Know

1.8. Which of the following figures argued that public speakers become unethical when they appeal to what listeners *want* to hear rather than what they *need* to hear?

a. Copernicus

b. Plato

c. Aristotle

d. Newton

Answer: b

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.9. The \_\_\_\_\_ audience refers to the people the speaker most wishes to reach and influence with their messages.

a. secondary

b. empowered

c. primary

d. public

Answer: c

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Easy

Skill: Remember the Facts

1.10. \_\_\_\_\_ refers to the messages listeners send back to a speaker while he or she is speaking.

- a. Interference
- b. Feedback
- c. Alliteration
- d. Backtalk

Answer: b

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Easy

Skill: Remember the Facts

1.11. Shantia didn't know whether she should talk to her professor face-to-face or send him an e-mail. What aspect of speaking is Shantia concerned with?

- a. channel
- b. audience
- c. message
- d. feedback

Answer: a

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.12. When listening to a speech, Jamal 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. feedback
- b. interference
- c. psychological
- d. semantic noise

Answer: b

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.13. The audience's expectations best characterize the \_\_\_\_\_ of public speaking transactions.

- a. interactive site
- b. psychological setting
- c. main obstacle
- d. physical context

Answer: b

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.14. When public speaking is described as a **transactional process**, we mean that it \_\_\_\_\_.

- a. reflects a constant give and take among the various components in the process
- b. can be influenced by many sources of ideas and opinions
- c. can transform the lives of the people who are communicating
- d. is most effective when messages are presented forcefully

Answer: a

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.15. According to Lloyd Bitzer's theory of the **rhetorical situation**, speeches tend to be effective when \_\_\_\_\_.

- a. the speaker and the audience have similar views on the topic
- b. the speech is perceived as a "fitting response" to the needs of the situation
- c. the speaker and the audience have opposing views on the topic
- d. the speech provides an assessment of all possible scenarios

Answer: b

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.16. \_\_\_\_\_ occurs when audience members experience a shared sense of purpose with a speaker.

- a. Communication
- b. Identification
- c. Personification
- d. Actualization

Answer: b

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.17. **Responsible knowledge** includes which of the following?

- a. knowing the main points of concern
- b. a lack of trust of outside sources
- c. a focus on the future
- d. providing abstract truths that always apply

Answer: a

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Understand the Concepts

1.18. The standards that determine what is right and wrong about public communication behaviors are known as \_\_\_\_\_.

- a. claims
- b. pathos
- c. ethics
- d. values

Answer: c

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Easy

Skill: Remember the Facts

1.19. The text reviews three major considerations that are the basis for ethical public speaking. Which of the following is included in these considerations?

- a. relying primarily on facts and statistics
- b. a genuine concern for consequences
- c. speaking your mind regardless of what others think
- d. how individuals can advance themselves

Answer: b

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Understand the Concepts

1.20. When Javier has an advanced state of awareness about a topic and understands the major issues and latest developments about the subject, he is demonstrating \_\_\_\_\_ knowledge.

- a. responsible
- b. ethnocentric
- c. cultural
- d. irreverent

Answer: a

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Easy

Skill: Remember the Facts

1.21. Josiah agrees with his representative in Congress on tax cuts, but is concerned that her use of fear appeals is undermining the integrity of discussion on the subject. Josiah's concerns best reflect what basic principle of ethical public speaking?

- a. moral community building
- b. being aware of recent events
- c. respect for the integrity of ideas and information
- d. a concern for consequences

Answer: d

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Apply What You Know

1.22. What do we mean by 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

Answer: c

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Understand the Concepts

1.23. \_\_\_\_\_ refers to presenting the ideas or words of others as if they were your own.

- a. Lay testimony
- b. Misuse of information
- c. Quoting out of context
- d. Plagiarism

Answer: d

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Easy

Skill: Remember the Facts

1.24. Jenae realized that the same speech she had written for her history class would work for the chronological speech she needed to prepare for her communication class. What form of plagiarism does this represent?

- a. summary
- b. recycling
- c. patchwork
- d. padded

Answer: b

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Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Apply What You Know

1.25. The best way to describe the role of listeners in public speaking is to say that they \_\_\_\_\_.



- a. have a shared responsibility for completing the communication process
- b. should be polite and passive regardless of their personal opinions
- c. should not listen to speakers when they disagree with them
- d. do not share primary responsibility for the communication process

Answer: a

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Understand the Concepts

## TRUE-FALSE QUESTIONS

1.26. Finding your voice as a public speaker refers to developing technical competence, learning more about yourself, and discovering your place in society.

Answer: True

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Module: 1.1

Learning Objective: LO 1.1 Understand the personal, social, and cultural benefits of the course.

Topic: The Benefits of Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.27. Public speaking classes can act as laboratories for the democratic process.

Answer: True

Chapter: 01

Module: 1.1

Learning Objective: LO 1.1 Understand the personal, social, and cultural benefits of the course.

Topic: The Benefits of Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.28. An “other orientation” occurs when another person recognizes that you are listening to their communication.

Answer: False

Chapter: 01

Module: 1.1

Learning Objective: LO 1.1 Understand the personal, social, and cultural benefits of the course.

Topic: The Benefits of Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.29. Ethos refers to the use of reasoning and evidence in a speech.

Answer: False

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Easy

Skill: Remember the Facts

1.30. The primary audience for a speech consists of anyone who might see it many months later when watching a video of the speech on YouTube.

Answer: False

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.31. Thoughtful feedback helps speakers assess the immediate effectiveness of their speeches.

Answer: True

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.32. Communication is a dynamic and a transactional process.

Answer: True

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Easy

Skill: Remember the Facts

1.33. Acquiring responsible knowledge of your subject requires that a speaker work from up-to-date information.

Answer: True

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Understand the Concepts

1.34. Memorization of a speech, article, or essay decreases the likelihood of plagiarism.

Answer: False

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Understand the Concepts

1.35. “Cutting and pasting” together a speech from multiple Internet sources constitutes a serious form of academic dishonesty.

Answer: True

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Understand the Concepts

## FILL-IN-THE BLANK QUESTIONS

1.36. When you develop a heightened sensitivity to the interests and needs of people, you have developed a(n) \_\_\_\_\_.

Answer: other orientation

Chapter: 01

Module: 1.1

Learning Objective: LO 1.1 Understand the personal, social, and cultural benefits of the course.

Topic: The Benefits of Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.37. According to Pericles, the civilization in Athens was considered great because people were able to \_\_\_\_\_ and reason together.

Answer: speak

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Easy

Skill: Remember the Facts

1.38. The speaker, audience, and message are the central components of a speech. These elements can be affected by the channel, interference, feedback, and \_\_\_\_\_.

Answer: setting

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Easy

Skill: Remember the Facts

1.39. The cues a speaker uses, such as when Mia holds up three fingers to reinforce that she will be addressing three main ideas, are part of the \_\_\_\_\_ message in the speech process.

Answer: nonverbal

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.40. Tyler knows that his speech is scheduled for 3 o'clock and will take place in the small lecture hall on the second floor. He is aware of the \_\_\_\_\_ setting for his speech.

Answer: physical

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.41. Listeners who smile and nod at the speaker during a presentation are providing \_\_\_\_\_.

Answer: feedback

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.42. The \_\_\_\_\_ model of communication presents it as a constant give and take among the various components of the process.

Answer: transactional

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.43. Mason encouraged his listeners to consider themselves as one and come together to rebuild the community following the devastating tornado. Mason is creating \_\_\_\_\_ to establish a shared sense of purpose among his listeners.

Answer: identification

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Apply What You Know

1.44. An advanced state of awareness about a topic demonstrates the concept of \_\_\_\_\_.

Answer: responsible knowledge

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Understand the Concepts

1.45. Creating a speech by taking passages from a variety of sources and putting them together to make a new speech is known as \_\_\_\_\_ plagiarism.

Answer: patchwork

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Understand the Concepts

## SHORT-ANSWER/ESSAY QUESTIONS

1.46. Discuss the three variables of “finding your voice” as a public speaker. Provide examples for each one from your experiences in the class thus far.

Answer: Finding your voice as a speaker entails (1) learning to be a competent speaker, (2) self-discovery, and (3) finding your place in society. By learning to be a competent speaker, we mean developing the technical skills associated to preparing and presenting effective speeches. Self-discovery refers to developing a sense of confidence and becoming more informed about the subjects and issues we care about. Finding your place in society refers to engaging your ideas and messages with those of others and discovering a sense of mutual interdependence that is at the heart of all meaningful communication.

Chapter: 01

Module: 1.1

Learning Objective: LO 1.1 Understand the personal, social, and cultural benefits of the course.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.47. Explain three benefits you will gain from taking a public speaking course. Provide examples.

Answer: The three main benefits of a public speaking course are (1) personal, (2) social, and (3) cultural. One personal example would be conveying ideas with power and conviction. A social benefit refers to being a responsible citizen and speaking up about concerns of your community. A cultural benefit would be the development of an “other” orientation, which reflects a heightened sensitivity to the needs of others in the community and around the world.

Chapter: 01

Module: 1.1

Learning Objective: LO 1.1 Understand the personal, social, and cultural benefits of the course.

Topic: The Benefits of Public Speaking

Difficulty: Moderate

Skill: Apply What You Know

1.48. Name and describe five of the seven components in the model of the public speaking process.

Answer: The components of public speaking are (1) speaker: initiates the communication process by framing an oral message for the consideration of others; (2) audience: the listeners for whom the message is intended; (3) message: the main ideas and information a speaker wants to convey; (4) channel: the medium that conveys the message to listeners; (5) interference: the distractions that disrupt the process of communication; (6) setting: the physical and psychological context in which a speech is presented; and (7) feedback: the speaker’s perception of how the audience is reacting to the message.

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Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Understand the Concepts

1.49. What do we mean when we say that public speaking is a dynamic process? Provide examples.

Answer: While the transactional model of communication shows that it is a constant give and take among the components of the process, the dynamic model reveals that the process of public speaking can change and transform the lives of the people who participate in it. Two of the most popular theories associated with the dynamic model are the rhetorical situation, which argues that effective speeches tend to define a situation in the minds of listeners, and identification, which argues that effective speeches create a sense of shared purpose or community with listeners. For example, a speaker exhorting listeners to help a needy family would probably benefit from defining the family’s situation for listeners and prescribing a vision of the audience coming together as a community to help them.

Chapter: 01

Module: 1.2

Learning Objective: LO 1.2 Appreciate the historical roots of and contemporary perspectives on public speaking.

Topic: Introduction to Public Speaking

Difficulty: Moderate

Skill: Apply What You Know

1.50. Discuss the importance of three concepts that are related to ethical public speaking. Provide examples.

Answer: Underlying ethical speaking are three major considerations: respect for the integrity of ideas and information, a genuine concern for consequences, and the shared responsibilities of listeners. An ethical speaker addresses the integrity of ideas and information by speaking from responsible knowledge. This includes knowing the main points of a topic, understanding what experts say about it, noting differences of opinion, being aware of recent events concerning the topic, and realizing what is said might affect the lives of listeners. A speaker can demonstrate a genuine concern for consequences by understanding how words can influence others. With the increase in the variety of public communication channels, this concept becomes even more crucial. A high standard of honorable communication practices must be promoted that reflect open, tolerant, and respectful discussion of ideas. Finally, the shared responsibilities of listeners refers to the active role a listener should take in the communication process. When listeners hear a message they disagree with, it is up to the listeners to respond to the message in an ethical manner and present their opposing view.

Chapter: 01

Module: 1.3

Learning Objective: LO 1.3 Appreciate the importance of ethics in public speaking.

Topic: Finding Your Ethical Voice

Difficulty: Moderate

Skill: Apply What You Know