Public Speaking 3rd edition Keith Test Bank

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Name:_____ Class:_____ Date:_____

01 Public Speaking

Explain why public speaking is powerful and worth mastering

1. Throughout human history, speech has been a powerful force only when it is used for good purposes.
   a. True
   b. False

ANSWER: False

2. The speaking skills you develop in the classroom will make little difference in your everyday life.
   a. True
   b. False

ANSWER: False

3. Listening to an effective speech can help us make better decisions about the kinds of changes we need to make.
   a. True
   b. False

ANSWER: True

4. The basic principles of speech vary depending on the seriousness of the speech occasion.
   a. True
   b. False

ANSWER: False

Contrast the public and civic dimensions of public speaking with other types of communication

5. Democratic conversations, like advertising, focus on a target consumer audience.
   a. True
   b. False

ANSWER: False

6. A public is a group of people who share a common set of concerns.
   a. True
   b. False

ANSWER: True

7. The speaker and the audience should not be part of the same public.
   a. True
   b. False

ANSWER: False

8. Acting is the same as public speaking because both are communicating with an audience.
   a. True
   b. False

ANSWER: False

Define the special responsibilities of a public speaker

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9. It's not possible to make choices about how to write and deliver a speech that are both practically effective and ethically responsible.

a. True

b. False

ANSWER: False

10. The responsible and ethical speaker chooses the appropriate goals for the audience and situation and the appropriate means to achieve those goals.

a. True

b. False

ANSWER: True

11. According to your textbook, if you're unable to answer a question from your audience about how you organized your speech, you're not living up to the requirements of public persuasion.

a. True

b. False

ANSWER: True

Identify the stages and choices necessary to compose and deliver a speech

12. Ancient rhetorical practice was organized around the canons of rhetoric, which broke the process of speaking into five parts.

a. True

b. False

ANSWER: True

13. The preparation that goes into deciding what you will say during your speech is easier, and probably less important, than your performance.

a. True

b. False

ANSWER: False

14. Great delivery with nothing much to say isn't effective communication.

a. True

b. False

ANSWER: True

15. When you're giving your audience information, if you know what you're talking about you can assume you'll automatically be clearly understood.

a. True

b. False

ANSWER: False

Describe communication choices at each stage of the speech creation process

16. In the preparation phase of speech creation, you can assume that your personal goals and your goals for your audience will always be the same.

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a. True
b. False

ANSWER: False

17. Your textbook suggests that you should brainstorm many possible arguments and then choose the ones you think your audience will understand and feel connected to.

a. True
b. False

ANSWER: True

18. Since there's an enormous variety of sources available to choose from (including interviews, news stories, pamphlets, journal articles, web pages, Wikipedia, books, and more), it's not necessary to choose your sources carefully.

a. True
b. False

ANSWER: False

19. The frame of your speech, which gives the context of relevance to your audience for the information or arguments you're presenting, should only be included in your speech introduction.

a. True
b. False

ANSWER: False

20. If you use too many images, props, or slides in your speech presentation, your audience may feel either overwhelmed or distracted from what you are trying to say.

a. True
b. False

ANSWER: True

Explain why public speaking is powerful and worth mastering

21. Which speech, when delivered effectively, can make a difference in your life?

a. The speech you give when you pitch an important business idea.
b. The speech you give when convincing a loved one to support you in an important endeavor.
c. The speech you give that convinces others to vote for a law that affects your everyday life.
d. The speech you give when you pitch an important business idea and the speech you give that convinces others to vote for a law that affects your everyday life.
e. All of these choices.

ANSWER: e

22. When we speak and listen in a way that preserves the important differences that make each of us who we are, we are respecting _____.

a. rhetorical principles
b. plurality of democracy
c. unity of democracy
d. All of these choices.
e. None of these choices.

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ANSWER: b

23. The "unity of democracy" that good public speaking supports is defined as _____.
    a. a commitment to the well-being of individuals to support the harmony of the whole
    b. preserving the important differences that make us individuals
    c. respecting the right to free speech
    d. keeping your personal opinions private
    e. a commitment to the right to pursue individual happiness

ANSWER: a

24. In the context of democracy, the goal for communication is to _____.
    a. sell something to others
    b. brainstorm ideas together
    c. make decisions collectively
    d. display your knowledge
    e. control the outcome

ANSWER: c

Contrast the public and civic dimensions of public speaking with other types of communication

25. How are advertising and democracy different contexts for communication?
    a. The channel by which you communicate is different.
    b. The amount of attention given to the audience is different.
    c. The goals of the communication are different.
    d. All of these choices.
    e. None of these choices.

ANSWER: c

26. According to your textbook, the "public" in public speaking refers to _____.
    a. the name of a type of speech
    b. the act of speaking in public
    c. a group of people who share a common set of concerns
    d. all of these choices
    e. none of these choices

ANSWER: c

Define the special responsibilities of a public speaker

27. If you say "I organized my speech this way because it didn't seem like there was any other way to do it" you're demonstrating _____.
    a. responsibility
    b. irresponsibility
    c. rationalization
    d. irrational thought
    e. none of these choices

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ANSWER: b

Identify the stages and choices necessary to compose and deliver a speech

28. Speaking to inform means you focus on _____.
    a. entertaining your audience
    b. influencing your audience
    c. conveying knowledge
    d. all of these choices
    e. none of these choices

ANSWER: c

29. Speaking to persuade means you focus on _____.
    a. entertaining your audience
    b. influencing your audience
    c. conveying knowledge
    d. all of these choices
    e. none of these choices

ANSWER: b

30. When making preparation decisions, which of the following is a typical consideration?
    a. What tone of voice you will use.
    b. How you will eliminate distractions from your delivery.
    c. How you will organize your speech.
    d. How you will remember your content.
    e. What visual aids will help the audience.

ANSWER: c

31. When making preparation decisions which of the following is a typical consideration?
    a. What gestures you will use.
    b. What information and arguments you will provide.
    c. What clothing / attire will be effective.
    d. What key words you will list on your notecards.
    e. All of these choices.

ANSWER: b

32. When making performance decisions, which of the following is a typical consideration?
    a. What you want to say.
    b. How you will transition from point to point.
    c. What evidence you will provide.
    d. How fast you should speak.
    e. What words will create a compelling experience.

ANSWER: d

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33. When making performance decisions, which of the following is a typical consideration?
    a. How you will eliminate distractions from your delivery.
    b. What are your key points.
    c. How you will organize your speech.
    d. How you will support your ideas.
    e. All of these choices.

ANSWER: a

Describe communication choices at each stage of the speech creation process

34. Good communication is _____.
    a. polished delivery style and enthusiasm
    b. willingness to take responsibility for your choices
    c. choosing appropriate goals and means to achieve them
    d. polished delivery style and enthusiasm and choosing appropriate goals and means to achieve them
    e. willingness to take responsibility for your choices and choosing appropriate goals and means to achieve them

ANSWER: e

35. The speaking process can be organized into three parts. According to the textbook, they are _____.
    a. thinking, creating, speaking
    b. planning, preparing, concluding
    c. creating, presenting, reflecting
    d. thinking, speaking, reflecting
    e. none of these choices

ANSWER: a

36. When you are thinking about developing your speech goal, you are _____.
    a. generating evidence
    b. identifying reasons to support your points
    c. organizing your material
    d. assessing the audience
    e. all of these choices

ANSWER: d

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