Speaking with a Purpose 11th edition Koch Test Bank

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Chapter 2 Examination Questions

Multiple Choice

1. Speakers should NOT consider audience _____ during speech preparation.

   A. background
   B. interests
   C. knowledge of the subject
   D. attitude towards the subject
   E. appearance*

2. A(n) _____ audience is the hardest to deal with.

   A. indifferent
   B. student
   C. faculty
   D. diverse
   E. opposed*

3. Success or failure in communication is measured by audience

   A. response.*
   B. understanding.
   C. attention.
   D. analysis.
   E. knowledge of the subject.

4. *Demography* is derived from a Greek word meaning

   A. democratic
   B. graphic
   C. people*
   D. demonstrative
   E. status

5. Communication does NOT take place unless the audience

   A. understands the message.*
   B. pays attention.
   C. agrees with the message.
   D. gets excited.
   E. delivers a message.

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6. Your audience will _____ if they think your speech is useful.

A. understand the message
B. voluntarily pay attention*
C. agree with your purpose
D. like you
E. oppose your point of view

7. You can stimulate the interest of an indifferent audience by

A. explaining the usefulness of the subject.
B. talking slower.
C. using an imaginative approach.
D. talking faster.
E. using a creative approach and explaining the usefulness of the subject.*

8. Favorable audiences are usually

A. a mixture of male and female.
B. supportive.
C. attentive.*
D. highly educated.
E. diverse and sympathetic.

9. Which of the following is NOT a demographic characteristic?

A. Educational level
B. Ethnic group
C. Cultural group
D. Age
E. Appearance*

10. In order to communicate effectively to an audience you must

A. like them.
B. understand them.*
C. soften them up.
D. identify with them.
E. speak loudly.

True/False

F The indifferent audience is the hardest to deal with.
T An audience is an indispensable part of communication.
T If an audience is confused, communication does not take place.
T A speech must be developed with the audience in mind.
T Some audience responses are unattainable.
T Sometimes you have to make an educated guess about your audience.
F The hardest audience to deal with involves people you know well.
F An audience analysis form lists the sex of the audience.

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T Speakers should use audience analysis evaluation forms.
F A speaker should never deliver a speech to an opposed audience.

Essay

1. List some demographic factors to consider about an audience and explain why these are important.
    - Age, education, beliefs, income, special interests represent some of the most used demographic factors to understand audiences for speaking events.

2. Explain how not considering your audience can cause problems.
    - Not considering your audience can have a speaker become significantly less effective as a common vernacular, understanding, and relationship with the audience is key to successful communication.

3. Is it true that the more you know about your audience, the more likely you are to achieve your purpose? Explain.
    - The more the speaker knows about their audience the more likely they can tailor a message that interests and engages the listeners for a desired response.

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