Speech Craft 2nd edition Gunn Test Bank

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Name:_____ Class:_____ Date:_____

Chapter 01

1. Why is public speaking said to have impressive power?
   a. It confers a higher social status on the speaker.
   b. It can influence the thoughts and actions of others.
   c. It involves manipulation of mass audiences.
   d. It requires the speaker to become an expert on the topic.

ANSWER: b

2. Which statement would Gorgias most likely agree with?
   a. Only fools and the uneducated can be persuaded through speech.
   b. The ability to speak effectively is a gift everyone is born with.
   c. All speakers feel nervous before giving a speech; fear of failure is in all of us.
   d. Public speaking has the power to change the world—for better or worse.

ANSWER: d

3. The study of public speaking is almost always taught with which other subject?
   a. ethics
   b. political science
   c. analogy
   d. art

ANSWER: a

4. Which statement would Isocrates agree with?
   a. Public speaking can be mastered through the application of law-based rules.
   b. Leaders should seek to restrict public speaking to experts on the topics being discussed.
   c. Speakers must find ways to engage their audiences.
   d. Public speaking cannot teach moral character.

ANSWER: d

5. The formal study of public speaking is rare in nondemocratic countries because these countries:
   a. do not have the educational resources that are available in democratic countries.
   b. understand that most people have speech anxiety.
   c. do not allow free speech.
   d. prioritize the conversational speech model over the civic model.

ANSWER: c

6. “Public speaking is very much a form of seduction. The speaker is attempting to charm the audience members and entice them to engage in whatever action it is that they want them to engage in.” This statement BEST aligns with which Greek orator's view of public speaking?
   a. Plato

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b. Aristotle
c. Isocrates
d. Gorgias

ANSWER: d

7. Which freedom is protected in the First Amendment to the U.S. Constitution?
a. freedom of the press
b. freedom to be secure in their papers
c. freedom to engage in civil disobedience
d. freedom of groups of any kind to assemble

ANSWER: a

8. Lloyd is feeling nervous about giving his first speech in front of his entire department at work and asks a friend for advice. What is the BEST advice the friend can give?
a. "Sound authoritative and be the expert."
b. "Read from note cards so you don't have to look up at the audience."
c. "Think of the audience as an ally—they understand what it's like to be a speaker."
d. "Begin by telling the audience you are nervous and asking for their understanding."

ANSWER: c

9. All forms of public speaking are about:
a. bringing people together.
b. persuading a group to accept the speaker's viewpoint.
c. informing an audience of something new.
d. celebrating an event, an idea, or a person.

ANSWER: a

10. Regardless of the speech situation, any group brought together and spoken to constitutes a(n):
a. techne.
b. multitude.
c. organization.
d. public.

ANSWER: d

11. A speaker who is nervous about speaking in public may be reassured by remembering that:
a. the audience wants to hear the speaker.
b. the burden of understanding is on the audience.
c. most people in the audience are not paying attention.
d. many in the audience have never given a public speech.

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ANSWER: a

12. When listening to a public speaker, many people imagine themselves in the speaker's shoes. What does this describe?

a. sympathy
b. empathy
c. appreciation
d. conversation

ANSWER: b

13. Simone feels uncomfortable whenever she has to speak face to face with people she doesn't know well. Dalila feels very nervous anytime she has to speak in front of a group but not when speaking to people one on one. It is likely that:

a. Simone has a speaking phobia, whereas Dalila has stage fright.
b. Simone has stage fright, whereas Dalila has a speaking phobia.
c. Simone experiences communication apprehension, whereas Dalila experiences speech anxiety.
d. Simone experiences speech anxiety, whereas Dalila experiences communication apprehension.

ANSWER: c

14. Beck confides to a friend that he is getting nervous about an upcoming speech he has to give for school. What advice should the friend give him?

a. “Tell yourself that everything you're feeling is just excitement about giving the speech.”
b. “Just stop thinking about it. Trust that you know the material, and it will all work out.”
c. “Make a list of everything you are afraid of and rate them in terms of their likelihood of happening.”
d. “Memorize your speech. Then, when you are giving the speech, you will be focused on recall and won't notice the audience.”

ANSWER: a

15. Which primary fear does public speaking often invoke?

a. forgetting what is supposed to be said
b. being the center of attention
c. being judged by others
d. tripping on the words

ANSWER: c

16. Ariel is taking a public speaking course. Which practice will her instructor most likely teach to help her and her classmates reduce their speech anxiety?

a. planning and preparation techniques
b. breathing and muscle relaxation exercises

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c. improvisation and acting techniques
d. vocal projection and eye contact strategies

ANSWER: a

17. Which person's strategy to reduce speech anxiety is most likely to be effective?
a. Rita, who plans to reduce the length of her speech
b. Derrick, who channels his nervous energy into planning
c. Elaina, who thinks of herself as the center of attention
d. Henry, who carefully and repeatedly contemplates all the "what ifs"

ANSWER: b

18. Four classmates are preparing for an upcoming speech assignment, and each is employing a different tactic to reduce their anxiety. Which student is most likely to INCREASE her speech anxiety based on the tactic used?
a. Natalie limits speech rehearsals to keep her speech as spontaneous as possible.
b. Ava tells herself that the nervousness she is feeling is positive and related to the thrill of speaking.
c. Lexie mentally pictures herself giving the speech with confidence and the audience applauding afterward.
d. Esra plans to give a practice speech in front of some friends before speaking in front of the class.

ANSWER: a

19. When do people experience the most speech anxiety?
a. while delivering a speech
b. during speech rehearsals
c. as they anticipate making a speech
d. when they are choosing a topic to speak about

ANSWER: c

20. Compared with speakers centuries ago, speakers today are expected to:
a. consider the audience as a partner.
b. be an expert authority on the topic.
c. be ethical in their use of public speech.
d. acknowledge being nervous while speaking.

ANSWER: a

21. What is the main way in which the conversational model differs from the civic model of public speaking?
a. The conversational model involves speaking to one audience member, whereas the civic model involves speaking to many.
b. The conversational model is reserved for small group settings, whereas the civic model is common with large audiences.
c. The conversational model sees public speaking as a dialogue between the speaker and the audience,

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whereas the civic model sees public speaking as a component of a much larger democratic dialogue among communities.

d. The conversational model is focused on the audience, whereas the civic model focuses on the unique gifts or skills of the speaker.

ANSWER: c

22. Which model of public speaking is understood to be a component of a large democratic dialogue among communities, or "publics"?

a. civic
b. conversational
c. persuasive
d. town hall

ANSWER: a

23. The speaker and the audience are understood to be in dialogue with each other in which model of public speaking?

a. traditional
b. civic
c. progressive
d. conversational

ANSWER: d

24. The view that the speaker and audience share responsibility in a public speaking situation reflects the idea of public speaking as a(n):

a. performance.
b. art.
c. civic conversation.
d. relationship.

ANSWER: c

25. What is the focus of the formal study of public speaking today?

a. oratory
b. audience expectations
c. persuasion
d. creative organization

ANSWER: b

26. Jayden is preparing a speech. His professor reminds him to consider the expectations of the audience. Which question should Jayden be asking himself to ensure that he addresses this?

a. What other speeches has the audience heard recently?

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b. What is my special expertise in this topic?

c. Will attending my speech be the audience's first experience of the day?

d. What kind of message is expected by this particular audience?

ANSWER: d

27. Universal principles are not taught in public speaking courses because the principles of public speaking change depending on the:

a. speaker's level of extroversion or introversion.

b. laws of the country where the course is being taught.

c. speaker's comfort level with the speech topic.

d. speaking situation and audience.

ANSWER: d

28. Which is true of Gorgias and some other sophists?

a. They believed public speaking was dependent on the context and should be adapted to the "soul of the hearer."

b. They found the view of public speaking as manipulation to be unethical.

c. They believed that all public speaking should follow a conversational model.

d. They claimed that they could teach public speaking like a science by teaching specific principles and techniques.

ANSWER: d

29. Keyvonne is giving a speech about staying healthy at school. She gives one speech to the parents of the students in the district and one speech to the school nurses. Which tactic employed by Keyvonne BEST reflects the concept of the variable nature of speaking contexts?

a. delivering the speech to the nurses in the afternoon but delivering the speech to the parents in the evening

b. providing handouts to all audience members in both the parent group and the nurse group

c. using lay speech when addressing parents but using technical speech when addressing the nurses

d. beginning both of her speeches with statistics related to children's health and infectious disease

ANSWER: c

30. Public speaking is considered a craft rather than a science because it is:

a. not a physical thing.

b. based on laws and rules.

c. adaptable based on circumstance.

d. effective only when using certain skills.

ANSWER: c

31. Which term emphasizes doing something and refers to having the quality of being concrete and hands on?

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a. rhetoric
b. craft
c. oratory
d. science

ANSWER: b

32. Which is the closest translation to the Greek concept of *techne*?
a. rhetoric
b. craftsmanship
c. audience
d. expertise

ANSWER: b

33. Who famously criticized teaching public speaking as a science and found manipulative public speaking to be unethical?
a. Gorgias
b. Aristotle
c. Isocrates
d. Plato

ANSWER: d

34. Which statement reflects the concept of public speaking as a techne?
a. Public speaking has the power to change how people think, act, and feel about the world.
b. Public speaking can teach those who engage in it how to become a good person.
c. Public speaking is a craft that requires technical skills and application.
d. Public speaking is a calling to those who do it well.

ANSWER: c

35. "When giving a public speech, one must consider the context in which it is given. There are no rules that can effectively dictate how best to proceed." Which Greek orator and philosopher would most strongly agree with this statement?
a. Isocrates
b. Plato
c. Aristotle
d. Gorgias

ANSWER: b

36. A Wake Forest study suggests that a person can improve their positive feelings about being a speaker by acting:
a. humbly.

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b. extroverted.

c. silly.

d. relaxed.

ANSWER: b

37. In his 1952 book, *The Power of Positive Thinking*, which concept does Norman Vincent Peale argue is transformative?

a. self-fulfilling prophecy

b. positive visualization

c. faking it until you make it

d. persuasion

ANSWER: b

38. How are visualization and speech preparation related?

a. Speakers must visualize before they can prepare.

b. Speech preparation makes visualization easier.

c. If speakers visualize a positive outcome, they can avoid other forms of preparation.

d. Speakers should either visualize or prepare for every speech.

ANSWER: b

39. Which scenario represents a self-fulfilling prophecy?

a. Camila believes she will appear disorganized during her speech; when she gives her speech, she has trouble staying organized.

b. Before giving a speech, Zane recalls the time he saw a speaker trip and fall when walking across the stage.

c. Jasmine tells a friend that before every speech she gives, she has butterflies in her stomach and starts to sweat.

d. When Alex starts to feel nervous waiting to speak, he tells himself, “This is way easier than other situations I've been in.”

ANSWER: a

40. Speech instructors often ask students to speak in front of the class early in the semester to:

a. eliminate students' fear of failure.

b. allow students to experience the anxiety they will be feeling throughout the class.

c. show the class who the most skilled speakers are..

d. reduce students' anxiety about public speaking.

ANSWER: d

41. Which statement about speech anxiety is true?

a. Advanced public speakers do not experience speech anxiety.

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b. Lack of experience is the primary cause of speech anxiety.
c. There are no reliable ways to prevent speech anxiety.
d. People feel the most speech anxiety while they're speaking.

ANSWER: b

42. Which of these should a speaker use to discover basic demographic information about their audience?
a. audience analysis
b. invention
c. visualization
d. democratic dialogue

ANSWER: a

43. Minnie is following the basic steps for speech preparation and delivery. At which step will she research her speech?
a. first
b. second
c. third
d. fourth

ANSWER: a

44. In the ancient Greek study of oratory, which is the original term used for figuring out what to say to an audience?
a. techne
b. rhetoric
c. invention
d. audience analysis

ANSWER: c

45. In which of the four steps for preparing and delivering a speech will a speaker decide the order of their main points?
a. research
b. organize
c. practice
d. deliver

ANSWER: b

46. Audience analysis is part of which step of preparing and delivering a speech?
a. practice
b. research

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c. organize
d. deliver

ANSWER: b

47. Which basic step of preparing and delivering a speech is completed after research has been conducted?
a. plan
b. organize
c. practice
d. deliver

ANSWER: b

48. Above all else, when researching a topic, people should always tailor their speeches to the:
a. location.
b. occasion.
c. audience.
d. assignment.

ANSWER: c

49. Which statement is true about audience analysis?
a. It is part of the organize step of preparing and delivering a speech.
b. It is one type of research that must be conducted when preparing for a speech.
c. It must be achieved through interview or survey.
d. It requires more than just observing audience members.

ANSWER: b

50. How can a speaker ensure that a speech will sound spontaneous?
a. Avoid rehearsing it.
b. Research the audience.
c. Organize and plan in advance.
d. Practice positive visualization.

ANSWER: c

51. For best results, a speaker should limit a speech to how many main points?
a. one
b. two
c. three
d. four

ANSWER: c

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52. Which statement is true regarding the “fake it until you make it” approach to public speaking?
    a. It can reduce or eliminate the need to prepare carefully.
    b. It can improve the positive feelings of the speaker.
    c. It eliminates speech anxiety in new speakers.
    d. It is considered a very risky approach.

ANSWER: b

53. Which type of speech delivery gives the impression of little preparation, even though it is most likely planned in advance?
    a. civic
    b. natural
    c. manuscript
    d. extemporaneous

ANSWER: d

54. Practicing a speech will help a speaker:
    a. learn more about the topic.
    b. remember their main points.
    c. eliminate unnecessary citations.
    d. anticipate the audience's reaction.

ANSWER: b

55. Influential speaking may be perceived as threatening to those in power.
    a. True
    b. False

ANSWER: a

56. Even today, some countries ban or suppress public speech because they fear its power.
    a. True
    b. False

ANSWER: a

57. Speaking freely and openly in some nondemocratic countries could result in punishment or even death.
    a. True
    b. False

ANSWER: a

58. Although many people today report having a fear of public speaking, this fear has been decreasing for the past several years.
    a. True

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b. False

ANSWER: b

59. Public speaking can be considered a group effort.

a. True

b. False

ANSWER: a

60. The term *public* refers only to a large group of people to whom a person speaks.

a. True

b. False

ANSWER: b

61. Speech anxiety is rarely eliminated entirely, no matter how much experience a person has.

a. True

b. False

ANSWER: a

62. *Speech anxiety* is the term used to describe fears that people have about verbally communicating with others.

a. True

b. False

ANSWER: b

63. To combat speech anxiety, it's recommended that speakers try to anticipate everything that could possibly go wrong and create a backup plan.

a. True

b. False

ANSWER: b

64. Many people become more nervous the longer they speak.

a. True

b. False

ANSWER: b

65. Popular models of public speaking currently see it as one-way communication.

a. True

b. False

ANSWER: b

66. The formal study of public speaking can help prepare individuals for the process of giving a speech, but it is

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no substitute for practice.

a. True

b. False

ANSWER: a

67. There are no hard-and-fast rules for public speaking.

a. True

b. False

ANSWER: a

68. Public speaking is a science that depends on understanding, planning, and doing.

a. True

b. False

ANSWER: b

69. Visualizing oneself successfully giving a speech can help increase one's confidence.

a. True

b. False

ANSWER: a

70. Research is a crucial component to visualization and building confidence in speaking.

a. True

b. False

ANSWER: a

71. It is easier for people to visualize having a positive speaking experience if they are prepared to speak.

a. True

b. False

ANSWER: a

72. Observing the audience can be a way for a speaker to understand speaking constraints.

a. True

b. False

ANSWER: a

73. Regardless of speech length, it is important that speakers write down the speech structure.

a. True

b. False

ANSWER: a

74. When people speak extemporaneously, they speak from a manuscript or teleprompter.

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a. True
b. False

ANSWER: b

75. It is often through rehearsing that a speaker gets a sense of the length of a speech.
a. True
b. False

ANSWER: a

76. The primary purpose of public speaking is to create relationships with others.
a. True
b. False

ANSWER: a

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