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SKU: 9781319208127-TEST-BANK

Name:_____ Class:_____ Date:_____

Chapter 2 Developing Your First Speech

1. Inexperienced public speakers typically experience which of these problems?
   a. Allowing insufficient time for planning and practicing
   b. Choosing topics that are too specific
   c. Focusing on quality instead of quantity
   d. Giving an extemporaneous delivery

ANSWER: a

2. What is a major part of the invention element of speech preparation?
   a. Arrangement of content
   b. Focus on statistics
   c. Generation of ideas
   d. Memorizing the words

ANSWER: c

3. Audience analysis and research tie most closely to which key element of speech preparation?
   a. Arrangement
   b. Delivery
   c. Invention
   d. Memory

ANSWER: c

4. Effective public speakers use arrangement to ensure
   a. appropriate topic choice.
   b. clear and memorable messages.
   c. memorization of their speech.
   d. unbiased language.

ANSWER: b

5. During speech preparation, speakers can best avoid biased language through their
   a. delivery.
   b. invention.
   c. memory.
   d. style.

ANSWER: d

6. In the speech preparation process, a speaker's command of the material is closest to which key element?
   a. Arrangement
   b. Conclusion
   c. Memory
   d. Organization

ANSWER: c

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7. Speakers who raise and lower their voices during their speeches are attending to which key element of speech giving?
   a. Content
   b. Delivery
   c. Focus
   d. Memory

ANSWER: b

8. During audience analysis, speakers should focus on
   a. different ways to organize their content.
   b. possible real and hypothetical examples.
   c. listeners' interests and backgrounds.
   d. their own personal preferences.

ANSWER: c

9. To be effective, the topic of a speech should be
   a. appealing to the audience and speaker.
   b. common in the mainstream media.
   c. potentially sensitive to some listeners.
   d. wide ranging and highly technical.

ANSWER: a

10. The primary goal of a speech is called the
   a. classical element.
   b. persuasion point.
   c. rhetorical purpose.
   d. subjective approach.

ANSWER: c

11. A speech that is designed to influence listeners to buy organic cleaning products has which main objective?
   a. Assuming
   b. Distorting
   c. Informing
   d. Persuading

ANSWER: d

12. Which of these reflects a speech's main message and rhetorical purpose?
   a. Bibliographic content
   b. Delivery style
   c. Subordination point

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d. Thesis statement

ANSWER: d

13. Which presentation element helps audience recall by supporting the thesis statement?
    a. Audience preferences
    b. Main points
    c. Presentation aids
    d. Transition words

ANSWER: b

14. In a speech, examples, testimony, statistics, and narratives are all considered
    a. bibliographic information.
    b. presentation aids.
    c. rhetorical content.
    d. supporting materials.

ANSWER: d

15. Which of these is NOT bibliographic information?
    a. Audience backgrounds
    b. Author credentials
    c. Page citations
    d. Source name

ANSWER: a

16. Which of these is the core of a speech?
    a. Body
    b. Conclusion
    c. Introduction
    d. Subordination

ANSWER: a

17. In a speech outline, subpoints are designed to
    a. emphasize gaps in knowledge.
    b. explain, prove, or expand on main points.
    c. move the reader between pauses.
    d. show the audience the "bottom line."

ANSWER: b

18. What part of a speech's introduction briefly lists the speech's main points?
    a. Attention-getter
    b. Clincher

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c. Preview
d. Review

ANSWER: c

19. A speaker should summarize main points and provide a clincher in the
a. conclusion.
b. delivery.
c. introduction.
d. thesis.

ANSWER: a

20. A closing sentence or paragraph that leaves the audience with a vivid memory of a speech is called a(n)
a. attention-getter.
b. clincher.
c. deviator.
d. subordinate.

ANSWER: b

21. Which of these is an example of a speech transition?
a. "Are there questions?"
b. "Becoming a scuba diver takes time."
c. "Now that we have discussed jaguars, let's move on to cheetahs."
d. "Yes, that's true."

ANSWER: c

22. When speakers are able to speak comfortably without reading their outline word-for-word, they are said to have mastered
a. audience analysis.
b. extemporaneous delivery.
c. extracurricular content.
d. stylistic differences.

ANSWER: b

23. To be effective, speakers should do all of these EXCEPT
a. allow long pauses.
b. keep eye contact with listeners.
c. maintain an even speech rate.
d. project their voice.

ANSWER: a

24. In speech giving, what is the role of visualization?

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a. Allowing the speaker to see the audience
b. Giving the audience visual aids
c. Providing a means of audience distraction
d. Reducing the speaker's anxiety

ANSWER: d

25. Speakers who experience the most anxiety just before their presentations should
a. look above the heads of their listeners.
b. read from their notes and avoid transitions.
c. visualize all possible problems.
d. volunteer to speak first.

ANSWER: d

26. When delivering a speech, talent is more important than preparation.

A) True
B) False
a. True
b. False

ANSWER: False

27. Public speakers typically overplan and overpractice.

A) True
B) False
a. True
b. False

ANSWER: False

28. Cicero's classical canons of rhetoric form the basis of modern-day speech preparation.

A) True
B) False
a. True
b. False

ANSWER: False

29. In classical speech preparation, invention is the choice of language that will best express a speaker's ideas.

A) True
B) False
a. True
b. False

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ANSWER: False

30. When analyzing audiences, speakers should consider listeners' backgrounds.

A) True
B) False
a. True
b. False
ANSWER: False

31. Water conservation in the residence halls to combat the recent water shortage would be a good topic.

A) True
B) False
a. True
b. False
ANSWER: False

32. Most topics are too narrow for a five- or ten-minute presentation.

A) True
B) False
a. True
b. False
ANSWER: False

33. In a speech, the rhetorical purpose is the question that remains unanswered.

A) True
B) False
a. True
b. False
ANSWER: False

34. Speeches are usually designed to inform, persuade, or mark a special occasion.

A) True
B) False
a. True
b. False
ANSWER: False

35. The thesis statement reflects the overall essence of the message of a speech.

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A) True
B) False
a. True
b. False
ANSWER: False

36. The main points of a speech should support the thesis statement.

A) True
B) False
a. True
b. False
ANSWER: False

37. Definitions, statistics, and narratives are all examples of main points.

A) True
B) False
a. True
b. False
ANSWER: False

38. The brainstorming process can yield a speech's supporting materials.

A) True
B) False
a. True
b. False
ANSWER: False

39. Most speeches have an introduction, a body, and a conclusion.

A) True
B) False
a. True
b. False
ANSWER: False

40. The introduction of a speech is where speakers develop the main points of their topics.

A) True
B) False
a. True
b. False

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ANSWER: False

41. According to the principle of subordination, each subpoint must relate to the main point it supports.

A) True
B) False
a. True
b. False
ANSWER: False

42. Speakers first establish their credibility in the bodies of their speeches.

A) True
B) False
a. True
b. False
ANSWER: False

43. The conclusion of a speech consists of a summary of main points and a clincher.

A) True
B) False
a. True
b. False
ANSWER: False

44. Transitions are particularly helpful between a speech's main points.

A) True
B) False
a. True
b. False
ANSWER: False

45. An audio recording of a bird call played during a speech is an example of diction.

A) True
B) False
a. True
b. False
ANSWER: False

46. Speakers who have mastered extemporaneous delivery are able to speak comfortably in front of audiences without reading their notes word-for-word.

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A) True
B) False
a. True
b. False
ANSWER: False

47. In a mediated presentation, your speech will be transmitted through a mechanical or an electronic medium.

A) True
B) False
a. True
b. False
ANSWER: False

48. Slight nervousness can be beneficial when delivering a speech.

A) True
B) False
a. True
b. False
ANSWER: False

49. To reduce stress, visualization should be as general as possible.

A) True
B) False
a. True
b. False
ANSWER: False

50. Even if a speaker makes a mistake during a speech, he or she should keep speaking.

A) True
B) False
a. True
b. False
ANSWER: False

51. In the_____ stage of speech preparation, speakers generate ideas for their speeches.
ANSWER: invention

52. _____ refers to the process of structuring ideas to convey them effectively to an audience.
ANSWER: Arrangement

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53. Through effective _____, speakers state their ideas clearly, make their ideas memorable, and avoid bias.
ANSWER: style

54. The work that speakers do to remain in command of their speech material is known as _____.
ANSWER: memory

55. _____ refers to speakers' use of their voice and body during presentations.
ANSWER: Delivery

56. Through _____ _____, speakers can learn about their listeners' interests and backgrounds to best tailor their speeches.
ANSWER: audience analysis

57. The _____ of a speech is also known as the subject.
ANSWER: topic

58. The primary goal for a speech is its _____ _____.
ANSWER: rhetorical purpose

59. "Today let us celebrate the forty-year anniversary of the Immaculata Mighty Macs, winners of the first women's national college basketball tournament" is an example of a(n) _____ _____.
ANSWER: thesis statement

60. By calling attention to a speech's _____ _____a speaker can help his or her audience understand and remember the speech's most important ideas.
ANSWER: main points

61. In a speech, _____ _____ is/are used to flesh out a speaker's claims.
ANSWER: supporting materials

62. Speakers often use the internal process of _____to generate information to support their claims.
ANSWER: brainstorming

63. A(n) _____contains the text of a speech in complete sentences or briefer phrases.
ANSWER: outline

64. According to the principle of _____, each main point of a speech must relate to the speech's specific purpose.
ANSWER: subordination

65. The worry or fear that some people experience before giving a talk is known as _____ _____.
ANSWER: speech anxiety

66. What are three problems that inexperienced speakers commonly encounter?

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ANSWER: Speakers with little public speaking experience tend to leave too little time for planning and practicing. As a result, they tend to lose track of their thoughts during delivery. Inexperienced speakers also tend to focus on speech length rather than quality and fail to follow the assignment.

67. What is the main goal of the arrangement element of speech preparation, and what are the three main parts of a speech?

ANSWER: Arrangement, also known as organization, involves structuring a speech to convey ideas clearly to an audience. Most speeches are organized with three main parts—an introduction, a body, and a conclusion.

68. Define *memory*, and explain why it is considered an important element of speech preparation.

ANSWER: In the past, memory emphasized techniques for learning speeches by heart and creating stockpiles of words and phrases that speakers could insert in a speech where appropriate. In modern times, memory focuses on practice. Speakers who know their material well can use extemporaneous notes that remind them of key ideas but enable them to develop their ideas conversationally.

69. Place audience analysis in the context of speech preparation, and provide some examples of analysis tools.

ANSWER: To make their speeches worthwhile for listeners, speakers should always start with audience analysis. In this step, speakers learn about their audiences and tailor their choice of topic to them. For early-in-the-term speeches, speakers can recall information from conversations with classmates, shared experiences at their college, and information gained from introductory speeches in class.

70. Discuss why personal interest in a speech topic is beneficial.

ANSWER: The topic of a speech should appeal to the presenter so that he or she will be likely to invest more time in practice and preparation. When a speaker cares about a topic, he or she will convey interest during delivery and thus further engage the audience.

71. For a speech, how do you limit a broad topic to fit within your presentation timeframe?

ANSWER: Consider ways to narrow your topic. Select one or more *aspects* of your topic that you think will most interest your audience and that you can also cover in the available time for your speech.

72. Identify three typical objectives of speeches.

ANSWER: Often a speech's objective is to either inform an audience or increase the audience's understanding of a topic. A second common speech objective is to persuade, which involves trying to influence listeners' beliefs or actions. A third objective of speech giving is to mark a special occasion, such as a wedding, graduation, or holiday.

73. Describe the role of a thesis statement in a speech, and provide an example.

ANSWER: The thesis statement of a speech is a single sentence that sums up the speech's main message about the topic and reflects its rhetorical purpose. Examples include, "Today I will inform you how and where to shop for locally grown food" and "Tonight I hope to entertain you with a humorous look at wig making."

74. Define main points and give guidelines for using them in speeches.

ANSWER: Main points are the major ideas of a speech. These points should be emphasized so that the audience will both understand and remember them. Main points should interest the audience and support the

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speech's thesis statement.

75. Provide examples of bibliographic information and explain why it is important to a speech.

ANSWER: Bibliographic information includes all the specifics of a speech's research sources, such as the author's name and credentials, the source's name, the date of publication, and the pages on which the information was found. Speakers need to obtain this information because they will have to cite their sources fully in the speech's outline and the speech itself.

76. What are the main parts of an introduction? What is the purpose of each part?

ANSWER: The first part of an introduction is the attention-getter, which, as its name suggests, is designed to gain interest. After that comes the thesis statement, which conveys the topic and purpose of the speech. Next, the introduction explains "what's in it for me" (how the speech will interest or benefit the audience) and establishes credibility by telling listeners why the speaker is a believable source of information. Finally, the introduction previews each main point so that listeners can understand the structure of the speech.

77. Using examples, describe the role of transitions in speech delivery.

ANSWER: Transitions are sentences that alert the audience to shifts between a speech's ideas. Examples include "First, let's take a look at . . ." and "Now that we've discussed cooking pitfalls, let's move to . . ."

78. Discuss the role of presentation aids in speech giving, and provide at least three examples.

ANSWER: In a speech, presentation aids are meant to help listeners understand and remember a speech's message. Traditional aids include objects or models, video and audio recordings, drawings, photographs, charts, maps, and graphs.

79. What additional practice methods should you follow when preparing a mediated speech?

ANSWER: When practicing a mediated speech, be sure to practice with the recording technology and camera operator you will use on the day of the speech. Play your practice speech back to see how your speech will appear to the viewers, and make adjustments if needed.

80. List some strategies for overcoming speech anxiety.

ANSWER: One of the main things that speakers can do to overcome speech anxiety is to prepare early and follow a plan. Other strategies include taking care of themselves, visualizing success, using relaxation techniques, volunteering to speak first, and never defeating themselves.

81. Using Martin Luther King Jr. as an example, prove the maxim "Preparation and perseverance are the keys to a successful speech."

ANSWER: *Students' answers will vary.*

82. Devise a scenario in which a beginning speaker gives a speech and experiences common problems. Then rewrite the scenario using an experienced speaker. Explain how the second speaker avoided the first speaker's problems.

ANSWER: *Students' answers will vary.*

83. Apply Cicero's five classical elements of speech preparation to modern-day presentations. Name each element, and explain how it supports effective speech delivery.

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ANSWER: Students' answers will vary.

84. Choose a topic for a speech to your peers and provide full sentences for your main points. Explain the goal of your presentation, the interest to your audience, and why you chose your main points.
ANSWER: Students' answers will vary.

85. Craft a plan for speakers who experience anxiety before and during speeches. Include techniques ranging from preparation and research to visualization and relaxation.
ANSWER: Students' answers will vary.

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