Argumentation The Art of Civil Advocacy 1st edition Underberg Test Bank

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Chapter 2: Credibility: The Foundation of Responsible Advocacy

Test Bank

Multiple Choice

1. The concept of *credibility* is similar to Aristotle's notion of _____.

a. pathos

b. logos

c. ethos

d. kairos

Ans: c

Cognitive Domain: Knowledge

Answer Location: Types of Credibility

Difficulty Level: Easy

2. What is the concept that audiences use to determine if an advocate is worth listening to?

a. credibility

b. logic

c. emotion

d. decisiveness

Ans: a

Cognitive Domain: Knowledge

Answer Location: Types of Credibility

Difficulty Level: Easy

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3. When waiting to hear your university president speak for the first time you think to yourself "this is sure to be boring." Your expectation that the president's speech would be boring is a product of _____.

a. transaction-based credibility

b. dynamism

c. initial credibility

d. trustworthiness

Ans: c

Cognitive Domain: Comprehension

Answer Location: Types of Credibility

Difficulty Level: Medium

4. After hearing your university president speak for the first time you think to yourself: "wow—she is funnier than I thought that she would be!" Your response is the product of _____.

a. initial credibility

b. dynamism

c. trustworthiness

d. transaction-based credibility

Ans: d

Cognitive Domain: Comprehension

Answer Location: Types of Credibility

Difficulty Level: Medium

5. A student introduces himself in class as a member of the cross-country and track teams, and the professor replies that she loves having runners in class because they are disciplined students who know how to work hard. The student in this case is the beneficiary of _____.

a. the halo effect

b. transaction-based credibility

c. knowledgeability

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d. testimony

Ans: a

Cognitive Domain: Comprehension

Answer Location: Types of Credibility

Difficulty Level: Medium

6. Who is responsible for the accuracy of the advocate's information?

a. the audience

b. the advocate

c. the sources

d. the organizers

Ans: b

Cognitive Domain: Knowledge

Answer Location: Knowledge

Difficulty Level: Easy

7. Which of the following is an element of an advocate's credibility?

a. social status

b. gender

c. economic status

d. knowledge

Ans: d

Cognitive Domain: Knowledge

Answer Location: Factors Affecting an Advocate's Credibility

Difficulty Level: Easy

8. As a parent of a child with a rare, chronic disease, Brooke is speaking to the administration at her child's school about the effect that high-stakes timed testing can have on children with

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particular medical issues. Which of the following statements is most likely to be outside of that which she can speak responsibly based on her experience?

a. the specific genetic precursors to the disease

b. how her son has reacted physically to high-stakes testing environments in the past

c. how children of others in her parent support group have reacted physically to the high-stakes testing environments

d. what it is like as a parent to have to send a child to school who is suffering from symptoms related to the testing they will encounter

Ans: a

Cognitive Domain: Application

Answer Location: Knowledge Based on Experience

Difficulty Level: Medium

9. Mary started her speech advocating that people get help for misophonia by explaining that she had suffered from it for years, which had encouraged her to do some additional research on its causes. She wove that research into the speech, making sure to mention that it came from high-quality sources. Mary was doing these things to _____.

a. create identification

b. use appeals to pathos

c. capitalize on kairos

d. establish credibility with her audience

Ans: d

Cognitive Domain: Comprehension

Answer Location: Signaling Your Preparation (Without Being Annoying)

Difficulty Level: Medium

10. Teachers in a Missouri school district were admonished by some community members when pictures of them holding a sign containing “vulgar” language while at the Women March on St.

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Louis appeared on social media sites. The language was unbecoming of *teachers*, it was argued. This example best demonstrates that:

a. audiences expect advocates to be trustworthy.

b. we like people to be like us in ways that matter.

c. some advocates are held to different standards than others.

d. there are limits to how much we can count on identification.

Ans: c

Cognitive Domain: Comprehension

Answer Location: Sound Character and Goodwill

Difficulty Level: Medium

11. When an instructor dresses like her students and uses the popular slang of the day, she might be attempting to do appeal to them through _____.

a. dynamism

b. identification

c. good character

d. trustworthiness

Ans: b

Cognitive Domain: Comprehension

Answer Location: Identification as an Instrument of Credibility

Difficulty Level: Medium

12. When addressing a hostile audience, often it is especially useful to begin by emphasizing _____.

a. points of distinctiveness/disagreement

b. your expertise on the topic

c. your educational background

d. areas of agreement

Ans: d

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Cognitive Domain: Knowledge

Answer Location: Identification as an Instrument of Credibility

Difficulty Level: Easy

13. Travis advocated a 5% reduction in salaries of the executives in his company so that it might weather an economic downturn without laying off additional employees. Because this pay cut would also affect him, Travis's arguments were more persuasive than they might otherwise have been. His persuasiveness was a product of _____.

a. his position as a reluctant advocate

b. his dynamism

c. his ability to act as a "jailhouse snitch"

d. the audience identifying with him

Ans: a

Cognitive Domain: Application

Answer Location: Appropriate Self-Interest

Difficulty Level: Medium

14. Dynamism is important in presentation because audiences take it as a sign of an advocate's _____.

a. importance

b. research

c. conviction

d. accuracy

Ans: c

Cognitive Domain: Identification

Answer Location: Dynamism

Difficulty Level: Easy

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15. Doug compliments his instructor as smart and savvy as he tries to convince him to raise the grade on his test score. How is Doug approaching the advocate/listener relationship?

a. as a seducer

b. as a lover

c. as an abuser

d. as a listener

Ans: a

Cognitive Domain: Application

Answer Location: The Advocate/Listener Relationship

Difficulty Level: Medium

True/False

1. Advocates who think of themselves as "good people" will be embraced as good people by their audiences.

Ans: F

Cognitive Domain: Knowledge

Answer Location: Types of Credibility

Difficulty Level: Easy

2. An advocate can have credibility for one audience member but not for another.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Types of Credibility

Difficulty Level: Easy

3. Only audience members who have seen or heard of an advocate before have opinions about them before they speak.

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Ans: F

Cognitive Domain: Knowledge

Answer Location: Types of Credibility

Difficulty Level: Easy

4. In argumentation, all opinions should be considered equally valid.

Ans: F

Cognitive Domain: Knowledge

Answer Location: Knowledge

Difficulty Level: Easy

5. Knowledgeability is an ethical issue.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Knowledge

Difficulty Level: Easy

6. A speaker's credibility can discourage argument.

Ans: T

Cognitive Domain: Application

Answer Location: Knowledge Based on Experience

Difficulty Level: Easy

7. To be effective, advocates must have personal experience with the issues they discuss.

Ans: F

Cognitive Domain: Knowledge

Answer Location: Knowledge Based on Experience

Difficulty Level: Easy

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8. Personal experience, whether typical or not, enhances speakers' credibility during presentations.

Ans: F

Cognitive Domain: Application

Answer Location: Knowledge Based on Experience

Difficulty Level: Medium

9. Life experience provides advocates the credibility to speak on all aspects of an issue.

Ans: F

Cognitive Domain: Application

Answer Location: Knowledge Based on Experience

Difficulty Level: Medium

10. Overtly signaling your knowledge about an issue to your audience is unnecessarily pretentious.

Ans: F

Cognitive Domain: Application

Answer Location: Signaling Your Preparation (Without Being Annoying)

Difficulty Level: Medium

11. Since ancient times, an advocate's character has been linked to his or her persuasiveness.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Sound Character and Goodwill

Difficulty Level: Easy

12. A speaker's dynamism can be appropriate in one situation but not in another situation.

Ans: T

Cognitive Domain: Knowledge

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Answer Location: Dynamism

Difficulty Level: Easy

13. Advocates who appear self-centered in their interests tend to have difficulty gaining their audience's trust.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Appropriate Self-Interest

Difficulty Level: Easy

14. Generally, audiences are not very concerned that advocates are trustworthy.

Ans: F

Cognitive Domain: Knowledge

Answer Location: Sound Character and Goodwill

Difficulty Level: Easy

15. "Straight talkers" are often persuasive because the style appears trustworthy.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Sound Character and Goodwill

Difficulty Level: Easy

16. Speakers who share important aspects of their identity with their audience are more likely to be persuasive than speakers who have nothing in common with their audience.

Ans: T

Cognitive Domain: Comprehension

Answer Location: Identification as an Instrument of Credibility

Difficulty Level: Medium

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17. Mimicking the accent of your audience will make the audience more likely to believe you, even if they begin as skeptics.

Ans: F

Cognitive Domain: Application

Answer Location: Identification as an Instrument of Credibility

Difficulty Level: Medium

18. Good preparation for a speech involves familiarizing oneself with the audience's perspectives on a topic.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Considering the Audience's Perspective

Difficulty Level: Easy

19. Advocates who appear interested primarily in their own gain are often seen as more credible by an audience than those who are interested in a greater good.

Ans: F

Cognitive Domain: Knowledge

Answer Location: Appropriate Self-Interest

Difficulty Level: Medium

20. The same speaker may seem more dynamic in one situation than in another.

Ans: T

Cognitive Domain: Knowledge

Answer Location: Dynamism

Difficulty Level: Medium

21. An advocate's argumentative posture toward his or her audience affects his or her credibility with that audience.

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Ans: T

Cognitive Domain: Knowledge

Answer Location: The Advocate/Listener Relationship

Difficulty Level: Easy

Essay

1. Explain how *background authority* would influence your expectations about a speaker that your professor invites to class.

Ans: Answers should demonstrate understanding that audiences hold preconceived notions about the type of person that would speak in a particular type of forum. Answers may also note how the perceptions students have of their professor would influence notions about the type of person he or she might invite.

Cognitive Domain: Application

Answer Location: Types of Credibility

Difficulty Level: Medium

2. Analyze the difficulties inherent in conveying one's credibility to the audience when speaking to a hostile audience.

Ans: Answers should demonstrate understanding of: balancing demonstration of adequate and appropriate knowledge without alienating an audience; being dynamic without being overbearing; conveying good will with those who likely distrust you; and establishing authority without discouraging engagement.

Cognitive Domain: Analysis

Answer Location: Knowledge | Identification as an Instrument of Credibility | Dynamism | Knowledge

Difficulty Level: Hard

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3. What category of people do you know that is held to higher standards than others in the community? Why is that? What are the implications for what they can say or do?

Ans: Answers should center on those categories of people that are well respected according to that specific community (e.g., business or religious leaders, teachers, prominent families, and government officials), and recognize that their status is a factor of community values. Implications should center on both advantages accorded by power (wider latitude to speak their minds/less general discipline by the community/less questioning and more trust/etc.) and disadvantages (higher standards around particular behaviors usually related to virtue/higher expectations for decorum in speech and action).

Cognitive Domain: Application

Answer Location: Sound Character and Goodwill

Difficulty Level: Hard

4. Matt, a politically liberal and progressive man, was raised by adoptive parents whom he adores. He is opposed to abortion, which is not typical amongst his progressive friends, but he is not comfortable in typical anti-choice crowds either. Why might Matt be uniquely situated to facilitate a conversation between these historically polarized groups?

Ans: Answers should center on Matt's ability to create identification with both groups. His progressive friends likely will not dismiss him as they would most anti-choice people because they understand his personal situation. He also would be more likely to create some identification with the anti-choice group because they would recognize his commitment to the same value. If he cultivates an argument style that respects both contingents and that both can identify with, it is more likely that he will be able to manage a more reasonable conversation than would other advocates not similarly situated.

Cognitive Domain: Analysis

Answer Location: Identification as an Instrument of Credibility

Difficulty Level: Hard

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5. President Barack Obama's presentational style was criticized by some as too much like a professor lecturing to students. Analyze the benefits and the challenges of that particular style to his ability to effectively communicate with his audiences as the president.

Ans: Obama's style would have signaled *identification* with some audience subgroups more than others. In affecting a more halting and cerebral delivery style, some might not have associated his style with truthfulness (especially if they were skeptical of his honesty to begin with). Others would have appreciated the serious, reflective nature and demonstration of knowledge. While some would have complained that he lacked dynamism, others would have disregarded the delivery in favor of focus on the content. Finally, some audiences would experience the presentation as being talked down to or "lectured," while others would have appreciated the elevated discussion as an opportunity to hear a nuanced discussion by an expert.

Cognitive Domain: Analysis

Answer Location: Knowledge | Identification as an Instrument of Credibility | Sound Character and Goodwill | Dynamism

Difficulty Level: Hard

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