

Test Items
Chapter 1 – Why Public Speaking Matters Today

Sections #1-2

Multiple Choice Questions

1. Researcher Norman W. Edmund has estimated that by 2020 the amount of knowledge in the world will _____.

- a. reach its saturation point.
- b. become so vast that it's only available in electronic formats.
- c. double every seventy-three days.
- d. start to see diminishing returns.
- e. triple every five years.

(key: c)

(difficulty: M)

2. Speaking with the purpose of sharing knowledge or information with an audience refers to what type of speaking?

- a. informative
- b. influence
- c. ceremonial
- d. after dinner
- e. exculpatory

(key: a)

(difficulty: E)

3. The speaking form that was originally called epideictic speaking by the ancient Greeks refers to what type of speaking?

- a. informative
- b. influence
- c. entertaining
- d. after dinner
- e. exculpatory

(key: c)

(difficulty: E)

4. Jeremy is preparing a speech where his goal is to change his audience's beliefs about the necessity of taking the SAT in high school. What type of speaking is Jeremy preparing?

- a. informative
- b. persuasive
- c. ceremonial

- d. after dinner
 - e. exculpatory
- (key: b)
(difficulty: M)

5. Joann has been studying politics since she was in elementary school. Now as a senior in college running for town mayor, she wants to be viewed as an individual who contributes new ideas that help various aspects of society. What is Joann hoping to be viewed as?

- a. politician
 - b. thought leader
 - c. persuader
 - d. rhetorical thinker
 - e. informative speaker
- (key: b)
(difficulty: D)

6. In a study by sociologist Andrew Zekeri, which skills do college graduates find most useful upon graduation?

- a. writing skills
 - b. analytical skills
 - c. mathematical skills
 - d. researching skills
 - e. oral communication skills
- (key: e)
(difficulty: M)

7. Which of the basic skills you develop through a public speaking course will help you think through the positive and negative consequences of possible solutions and communicate these ideas to others?

- a. critical thinking skills
 - b. verbal skills
 - c. nonverbal skills
 - d. analytical skills
 - e. overcoming fear of public speaking
- (key: a)
(difficulty: D)

8. Fatima sees that her country is heading down a dangerous path. As a citizen, she starts speaking to any civic group that will listen to her vision of her country's future. Fatima exhibits which of the benefits of engaging in public speaking?

- a. developing leadership skills
- b. becoming a thought leader

- c. influencing the world around you
- d. persuading for the common good
- e. informing various publics about societal life

(key: c)

(difficulty: D)

9. What is the combination of your knowledge and ability to communicate that knowledge to others?

- a. cognitive recall
- b. social relational communication
- c. professional communication
- d. intellectual capital
- e. thought leadership

(key: d)

(difficulty: M)

10. Which of the following statements is true about taking a public speaking course?

- a. students who take a public speaking course will have their fears of public speaking decrease.
- b. public speaking will help fine-tune your verbal skills but not your nonverbal skills.
- c. oral communication skills are not rated highly upon graduation by college graduates.
- d. public speaking is not a course that will help you develop your critical thinking skills.
- e. public speaking is important for the business world but not for religious figures.

(key: a)

(difficulty: D)

True or False Questions

1. The Grecian concept of epideictic speaking most closely relates to the modern understanding of informative speaking.

- a. True
- b. False

(key: b)

(difficulty: M)

2. Susie is delivering a speech on how to prepare a cup of coffee. Susie is delivering a persuasive speech.

- a. True
- b. False

(key: b)

(difficulty: M)

3. Charlotte's goal in her speech is to get her classmates to floss their teeth more often. Charlotte is delivering a persuasive speech.

- a. True
 - b. False
- (key: a)
(difficulty: E)

4. Norman W. Edmund predicts that by 2020 information in our world will double every 87 days.

- a. True
 - b. False
- (key: b)
(difficulty: D)

5. Public speaking can help an individual develop her or his leadership skills.

- a. True
 - b. False
- (key: a)
(difficulty: E)

Fill-in-the-Blank Questions

1. Someone's _____ is an individual's combination of her or his knowledge and ability to communicate that knowledge to others.

(key: intellectual capital)
(difficulty: M)

2. _____ refers to speaking with the goal of changing or reinforcing an audience's beliefs, values, or behaviors.

(key: persuasive speaking)
(difficulty: E)

3. Teachers are most likely to engage in _____.

(key: informative speaking)
(difficulty: M)

4. Students taking a public speaking course can fine-tune their _____ and _____ skills.

(key: verbal and nonverbal)

(difficulty: M)

5. According to research, student levels of public speaking anxiety _____ over the course of the semester.

(key: decreased)

(difficulty: M)

Short Answer Questions

1. Name the three benefits of engaging in public speaking.

The three benefits are influencing the world around you, developing leadership skills, and becoming a thought leader.

2. Differentiate among the three types of public speeches.

Informative - Speaking with the purpose of sharing knowledge or information with an audience.

Persuasive – Convince, motivate, or otherwise persuade others to change or reinforce their beliefs, values, and/or behaviors, take an action, or reconsider a decision.

Entertaining – Involves an array of speaking occasions ranging from introductions to wedding toasts to eulogies where the goal is to captivate and/or regale them while delivering a clear message.

4. Explain the benefits one gets from public speaking in terms of verbal and nonverbal skills.

Public speaking will help you fine-tune your verbal and nonverbal communication skills. Actively practicing your communication skills and receiving professional feedback will help you become a better overall communicator.

5. Discuss the importance of intellectual capital.

“Intellectual capital,” the combination of your knowledge and ability to communicate that knowledge to others, is used by thought leaders to contribute new ideas that help society.

Essay Questions

1. Why is public speaking still important in the 21st Century?

There is so much information available about public speaking because it continues to be relevant even with the growth of technological means of communication. People spend millions of dollars every year to listen to professional speakers. Technology can help public speakers reach audiences that were not possible to reach in the past.

2. What are the benefits of good public speaking skills in the modern corporate arena?

To climb the corporate ladder and eventually find yourself in a management or other leadership position, public speaking skills are important. Hackman and Johnson assert that effective public speaking skills are a necessity for all leaders. If you want people to follow you, you have to communicate effectively and clearly in order to let your followers know what they should do.

3. Why would someone want to become a thought leader?

This term was coined to call attention to individuals who contribute new ideas to the world of business. To achieve thought leader status, individuals must communicate their ideas to others through writing and public speaking. Becoming a thought leader can be personally and financially rewarding at the same time: when others look to you as a thought leader, you will be more desired and make more money as a result. Whether standing before a group of executives discussing the next great trend in business or delivering a webinar, thought leaders use public speaking every day to create the future that the rest of us live in.

4. How would public speaking help you be a more effective leader?

Effective public speaking skills are a necessity for all leaders. If you want people to follow you, you have to communicate effectively and clearly what your followers should do. Powerful leadership comes from knowing what matters to you and powerful presentations come from expressing this effectively. One of the most important skills for leaders to develop is their public speaking skills.

5. Of the three benefits of engaging in public speaking, which is the most important to you? Why?

Answers will vary.

Chapter 1 Test Items

Section #2

Multiple Choice Questions

1. Darlene is standing behind a podium and delivering a persuasive speech. In the traditional Linear Model, what position does Darlene represent?

- a. source
 - b. message
 - c. channel
 - d. receiver
 - e. feedback
- (key: a)
(difficulty: E)

2. What is a verbal or nonverbal stimulus that is meaningful to a receiver?

- a. source
- b. message
- c. channel
- d. receiver
- e. feedback

(key: b)

(difficulty: E)

3. After listening to Charlie's speech, Jack thinks about the speech and attempts to interpret Charlie's central message. What process is Jack exhibiting?

- a. encoding
- b. decoding
- c. communicating
- d. verbal delivery
- e. nonverbal feedback

(key: b)

(difficulty: M)

4. Which theory of public speaking views public speaking as a dialogue between a speaker and her or his audience?

- a. dialogical theory
- b. dyadic theory
- c. cognitive dissonance theory
- d. social penetration theory
- e. social gratification theory

(key: a)

(difficulty: E)

5. Alice is watching a speech over the internet. What type of message is Alice attending to?

- a. verbal message
- b. nonverbal message
- c. mediated message
- d. deliberative message
- e. sequential message

(key: c)

(difficulty: M)

6. Claude Shannon and Warren Weaver originally saw communication in terms of a basic telephone (source, channel, and receiver). What model did they create?

- a. linear model
 - b. transactional modal
 - c. SMCR model
 - d. dialogical model
 - e. interactional model
- (key: a)
(difficulty: E)

7. Wilbur Schramm is responsible for which model of communication?

- a. linear model
 - b. transactional modal
 - c. SMCR model
 - d. dialogical model
 - e. interactional model
- (key: e)
(difficulty: D)

8. How a person's culture, experiences, and heredity influence her or his ability to communicate with another person or persons is referred to as her or his _____.

- a. interpersonal responsiveness
 - b. interpersonal assertiveness
 - c. field of experience
 - d. transactional experience
 - e. transrelational experience
- (key: c)
(difficulty: M)

9. Which of the following is NOT a part of dialogic theory?

- a. dialogue is more natural than monologue.
 - b. communicative contexts impact perceived meanings.
 - c. meanings are in people not words.
 - d. telling is not the same thing as communicating.
 - e. social situations impact perceived meanings.
- (key: d)
(difficulty: D)

10. Which of DeVito's four dimensions refers to the time of day and moment in history?

- a. physical
- b. temporal
- c. social
- d. psychological
- e. cultural

(key: b)
(difficulty: M)

True or False Questions

1. The first major model of human communication was the transactional model of communication.

- a. True
 - b. False
- (key: b)
(difficulty: E)

2. Encoding refers to the message creation function in the interactional model.

- a. True
 - b. False
- (key: a)
(difficulty: E)

3. The basic premise of the dialogical model of human communication is that individuals are sending and receiving messages at the same time.

- a. True
 - b. False
- (key: b)
(difficulty: D)

4. Meanings are in people, not words.

- a. True
 - b. False
- (key: a)
(difficulty: E)

5. The norms of society are examined in relation to the social-psychological dimension part of the context of public speaking.

- a. True
 - b. False
- (key: a)
(difficulty: H)

Fill-in-the-Blank Questions

1. _____ refers to the use of words to elicit meaning in the mind of a receiver.

(key: Verbal communication)
(difficulty: E)

2. Verbal, nonverbal, and mediated are all examples of communication _____.

(key: channels)
(difficulty: M)

3. Listening to a speech through the radio is an example of _____ communication.

(key: mediated)
(difficulty: E)

4. The nonverbal action of nodding your head in agreement with a speaker during a speech is an example of _____.

(key: feedback)
(difficulty: M)

5. _____, _____, _____, and _____ are the four dimensions of context in public speaking.

(key: physical, temporal, social-psychological, cultural)
(difficulty: D)

Short Answer Questions

1. List and define the four dimensions of context in public speaking.

The physical dimension of communication involves the real or touchable environment where communication occurs. The temporal dimension refers to the time of day in which the speech is given, how a speech will be viewed in light of current events, and/or how a message fits with what happens immediately before it. The social-psychological dimension of context refers to “status relationships among participants, roles and games that people play, norms of the society or group, and the friendliness, formality, or gravity of the situation.” The cultural dimension refers to interacting with others from different cultures and the misunderstandings that can result from differing cultural beliefs, norms, and practices.

2. Differentiate between the transactional model and dialogical model of communication.

The basic premise of the transactional model is that individuals are sending and receiving messages at the same time. However, Ronald Arnett and Pat Arneson proposed that all communication, even public speaking, could be viewed as a dialogue. The dialogic theory is based on three overarching principles: 1. Dialogue is more natural than monologue; 2. Meanings are in people not words; 3. Contexts and social situations impact perceived meanings.

3. Explain the linear model of communication created by Shannon and Weaver.

The original model mirrored how radio and telephone technologies functioned and consisted of three primary parts: source, channel, and receiver. The source was the part of a telephone a person spoke into, the channel was the telephone itself, and the receiver was the part of the phone where one could hear the other person. Shannon and Weaver also recognized that often there is static that interferes with listening to a telephone conversation, which they called noise.

4. Explain the three overarching principles of dialogical theory.

The dialogic theory is based on three overarching principles:

1. Dialogue is more natural than monologue, meaning that even in a public speaking situation the audience members tend to actively engage with the speaker with both verbal and non-verbal feedback.
2. Meanings are in people not words, which means that individuals in a dialogue may interpret words or ideas differently based on their personal experiences and background.
3. Contexts and social situations impact perceived meanings, which means that when in dialogue, we should take into account the cultural background and vantage point of our audience.

5. Discuss the model of communication created by Wilbur Schramm.

The interactional model of communication builds upon the linear model with three major components added: encoding, decoding, and feedback. Encoding is what a source does when creating a message, adapting it to the receiver, and transmitting it across some source-selected channel. Decoding is sensing a source's message, interpreting the source's message, evaluating, and responding to the source's message. Feedback is when a receiver sends a message back to a source. Schramm named three types of feedback: direct, moderately direct, and indirect. Direct feedback occurs when the receiver directly talks to the source. Moderately direct feedback focuses on nonverbal messages sent while a source is speaking. Indirect feedback often involves a greater time gap between the actual message and the receiver's feedback.

Essay Questions

1. Which of the three models of communication discussed in the text do you think best represents the public speaking process? Why?

Answers will vary.

2. Explain the three parts of encoding and how they relate to public speaking.

The encoding process first involves a source creating a message. Then the source will adapt their message to the receiver(s) of the message. Next, the source will transmit the message to the receiver(s) across a specific channel.

3. Explain the four parts of decoding and how they relate to public speaking.

The decoding process involves the receiver using their physical senses to take in a source's message. Then the receiver must interpret the source's message. Next they will evaluate the source's message. Lastly, the receiver must respond to the source's message with verbal or nonverbal feedback.

4. If you are watching a speech on YouTube, are you watching a verbal, nonverbal, or mediated message? Why?

Answers will vary but may include a combination of the different types of messages.

5. How can public speaking be a dialogue?

The first tenet of the dialogic perspective is that communication should be a dialogue and not a monologue. Lev Yakubinsky argued that even public speaking situations often turn into dialogues when audience members actively engage speakers by asking questions and providing other verbal and non-verbal feedback, which contributes to a dialogue. Approaching public speaking as a dialogue helps both the speaker to be more attentive to audience feedback and the audience to be more actively engaged in receiving the message of the speaker.