

Chapter 2 Getting to Know Your Audience and Situation

Multiple Choice Questions

<p>02-01</p> <p>Chapter: 02 Module: 2.1 LO 2.1 Explain the importance of audience and situation analysis. Topic: Why Do You Need to Know Your Audience and Situation? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: b</p>	<p>Adapting to your audience and the situation should begin</p> <ol style="list-style-type: none"> after you have written and memorized your speech. immediately after you receive a public speaking assignment or engagement. immediately before you receive a public speaking assignment or engagement. after you have researched and outlined the main points of your speech.
<p>02-02</p> <p>Chapter: 02 Module: 2.1 LO 2.1 Explain the importance of audience and situation analysis. Topic: Why Do You Need to Know Your Audience and Situation? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Apply Communication theories, perspectives, principles, and concepts. Answer: c</p>	<p>Susannah was aware that her audience was composed of college students. This is an example of having _____ of an audience.</p> <ol style="list-style-type: none"> trait knowledge situation awareness identity knowledge factual awareness
<p>02-03</p> <p>Chapter: 02 Module: 2.1</p>	<p>_____ refers to how well you communicate with others.</p> <ol style="list-style-type: none"> Ethnocentrism Identity knowledge Situational analysis

<p>LO 2.1 Explain the importance of audience and situation analysis. Topic: Why Do You Need to Know Your Audience and Situation? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: d</p>	<p>d. Speaking competence</p>
<p>02-04</p> <p>Chapter: 02 Module: 2.1 LO 2.1 Explain the importance of audience and situation analysis. Topic: Why Do You Need to Know Your Audience and Situation? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Recognize individual and cultural similarities and differences. Answer: c</p>	<p>_____ means knowing what is distinctive about an audience.</p> <ul style="list-style-type: none"> a. Audience analysis b. Speaking competence c. Identity knowledge d. Negotiation skill
<p>02-05</p> <p>Chapter: 02 Module: 2.1 LO 2.1 Explain the importance of audience and situation analysis. Topic: Why Do You Need to Know Your Audience and Situation? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Explain Communication theories, perspectives, principles,</p>	<p>According to Littlejohn and Foss, at what point has a speaker achieved effective negotiation?</p> <ul style="list-style-type: none"> a. when you have eliminated audience egocentrism b. when you have overcome all environmental barriers c. when the audience understands you and feels respected d. when you have conformed to the attitudes, beliefs, and values of the audience

and concepts. Answer: c	
02-06 Chapter: 02 Module: 2.1 LO 2.1 Explain the importance of audience and situation analysis. Topic: Why Do You Need to Know Your Audience and Situation? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Recognize individual and cultural similarities and differences. Answer: c	Which of the following is NOT one of the components of intercultural competence identified by Littlejohn and Foss? a. identity knowledge b. mindfulness c. self-monitoring d. negotiation skill
02-07 Chapter: 02 Module: 2.1 LO 2.1 Explain the importance of audience and situation analysis. Topic: Why Do You Need to Know Your Audience and Situation? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Adapt one's communication in diverse cultural contexts. Answer: b	Juan paid attention to the unique characteristics of his audience members and took care to keep these distinctions in mind during the whole speech-making process. This is an example of a. cultural identity. b. mindfulness. c. egocentrism. d. stereotyping.
02-08 Chapter: 02 Module: 2.2 LO 2.2 Articulate what you need to know about the audience. Topic: A What Do You Need to Know About Your Audience?	Inclinations to feel either positively or negatively toward something are called a. beliefs. b. identities. c. traits. d. attitudes.

<p>Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: d</p>	
<p>02-09</p> <p>Chapter: 02 Module: 2.2 LO 2.2 Articulate what you need to know about the audience. Topic: What Do You Need to Know About Your Audience? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Apply Communication theories, perspectives, principles, and concepts. Answer: b</p>	<p>"I love classic rock!" This is an example of a(n) a. belief. b. attitude. c. personal trait. d. stereotype.</p>
<p>02-10</p> <p>Chapter: 02 Module: 2.2 LO 2.2 Articulate what you need to know about the audience. Topic: What Do You Need to Know About Your Audience? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: d</p>	<p>Those things a person accepts as plausible based on interpretation and judgment are called a. social traits. b. principles. c. norms. d. beliefs.</p>

<p>02-11</p> <p>Chapter: 02 Module: 2.2 LO 2.2 Articulate what you need to know about the audience. Topic: What Do You Need to Know About Your Audience? Difficulty Level: moderate Skill: Apply What You Know NCA Apply Communication theories, perspectives, principles, and concepts. Answer: a</p>	<p>"It is the responsibility of humans to take care of the planet." This is an example of a</p> <ul style="list-style-type: none"> a. belief. b. social trait. c. myth. d. fact.
<p>02-12</p> <p>Chapter: 02 Module: 2.2 LO 2.2 Articulate what you need to know about the audience. Topic: What Do You Need to Know About Your Audience? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: b</p>	<p>_____ refer to what a person sees as right or wrong, important or unimportant, desirable or undesirable.</p> <ul style="list-style-type: none"> a. Social traits b. Values c. Personal traits d. Policies
<p>02-13</p> <p>Chapter: 02 Module: 2.2 LO 2.2 Articulate what you need to know about the audience. Topic: What Do You Need to Know About Your Audience? Difficulty Level: moderate Skill: Apply What You Know</p>	<p>Ben's family places a lot of importance on gaining a quality education. This is an example of a(n)</p> <ul style="list-style-type: none"> a. policy. b. trait. c. value. d. identity.

NCA Apply Communication theories, perspectives, principles, and concepts. Answer: c	
02-14 Chapter: 02 Module: 2.2 LO 2.2 Articulate what you need to know about the audience. Topic: What Do You Need to Know About Your Audience? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: d	An audience's _____ is made up of values, attitudes, and beliefs. a. ethos b. culture c. competence d. identity
02-15 Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: a	Audience demographics can also be called a. personal traits. b. audience identities. c. ethnocentrism. d. generalizations.
02-16 Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate?	Which of the following is NOT a personal trait? a. education b. occupation c. gender d. values

<p>Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: d</p>	
<p>02-17</p> <p>Apply LO 2.3 Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Apply Communication theories, perspectives, principles, and concepts. Answer: c</p>	<p>Shalonda noted that most of her audience members were employed in the medical field. This is an example of paying attention to</p> <ul style="list-style-type: none"> a. environmental barriers. b. social traits. c. personal traits. d. motivations.
<p>02-18</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: d</p>	<p>_____ occurs when you apply a false or oversimplified generalization to an individual based on group characteristics.</p> <ul style="list-style-type: none"> a. Ethnocentrism b. Identity knowledge c. Internal noise d. Stereotyping
<p>02-19</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze.</p>	<p>Which of the following words BEST defines traditionalists, as described by Lancaster and Stillman?</p> <ul style="list-style-type: none"> a. pessimistic b. loyal c. cynical d. confident

<p>Topic: What Specific Traits Do You Need to Investigate?</p> <p>Difficulty Level: moderate</p> <p>Skill: Understand the Concepts</p> <p>NCA Outcome: Explain Communication theories, perspectives, principles, and concepts.</p> <p>Answer: b</p>	
<p>02-20</p> <p>Chapter: 02</p> <p>Module: 2.3</p> <p>LO 2.3 Describe the specific audience traits to analyze.</p> <p>Topic: What Specific Traits Do You Need to Investigate?</p> <p>Difficulty Level: moderate</p> <p>Skill: Apply What You Know</p> <p>NCA Outcome: Apply Communication theories, perspectives, principles, and concepts.</p> <p>Answer: a</p>	<p>Neil was born in 1942. Which of the following characteristics would likely NOT apply to Neil based upon the generational trends outlined in the text?</p> <ul style="list-style-type: none"> a. He has a high degree of formal education. b. He has only been married once. c. He tends to “save for a rainy day.” d. He is not easily persuaded.
<p>02-21</p> <p>Chapter: 02</p> <p>Module: 2.3</p> <p>LO 2.3 Describe the specific audience traits to analyze.</p> <p>Topic: What Specific Traits Do You Need to Investigate?</p> <p>Difficulty Level: easy</p> <p>Skill: Remember the Facts</p> <p>NCA Outcome: Explain Communication theories, perspectives, principles, and concepts.</p> <p>Answer: b</p>	<p>People who were born between 1946 and 1964 are called</p> <ul style="list-style-type: none"> a. Generation Y. b. Baby Boomers. c. Generation W. d. Idealists.
<p>02-22</p> <p>Chapter: 02</p> <p>Module: 2.3</p> <p>LO 2.3 Describe the specific</p>	<p>Joe was born in 1984. Which of the following characteristics would NOT apply to Joe based upon the generational trends outlined in the text?</p> <ul style="list-style-type: none"> a. He is practical. b. He is concerned about his personal safety.

<p>audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Apply Communication theories, perspectives, principles, and concepts. Answer: d</p>	<p>c. He is heavily influenced by friends and media. d. He is very political.</p>
<p>02-23 Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: a</p>	<p>According to the U.S. Census Bureau, _____ percent of U.S. households in 2010 were “traditional.” a. 2 b. 12 c. 32 d. 52</p>
<p>02-24 Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: c</p>	<p>The needs and motivations of your audience are called _____ traits. a. self-actualization b. social c. psychological d. generational</p>
<p>02-25 Chapter: 02 Module: 2.3 LO 2.3 Describe the specific</p>	<p>Which of the following statements about Maslow’s hierarchy of needs is NOT true? a. It is best represented as a Venn diagram. b. The most basic needs are at the bottom of the model.</p>

<p>audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: a</p>	<p>c. It consists of five levels of needs. d. Basic needs give support to higher levels of needs.</p>
<p>02-26</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: a</p>	<p>According to Maslow, our most basic needs are</p> <ul style="list-style-type: none"> a. physiological. b. self-actualization. c. self-esteem. d. emotional.
<p>02-27</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: b</p>	<p>A speech on the importance of having a fire escape plan for the home evokes which need?</p> <ul style="list-style-type: none"> a. psychological b. safety c. self-actualization d. physiological
<p>02-28</p> <p>Chapter: 02</p>	<p>_____ needs are the feelings we have about belonging.</p> <ul style="list-style-type: none"> a. Cultural b. Self-esteem

<p>Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: c</p>	<p>c. Social d. Personality</p>
<p>02-29</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: d</p>	<p>The _____ traits of your audience refer to how they are affected by or identify with other groups of people.</p> <p>a. external b. internal c. self-esteem d. social</p>
<p>02-30</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: d</p>	<p>_____ is the biological differences of humankind, often noticeable in physical markers such as color and texture of hair, color of skin and eyes, shape of facial features, and bodily build and proportions.</p> <p>a. Ethnicity b. Culture c. Heritage d. Race</p>
<p>02-31</p> <p>Chapter: 02</p>	<p>_____ cultures will have clearly defined divisions of authority and responsibility.</p> <p>a. High-power</p>

<p>Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Recognize individual and cultural similarities and differences. Answer: a</p>	<p>b. Competitive c. High-uncertainty d. Individualist</p>
<p>02-32 Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Recognize individual and cultural similarities and differences. Answer: c</p>	<p>Which of the following is NOT a cultural characteristic of the United States? a. It is a low-uncertainty culture. b. It is an individualist culture. c. It is a long-term culture. d. It is a low power culture.</p>
<p>02-33 Chapter: 02 Module: 2.4 LO 2.4 Articulate what you need to know about the situation. Topic: What Do You Need to Know About the Speaking Situation? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: b</p>	<p>An audience who is required to attend a speech or event is called a(n) _____ audience. a. selective b. captive c. distracted d. external</p>
<p>02-34</p>	<p>Which of the following is an open-ended question?</p>

<p>Chapter: 02 Module: 2.5 LO 2.5 Explain the process for analyzing the audience and situation. Topic: How Do You Analyze the Audience and Situation? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Apply Communication theories, perspectives, principles, and concepts. Answer: b</p>	<p>a. Do you like algebra? b. Why did you choose to attend college here? c. What is your major? d. How much is your tuition?</p>
<p>02-35 Chapter: 02 Module: 2.5 LO 2.5 Explain the process for analyzing the audience and situation. Topic: How Do You Analyze the Audience and Situation? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: b</p>	<p>When writing surveys, you should tend toward _____ questions. a. open-ended b. closed-ended c. demographic d. leading</p>
<p>02-36 Chapter: 02 Module: 2.5 LO 2.5 Explain the process for analyzing the audience and situation. Topic: How Do You Analyze the Audience and Situation? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Apply</p>	<p>Which of the following is NOT a guideline for constructing an effective survey? a. Use more open-ended than closed-ended questions. b. Ask necessary demographic questions. c. Use neutral responses. d. Ask only one thing in each question.</p>

<p>Communication theories, perspectives, principles, and concepts. Answer: a</p>	
<p>02-37</p> <p>Chapter: 02 Module: 2.6 LO 2.6 Identify ways to adapt to the audience and situation during the speech. Topic: How Can You Adapt to Your Audience and Situation During the Speech? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Apply Communication theories, perspectives, principles, and concepts. Answer: d</p>	<p>Which of the following is an example of an environmental barrier?</p> <ul style="list-style-type: none"> a. being distracted because you didn't eat breakfast and are extremely hungry b. being distracted by angry thoughts about the speaker's sexual orientation c. having difficulty understanding the speaker because of his accent d. having difficulty hearing the speaker due to people talking nearby
<p>02-38</p> <p>Chapter: 02 Module: 2.6 LO 2.6 Identify ways to adapt to the audience and situation during the speech. Topic: How Can You Adapt to Your Audience and Situation During the Speech? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Apply Communication theories, perspectives, principles, and concepts. Answer: b</p>	<p>Miguel had a headache and had trouble focusing on the speeches in class. This is an example of a(n)</p> <ul style="list-style-type: none"> a. social barrier. b. physiological barrier. c. external barrier. d. linguistic barrier.
<p>02-39</p> <p>Chapter: 02 Module: 2.6 LO 2.6 Identify ways to</p>	<p>Which of the following is NOT an example of external noise?</p> <ul style="list-style-type: none"> a. being distracted by the uncomfortable seats b. being distracted by your fear of crowds c. being distracted by a bee flying around the room d. getting confused by the speaker's use of jargon

<p>adapt to the audience and situation during the speech. Topic: How Can You Adapt to Your Audience and Situation During the Speech? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Adjust messages while in the process of communicating. Answer: b</p>	
<p>02-40 Chapter: 02 Module: 2.6 LO 2.6 Identify ways to adapt to the audience and situation during the speech. Topic: How Can You Adapt to Your Audience and Situation During the Speech? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Adapt messages to the diverse needs of individuals, groups, and contexts. Answer: c</p>	<p>Which of the following is NOT a tip for adapting to internal noise?</p> <ul style="list-style-type: none"> a. If your audience's attention is wandering, call on members, move around the room, or vary your delivery. b. Pay attention to the nonverbal behavior of your audience. c. Simply pay attention to the external noises affecting you and your audience d. Realize that your audience is ethically responsible for listening to you.

True/False Questions

<p>02-41</p> <p>Chapter: 02 Module: 2.1 LO 2.1 Explain the importance of audience and situation analysis. Topic: Why Do You Need to Know Your Audience and Situation? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: False</p>	<p>Even if you do not know your audience, you will still be able to choose an appropriate topic, select the right source materials, and use a delivery style that works in your speaking situation.</p>
<p>02-42</p> <p>Chapter: 02 Module: 2.1 LO 2.1 Explain the importance of audience and situation analysis. Topic: Why Do You Need to Know Your Audience and Situation? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: True</p>	<p>Being able to respond to audience differences through sensitivity, politeness, willing adjustment, and collaboration is known as negotiation skill.</p>

<p>02-43</p> <p>Chapter: 02 Module: 2.2 LO 2.2 Articulate what you need to know about the audience. Topic: What Do You Need to Know About Your Audience? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Apply Communication theories, perspectives, principles, and concepts. Answer: False</p>	<p>“Having too much salt in the diet can lead to high blood pressure.” This is an example of an attitude.</p>
<p>02-44</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: True</p>	<p>Sexual orientation, occupation, and household type are all considered personal traits.</p>

<p>02-45</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Adapt messages to the diverse needs of individuals, groups, and contexts. Answer: False</p>	<p>Baby Boomers were born between 1965 and 1980.</p>
<p>02-46</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: False</p>	<p>According to psychologist Abraham Maslow, the highest level of human need we have is that of self-esteem.</p>

<p>02-47</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: False</p>	<p>All social traits are designated by choice.</p>
<p>02-48</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Adapt messages to the diverse needs of individuals, groups, and contexts. Answer: True</p>	<p>According to the U.S. Census Bureau in 2010, the United States is getting more racially and ethnically diverse, as well as much older.</p>
<p>02-49</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Adapt messages to the diverse needs of individuals, groups, and contexts.</p>	<p>Low-uncertainty cultures are tolerant of the unusual, new ideas, and other people.</p>

Answer: True	
02-50 Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Adapt messages to the diverse needs of individuals, groups, and contexts. Answer: True	The United States is considered to be competitive and individualistic, according to Hofstede's culture model.
02-51 Chapter: 02 Module: 2.5 LO 2.5 Explain the process for analyzing the audience and situation. Topic: How Do You Analyze the Audience and Situation? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Adapt messages to the diverse needs of individuals, groups, and contexts. Answer: False	The first step in audience and situation analysis should be to ask friends, relatives, peers, and others about their insights into your speech topic.
02-52 Chapter: 02 Module: 2.5 LO 2.5 Explain the process for analyzing the audience and situation. Topic: How Do You Analyze the Audience and Situation? Difficulty Level: moderate Skill: Apply What You Know	"Do you plan to vote in the next election?" This is an example of a closed-ended question.

<p>NCA Outcome: Apply Communication theories, perspectives, principles, and concepts. Answer: True</p>	
<p>02-53</p> <p>Chapter: 02 Module: 2.5 LO 2.5 Explain the process for analyzing the audience and situation. Topic: How Do You Analyze the Audience and Situation? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: False</p>	<p>Open-ended questions are used when you want general, quantifiable information.</p>
<p>02-54</p> <p>Chapter: 02 Module: 2.6 LO 2.6 Identify ways to adapt to the audience and situation during the speech. Topic: How Can You Adapt to Your Audience and Situation During the Speech? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Adjust messages while in the process of communicating. Answer: False</p>	<p>There are two types of external noise: physiological barriers and linguistic barriers.</p>
<p>02-55</p> <p>Chapter: 02 Module: 2.6 LO 2.6 Identify ways to adapt to the audience and situation during the speech.</p>	<p>Lauren had a difficult time listening to the professor because the temperature in the room was too cold. This is an example of a physiological barrier.</p>

Topic: How Can You Adapt to Your Audience and Situation During the Speech?
Difficulty Level: moderate
Skill: Apply What You Know
Topic: How Can You Adapt to Your Audience and Situation During the Speech?
NCA Outcome: Apply Communication theories, perspectives, principles, and concepts.
Answer: False

Completion (fill-in-the-blank) Questions

02-56

Chapter: 02
Module: 2.1
LO 2.1 Explain the importance of audience and situation analysis.
Topic: Why Do You Need to Know Your Audience and Situation?
Difficulty Level: easy
Skill: Remember the Facts
NCA Outcome: Explain Communication theories, perspectives, principles, and concepts.
Answer: situation

In order to speak from an audience-centered standpoint, you must analyze your audience and _____.

<p>02-57</p> <p>Chapter: 02 Module: 2.1 LO 2.1 Explain the importance of audience and situation analysis. Topic: Why Do You Need to Know Your Audience and Situation? Skill: Understand the Concepts Difficulty Level: moderate NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: intercultural competence</p>	<p>According to Littlejohn and Foss, identity knowledge, mindfulness, and negotiation skill are all components of _____.</p>
<p>02-58</p> <p>Chapter: 02 Module: 2.1 LO 2.1 Explain the importance of audience and situation analysis. Topic: Why Do You Need to Know Your Audience and Situation? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Explain Communication theories, perspectives, principles, and concepts. Answer: Mindfulness</p>	<p>_____ refers to the practice of being conscientiously aware of audience distinctions.</p>
<p>02-59</p> <p>Chapter: 02 Module: 2.2 LO 2.2 Articulate what you need to know about the audience. Topic: What Do You Need to Know About Your Audience?</p>	<p>"It is important to take care of one's health." This is an example of a(n) _____.</p>

<p>Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Apply Communication theories, perspectives, principles, and concepts. Answer: value</p>	
<p>02-60</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Respect diverse perspectives and the ways they influence communication. Answer: Personal traits or demographics</p>	<p>_____ include characteristics such as age, sexual orientation, and education.</p>
<p>02-61</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Respect diverse perspectives and the ways they influence communication. Answer: Stereotyping</p>	<p>_____ is false or oversimplified generalizing applied to individuals based on group characteristics.</p>
<p>02-62</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze.</p>	<p>Laurel is extremely tech-savvy, prides herself on her diverse group of friends and acquaintances, and is always tuned in to what is happening in the media. Laurel is most likely from the generational group known as _____.</p>

<p>Topic: What Specific Traits Do You Need to Investigate?</p> <p>Difficulty Level: moderate</p> <p>Skill: Apply What You Know</p> <p>NCA Outcome: Apply Communication theories, perspectives, principles, and concepts.</p> <p>Answer: Generation Y or Millennials</p>	
<p>02-63</p> <p>Chapter: 02</p> <p>Module: 2.3</p> <p>LO 2.3 Describe the specific audience traits to analyze.</p> <p>Topic: What Specific Traits Do You Need to Investigate?</p> <p>Difficulty Level: moderate</p> <p>Skill: Apply What You Know</p> <p>NCA Outcome: Apply Communication theories, perspectives, principles, and concepts.</p> <p>Answer: self-esteem</p>	<p>Bev has a strong desire for positive feedback about her job performance from her boss and coworkers. When they praise her, it makes her feel successful and proud. In this circumstance, according to Maslow, Bev is fulfilling her _____ needs.</p>
<p>02-64</p> <p>Chapter: 02</p> <p>Module: 2.3</p> <p>LO 2.3 Describe the specific audience traits to analyze.</p> <p>Topic: What Specific Traits Do You Need to Investigate?</p> <p>Difficulty Level: easy</p> <p>Skill: Remember the Facts</p> <p>NCA Outcome: Explain Communication theories, perspectives, principles, and concepts.</p> <p>Answer: Culture</p>	<p>_____ is a system that helps teach us a set of objectives and rules for being accepted and surviving in a community.</p>
<p>02-65</p> <p>Chapter: 02</p> <p>Module: 2.3</p> <p>LO 2.3 Describe the specific</p>	<p>_____ cultures emphasize time and seek quick gratification.</p>

audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Respect diverse perspectives and the ways they influence communication. Answer: Short-term	
02-66 Chapter: 02 Module: 2.5 LO 2.5 Explain the process for analyzing the audience and situation. Topic: How Do You Analyze the Audience and Situation? Difficulty Level: easy Skill: Remember the facts NCA Outcome: Respect diverse perspectives and the ways they influence communication. Answer: Open-ended	_____ questions allow for detailed responses in your interviews and surveys.
02-67 Chapter: 02 Module: 2.6 LO 2.6 Identify ways to adapt to the audience and situation during the speech. Topic: How Can You Adapt to Your Audience and Situation During the Speech? Difficulty Level: easy Skill: Remember the Facts NCA Outcome: Adjust messages while in the process of communicating. Answer: External	_____ noise occurs or originates outside of the mind or body.
02-68	Jason had a difficult time focusing on Jackie's speech because he was hungry and tired. He was affected by _____

<p>Chapter: 02 Module: 2.6 LO 2.6 Identify ways to adapt to the audience and situation during the speech. Topic: How Can You Adapt to Your Audience and Situation During the Speech? Difficulty Level: moderate Skill: Apply What You Know NCA Outcome: Apply Communication theories, perspectives, principles, and concepts. Answer: physiological</p>	<p>barriers.</p>
<p>02-69</p> <p>Chapter: 02 Module: 2.6 LO 2.6 Identify ways to adapt to the audience and situation during the speech. Topic: How Can You Adapt to Your Audience and Situation During the Speech? Difficulty Level: moderate Skill: Understand the Concepts NCA Outcome: Identify contexts, situations, and barriers that impede communication self-efficacy. Answer: Linguistic</p>	<p>_____ barriers include misread verbal and nonverbal messages such as slang, jargon, technical words, and body language that differs across cultures.</p>
<p>Short Answer Questions</p> <p>02-70</p> <p>Chapter: 02 Module: 2.1 LO 2.1 Explain the importance of audience and situation analysis.</p>	<p>What are three questions that a basic analysis of your audience and situation can help you answer?</p>

<p>Topic: Why Do You Need to Know Your Audience and Situation?</p> <p>Difficulty Level: difficult</p> <p>Skill: Analyze It</p> <p>NCA Outcome: Apply Communication scholarship.</p>	
<p>Answer: What are the specific interests of this audience? What ideas should be covered for this audience? How much information will they need? What language and support materials will work best for them? How does this influence my topic selection? What could be potential audience expectations and reactions? What situational obstacles could affect the speech?</p>	
<p>02-71</p> <p>Chapter: 02</p> <p>Module: 2.1</p> <p>LO 2.1 Explain the importance of audience and situation analysis.</p> <p>Topic: Why Do You Need to Know Your Audience and Situation?</p> <p>Difficulty Level: difficult</p> <p>Skill: Analyze It</p> <p>NCA Outcome: Apply Communication scholarship.</p>	<p>What does it mean for a speaker to be mindful?</p>
<p>Answer: Being aware of and paying attention to the distinctions in the audience during the entire speaking process.</p>	
<p>02-72</p> <p>Chapter: 02</p> <p>Module: 2.1</p> <p>LO 2.1 Explain the importance of audience and situation analysis.</p> <p>Topic: Why Do You Need to Know Your Audience and Situation?</p> <p>Difficulty Level: difficult</p> <p>Skill: Analyze It</p> <p>NCA Outcome: Apply</p>	<p>What are the three elements that make up speaking competence?</p>

Communication
scholarship.

Answer: Identity knowledge, mindfulness, and negotiation skill.

02-73

Chapter: 02
Module: 2.2
LO 2.2 Articulate what you need to know about the audience.
Topic: What Do You Need to Know About Your Audience?
Difficulty Level: difficult
Skill: Analyze It
NCA Outcome: Apply Communication theories, perspectives, principles, and concepts.

Give an example of a belief, a value, and an attitude that you hold, making sure to label each one.

Answer: Answers will vary.

02-74

Chapter: 02
Module: 2.3
LO 2.3 Describe the specific audience traits to analyze.
Topic: What Specific Traits Do You Need to Investigate?
Difficulty Level: difficult
Skill: Analyze It
NCA Outcome: Respect diverse perspectives and the ways they influence communication.

According to Lynne Lancaster and David Stillman's *When Generations Collide*, what generation do you belong to and what characteristics are attributed to this group?

Answer: Answers will vary.

02-75 Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: difficult Skill: Analyze It NCA Outcome: Respect diverse perspectives and the ways they influence communication.	Imagine you are going to give a speech about the problem of credit card debt to an audience of Traditionalists and Baby Boomers. How might these two groups differ on their reaction to your topic?
Answer: Baby boomers tend to spend rather than save, while traditionalists are more likely to value saving.	
02-76 Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: difficult Skill: Analyze It NCA Outcome: Apply Communication scholarship.	What does Maslow's hierarchy of needs attempt to explain?
Answer: It shows how people are motivated by their needs, with the lowest needs having to be met before fulfilling higher level needs.	
02-77 Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: difficult Skill: Analyze It NCA Outcome: Apply Communication theories, perspectives, principles,	Give examples of speech topics that would attempt to tap into the need for (1) safety, (2) social needs, and (3) self-esteem.

and concepts.	
Answer: Answers will vary.	
<p>02-78</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: difficult Skill: Analysis NCA Outcome: Explain Communication theories, perspectives, principles, and concepts.</p>	<p>Explain the differences between the terms race, ethnicity, and culture.</p>
<p>Answer: Race refers to biological differences, ethnicity relates to religious or national affiliations, and culture is the system that teaches a set of objectives and rules that help us survive and gain societal acceptance within our community.</p>	
<p>02-79</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: difficult Skill: Analyze It NCA Outcome: Apply Communication scholarship.</p>	<p>How do long-term and short-term audiences differ?</p>
<p>Answer: Long-term audiences look for future benefits and respond to detail and persistence, while short-term audiences seek instant gratification.</p>	
<p>02-80</p> <p>Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate?</p>	<p>Is the United States an individualist or collectivist culture? Explain your answer.</p>

Difficulty Level: difficult Skill: Analyze It NCA Outcome: Explain Communication theories, perspectives, principles, and concepts.	
Answer: The U.S. is an individualist culture because it places emphasis on the self and personal reward rather than on the group or community.	
02-81 Chapter: 02 Module: 2.4 LO 2.4 Articulate what you need to know about the situation. Topic: What Do You Need to Know About the Speaking Situation? Difficulty Level: difficult Skill: Analyze It NCA Outcome: Apply Communication theories, perspectives, principles, and concepts.	List three questions regarding situational time you should ask before giving a speech.
Answer: What is my time limit? How early should I arrive? What is the timing of my speech? Where do I fall in the rotation of speakers? Is there late-breaking news? Is this my first time speaking in front of this audience? What is my relationship to this audience?	
02-82 Chapter: 02 Module: 2.4 LO 2.4 Articulate what you need to know about the situation. Topic: What Do You Need to Know About the Speaking Situation? Difficulty Level: difficult Skill: Analyze It NCA Outcome: Apply Communication theories, perspectives, principles, and concepts.	List three questions regarding situational occasion you should ask before giving a speech.

Answer: What does the audience expect? What is the mood? Why are they here? How will they respond to the topic? Is this a special occasion? What are the social norms and expectations? Who is in charge of the event and what is their relationship with the audience?

02-83

Chapter: 02
Module: 2.5
LO 2.5 Explain the process for analyzing the audience and situation.
Topic: How Do You Analyze the Audience and Situation?
Difficulty Level: difficult
Skill: Analyze It
NCA Outcome: Apply Communication theories, perspectives, principles, and concepts.

According to Chapter 2 of your book, what are the five options for gathering information about your audience?

Answer: Start with what you know. Ask others about the audience. Conduct interviews. Create and administer a survey. Research the group to which you are speaking.

02-84

Chapter: 02
Module: 2.6
LO 2.6 Identify ways to adapt to the audience and situation during the speech.
Topic: How Can You Adapt to Your Audience and Situation During the Speech?
Difficulty Level: difficult
Skill: Analyze It
NCA Outcome: Identify contexts, situations, and barriers that impede communication self-efficacy.

Give an example of a psychological barrier you have faced while trying to listen to a speaker.

Answer: Answers will vary.

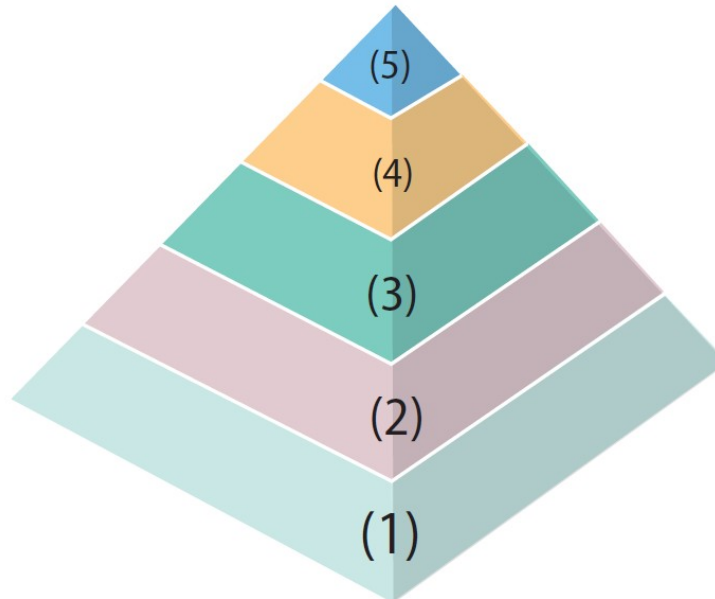
Essay Questions

02-85	Through audience analysis, you learn that your audience has the following characteristics: high power, collectivist, and long-term. Knowing these characteristics, how would you adapt your speech to meet the audience's needs?
Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: difficult Skill: Analyze It NCA Outcome: Adapt messages to the diverse needs of individuals, groups, and contexts.	
Answer: High-power audiences will be impressed by support material from credible sources, so I would be sure to include oral citations from sources my audience will respect. If my audience is collectivist, then I would be sure to appeal to their sense of being part of a community and a sense of duty to the group. Finally, since they are a long-term audience, they are not looking for instant gratification, so I would offer future goals for the audience that will be available through their persistence.	
02-86	Identify and discuss the four generations that are explained in Chapter 2 of your book. How can you be sensitive to the differences between these groups without falling into the trap of stereotyping?
Chapter: 02 Module: 2.3 LO 2.3 Describe the specific audience traits to analyze. Topic: What Specific Traits Do You Need to Investigate? Difficulty Level: difficult Skill: Analyze It NCA Outcome: Locate and use information relevant to the goals, audiences, purposes, and contexts.	
Answer: Traditionalists marry once, believe in saving, are conservative, respect authority and America, and are not easily persuaded. Baby boomers are more educated and political, spend rather than save, divorce and remarry, are cynical, and challenge authority. Members of Generation X are products of divorce, resourceful, independent, struggle with money, and are influenced by the media. Millennials are smart, confident,	

tech-savvy, concerned with personal safety, influenced by friends and media, appreciate diversity, and can be biased. Stereotyping can be avoided by using these differences only as a guide.

02-87

Chapter: 02
Module: 2.3
LO 2.3 Describe the specific audience traits to analyze.
Topic: What Specific Traits Do You Need to Investigate?
Difficulty Level: difficult
Skill: Analyze It
NCA Outcome: Apply Communication scholarship.



Label each level of Maslow's hierarchy of needs in the diagram and then explain each level.

Grading Rubric: (1) Physiological needs (2) safety needs (3) social needs (4) self-esteem needs (5) self-actualization needs—10% each (total of 50%); Explain each level: 10% each (total of 50%)

02-88

Chapter: 02
Module: 2.3
LO 2.3 Describe the specific audience traits to analyze.
Topic: What Specific Traits Do You Need to Investigate?
Difficulty Level: difficult
Skill: Analyze It
NCA Outcome: Adapt messages to the diverse needs of individuals, groups, and contexts.

The United States is going to get even more diverse in the coming years. Explain how a speaker should view this diversity in order to be an effective speaker.

Grading Rubric: Explanation of population change: 50%; Explanation of how speakers can meet the challenge: 50%.

<p>02-89</p> <p>Chapter: 02 Module: 2.5 LO 2.5 Explain the process for analyzing the audience and situation. Topic: How Do You Analyze the Audience and Situation? Difficulty Level: difficult Skill: Analyze It NCA Outcome: Apply Communication theories, perspectives, principles, and concepts.</p>	<p>After reading the following survey on the topic of the Gulf oil spill, correct any questions you feel are ineffective and explain why you made the corrections.</p> <ol style="list-style-type: none">1. Have you ever vacationed in the Gulf area? ____ Yes ____ No2. Do you agree that the federal government is not doing enough to stop the flow of oil? ____ Yes ____ No3. What should <i>BP</i> be doing differently to contain the spill?4. Who do you feel is the most responsible for the spill and why?5. How serious do you think the Gulf oil spill is, and do you think it will affect our nation's long-term energy policy?
<p>Grading Criteria: A complete answer will note that the second question is leading in nature, there are too many open-ended questions for a short survey and the fifth question has two questions contained in one.</p>	