

people narrow their choices among specified, or clearly implied, policy options”? Why or why not? (Do you believe it is too limiting or perhaps too broad?)

Multiple-Choice Questions

1. Our textbook asserts that all human communication can be labeled rhetoric.
A. True
B. False
2. As defined in Chapter 1, rhetoric functions by narrowing choices.
A. True
B. False
3. It matters that rhetoric “names” or labels things, according to Chapter 1, because
A. everything needs a name.
B. naming adds human interest.
C. labeling is convenient.
D. labeling has influence.
4. The term “rhetors”, as used in our textbook, refers to _____ of rhetoric.
A. ideas
B. words
C. sentences
D. creators
E. choices
5. “Policy options” as used in Chapter 1 is another term for
A. programs.
B. alternatives.
C. conclusions.
D. consequences.
E. orders.
6. Rhetoric typically is
A. created for oneself.
B. only temporary.
C. meant to last for the ages.
D. proven to work.
7. One of the three features that makes a message rhetorical, according to our authors, is a “delineation” of what the audience would perceive as
A. special.
B. pleasurable.
C. good.

- D. obvious.
 - E. unusual.
8. According to Chapter 1, most people are _____ the persuasive hints in subtle messages.
- A. aware of
 - B. oblivious to**
 - C. unaffected by
 - D. annoyed by
9. One of the factors that helps make rhetoric powerful, according to our authors, is the _____ required from its creators.
- A. flexibility**
 - B. intelligence
 - C. determination
 - D. vocabulary
 - E. deviousness
10. _____ can be thought of as more neutral ways of stating harsh things.
- A. Syllogisms
 - B. Enthymemes
 - C. Euphemisms**
 - D. Classifications
 - E. Patterns
11. Another word for artifact would be
- A. emblem.
 - B. topic.
 - C. issue.
 - D. plan.
 - E. record.**
12. As discussed in Chapter 1, the opening poem by Cynthia Macdonald departs from the standards of rhetoric primarily because it lacks any clear
- A. descriptions.
 - B. metaphors.
 - C. purpose.**
 - D. structure.
 - E. paragraphs.