

Persuasion in Society, 2nd Edition, Herbert W. Simons and Jean Jones

Testbank

Chapter 1

Multiple Choice Questions:

1. What are the three reasons to study persuasion as outlined in Chapter 1?
 - A. Requirements, problems, and strategy
 - B. **Practice, analysis, and understanding**
 - C. Utilitarianism, universalism, and dialogic
 - D. Communication, influence, and judgments

2. A noted “sophist” in ancient Greece was:
 - A. Plato
 - B. **Gorgias**
 - C. Socrates
 - D. Aristotle

3. Persuasion is defined as:
 - A. Systematic, organized, and sustained rhetoric aimed to win over the masses
 - B. Pressure to conform to the authority of power
 - C. Communication between two people when each treats the other as an object to manipulate
 - D. **Human communication designed to influence the judgments and actions of others**

4. In the area of ethics in persuasion, weighing the ends against the means or the means against the ends is known as:
 - A. **Utilitarianism**
 - B. Situationalism
 - C. Universalism
 - D. Dialogic ethics

5. An experiment has been prepared to determine whether or not young men are more likely to shop at a discount clothing store. Which of the following methods of studying persuasion does this situation more closely follow?
 - A. Rhetorical criticism
 - B. **Social-scientific approach**
 - C. Philosopher’s approach
 - D. None of the above

6. Which of these examples is indicative of dialogic ethics?
 - A. Oversimplify content so that everyone will understand message
 - B. Win at all costs
 - C. Always pretend to be an expert so that people will believe you

D. Appeal to the best motives in people, not their worst motives

7. Which of the following does your text list as one of the three vital functions of persuasion?

A. Persuasion adds to our understanding about human psychology and the individual's place in society

B. Persuasion answers our questions about the human condition

C. Persuasion can help the market sell more of its products

D. Persuasion helps people who lack information to back up their story

8. The main philosophical point utilitarianism makes is:

A. We must always act so that the principle of our actions is capable of being universalized

B. We must act to promote as much good as possible for the greatest number

C. Moral virtue is the appropriate location between two extremes

D. Utilitarianism is not a philosophical theory

9. Which is not a common element that constitutes the defining characteristics of persuasion?

A. Human communication

B. Attempted influence

C. Modifying judgments

D. Manipulating statements

10. Who said that power is the greatest good?

A. Socrates

B. Gorgias

C. Polus

D. Plato

11. You'd like to sell your car and you place an ad in the local newspaper. Three people respond to your ad and you make an appointment with each to show up at roughly the same time. You want all three to show up at the same time to persuade them that your car is a hot item. This is referred to as:

A. Stacked competition

B. Group persuasion

C. False advertising

D. None of the above

12. Universalist ethics may be derived from:

A. Law

B. Tradition

C. Religion

D. All of the above

E. None of the above

13. You are trying to sell a car that was in a bad accident a few years back. Everything has been fully replaced and repaired and the car is in good shape. You are trying to decide whether or

not you should tell prospective buyers about the car's past. According to your text, this is an ethical question most likely answered by:

- A. **Situationalism**
- B. Dialogic ethics
- C. Universalism
- D. Utilitarianism

14. In the dilemma-centered framework for rhetorical criticism referred to as the RPS approach, which of the following was not included?

- A. Requirements
- B. Strategies
- C. **Predictions**
- D. Problems

15. Which one of the following is NOT one of the parts of studying persuasion?

- A. Practice
- B. Understanding
- C. **Reading**
- D. Analysis

16. What is persuasion?

- A. **Human communication designed to influence the judgments and actions of others**
- B. Convincing someone artfully to do what you want
- C. Communicating with a person about how you'd like them to engage a certain action
- D. None of the above

17. Which of the following does your text list as part of *understanding* persuasion?

- A. It only happens in a certain time frame
- B. It requires giving advice on what you want done
- C. **It is a never-ending cycle**
- D. None of the above

18. Persuasion involves three parts: practice, understanding, and:

- A. Rhetoric
- B. Belief
- C. Criticism
- D. **Analysis**

19. Social scientists use all of the following to further their study of persuasion except:

- A. **The RPS approach**
- B. Quantitative analysis
- C. Focus Groups
- D. Polls

20. Propaganda:

- A. Represents the works of large organizations or groups to win over the public

- B. Aims to convert large groups of people
 - C. Is systematic, sustained, organized, and one-sided**
 - D. Is synonymous with “persuasion”
21. Jon Stewart’s interview with _____ about the financial meltdown provided the case study to open Chapter 1:
- A. Jeremy Bentham
 - B. Jim Cramer**
 - C. Frank Luntz
 - D. Frank Rich
22. Who did Jon Stewart interview and critique for what he saw as unethical persuasion?
- A. Kenneth Burke
 - B. John Locke
 - C. Jim Cramer**
 - D. Jeremy Bentham
23. In your text, persuasion is ultimately defined as:
- A. Putting rhetorical power and effectiveness above truth and justice
 - B. Seeking to examine how symbols are used to shape the audience
 - C. Human communication designed to influence the judgments and actions of others**
 - D. Akin to propaganda
24. Propaganda can be best explained as:
- A. Organized
 - B. Planned
 - C. One-sided
 - D. All of the above**
25. Why do we study persuasion?
- A. For practice
 - B. For understanding
 - C. For analysis
 - D. All of the above**
26. What are the two methods of studying persuasion?
- A. Rhetorical criticism and social-scientific approach**
 - B. Writing and research
 - C. Observation and exposition
 - D. Experimentation and behaviorism
27. Plato’s primary vehicle for passing views was:
- A. Socratic dialogue**
 - B. Idiotic dialogue
 - C. Rhetorical dialogue
 - D. Mandarin dialogue

28. Which of the following is a method of studying persuasion?
- A. **Rhetorical criticism**
 - B. Experientialism
 - C. Platonic method
 - D. both A and C
29. Who of the following defended rhetoric by suggesting that it was an instrument for giving effectiveness to truth?
- A. Socrates
 - B. Plato
 - C. **Aristotle**
 - D. All of the above
30. Which of the following is NOT listed in the text as a reason to study rhetoric?
- A. Practice
 - B. **Propaganda**
 - C. Analysis
 - D. Understanding
31. What option below best exemplifies utilitarianism?
- A. Assumes some practices to be virtuous and others objectionable
 - B. Promotes the greatest good for the greatest number
 - C. **Assumes that communication between two persons is facilitated when each treats the other as "thou," a person, rather than "it," an object to manipulate**
 - D. Enjoins us to pay particular attention to the special circumstances of a matter
32. What do rhetorical critics do?
- A. Write a speech
 - B. Edit a speech
 - C. **Attempt to figure out why a particular speech had the effect it did**
 - D. All of the above
33. Which of these are defining characteristics of persuasion?
- A. Attempted influence
 - B. Human communication
 - C. Modifying judgments
 - D. **All of the above**
34. Propaganda must have what element(s)?
- A. Contain pictures
 - B. **Be systematic and one-sided**
 - C. Contain opposing views
 - D. Be in support of a president or dictator