

CHAPTER 2 TEST BANK

Multiple-Choice Questions

02-01 According to the text, the central focus on public speaking should be the

- a. audience.
- b. speaker.
- c. venue.
- d. speech topic.

Question Title: TB_02_01 Consider Your Audience_Remember_LO 2.1

LO 2.1: Explain why it is important to be audience-centered during each step of the speechmaking process.

Topic: Consider Your Audience

Page: 21

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: a

02-02 Which of the following statements about audience analysis is TRUE?

- a. It is something you do only at the beginning of preparing your speech.
- b. It is an ongoing activity that should occur throughout the speechmaking process.
- c. It is something you do only while delivering your speech.
- d. It should not be done during the delivery of your speech.

Question Title: TB_02_02 Consider Your Audience_Understand_LO 2.1

LO 2.1: Explain why it is important to be audience-centered during each step of the speechmaking process.

Topic: Consider Your Audience

Page: 22

Skill: Understand the Concepts

Difficulty: 2 - Moderate

Answer: b

02-03 As the text explains, a presentation that seems perfectly sensible and acceptable to a _____ businessperson who is accustomed to straightforward, problem-oriented logic may seem shockingly rude to a _____ businessperson who expects more circuitous, less overtly purposeful rhetoric.

- a. U.S.; Russian
- b. Russian; U.S.
- c. U.S.; Chinese
- d. Chinese; U.S.

Question Title: TB_02_03 Consider Your Audience_Understand_LO 2.1

LO 2.1: Explain why it is important to be audience-centered during each step of the speechmaking process.

Topic: Consider Your Audience

Page: 23

Skill: Understand the Concepts

Difficulty: 2 - Moderate

Answer: c

02-04 The key focus of the content of a speech is known as the

- a. general purpose.
- b. speech topic.
- c. speech body.
- d. presentation outline.

Question Title: TB_02_04 Select and Narrow Your Topic_Remember_LO 2.2

LO 2.2: Select and narrow an appropriate topic for a speech.

Topic: Select and Narrow Your Topic

Page: 23

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: b

02-05 According to one research study, as a student, the amount of time you spend preparing your speech is one of the best predictors of

- a. your level of speaking experience.
- b. whether you will continue in the field of public speaking.
- c. the grade you receive.
- d. your perceived credibility and charisma.

Question Title: TB_02_05 Select and Narrow Your Topic_Remember_LO 2.2

LO 2.2: Select and narrow an appropriate topic for a speech.

Topic: Select and Narrow Your Topic

Page: 24

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: c

02-06 Which of the following questions should you ask yourself when selecting and narrowing your topic?

- a. How nervous am I to speak in public?
- b. What experts can I use as sources in my speech?
- c. Where can I find credible statistics for my speech?
- d. What are my talents, interests, and experiences?

Question Title: TB_02_06 Select and Narrow Your Topic_Understand_LO 2.2

LO 2.2: Select and narrow an appropriate topic for a speech.

Topic: Select and Narrow Your Topic

Page: 24

Skill: Understand the Concepts

Difficulty: 2 - Moderate

Answer: d

02-07 Your _____ is the overarching goal of your speech.

- a. general purpose
- b. specific purpose
- c. central idea
- d. blueprint statement

Question Title: TB_02_07 Determine Your Purpose_Remember_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: a

02-08 What are the three types of general purposes for speeches?

- a. to inform, to persuade, to entertain
- b. to entertain, to inspire, to elaborate
- c. to elucidate, to elaborate, to entertain
- d. to persuade, to elaborate, to convince

Question Title: TB_02_08 Determine Your Purpose_Remember_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: a

02-09 Which of the following is an example of a speech with the general purpose “to inform?”

- a. a television advertisement
- b. a sermon
- c. an after-dinner speech
- d. a class lecture

Question Title: TB_02_09 Determine Your Purpose_Apply_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Apply What You Know

Difficulty: 2 - Moderate

Answer: d

02-10 In a speech with the general purpose to _____, the speaker will teach, define, illustrate, clarify, or elaborate on a topic.

- a. persuade
- b. entertain
- c. inform
- d. inspire

Question Title: TB_02_10 Determine Your Purpose_Remember_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: c

02-11 A speech designed to _____ seeks to change or reinforce listeners’ attitudes, beliefs, values, or behavior.

- a. inform
- b. persuade
- c. entertain
- d. inspire

Question Title: TB_02_11 Determine Your Purpose_Remember_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: b

02-12 Ads on TV, radio, and pop-up commercials on the Internet; sermons; political speeches and sales presentations all have the general purpose to

- a. inform.
- b. persuade.
- c. entertain.
- d. inspire.

Question Title: TB_02_12 Determine Your Purpose_Remember_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Apply What You Know

Difficulty: 2 - Moderate

Answer: b

02-13 After-dinner speeches and comic monologues have the general purpose to

- a. inform.
- b. persuade.
- c. entertain.
- d. inspire.

Question Title: TB_02_13 Determine Your Purpose_Apply_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Apply What You Know

Difficulty: 2 - Moderate

Answer: c

02-14 A _____ is a concise statement indicating what you want your listeners to be able to do, remember, or feel when you finish your speech.

- a. general purpose
- b. central idea
- c. specific purpose
- d. blueprint statement

Question Title: TB_02_14 Determine Your Purpose_Remember_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: c

02-15 “At the end of my speech, the class will be able to identify three counseling facilities on campus and describe the best way to get help at each one.” This statement is an example of a

- a. general purpose.
- b. central idea.
- c. specific purpose.
- d. blueprint statement.

Question Title: TB_02_15 Determine Your Purpose_Apply_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 26

Skill: Apply What You Know

Difficulty: 2 - Moderate

Answer: c

02-16 The _____ is a one-sentence summary of the speech content.

- a. general purpose
- b. central idea
- c. specific purpose
- d. blueprint statement

Question Title: TB_02_16 Develop Your Central Idea_Remember_LO 2.4

LO 2.4: Develop a sentence that captures the central idea of a speech.

Topic: Develop Your Central Idea

Page: 26

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: b

02-17 How does the specific purpose statement differ from the central idea?

- a. Whereas your central idea indicates what you want your audience to do when you have finished your speech, your specific purpose identifies the essence of your message.
- b. Whereas your central idea indicates the overarching goal of the speech, your specific purpose identifies the essence of your message.
- c. Whereas your specific purpose indicates what you want your audience to do when you have finished your speech, your central idea identifies the essence of your message.
- d. Whereas your specific purpose indicates the overarching goal of the speech, your central idea identifies the essence of your message.

Question Title: TB_02_17 Develop Your Central Idea _Understand_ LO 2.4

LO 2.4: Develop a sentence that captures the central idea of a speech.

Topic: Develop Your Central Idea

Page: 26

Skill: Understand the Concepts

Difficulty: 2 - Moderate

Answer: c

02-18 “The Wheat Belly diet is based on reducing the amount of processed foods that you eat, avoiding all processed flour, and increasing the amount of exercise you get.” This statement is an example of a

- a. general purpose.
- b. central idea.
- c. specific purpose.
- d. attention-getter.

Question Title: TB_02_18 Develop Your Central Idea _Apply_ LO 2.4

LO 2.4: Develop a sentence that captures the central idea of a speech.

Topic: Develop Your Central Idea

Page: 26

Skill: Apply What You Know

Difficulty: 2 - Moderate

Answer: b

02-19 What term did the ancient Romans use to refer to the ability to develop or discover ideas that result in new insights or new approaches to old problems?

- a. invention
- b. inspiration
- c. credibility
- d. charisma

Question Title: TB_02_19 Generate the Main Ideas _Remember_LO 2.5

LO 2.5: Identify three strategies for generating the main ideas for a speech.

Topic: Generate the Main Ideas

Page: 27

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: a

02-20 The key points in a speech are known as

- a. transitions.
- b. central ideas.
- c. main ideas.
- d. specific purposes.

Question Title: TB_02_20 Generate the Main Ideas _Remember_LO 2.5

LO 2.5: Identify three strategies for generating the main ideas for a speech.

Topic: Generate the Main Ideas

Page: 27

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: c

02-21 To determine how to subdivide your central idea into key points, you should ask which of the following questions?

- a. Does the general purpose match the specific purpose?
- b. Do the main ideas contradict one another?
- c. Is the central idea phrased in infinitive form?
- d. Does the central idea have logical divisions?

Question Title: TB_02_21 Generate the Main Ideas _Understand_LO 2.5

LO 2.5: Identify three strategies for generating the main ideas for a speech.

Topic: Generate the Main Ideas

Page: 27

Skill: Understand the Concepts

Difficulty: 2 - Moderate

Answer: d

- 02-22 According to the text, how can you make your support material more interesting?
- a. by choosing support material that appeals to your listeners' senses
 - b. by choosing support material that corresponds with your audience's schematic framework
 - c. by avoiding support material that is over one year old
 - d. by choosing support material that appeals to the audience's sense of history

Question Title: TB_02_22 Gather Supporting Material _Understand_LO 2.6

LO 2.6: Describe several types of supporting material that could be used to support speech ideas.

Topic: Gather Supporting Material

Page: 28

Skill: Understand the Concepts

Difficulty: 2 - Moderate

Answer: a

- 02-23 According to the text, when gathering support material, you should make sure that it is
- a. memorable, shocking, and interesting.
 - b. recent, understandable, and interesting.
 - c. familiar, interesting, and noteworthy
 - d. interesting, relevant, and memorable.

Question Title: TB_02_23 Gather Supporting Material _Understand_LO 2.6

LO 2.6: Describe several types of supporting material that could be used to support speech ideas.

Topic: Gather Supporting Material

Page: 28 - 30

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: d

- 02-24 Classical rhetoricians called the process of developing an orderly speech
- a. invention.
 - b. disposition.
 - c. denotation.
 - d. connotation.

Question Title: TB_02_24 Organize Your Speech _Remember_LO 2.7

LO 2.7: Develop a speech with three main organizational parts— an introduction, a body, and a conclusion.

Topic: Organize Your Speech

Page: 30

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: b

02-25 Every well-prepared speech has three major divisions. What are these three divisions?

- a. the general purpose, the specific purpose, and the central idea
- b. the introduction, the body, and the conclusion
- c. the attention-getter, the blueprint, and the summary
- d. the topic, the central idea, and the specific purpose

Question Title: TB_02_25 Organize Your Speech _Remember_LO 2.7

LO 2.7: Develop a speech with three main organizational parts— an introduction, a body, and a conclusion.

Topic: Organize Your Speech

Page: 30

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: b

02-26 Most public speaking teachers recommend that you prepare your introduction and conclusion

- a. before you prepare any other part of your speech.
- b. before the introduction, but after the conclusion.
- c. after you have carefully organized the body of your talk.
- d. after the introduction, but before the conclusion.

Question Title: TB_02_26 Organize Your Speech _Remember_LO 2.7

LO 2.7: Develop a speech with three main organizational parts— an introduction, a body, and a conclusion.

Topic: Organize Your Speech

Page: 31

Skill: Understand the Concepts

Difficulty: 2 - Moderate

Answer: c

02-27 When developing an outline, you should indicate your major ideas by using

- a. capital letters.
- b. lowercase letters.
- c. bullet points.
- d. Roman numerals.

Question Title: TB_02_27 Organize Your Speech _Remember_LO 2.7

LO 2.7: Develop a speech with three main organizational parts— an introduction, a body, and a conclusion.

Topic: Organize Your Speech

Page: 31

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: d

02-28 When developing an outline, you should indicate your main points by using

- a. capital letters.
- b. lowercase letters.
- c. bullet points.
- d. Roman numerals.

Question Title: TB_02_28 Organize Your Speech_Remember_LO 2.7

LO 2.7: Develop a speech with three main organizational parts— an introduction, a body, and a conclusion.

Topic: Organize Your Speech

Page: 31

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: a

02-29 The best way to practice your speech is to rehearse it

- a. quietly in your head just before you deliver it.
- b. quietly in your head repeatedly until you are able to commit it to memory.
- c. aloud, standing just as you will when you deliver it to your audience.
- d. aloud in a public setting.

Question Title: TB_02_29 Rehearse Your Speech_Remember_LO 2.8

LO 2.8: Identify successful strategies for rehearsing a speech.

Topic: Rehearse Your Speech

Page: 32

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: c

02-30 What is the final step in the speechmaking process?

- a. delivery
- b. rehearsal
- c. organization
- d. summary

Question Title: TB_02_30 Deliver Your Speech_Remember_LO 2.9

LO 2.9: Describe the essential elements of effective speech delivery.

Topic: Rehearse Your Speech

Page: 33

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: a

True-False

02-31 You should always make choices in designing and delivering your speech with your audience in mind.

Question Title: TB_02_31 Consider Your Audience_Remember_LO 2.1

LO 2.1: Explain why it is important to be audience-centered during each step of the speechmaking process.

Topic: Consider Your Audience

Page: 21

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: True

02-32 Audience analysis should only be performed at the beginning of preparing your speech.

Question Title: TB_02_32 Consider Your Audience_Remember_LO 2.1

LO 2.1: Explain why it is important to be audience-centered during each step of the speechmaking process.

Topic: Consider Your Audience

Page: 22

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: False

02-33 Different cultures have radically different expectations about public speaking.

Question Title: TB_02_33 Consider Your Audience_Understand_LO 2.1

LO 2.1: Explain why it is important to be audience-centered during each step of the speechmaking process.

Topic: Consider Your Audience

Page: 23

Skill: Understand the Concepts

Difficulty: 2 - Moderate

Answer: True

02-34 When selecting and narrowing a speech topic, it is NOT necessary to consider your own interests, talents, and experiences.

Question Title: TB_02_34 Select and Narrow Your Topic_Understand_LO 2.2

LO 2.2: Select and narrow an appropriate topic for a speech.

Topic: Select and Narrow Your Topic

Page: 24

Skill: Understand the Concepts

Difficulty: 2 - Moderate

Answer: False

02-35 Your general purpose is the overarching goal of your speech.

Question Title: TB_02_35 Determine Your Purpose_Remember_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: True

02-36 “To inform” is an example of a specific purpose.

Question Title: TB_02_36 Determine Your Purpose_Apply_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Apply What You Know

Difficulty: 2 - Moderate

Answer: False

02-37 Once you have an appropriate topic, a specific purpose, and a well-worded central idea down on paper, the next task is to identify the major divisions of your speech or key points that you wish to develop.

Question Title: TB_02_37 Generate the Main Ideas_Remember_LO 2.5

LO 2.5: Identify three strategies for generating the main ideas for a speech.

Topic: Generate the Main Ideas

Page: 27

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: True

02-38 Supporting material should be personal and concrete, and it should appeal to your listeners' senses.

Question Title: TB_02_38 Gather Supporting Material_Remember_LO 2.6

LO 2.6: Describe several types of supporting material that could be used to support speech ideas.

Topic: Gather Supporting Material

Page: 28

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: True

02-39 When using visual aids as supporting material, the simplest aids are usually the least effective.

Question Title: TB_02_39 Gather Supporting Material _Remember_LO 2.6

LO 2.6: Describe several types of supporting material that could be used to support speech ideas.

Topic: Gather Supporting Material

Page: 29

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: False

02-40 A clearly and logically structured speech helps your audience remember what you say.

Question Title: TB_02_40 Organize Your Speech _Understand_LO 2.7

LO 2.7: Develop a speech with three main organizational parts – an introduction, a body, and a conclusion.

Topic: Organize Your Speech

Page: 30

Skill: Understand the Concepts

Difficulty: 2 - Moderate

Answer: True

Completion Questions

02-41 The _____ is the key focus of the content of the speech.

Question Title: TB_02_41 Select and Narrow Your Topic _Remember_LO 2.2

LO 2.2: Select and narrow an appropriate topic for a speech.

Topic: Select and Narrow Your Topic

Page: 23

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: speech topic

02-42 A _____ statement identifies the precise, measurable audience response you desire.

Question Title: TB_02_42 Determine Your Purpose _Remember_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Remember the Facts

Difficulty: 1 - Easy

Answer: specific purpose

02-43 A _____ is a one-sentence summary of the speech content.

Question Title: TB_02_43 Develop Your Central Idea_Remember_LO 2.4
LO 2.4: Develop a sentence that captures the central idea of a speech.
Topic: Develop Your Central Idea
Page: 26
Skill: Remember the Facts
Difficulty: 1 - Easy
Answer: central idea

02-44 The development or discovery of ideas and insights is known as _____.

Question Title: TB_02_44 Generate the Main Ideas_Remember_LO 2.5
LO 2.5: Identify three strategies for generating the main ideas for a speech.
Topic: Generate the Main Ideas
Page: 27
Skill: Remember the Facts
Difficulty: 1 - Easy
Answer: invention

02-45 _____ is the organization and arrangement of ideas and illustrations.

Question Title: TB_02_45 Organize Your Speech_Remember_LO 2.7
LO 2.7: Develop a speech with three main organizational parts— an introduction, a body, and a conclusion.
Topic: Organize Your Speech
Page: 30
Skill: Remember the Facts
Difficulty: 1 - Easy
Answer: Disposition

Essay Questions

02-46 What does it mean to be audience-centered?

Question Title: TB_02_46 Consider Your Audience_Understand_LO 2.1
LO 2.1: Explain why it is important to be audience-centered during each step of the speechmaking process.
Topic: Consider Your Audience
Page: 22
Skill: Understand the Concepts
Difficulty: 2 - Moderate
Answer: Being audience-centered involves making decisions about the content and delivery of your speech before you speak, based on awareness of your audience's values, beliefs, and knowledge. It also means being aware of your audience's responses during the speech so that you can make appropriate adjustments.

02-47 Identify the three types of general purposes for speeches and give an example of each.

Question Title: TB_02_47 Determine Your Purpose_Apply_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25

Skill: Apply What You Know

Difficulty: 2 - Moderate

Answer: The three types of general purposes are to inform, to persuade, and to entertain. A class lecture has a general purpose to inform. A political candidate's speech during an election has a general purpose to persuade. A comedian's stand- up routine has a general purpose to entertain.

02-48 Write a specific purpose statement for a speech on the topic of common food allergies with the general purpose "to inform."

Question Title: TB_02_48 Determine Your Purpose_Apply_LO 2.3

LO 2.3: Differentiate between a general speech purpose and a specific speech purpose.

Topic: Determine Your Purpose

Page: 25-26

Skill: Apply What You Know

Difficulty: 2 - Moderate

Answer: At the end of my speech, the audience will be able to identify the top three most common food allergies and list the symptoms of each.

02-49 Identify and explain the three methods for generating main ideas for your speech.

Question Title: TB_02_49 Generate the Main Ideas_Understand_LO 2.5

LO 2.5: Identify three strategies for generating the main ideas for a speech.

Topic: Generate the Main Ideas

Page: 27

Skill: Understand the Concepts

Difficulty: 2 - Moderate

Answer: You can use three different questions to determine how to subdivide your central idea into main ideas : 1) Does the central idea have logical divisions? 2) Can you think of several reasons the central idea is true? 3) Can you support the central idea with a series of steps?

02-50 What are the essential elements of effective speech delivery?

Question Title: TB_02_50 Deliver Your Speech_Understand_LO 2.9

LO 2.9: Describe the essential elements of effective speech delivery.

Topic: Deliver Your Speech

Page: 33

Skill: Deliver Your Speech

Difficulty: 2 - Moderate

Answer: Before you walk to the front of the room, look at your listeners to see if the audience assembled is what you were expecting. When you are introduced, walk calmly and confidently to the front of the room, establish eye contact with your audience, smile naturally, and deliver your attention-catching opening sentence. Concentrate on your message and your audience. Deliver your speech in a conversational style, and try to establish rapport with your listeners. Deliver your speech just as you rehearsed it before your imaginary audience: Maintain eye contact, speak loudly enough to be heard, and use some natural variation in pitch.

