

Chapter 2 Your First Speech

Multiple Choice

1. The purpose of a speech is your goal for the speech, or the _____.
a. main idea of the speech
b. basic point the audience should remember
c. response desired from the audience
d. information the audience should take away from the speech

Answer: c

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Moderate

Skill Level: Understand the Concepts

2. Which sentence is an example of an appropriate purpose statement?
a. Vegetarianism promotes better health.
b. Switching to vegetarianism reduces your food bills.
c. My audience should understand the benefits of a vegetarian diet.
d. There are many varieties of vegetarians.

Answer: c

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Moderate

Skill Level: Understand the Concepts

3. Which of these can Jessica use as a suitable thesis statement for her speech on cell phones?
a. Cell phones have transformed our social lives.
b. I want to talk about cell phone etiquette.
c. I want you all to avoid using cell phones while driving.
d. Why do we rely so much on cell phones?

Answer: a

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Moderate

Skill Level: Apply What You Know

4. When Sun-Jun decided he wanted to speak about the need for open borders between North Korea and South Korea, he was establishing the _____ of his speech.

- a. channel
- b. thesis
- c. rhetoric
- d. strategy

Answer: b

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Moderate

Skill Level: Apply What You Know

5. Two important goals for any speech are _____.

- a. a clear message and positive ethos
- b. logical logos and positive pathos
- c. knowledge of theory and effective practice
- d. effective preparation and low anxiety

Answer: a

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Easy

Skill Level: Remember the Facts

6. Michael said he was impressed by what the speaker had to say and appreciated all of the supporting material used to verify his claim. Michael is assessing the speaker's _____.

- a. identification
- b. thesis
- c. feedback
- d. ethos

Answer: d

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Moderate

Skill Level: Apply What You Know

7. What term refers to the character that listeners attribute to a speaker based on what the speaker says and does in the speech?

- a. style
- b. invention
- c. ethos
- d. memory

Answer: c

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Easy

Skill Level: Remember the Facts

8. Ethos refers to which aspect of a speech?

- a. speaker's innate character
- b. speaker's sense of identity
- c. listeners' perception of the speaker's character
- d. listeners' emotional reaction to the speaker

Answer: c

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Moderate

Skill Level: Understand the Concepts

9. It is important for speakers to remember that the listeners' judgments about a speaker's ethos

- _____.
- a. are durable and lasting
 - b. are general in nature
 - c. are mainly based on appearance
 - d. take a long time to develop

Answer: a

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Moderate

Skill Level: Understand the Concepts

10. One important goal for any type of speech in which a speaker hopes to make a favorable impression on the audience is _____.

- a. developing positive ethos
- b. dressing well
- c. meeting appropriate expectations
- d. reading audience feedback

Answer: a

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Moderate

Skill Level: Understand the Concepts

11. Lana's speech is designed to make her audience feel as if they were with her when she received a devastating diagnosis from her doctor. Which resource identified by early Greek public speakers is Lana using?

- a. pathos
- b. ethos
- c. monos
- d. logos

Answer: a

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Moderate

Skill Level: Apply What You Know

12. The speaker's ability to evoke emotions from the audience is known as _____.

- a. pathos
- b. logos
- c. ethos
- d. eros

Answer: a

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies

Difficulty Level: Easy

Skill Level: Remember the Facts

13. What are the three parts of every speech?

- a. ethos, pathos, and logos
- b. the introduction, the body, and the conclusion
- c. the speaker, the speech, and the audience
- d. the preparation, the presentation, and the feedback

Answer: b

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Easy

Skill Level: Remember the Facts

14. Which part of a speech is used to preview how the speaker will develop the ideas of the speech?

- a. body
- b. conclusion
- c. introduction
- d. thesis

Answer: c

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

15. Sarah concluded her introduction by saying, “Today, we are going to first examine Oscar the Grouch and second explain how he has been a great role model for me.” Which function of the introduction does this represent?

- a. gain audience attention
- b. preview main ideas
- c. state the thesis
- d. respond to feedback

Answer: b

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

16. Of all the functions of an introduction, the *final* thing it should accomplish is to _____.

- a. introduce the speaker
- b. preview development of the thesis
- c. state the thesis
- d. gain the audience’s attention

Answer: b

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

17. Ramal began his speech by saying, “Last year, 25 percent of the people in this room lost part of their retirement money to scammers. Do you want to be the next victim?” What function of the introduction is Ramal using?

- a. get the audience's attention
- b. preview the development of the speech
- c. create a clear message
- d. state the thesis

Answer: a

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

18. Once Carla had the attention of her audience, she said, "It's time we get smart about saving for our family's health care." What function of the introduction does this statement represent?

- a. assess audience feedback
- b. get the audience's attention
- c. preview development of ideas
- d. state the thesis

Answer: d

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

19. Speakers use the _____ of a speech to provide proof to a claim.

- a. conclusion
- b. body
- c. ethos
- d. introduction

Answer: b

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

20. The evidence that speakers use to verify the truth of what they are saying is called _____.

- a. supporting material
- b. the preview statement

- c. transition
- d. the introduction

Answer: a

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

21. When Kendra emphasized how rewarding it is to volunteer by describing her own experiences with *Big Brothers Big Sisters of America*, she was _____.

- a. providing supporting material
- b. previewing her points
- c. creating a sense of finality
- d. answering the question, "So what?"

Answer: a

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

22. Johan created a chart to use during his speech that compared how many automobiles in the United States ran on gas and how many were electric. What form of supporting material is Johan using?

- a. opinion
- b. experience
- c. data
- d. narrative

Answer: c

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

23. Kahlil wove the story of his 72-hour unexpected stay at the airport throughout his speech on the importance of customer service. What type of supporting material did Kahlil use?

- a. persuasion
- b. narrative

- c. opinion
- d. data

Answer: b

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

24. When speaking to a culturally diverse audience, it is best to use supporting materials that _____.

- a. vary in type
- b. are based on opinions from authoritative figures
- c. emphasize illustrations and narratives
- d. are based entirely on objective data

Answer: a

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Difficult

Skill Level: Understand the Concepts

25. Matthew is speaking to a group of student drivers. He shows them a tire that has never been driven on and has deep treads, then a tire that has been driven on for one year and shows some wear, and finally a tire that has been driven past its time and has barely any tread. What organizational arrangement did Matthew use?

- a. cause-effect
- b. chronological
- c. spatial
- d. topical

Answer: b

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

26. Tamika told the audience that when entering the museum, the large mammal exhibit is to the left and the ancient Egyptian mummy exhibit is to the right. What organizational pattern does this represent?

- a. spatial

- b. cause-effect
- c. chronological
- d. topical

Answer: a

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

27. Katrine organizes her supporting materials by first talking about the educational implications of higher interest rates and then talking about the economic implications. Which organizational pattern is Katrine using?

- a. problem-solution
- b. topical
- c. spatial
- d. chronological

Answer: b

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

28. What is one of the basic tasks of the conclusion?

- a. preview the main ideas
- b. offer proof to support claims
- c. gain the attention of the audience
- d. draw together the ideas of the speech

Answer: d

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

29. Which type of speech is delivered without preparation?

- a. impromptu
- b. manuscript
- c. extemporaneous

d. ineffective

Answer: a

Learning Objective: 2.3 Explain and use outlines that will help in preparing and presenting a speech.

Topic: Outlining Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

30. Which style of delivery is used by most successful speakers?

- a. memorized
- b. spontaneous
- c. manuscript
- d. extemporaneous

Answer: d

Learning Objective: 2.3 Explain and use outlines that will help in preparing and presenting a speech.

Topic: Outlining Your Speech

Difficulty Level: Easy

Skill Level: Remember the Facts

31. Carlos has not planned word-for-word what he is going to say to the union members but will use the outline he prepared as his guide and if he gets a question from the audience, he can respond. What mode of presentation is Carlos using?

- a. extemporaneous
- b. memorized
- c. manuscript
- d. impromptu

Answer: a

Learning Objective: 2.3 Explain and use outlines that will help in preparing and presenting a speech.

Topic: Outlining Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

32. Which type of outline is the most complete?

- a. presentation
- b. preparation
- c. key word
- d. extemporaneous

Answer: b

Learning Objective: 2.3 Explain and use outlines that will help in preparing and presenting a speech.

Topic: Outlining Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

33. Connor referred to the key words he had written on notecards to trigger what he wanted to say in his presentation. What type of outline is Connor using?

- a. impromptu
- b. preparation
- c. presentation
- d. extemporaneous

Answer: c

Learning Objective: 2.3 Explain and use outlines that will help in preparing and presenting a speech.

Topic: Outlining Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

34. The _____ outline is a thorough outline of your main ideas, stated in complete sentences, and includes the supporting material you plan to cover to support each main idea.

- a. extemporaneous
- b. preparation
- c. impromptu
- d. presentation

Answer: b

Learning Objective: 2.3 Explain and use outlines that will help in preparing and presenting a speech.

Topic: Outlining Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

35. Which statement is true regarding extemporaneous speaking?

- a. You should practice your speech with the presentation outline until you can express your ideas naturally.
- b. Because the speech requires careful preparation, no practice is necessary.
- c. You should practice over and over until it sounds the same every time.
- d. You should limit your practice to two or three times so the speech will sound fresh when you deliver it.

Answer: a

Learning Objective: 2.4 Use strategies to help you effectively practice and present your first speech.

Topic: Practicing and Presenting Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

36. Kellen knows it is important to shape the audience's first and last impressions of his speech.

One way he can foster this is by _____.

- a. reading the speech from a manuscript
- b. introducing more supporting materials
- c. memorizing the introduction and conclusion
- d. writing his key words on note cards

Answer: c

Learning Objective: 2.4 Use strategies to help you effectively practice and present your first speech.

Topic: Practicing and Presenting Your Speech

Difficulty Level: Moderate

Skill Level: Apply What You Know

37. When creating a presentation outline, you should _____.

- a. duplicate your preparation outline on note cards
- b. prepare written remarks to fill in any awkward pauses that occur when practicing
- c. develop exact wording for your introduction and conclusion
- d. write the speech entirely on note cards so you won't lose your place

Answer: c

Learning Objective: 2.4 Use strategies to help you effectively practice and present your first speech.

Topic: Practicing and Presenting Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

38. What is one thing a speaker should do when delivering a speech?

- a. maintain eye contact with the audience
- b. check note cards after reaching the podium
- c. speak more quickly than when having a conversation
- d. speak in a monotone

Answer: a

Learning Objective: 2.4 Use strategies to help you effectively practice and present your first speech.

Topic: Practicing and Presenting Your Speech
Difficulty Level: Moderate
Skill Level: Understand the Concepts

39. What is the greatest fear of most Americans?
- a. public speaking
 - b. heights
 - c. small spaces
 - d. loss of ethos

Answer: a

Learning Objective: 2.5 Employ strategies to utilize nervousness effectively and to overcome speaking anxiety.

Topic: Strategies for Overcoming Speech Anxiety

Difficulty Level: Easy

Skill Level: Remember the Facts

40. Which is good advice for overcoming speech anxiety?
- a. Focus on your nonverbal behaviors; each gesture should be considered and deliberate.
 - b. Think about the effect you want to have on your audience.
 - c. If you feel apprehensive, say so; the audience will know if you are faking it.
 - d. Skip past the introduction and get on to the “meat” of the speech as quickly as you can.

Answer: b

Learning Objective: 2.5 Employ strategies to utilize nervousness effectively and to overcome speaking anxiety.

Topic: Strategies for Overcoming Speech Anxiety

Difficulty Level: Easy

Skill Level: Understand the Concepts

Essay Questions

41. What are the two most important goals for any speech, and what are two ways of accomplishing each goal? Identify differences between the goals.

Answer:

- Create a clear message by defining your purpose and clearly stating your thesis. This goal is achieved when the audience understands your main idea.
- Establish positive ethos by conveying confidence, maintaining eye contact, and using a variety of evidence. This goal is achieved when the audience displays a positive reaction to you.

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies
Difficulty Level: Moderate
Skill Level: Understand the Concepts

42. What three conclusions does the textbook draw about positive ethos? Discuss how important ethos is to the audience forming a positive impression of a speaker.

Answer:

- An audience's judgments about a speaker's character can be quite detailed.
- Judgments about character are made quickly.
- Assessments of ethos are durable.
- The creation of positive ethos is just as important as having a clear statement of purpose. If listeners do not perceive you as an honest and trustworthy person, they are not likely to take seriously what you say.

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies
Difficulty Level: Moderate
Skill Level: Understand the Concepts

43. Describe some steps speakers can take to help listeners form a good impression of their ethos.

Answer:

- Approach the front of the room with confidence.
- Make eye contact with audience members.
- Show appropriate emotions in facial expressions to project your sincerity to the audience.
- Speak slowly and distinctly to be easily understood.
- Pause briefly after completing the speech, then walk confidently back to your seat.

Learning Objective: 2.1 Identify the goals and strategies for your first speech.

Topic: Goals and Strategies
Difficulty Level: Moderate
Skill Level: Understand the Concepts

44. Identify the three basic parts of a speech, and describe two functions that should be performed in each part.

Answer:

- Beginning/Introduction: gain attention, state thesis, preview

- Middle/Body: develop the thesis, offer support
- End/Conclusion: draw ideas together, create a sense of finality

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

45. Identify the four broad categories of supporting materials and explain how they can be used in a speech.

Answer:

- The four broad categories are experience, narratives, data, and opinions.
- Speakers can draw on their own experience to show the audience how they have been personally affected by the subject of the speech.
- Narratives are used by speakers to explain a situation in terms of a story.
- Data provides hard facts as supporting material which can be verified by a source. Data is typically presented as a table or chart.
- Opinions are subjective judgments that cannot be verified. Opinions of experts, however, are viewed more positively. The speaker must verify that the opinion they are using comes from a person who is considered an expert in their field.

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech

Difficulty Level: Moderate

Skill Level: Understand the Concepts

46. Describe the different ways supporting materials can be organized in a speech.

Answer:

- Chronological order: materials are presented as they occurred in time, either from first to last or last to first.
- Spatial order: arrange items according to location.
- Cause-effect order: begin with conditions and then describe their causes.
- Problem-solution order: explain the problem then propose a solution.
- Topical order: describe all the facts related to one aspect, then move on to describe the facts related to another aspect.

Learning Objective: 2.2 Explain the functions of the introduction, body, and conclusion of the speech and arrangement strategies for materials within the body.

Topic: Organizing Your Speech
Difficulty Level: Moderate
Skill Level: Understand the Concepts

47. Compare and contrast the preparation and presentation outline.

Answer:

- When you begin your speech, you create the preparation outline.
- The preparation outline is a complete sentence outline.
- The preparation outline helps the speaker identify main ideas and organize them sensibly. It lists supporting materials and how to use them.
- The presentation outline is what the speaker uses during the speech.
- The presentation outline consists of key words written on note cards that jog the speaker's memory of what to say next.

Learning Objective: 2.3 Explain and use outlines that will help in preparing and presenting a speech.

Topic: Outlining Your Speech
Difficulty Level: Moderate
Skill Level: Understand the Concepts

48. Identify and explain the four steps for effectively practicing your speech. Discuss what each step accomplishes that the others do not.

Answer:

- Develop and talk through the preparation outline: this compiles all the relevant information for your speech.
- Reduce the preparation outline to a presentation outline: this focuses on the things you need reminders about during the speech.
- Develop exact wording for the introduction and the conclusion: this helps you relax and make a good impression.
- Simulate the conditions under which you will speak: this reduces how threatening the environment will seem.

Learning Objective: 2.4 Use strategies to help you effectively practice and present your first speech.

Topic: Practicing and Presenting Your Speech
Difficulty Level: Moderate
Skill Level: Understand the Concepts

49. Define communication apprehension and describe how it affects a speaker.

Answer:

- Communication apprehension includes the fears and worries people have about communicating with others.
- These fears can range from not wanting to speak up in a small group to worrying about having a phone conversation. It also includes public speaking anxiety.
- People have different levels of communication apprehension based on their style of thinking, their general level of self-esteem, and their confidence level.
- A speaker should remember that being nervous is normal.

Learning Objective: 2.5 Employ strategies to utilize nervousness effectively and to overcome speaking anxiety.

Topic: Strategies for Overcoming Speech Anxiety

Difficulty Level: Moderate

Skill Level: Understand the Concepts

50. Explain the typical reasons for speech anxiety and discuss the strategies for overcoming anxiety. What is an advantage of nervousness for speakers? Explain why the techniques for reducing speech anxiety are likely to be effective.

Answer:

- Reasons: the speaker sees his or her ideas as important; the speaker values listeners' judgment; the speaker wants to make a good impression; the speaker worries about making mistakes
- Although a speaker may be nervous about making a mistake while speaking, nervousness may actually be an advantage; it can bring some people to a higher state of readiness and confidence.
- Anxiety reduction strategies: A speaker should (1) acknowledge fears and recognize that he or she can overcome them; (2) concentrate on what to say and the effect he or she wants it to have on listeners; (3) act confident, even if he or she feels apprehensive; (4) visualize what it will be like to be a successful speaker; (5) prepare a strong introduction; and (6) end the speech on a strong note and pause before returning to his or her seat.
- These steps can help a speaker properly channel nervous energy and put that speaker in a position to do well.

Learning Objective: 2.5 Employ strategies to utilize nervousness effectively and to overcome speaking anxiety.

Topic: Strategies for Overcoming Speech Anxiety

Difficulty Level: Difficult

Skill Level: Analyze It