1. The fear or anxiety associated with real or anticipated communication with another or others is called
   a. Shyness
   b. Stage fright
   c. Communication apprehension
   d. Self-fulfilling prophesy

2. Convincing yourself that something is going to happen before it does, thus leading to the occurrence of
   what you originally expected, is called
   a. Self-fulfilling prophesy
   b. Communication apprehension
   c. Pygmalion effect
   d. Systematic desensitization

3. As she stands up to give her speech, Dana notices that her palms are sweaty, hands are shaking, mouth is
   dry, and she is experience shortness of breath. What phenomenon is Dana probably experiencing?
   a. Self-fulfilling prophesy
   b. Asthma attack
   c. Shyness
   d. Communication apprehension

4. Before he gives his speech, James is convinced that he is going to do an excellent job and persuade his
   audience. He spends time thinking about how his audience will respond to his arguments, practices his speech out
   loud several times, and is confident when he walks into the classroom. When he gives his speech for the class the
   next day, James gives an outstanding speech. Which phenomenon is James’ experience illustrating?
   a. Communication apprehension
   b. Relaxation techniques
   c. Self-fulfilling prophesy
   d. Social phobia

5. When she finds out that she has to give a speech, Sarah believes that she is going to get nervous, forget what
   she planned to say, and become embarrassed in front of her classmates. On the day that she gives her speech, this is
   exactly what happens. Sarah’s situation is an example of
   a. Stage fright
   b. Self-fulfilling prophesy
   c. Visualizing success
   d. Systematic desensitization
6. Which of the following is NOT an example of the physical effects of communication apprehension?
   a. Increase in blood pressure
   b. Shortness of breath
   c. Galvanic skin tightness
   d. Numbness in fingers and toes

7. The physical response to communication apprehension in which a person’s skin tightens and, as a result, tends to produce sweat, is called
   a. Galvanic skin tightness
   b. Hypertension
   c. Cardiac infarction
   d. Hyperhidrosis

8. The strategy in which you reduce communication apprehension by relaxing, closing your eyes, and imagining yourself giving your speech confidently and effectively from beginning to end is called
   a. Systematic desensitization
   b. Dialogue with the audience
   c. Visualize success
   d. Employ relaxation techniques

9. The strategy in which you reduce communication apprehension by giving your speech several times alone, in front of a mirror, and in front of an audience that provides honest feedback is called
   a. Dialogue with the audience
   b. Practice, practice, practice
   c. Visualize success
   d. Systematic desensitization

10. Which of the following is NOT an example of a relaxation technique?
    a. Deep breathing
    b. Stretching
    c. Get a good night’s sleep
    d. Drink an extra cup of coffee

11. The process whereby you overcome your fear of public speaking by giving speeches to one person, and later to groups of two or three people, and then to larger and larger groups over time, is a communication apprehension reduction technique known as
    a. Visualize success
    b. Systematic desensitization
    c. Sudden immersion
    d. Immediate exposure
1. Speeches that are intended to explain or teach something to the audience are called
2. Alyssa decided to give an informative speech about the Eastern Columbia Building, which is one of the most beautiful historic buildings in downtown Los Angeles. What type of informative speech topic has she selected?
   a. Speeches about objects  b. Speeches about processes  c. Speeches about events  d. Speeches about concepts
3. David decided to give an informative speech about String Theory in his public speaking class. What type of informative speech has he selected?
   a. Speeches about objects  b. Speeches about processes  c. Speeches about events  d. Speeches about concepts
4. In his show Good Eats, Alton Brown often gives presentations about how to cook a variety of foods. For example, in one episode, he talks about how to brine and cook a perfect Thanksgiving turkey. What type of informative speech is Alton Brown giving in each of these episodes?
   a. Speeches about objects  b. Speeches about processes  c. Speeches about events  d. Speeches about concepts
5. Alice is giving an informative speech about the Globe Theater, the theater where most of Shakespeare’s plays were originally performed. What type of informative speech is Alice giving?
   a. Speeches about objects  b. Speeches about processes  c. Speeches about events  d. Speeches about concepts
6. Phil is giving a speech about President Barack Obama’s inauguration as the first biracial President of the United States. What type of informative speech is Phil giving?
   a. Speeches about objects  b. Speeches about processes  c. Speeches about events  d. Speeches about concepts
7. Alisha is giving a speech about the bombing of Pearl Harbor. What type of informative speech is Alisha giving?
   a. Speeches about objects
   b. Speeches about processes
   c. Speeches about events
   d. Speeches about concepts

8. Isaac is giving a speech about how to train for a marathon, outlining a step by step plan for creating a training schedule. What type of informative speech is Isaac giving?
   a. Speeches about objects
   b. Speeches about processes
   c. Speeches about events
   d. Speeches about concepts

9. Elsa is giving a speech about a molcajete, a stone kitchen tool that was traditionally used by the Aztecs and Mayans to grind spices and to make salsa and guacamole. What type of informative speech is Elsa giving?
   a. Speeches about objects
   b. Speeches about processes
   c. Speeches about events
   d. Speeches about concepts

10. Jonathan is giving a speech about Abraham Lincoln, the 16th President of the United States. What type of informative speech is Jonathan giving?
   a. Speeches about objects
   b. Speeches about processes
   c. Speeches about events
   d. Speeches about concepts

11. Chris is giving a speech about how to build a coffee table, starting with how to turn a tree trunk into flat wood planks, and finishing with how to apply the final coat of lacquer. What type of informative speech is Chris giving?
   a. Speeches about objects
   b. Speeches about processes
   c. Speeches about events
   d. Speeches about concepts

12. Chris is giving a speech about how to build a coffee table, starting with how to turn a tree trunk into flat wood planks, and finishing with how to apply the final coat of lacquer. Which pattern of organization should Chris use for his speech?
   a. Chronological
   b. Cause-Effect
   c. Problem-Solution
   d. Topical
1. Which characteristic of language means that symbols are used to represent things that are not intrinsically connected to those things?
   a. Arbitrary
   b. Ambiguous
   c. Abstract
   d. Hierarchical

2. Which characteristic of language refers to the fact that words do not have precise or exact meaning as and can be used in a variety of different capacities?
   a. Arbitrary
   b. Ambiguous
   c. Abstract
   d. Hierarchical

3. Which characteristic of language refers to the idea that language is intangible and that some words are less precise, or concrete, than others?
   a. Arbitrary
   b. Ambiguous
   c. Abstract
   d. Hierarchical

4. Which characteristic of language states that language creates structure and value through ordering things along a continuum from lower to higher or less to more?
   a. Arbitrary
   b. Ambiguous
   c. Abstract
   d. Hierarchical

5. In her speech, Andrea says, “Do we care more about protecting guns than protecting children and families? Do we care more about protecting guns than protecting our schools and parks and streets? Do we care more about protecting guns than protecting our theaters and malls and other community gathering places? What do you really want to protect?” Which language structure is Andrea using?
   a. Repetition
   b. Parallelism
   c. Alliteration
   d. Antithesis

6. “Peter Piper picked a peck of pickled peppers is an example of which language structure?
   a. Repetition
   b. Parallelism
   c. Alliteration
   d. Antithesis
7. “I enjoy running, hiking, baking, and biking.” is an example of which language structure?

8. Charles Dickens’ opening to A Tale of Two Cities reads, “It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness…” Which language structure is Dickens using?
   a. Parallelism b. Repetition c. Alliteration d. Antithesis

9. “She is as tough as steel,” is an example of which linguistic device?

10. Which type of linguistic device compares two things through the use of “like” or “as”?

11. Which type of metaphor uses a part of something to represent the whole thing?

12. Which type of metaphor uses a tangible object to represent an otherwise intangible thing?

13. Which type of metaphor uses a common human experience to describe another object?
1. Which of the following is NOT a characteristic of information literacy?
   a. Know where to get the information that you seek
   b. Create new knowledge
   c. Know where to find the most attractive website for your topic
   d. Know how to assess the quality of the information that you have

2. Which of the following is NOT a characteristic of information literacy?
   a. Know why you want an area of information for the speech
   b. Create new criteria for assessment
   c. Be accountable for your use of information
   d. Know where to get the information that you seek

3. When using information, you may want the information to catch the attention of the audience, to provide background facts, or to make an argument and try to persuade an audience. Which characteristic of information literacy is this?
   a. Know why you want an area of information for the speech
   b. Know where to get the information that you seek
   c. Create new knowledge
   d. Be accountable for your use of information

4. While doing research for a speech, Elliot searches the internet, checks a couple of books out of the library, finds several scholarly journal articles, reads several newspaper articles, and interviews someone who is an expert on his topic. Which characteristic of information literacy is Elliot demonstrating?
   a. Create new knowledge
   b. Be accountable for your use of information
   c. Know why you want an area of information for the speech
   d. Know where to get the information that you seek

5. When doing research for a speech about making travel affordable while in college, Phil finds an article in which William Shatner, the spokesperson for Priceline who is paid to appear in Priceline commercials, claims that you can get the best travel deals by searching on Priceline.com. Should Phil use this article? Choose the best answer below:
   a. Phil should not use the article because William Shatner is a biased source.
   b. Phil should use the article because William Shatner is a biased source.
   c. Phil should use the article because William Shatner is an expert traveler.
   d. Phil should not use the article because William Shatner is always an accurate source.

6. The unfair preference or distortion of information, particularly if the source will gain sometime by getting the audience to believe a certain way, is called
   a. Bias
   b. Accuracy
c. Plagiarism
d. Integrity
7. Speakers often pull together information from various sources to create a coherent explanation of how those pieces of data fit together, thus helping the audience see something in a different, more complex light. Which characteristic of information literacy is this?
   a. Know why you want an area of information for the speech
   b. Know where to get the information that you seek
   c. Create new knowledge
   d. Know how to assess the quality of information you have found

8. Which characteristic of information literacy involves not misrepresenting yourself or someone else when you speak?
   a. Know why you want an area of information for the speech
   b. Know how to assess the quality of the information that you have found
   c. Create new knowledge
   d. Be accountable for your use of information

9. If you are looking for information that will provide context for your speech, such as the who, what, when, where, why, and how of your topic, what kind of information are you searching for?
   a. Evidentiary information b. Background information c. Journalistic information d. Policy information

10. Janis is looking for information that lends direct support to her thesis and the main points of her speech, such as statistics, testimony, and examples. What kind of information is Janis searching for?
    a. Evidentiary information b. Background information c. Investigative information d. Library information

11. Jeff is planning to give a speech about the capital punishment. Which of the following would be an example of evidentiary information that he might include in his speech?
    a. Methods of capital punishment used throughout history
    b. Statistics about the number of people executed and then found to be innocent
    c. Information about how executions are carried out today
    d. Explanations of crimes for which criminals can be executed
1. Which of the following is NOT part of the introduction of a speech?
   a. Get the audience’s attention
   b. Establish your credibility
   c. Announce your name and topic
   d. Preview main points

2. What is the first thing that you should do in the introduction of your speech?
   a. Clearly state the relevance of your topic
   b. Get the audience’s attention
   c. State your argument
   d. Preview main points

3. Which of the following is NOT an effective way to get your audience’s attention?
   a. Use a startling statistic
   b. Ask the audience a question that requires a verbal answer
   c. Use a narrative or short story that relates to the topic
   d. Tell the audience your name and topic

4. Which of the following attention getting strategies is the riskiest way to start a speech, especially if you
do not know your audience well?
   a. Tell a joke
   b. Use a startling statistic
   c. Ask a rhetorical question
   d. Tell a short story or narrative

5. Which of the following attention getting strategies might be effective for a speech advocating for
   stronger restrictions on the sale of guns?
   a. Share a startling statistic about how many people are killed with gun in the United States each year.
   b. Tell a short story about a child who was accidentally killed when her sibling was playing with a gun that
   was in their home.
   c. Ask your audience members to raise their hand if they have friends, family members, or other
   acquaintances who have been injured or killed with a gun.
   d. All of the above.

6. What is the second thing that you should do in your introduction?
   a. Establish your credibility
   b. Clearly state the relevance of your topic
   c. Get the audience’s attention
   d. Preview main points
7. In which part of the introduction should you tell your audience why they should care about your topic?
   a. State your argument
   b. Establish your credibility
   c. Clearly state the relevance of your topic
   d. Get the audience’s attention

8. Which of the following is NOT a way to help establish your credibility on a topic?
   a. Tell the audience about special expertise or experience you have on the topic
   b. Note the research that you have conducted on a topic
   c. Cite a source to show that you have conducted research on a topic
   d. Exaggerate your knowledge and experience to make the audience think you are an expert

9. A carefully worded one-sentence encapsulation of exactly what you will cover in your speech is called the
   a. Thesis
   b. Transition
   c. Preview of main points
   d. Topic sentence

10. What is the last thing that you should do in your introduction?
    a. Establish your credibility
    b. State your argument
    c. Transition to the body
    d. Get the audience’s attention

11. Stating your argument is also known as stating your
    a. Main points
    b. Topic
    c. Credibility
    d. Thesis

12. Which part of your introduction provides a roadmap of your speech for your audience?
    a. Get the audience’s attention
    b. Preview main points
    c. State your argument
    d. Clearly state the relevance of your topic

13. A connecting statement that lets the audience know that you are leaving one point and moving to another is called a(n)
    a. Thesis
    b. Preview
    c. Transition
    d. Outline
CHAPTER 18 WORK

1. Which type of delivery involves committing an entire speech to memory and delivering the speech word for word with no notes?
   a. Manuscript speech  b. Memorized speech  c. Impromptu speech  d. Extemporaneous speech

2. In which type of delivery does the speaker have the entire speech written out word for word in front of them while speaking, whether on a sheet of paper or a teleprompter?
   a. Manuscript speech  b. Memorized speech  c. Impromptu speech  d. Extemporaneous speech

3. In which type of delivery does the speaker have little or no preparation before giving the speech?
   a. Manuscript speech  b. Memorized speech  c. Impromptu speech  d. Extemporaneous speech

4. With which type of delivery does the speaker prepare and practice the speech in advance and then deliver the speech with limited notes in front of them?
   a. Manuscript speech  b. Memorized speech  c. Impromptu speech  d. Extemporaneous speech

5. When he gives a major speech, such as the State of the Union Address, President Obama usually has his entire speech written out word for word in front of him on a teleprompter. What type of delivery is President Obama using?
   a. Manuscript speech  b. Memorized speech  c. Impromptu speech  d. Extemporaneous speech

6. Which aspect of vocal delivery involves physically producing the sound that makes the words?
   a. Pitch  b. Articulation  c. Rhythm  d. Tone
7. Which aspect of vocal delivery involves how loud or soft your voice is?
   a. Pitch
   b. Pronunciation
   c. Volume
   d. Articulation

8. Which aspect of vocal delivery involves how high or low your voice is, along with the rise and fall of your voice?
   a. Pitch
   b. Rate
   c. Pronunciation
   d. Rhythm

9. Which aspect of vocal delivery refers to the variable level of your voice and helps convey emotions and interest?
   a. Volume
   b. Pitch
   c. Pronunciation
   d. Tone

10. When words such as “ah,” “umm,” “like,” and “uh” are used as filler words in a speech, they are called
    a. Wordiness
    b. Vocalized pauses
    c. Accents
    d. Expressions

11. Which aspect of vocal delivery involves the speed at which you speak, often measured in words per minute?
    a. Articulation
    b. Tone
    c. Rhythm
    d. Rate

12. The pattern of movement or cadence in your voice when you speak is which aspect of vocal delivery?
    a. Rate
    b. Rhythm
    c. Articulation
    d. Tone
1. Categories of definable characteristics of groups of people, such as age, race, religion, socioeconomic status, education level, and sexual orientation are included what kind of data about your audience?
   a. Demographics
   b. Physical characteristics
   c. Attitudes and beliefs
   d. Ideologies

2. Which of the following is NOT a type of demographic data?
   a. Age
   b. Biological sex
   c. Socioeconomic status
   d. Fitness level

3. Which of the following is NOT a type of demographic data?
   a. Socioeconomic status
   b. Ethnicity
   c. Education level
   d. Favorite subject

4. While giving his speech, Jaime watches his audience members’ facial expressions, head nods, yawns, and smiles to find out whether his audience is engaged and interested in his speech. Which method of audience analysis is Jaime using?
   a. Polling the audience
   b. Personal interviews
   c. Direct observation
   d. Scientific surveys

5. In the introduction to her speech, Alyssa asks her audience members to raise their hands if they took the bus, train, or another type of public transportation to campus that morning. Which method of audience analysis is Alyssa using?
   a. Direct observation
   b. Polling the audience
   c. Scientific surveys
   d. Contact person
6. Javier has been asked to deliver the keynote speech at a Young Entrepreneurs Convention. As part of his preparation for his speech, he asks the conference planner how big the room is, how it will be set up, how many people will be in attendance, and whether there are any special guests or audience characteristics that he should keep in mind. What method of audience analysis is Javier using?
   a. Polling the audience
   b. Contact person
   c. Personal interviews
   d. Scientific surveys

7. Prior to giving his speech at the Young Entrepreneurs Convention, Francisco sends a survey containing demographic questions, Likert-scale items, and open-ended questions to each member of the audience. After the surveys are returned, he analyzes the responses to learn more about his audience. Which method of audience analysis did Francisco use?
   a. Polling the audience
   b. Personal interviews
   c. Scientific surveys
   d. Direct observation

8. A few weeks before giving her speech at the Young Entrepreneurs Convention, Angelica contacts a few audience members that she knows will be in attendance and asks them to meet her at a coffee shop for a one-on-one conversation. Which method of audience analysis is Angelica using?
   a. Contact person
   b. Polling the audience
   c. Scientific surveys
   d. Personal interviews

9. Which of the following is a strategy for gaining audience interest?
   a. Use poor delivery skills
   b. Read your speech from a manuscript
   c. Speak in a monotone voice
   d. Make eye contact

10. Which of the following strategies are NOT recommending for gaining audience interest?
    a. Use gestures to make a point
    b. Vary tone, pitch, and pace
    c. Speak at the same pace throughout your speech
    d. Use pauses effectively to emphasize key points

11. Which of the following strategies will help you gain and maintain audience interest?
    a. Talk about things that are not relevant to your audience
    b. Keep the same tone and pitch throughout your speech
    c. Refer to someone in the crowd
    d. Look at the same person the entire time you are speaking
1. Issue awareness, comprehension, acceptance, and integration are the four steps of which process?
   a. Persuasive process
   b. Informative process
   c. Sales process
   d. Credibility process

2. The first stage of the persuasive process in which you focus the audience’s attention on the issue and show why the issue is important is called
   a. Acceptance
   b. Issue awareness
   c. Integration
   d. Comprehension

3. The second stage of the persuasive process in which the audience understands the relevant components of the issue and the position that you want them to take is called
   a. Acceptance
   b. Issue awareness
   c. Integration
   d. Comprehension

4. The third stage of the persuasive process in which the audience accepts that the issue is relevant to them is called
   a. Acceptance
   b. Issue awareness
   c. Integration
   d. Comprehension

5. The final step of the persuasive process in which the audience adopts the position that you want them to take is called
   a. Acceptance
   b. Issue awareness
   c. Integration
   d. Comprehension

6. The ability of a person to inspire belief or trust in others is
   a. Credibility
   b. Believability
   c. Honesty
   d. Leadership
7. What kind of credibility do you have with the audience before you begin your speech that is based on your experience and the audience’s prior knowledge about you?
   a. Derived credibility
   b. Terminal credibility
   c. Initial credibility
   d. Experiential credibility

8. What kind of credibility manifests itself during your presentation?
   a. Derived credibility
   b. Terminal credibility
   c. Initial credibility
   d. Medial credibility

9. What is the level of credibility that you have when you research your speech conclusion that is the sum of your initial credibility and derived credibility?
   a. Derived credibility
   b. Terminal credibility
   c. Initial credibility
   d. Ending credibility

10. Which type of persuasive speech in concerned with the occurrence or existence of something?
    a. Refutation
    b. Question of value
    c. Question of fact
    d. Question of policy

11. Which type of persuasive speech is concerned with the rightness or wrongness of an idea, action, or issue?
    a. Refutation
    b. Question of value
    c. Question of fact
    d. Question of policy

12. Which kind of persuasive speech is concerned with whether an action should or should not be taken?
    a. Refutation
    b. Question of value
    c. Question of fact
    d. Question of policy
1. A three-dimensional representation of an actual object is called a 
   a. Model  
   b. Chart  
   c. Photograph  
   d. Object  

2. If a speaker brings the actual thing being discussed, what type of presentation aid is he or she using?  
   a. Object  
   b. Model  
   c. Chart  
   d. Audio  

14. Amanda is giving an informative speech about the human eye and brings a basketball-sized plastic eye to use so that the class can easily see all of the parts that she is talking about. What kind of presentational aid is Amanda using?  
   a. Object  
   b. Model  
   c. Graph  
   d. Video  

15. Maureen is giving a speech about Kendo, a modern form of Japanese swordsmanship that uses a bamboo sword called a shinai. For her speech, Maureen brings her bamboo shinai to show the class and to use to demonstrate some of the traditional techniques. What type of presentational aid is Maureen using?  
   a. Object  
   b. Model  
   c. Graph  
   d. Video  

16. Which of the following is NOT a recommendation for using a slideshow presentation such as PowerPoint?  
   a. Practice with your slides.  
   b. Ensure that your slides are relevant and support your message.  
   c. Have a backup plan in case the technology fails.  
   d. Look at your slides while you are speaking.  

17. Which of the following is a recommendation for using slideshow presentations effectively?  
   a. Read from your slides.  
   b. Make sure that your slides are visually appealing.  
   c. Use your slides as an outline of your presentation.  
   d. Use a lot of animation throughout your presentation.