Concise Midterm Study Guide
Ch.2, 6.-8, 12, & 15 + Lecture Material

You should understand
Be able to identify or define the following: (What is it? Why is it important? Can you give an example to illustrate its use?)

General purpose
Central idea
Specific purpose
Preview
Demographics
Psychological Audience
Analysis
Attitude
Belief
Value
Situational Audience
Analysis
Chronological
Topical
Spatial
Cause-effect
Problem-solution
Signposts
Transition
Internal Summary
Internal Preview
Standard outline format

1. Several methods of controlling speech anxiety were discussed in class. What are two methods a speaker can use to overcome public speaking anxiety?

2. Explain why it is important to be audience centered during each step of the public speaking process? (Ch.2)

3. What are audience demographics and why are they an important source of information for a speaker? (Ch.6)

4. What are the differences between the central idea, the specific purpose statement and the general purpose (discussed both in lecture and in the text Ch.8).

5. What is meant by the term audience analysis? (Ch. 6)

6. What does your author mean by a psychological analysis vs. situational? Do you always need to know these before you speak? (Ch.6)

7. What are the do’s and don’t s of visual aids? (From the lecture)

8. What is the difference between an internal preview and an internal summary? When would each be used in a speech? (Ch.12)

9. Learning how to respond to nonverbal cues of your audience is important for a speaker. Your author discusses how you should respond if they seem bored, confused, or disagree with you. Please list at least three things you could do in each of these situations. (Ch. 7)

10. How would you go about narrowing your topic? (Ch. 8)

For the Short answer questions, you must be able to:
To write a clear central idea for a speech topic which I will provide
Be able to recognize the correct central idea in a multiple-choice question
Know the importance of the central idea
Be able to reword a poorly written one.
Be able to use the standard outline format in a scrambled outline
Be able to identify when the standard outline format is missing a section.
What are the four rules for writing a central idea?

**Specific Purpose-**
Be able to write a clear specific purpose statement for a speech topic, which I will provide
Be able to recognize the correct specific purpose statement in a multiple-choice question
Know the importance of the specific purpose statement
Be able to reword a poorly written one.

**What are the four steps to the introduction?**
Be able to write an introduction using those four steps.
What are ways to grab the audience’s attention?

**What are the three steps of the conclusion**
Be able to write a conclusion using those three steps.

**Sample Questions**

1. What is wrong with the following specific purpose statement for a persuasive speech?
   Rewrite the statement to conform to the material presented in lecture and in the text for effective specific purpose statements.
   SP: Why does the United States need to build more power plants?

2. Which organizational pattern is used in a speech with the following main points?
   I. The outermost section of the Egyptian burial tomb was the entrance passage.
   II. The next section of the Egyptian burial tomb was the antechamber.
   III. The third section Egyptian burial tomb was the treasury.
   IV. The innermost chamber of the Egyptian burial tomb was the burial chamber.
   These main points are arranged in ____________________ order
   (One word phrase)
   Now, develop a general purpose, specific purpose and central idea for the speech with the main points above.

3. Travis presented a speech that consisted of a long list of statistics on auto sales in America. What technique should he have used to clarify and add interest to these statistics?
   A) Put the statistics on an overhead transparency
   B) Compare the statistics to something the audience knows
   C) Repeat the statistics, at least twice
   D) Make each statistic a main idea of the speech.