

University of Puerto Rico- Rio Piedras
Humanities Faculty
English Department

Name _____

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Sec. _____ INGL 3257 Exam #2

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Instructions for the exam: Please make sure your exam is TYPED. I WILL NOT accept tests handed in via email. NO absolutely NO late exams will be accepted regardless of your excuse. You are going to **just hand in the answer sheet** by Thursday June 26, 2014 **IN CLASS!!! See you then**

Multiple Choice: Choose the best answer.

1. Good speech delivery
 - a. is accompanied by frequent gestures.
 - b. requires that the speaker have a strong voice.
 - c. sounds conversational even though it has been rehearsed.
 - d. draws the attention of the audience away from the message.
 - e. is best achieved by reading from a manuscript.

2. Communication based on a speaker's body and voice, rather than on the use of words is called
 - a. implicit communication.
 - b. nonverbal communication.
 - c. unintentional communication.
 - d. instinctive communication.
 - e. physical communication.

3. According to your textbook, the _____ speaker delivers a speech with little or no immediate preparation.
 - a. colloquial
 - b. extemporaneous
 - c. conversational
 - d. impromptu
 - e. declamatory

4. Erik is giving a speech in his art history course. He has carefully prepared his presentation and plans to deliver it from a brief set of note cards. What kind of delivery is Erik using?
 - a. informal
 - b. memorized
 - c. extemporaneous
 - d. impromptu
 - e. formal

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5. Changed in the pitch or tone of a speaker's voice are called
- phonemes.
 - polytones.
 - enunciations.
 - inflections.
 - accents.
6. According to your textbook, "uh," "er," "um" and similar expressions in a public speech are referred to as
- vocal fillers.
 - signposts.
 - intonations.
 - vocalized pauses.
 - inflections.
7. During her speech in malpractice insurance, the head of a local branch of the American Medical Association consistently avoided making eye contact with her audience. According to research on the role of nonverbal communication in public speaking, the audience was likely to perceive her as
- insincere.
 - trustworthy.
 - inexperienced.
 - credible.
 - inconsistent.
8. What does your textbook recommend regarding the *last* step of practicing delivery for a speech?
- Listen to a tape of the speech and make last-minute changes in it.
 - Practice the speech in front of a mirror to check your body language.
 - Prepare your speaking outline so it is brief and easy to read at a glance.
 - Rehearse under conditions as close as possible to the actual speech situation.
 - Time yourself as you practice the speech out loud and as you use visual aids.
9. Which of the following does your textbook mention as an advantage of using visual aids in public speech?
- Using visual aids enhances the clarity of the speaker's message.
 - Using visual aids reduces the need for eye contact with the audience.
 - Using visual aids can help combat the speaker's stage fright.
 - all of the above
 - a and c only

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10. Which of the following does your textbook present as a guideline for preparing visual aids?
- a. keep visual aids simple
 - b. include a minimum of three fonts
 - c. write words in all capital letters
 - d. all of the above
 - e. a and c only.
11. When making a multimedia presentation, you should
- a. limit yourself to showing charts, graphs, photographs and drawings.
 - b. be prepared to give your speech even if the equipment malfunctions.
 - c. use a different set of fonts for each chart to keep the audience interested.
 - d. reduce the number of main points to make sure you do not run out of time.
 - e. tell your audience which software program you are using for your speech.
12. As your textbook explains, you can use a photograph as a visual aid by
- a. creating an enlargement of at least 18 by 24 inches.
 - b. converting the image to a transparency and showing it with an overhead projector.
 - c. displaying it with a multimedia program.
 - d. all of the above.
 - e. a and c only.
13. According to your textbook, when giving a multimedia presentation, you should
- a. give yourself plenty of time to prepare your slides and to rehearse the delivery of your presentation.
 - b. double check your equipment before the audience arrives to make sure the equipment is working properly.
 - c. be prepared to give your speech effectively even if all the multimedia equipment were to malfunction.
 - d. all of the above.
 - e. a and b only.
14. When selecting fonts for a visual aid, you should usually use
- a. a minimum of four fonts to provide visual variety.
 - b. decorative fonts because they will make the aid more interesting.
 - c. all capital letters so the lettering will be easy to read.
 - d. all of the above,
 - e. none of the above.

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15. Wei gave his informational speech on meteorology. As part of the speech, he displayed an excellent three-color drawing to indicate the different temperatures in various layers of the atmosphere. When he got to the visual aid, he said, "As you can see, each layer has a different temperature," covered up the drawing, and quickly moved on. What should Wei have done to present his visual aid more effectively?

- a. He should have explained the visual aid more fully.
- b. He should have shown the drawing with an overhead projector.
- c. He should have created a handout and passed it among the audience.
- d. He should have avoided using more than two colors in the drawing.
- e. He should have displayed a photograph instead of a drawing.

16. Rosalie will be giving a persuasive speech on organ donation and wants to distribute organ-donor cards to her listeners. When should she distribute the cards?

- a. before she starts the speech.
- b. after she reveals the topic of her speech.
- c. while telling how organ-donor cards work during the body of the speech.
- d. while urging her audience to take action during the conclusion of the speech.
- e. after she has finished speaking.

17. Of all the kinds of speechmaking, _____ speaking is the most complex and the most challenging.

- a. persuasive
- b. after-dinner
- c. ceremonial
- d. informative
- e. commemorative

18. According to your textbook, you should think of your persuasive speech as

- a. essentially the same as a commemorative speech.
- b. a kind of mental dialogue with the audience.
- c. less challenging than speaking to inform.
- d. all of the above.
- e. b and c only.

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19. If you want to persuade a skeptical audience, which of the following is it *most* important for you to do in your speech?

- a. Define unclear terms in the introduction.
- b. Organize the speech in problem-solution order.
- c. Focus the speech on a question of value.
- d. Answer the reasons for the audience's skepticism.
- e. Include a call for action in the conclusion.

20. The three types of questions that rise to persuasive speeches are questions of

- a. opinion, fact, and policy.
- b. problem, cause, and solution.
- c. fact, value, and value.
- d. opinion, attitude, and value.
- e. need, plan, and practicality.

21. As your textbook explains, persuasive speeches on questions of value are most often organized in _____ order.

- a. topical
- b. analytical
- c. chronological
- d. deductive
- e. casual

22. According to your textbook, "To persuade my audience that they should practice abstinence as a way to protect themselves from sexually transmitted diseases" is a specific purpose statement for a persuasive speech on a question of

- a. value.
- b. attitude.
- c. obligation.
- d. judgment.
- e. policy.

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23. Alex's persuasive speech on a question of policy includes the following connective between the second and third main points:

First we saw that health complications from obesity are a growing problem among young adults. Then we looked at some of the major factors leading to this problem. Now let's look at the steps we can take to eliminate the problem.

Alex's speech is organized according to which pattern of organization?

- a. problem-solution
- b. comparative advantages
- c. problem-cause-solution
- d. persuasive sequence
- e. none of the above.

24. What organizational method for persuasive speeches is designed to take the audience through the five steps of attention, need, satisfaction, visualization, and action?

- a. Maswell's influence model
- b. reflective-thinking sequence
- c. Miller's psychological process
- d. target audience order
- e. Monroe's motivated sequence

25. What contemporary researchers term credibility, Aristotle termed

- a. ethics
- b. logos
- c. ethos
- d. pathos
- e. credos

26. Which of the following statements about speaker credibility is true?

- a. A speaker's credibility is affected above all by the how the audience perceives the speaker's personal appearance.
- b. A speaker's credibility is affected above all by the how the audience perceives the speaker's competence and character.
- c. A speaker's credibility is affected above all by the how the audience perceives the speaker's manner of delivery.
- d. A speaker's credibility is affected above all by the how the audience perceives the speaker's personality and reputation.
- e. A speaker's credibility is affected above all by the how the audience perceives the speaker's intelligence and prestige.

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27. When giving a persuasive speech to an audience that opposes your point of view, it is especially important that you use _____ to answer their objections to your views.

- a. visual aids
- b. syllogisms
- c. credibility statements
- d. emotional appeals
- e. evidence

28. Which of the following is presented in your textbook as a guideline for reasoning from specific instances in a persuasive speech?

- a. reinforce your argument with statistics and testimony
- b. include at least one extended example among your specific instances
- c. avoid generalizing too hastily
- d. all of the above
- e. a and c only

29. A red herring fallacy

- a. assumes that because two things are related in time, they are casually linked.
- b. introduces an irrelevant issue to divert attention from the subject under discussion.
- c. assumes that because something is popular, it is therefore good, correct, or desirable.
- d. forces listeners to choose between two alternatives when more than two alternatives exist.
- e. assumes that taking a first step will inevitably lead to other steps that cannot be prevented.

30. A slippery slope fallacy

- a. assumes that taking a first step will inevitably lead to other steps that cannot be prevented.
- b. introduces an irrelevant issue to divert attention from the subject under discussion.
- c. assumes that because something is popular, it is therefore good, correct, or desirable.
- d. forces listeners to choose between two alternatives when more than two alternatives exist
- e. assumes that because two things are related in time, they are casually linked.

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31. Appeals to audience emotions such as fear, compassion, guilt, or pride are the kinds of appeals that Aristotle referred to as
- a. ethos.
 - b. kairos.
 - c. pathos.
 - d. demos.
 - e. logos
32. What does your textbook advise regarding the ethical use of emotional appeals in a persuasive speech?
- a. Restrict emotional appeals to the conclusion of the speech.
 - b. Use emotional appeals on topics that do not lend themselves to reasoning.
 - c. Avoid emotional appeals when speaking on a question of policy.
 - d. Limit emotional appeals to speeches using Monroe's motivated sequence.
 - e. Use emotional appeals to supplement your evidence and reasoning.
33. Ryan began his speech by saying:
- Imagine that you are on a deserted island- palm trees sway in the breeze, the warm sun is on your face, and the smell of tropical flowers is in the air. Suddenly, the sound of distant drums breaks your euphoria. What do you do--panic? What would you do if you found yourself in such a situation?
- What kind of supporting material did Ryan use in his introduction?
- a. peer testimony
 - b. extended metaphor
 - c. synthetic example
 - d. artificial simile
 - e. hypothetical example
34. Which of the following does your textbook recommend for relating the subject directly to your audience in an informative speech?
- a. Speak in terms such as "you" and "your."
 - b. Take care to establish your credibility in your introduction.
 - c. Devote an equal amount to each main point.
 - d. all of the above
 - e. a and b only

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35. Which of the following is an instance of informative speaking?
- a. a student urging an instructor to reconsider the due date of an assignment
 - b. a student sharing ideas about leadership based on a book she has read
 - c. a student on stage telling jokes during the intermission of a play
 - d. all of the above
 - e. a and b only
36. In an informative speech, the speaker acts as a(n)
- a. advocate
 - b. entertainer
 - c. teacher
 - d. motivator
 - e. evaluator
37. “To inform my audience about the major parts of a 35-millimeter camera” is a specific purpose statement for an informative speech about a(n)
- a. concept
 - b. event
 - c. process
 - d. object
 - e. function
38. “To inform my audience about the history of Halloween observances” is a specific purpose statement for an informative speech about a(n)
- a. object
 - b. event
 - c. process
 - d. concept
 - e. situation
39. Speeches about _____ are often more complex than other types of informative speeches.
- a. objects
 - b. events
 - c. processes
 - d. functions
 - e. concepts

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40. Which of the following is mentioned in your textbook as a guideline for effective informative speaking?
- Avoid talking about personal experiences.
 - Use chronological organization whenever possible.
 - Relate to the audience by speaking in technical terms.
 - Use abstract language to clarify complex ideas.
 - Don't overestimate what the audience knows.
41. According to your textbook, how well a speech is organized likely will influence
- how clearly the audience understands the speech
 - how the audience views the competence of the speaker
 - how confident the speaker feels about his or her delivery
 - all of the above
 - a and b only
42. The most effective order of main points in a speech depends above all on your topic, purpose, and
- audience
 - research
 - visual aids
 - credibility
 - delivery
43. What organizational pattern would probably be most effective for arranging the main points of a speech with the specific purpose "To inform my audience about the three major ways to block junk mail from their e-mail system"?
- topical
 - logistical
 - chronological
 - technical
 - causal
44. When the main points of a speech follow a time pattern, they are organized in
- problem-solution order.
 - spatial order.
 - topical order.
 - causal order.
 - chronological order.

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45. Here are the main points for an informative speech about the history of chocolate:

- I. Chocolate was originally used in Mexico as a drink by the Aztecs.
- II. Chocolate was introduced to Europe after the Spanish conquered the Aztecs.
- III. Chocolate was first made into candy during the 1800's.
- IV. Chocolate's popularity and uses continue to expand today.

The main points are arranged in _____ order.

- a. causal
- b. analytical
- c. descriptive
- d. chronological
- e. spatial

46. When main ideas follow a directional pattern, they are organized in

- a. geographical order
- b. topical order
- c. spatial order
- d. causal order
- e. chronological order

47. What organizational pattern would probably be most effective for arranging the main points of a speech with the central idea "Estate taxes should be retained because they preserve opportunity for all, because their elimination would increase the national deficit, and because they are consistent with American values of fairness and justice"?

- a. causal
- b. formal
- c. problem-solution
- d. topical
- e. economic

48. A(n) _____ is most appropriate in the conclusion of a persuasive speech.

- a. appeal to action
- b. lengthy quotation
- c. internal summary
- d. extended example
- e. definition

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49. Which of the following does your textbook mention as a means of reinforcing the central idea in the conclusion of a speech?

- a. end with a quotation
- b. end with a visual aid
- c. end with thanking the audience
- d. all of the above
- e. a and c

50. Which of the following would you most likely find in a speech conclusion?

- a. a casual argument
- b. an extended example
- c. a provocative quotation
- d. a rhetorical question
- e. an internal preview

51. Which of the following would you least likely find in a speech conclusion?

- a. a credibility statement
- b. a provocative quotation
- c. a call to action
- d. a reference to the introduction
- e. a summary of the main points

52. According to your textbook, when a speaker concludes a speech by fading out on an emotional note she or he is using a _____ ending.

- a. descending
- b. crescendo
- c. cascade
- d. dissolve
- e. reflective

53. The conclusion of a speech is an appropriate time to

- a. add supporting materials you could not work in your body.
- b. reinforce your listeners' commitment to the central idea
- c. apologize for any mistakes you made during the speech
- d. all of the above
- e. b and c only

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54. The main points in a preparation outline are

- a. identified by Roman numerals.
- b. identified by capital letters.
- c. located farther to the right than sub-points.
- d. identified by Arabic numbers.
- e. written in phrases, not full sentences.

55. Two types of speech outlines discussed in your textbook are the

- a. preparation outline and the delivery outline
- b. rough draft outline and the polished outline
- c. preparation outline and the speaking outline
- d. speaking outline and the audience outline
- e. audience outline and the preparation outline