1. To discuss a topic in terms of its underlying causes, a speaker should use which pattern of arrangement?
A) topical
B) chronological
C) causal
D) circle

2. A persuasive speaker should **not** attempt to reinforce an audience's existing attitudes, beliefs, or behavior.
A) True
B) False

3. Your instructor's name for this class is
A) Mike
B) Duke
C) Biff
D) Scooby-Doo

4. Using a variety of different types of supporting material makes your presentation more confusing and thus less credible.
A) True
B) False

5. The purpose of a(n) _____ speech is to increase the audience's understanding and awareness of a topic.
A) commemorative
B) persuasive
C) informative
D) challenge

6. A definition by word origin is called
A) definition by synonym.
B) operational definition.
C) definition by etymology.
D) definition by negation.

7. A speaker can gain considerably more insight on a topic by conducting an interview with an expert.
A) True
B) False
8. The persuasive process as discussed in class, follows which of the following sequential steps
A) attitude > agreement > adjustment > enactment
B) awareness > understanding > agreement > enactment
C) understanding > awareness > enactment
D) understanding > agreement > enlightenment > enactment

9. Which of the following is not a type of secondary research?
A) books
B) newspapers
C) surveys
D) periodicals

10. Socioeconomic status (SES) includes
A) gender, occupation, and religion.
B) ethnicity, education, and occupation.
C) income, occupation, and education.
D) none of the above.

11. Which of the following domain suffixes indicates a nonprofit group?
A) .org
B) .net
C) .com
D) .gov

12. A search engine automatically retrieves documents that match keywords or phrases entered by the user.
A) True
B) False

13. A speaker can enhance her or his credibility with the audience by
A) preparing well.
B) demonstrating trustworthiness.
C) being well groomed.
D) doing all of the above.
14. In Leeza's presentation on her graduate school experiences, she said, “Graduate school is an uphill battle.” Leeza used which figure of speech?
A) simile
B) metaphor
C) analogy
D) alliteration

15. The persuader who seeks only minor changes is usually more successful at achieving them than the speaker who seeks major changes.
A) True
B) False

16. When designing a presentation aid, the speaker should strive for
A) simplicity.
B) abstraction.
C) complexity.
D) diversity.

17. His character plays a rocking, rolling, roaring, raging role. This statement best illustrates which of the following techniques?
A) anaphora
B) metaphor
C) personification
D) alliteration

18. The ______ speech purpose answers the question, “Why am I speaking on this topic for this particular audience and occasion?”
A) general
B) specific
C) informative
D) persuasive

19. To stress natural divisions in a topic, a speaker should use which pattern of arrangement?
A) topical
B) chronological
C) spatial
D) causal
20. Listeners are likely to accept your claims if they believe they are derived from
A) sources that are reliable.
B) sources that are credible.
C) both A and B.
D) neither A nor B.

21. Multimedia combines several media, such as sound, video, and text, into a single
production.
A) True
B) False

22. Limiting the number of words in a presentation aid increases the likelihood that the
audience will spend too much time reading the aid rather than listening to the
speaker.
A) True
B) False

23. A speaker is more likely to persuade audience members whose position differs only
moderately from the speaker's.
A) True
B) False

24. Betraying your beliefs and convictions in order to appeal to the audience is known as
A) being audience centered.
B) pandering.
C) captivating the audience.
D) analyzing the audience.

25. When narrowing a topic, the speaker should consider the
A) time constraints.
B) audience expectations.
C) nature of the occasion.
D) all of the above.

26. According to Aristotle, rhetorical proof consists of
A) logos, ethos, and pathos.
B) logos, mythos, and ethos.
C) logos, pathos, and mythos.
D) logos, ethos, and credos.
27. A speaker who uses vivid imagery
A) diminishes meaning.
B) distracts listeners from the main point of the speech.
C) invites listeners to use their imaginations.
D) does none of the above.

28. Operational definitions define something by explaining what it does.
A) True
B) False

29. Defining, describing, demonstrating, and explaining are all related to
A) persuasive speaking.
B) entertaining speaking.
C) informative speaking.
D) demonstrative speaking.

30. A persuasive speech
A) attempts to influence audience choices.
B) presents listeners with a limited number of alternatives to consider.
C) seeks a response from the audience.
D) does all of the above.

31. Which of the following are types of primary research?
A) interviews and personal observations
B) almanacs
C) data on CD-ROMs
D) all of the above

32. If a medical doctor gives cutting-edge information on the threat of high cholesterol, she is providing which type of supporting material?
A) narrative material
B) lay testimony
C) expert testimony
D) all of the above

33. The connotative meaning is the literal, or dictionary, definition of a word.
A) True
B) False
34. Presentation aids should be appropriate to
A) the audience.
B) the speech content.
C) the occasion.
D) all of the above.

35. *Newsweek* and *Time* are examples of
A) government publications.
B) periodicals.
C) almanacs.
D) biographical resources.

36. Tools that a speaker can use to analyze an audience include
A) interviews.
B) surveys.
C) published sources.
D) all of the above.

37. Often, the most important element in a good speech is not the topic itself but how it is developed and supported.
A) True
B) False

38. During which of the following steps in the persuasive process does the listener actually *do* what you have asked them to do
A) agreement
B) awareness
C) understanding
D) enactment

39. Which of the following is a function of a special occasion speech?
A) to entertain
B) to inspire
C) to set a social agenda
D) all of the above
40. To explain the physical arrangement of a place, a scene, or an object, a speaker should use which pattern of arrangement?
A) topical
B) chronological
C) spatial
D) causal

41. A speaker selectively presenting only those statistics that buttress his or her point of view while ignoring competing data is said to be
A) giving expert testimony.
B) cherry-picking.
C) speaking ethically.
D) giving lay testimony.

42. To describe a series of developments in time or a set of actions that occur sequentially, a speaker should use which pattern of arrangement?
A) topical
B) chronological
C) spatial
D) causal

43. In Russell's speech about his hobby as an amateur taxidermist, he exhibited several mounted animals as his presentation aids. Which type of presentation aid did Russell use?
A) models
B) props
C) pictograms
D) handouts

44. Speeches that rely on demonstration often work with the actual object, models of it, or visual aids that diagram it.
A) True
B) False

45. Which type of chart illustrates the sequence of activities or the directional flow in a process?
A) flowchart
B) organizational chart
C) pictogram
D) table
46. Brief stories of interesting, humorous, or real-life incidents are called
A) facts.
B) testimony.
C) statistics.
D) anecdotes.

47. The ______ concisely identifies, in a single idea, what the speech is about.
A) topic
B) thesis
C) purpose
D) claim

48. Which of the following would not be considered a demographic characteristic?
A) gender
B) ethnic or cultural background
C) self-esteem
D) religion

49. The goal of informative speaking is
A) to decrease audience frustration and boredom.
B) to influence attitudes, beliefs, values, and behaviors.
C) to increase audience understanding and awareness by imparting knowledge.
D) to do all of the above.

50. Defining one term by comparing it to another term that has an equivalent meaning is called
A) definition by synonym.
B) operational definition.
C) definition by etymology.
D) none of the above.
Answer Key - Final Exam
1. C
2. False
3. A
4. False
5. C
6. C
7. True
8. B
9. C
10. C
11. A
12. True
13. D
14. B
15. True
16. A
17. D
18. A
19. A
20. C
21. True
22. False
23. True
24. B
25. D
26. A
27. C
28. True
29. C
30. D
31. A
32. C
33. False
34. D
35. B
36. D
37. True
38. D
39. D
40. C
41. B
42. B
43. B
44. True
45. A
46. D
47. B
48. C
49. C
50. A