Chapter 11 Presenting Persuasive Messages

True/False

22. We are both senders of and receivers of persuasive messages.

23. Persuasive speeches are only speeches to inspire or to convince.

24. We live in a culture in which avoiding persuasive messages is relatively easy.

25. We are all producers of persuasive messages.

26. Informative and persuasive messages share similar intents.

27. A speech to inspire attempts to influence audience member’s beliefs or attitudes.

28. When you listen to a persuasive message, you should enact a compliance response.

29. The point of audience analysis is to make sure an audience will really like you when you deliver your presentation.

30. You should use words like “many” or “most” rather than actual numbers to increase the persuasiveness of your argument.

31. Past behavior is a good predictor of future behavior.

32. A common error of beginning persuasive speakers is that they ask for too much.

33. You cannot use cost-benefit-analysis to plan your classroom speeches but you can in speeches outside of class.

34. Esteem needs follow self-actualization in Maslow’s hierarchy.

35. According to Maslow’s hierarchy, the most basic needs are physiological needs.

36. According to Maslow’s hierarchy, our safety needs include approval, acceptance, and recognition.

37. Using the glittering generality technique will strengthen your argument.

38. Using many examples to reach a general conclusion would be an example of deductive reasoning.

39. Deductive reasoning is when you draw a conclusion based on a premise that is generally accepted by the audience.
40. Using several examples to make a point would be an illustration of deductive reasoning.

41. A claim is a conclusion of what the persuader would have the listener believe or do that invites proof or evidence.

42. A speech to convince attempts to get the audience to act on their convictions.

43. Including testimonial evidence in a persuasive message will increase audience acceptance.

44. The question, “Should we rely more on alternative energy?” is a question of fact.

45. Persuading the audience to buy a certain luxury car because everyone else is buying one is an example of circular reasoning.

46. Calling someone a “liberal” could be considered an example of a fallacy.

47. An error in reasoning that weakens an argument is a fallacy.

48. When the audience fend off the persuader’s message to protect existing beliefs, attitudes, and values, they are responding defensively.

**Multiple Choice**

49. Persuasive presentations may include all of the following types of questions EXCEPT
   a. fact.
   b. policy.
   c. value.
   d. degree.

50. The top level of Maslow’s pyramid is
   a. safety needs.
   b. physiological needs.
   c. love needs.
   d. self-actualization.

51. Which type of persuasive speech attempts to influence listeners’ feelings or motivations?
   a. Speech to convince
   b. Speech of action
   c. Speech to inspire
   d. Speech to inform
52. A speech on diets that are linked to reducing arthritis pain would most likely be appropriate for
a. teens.
b. audience members in the 30’s.
c. audience members in their 50’s.
d. audience members in their 70’s.

53. Specific numbers include all of the following EXCEPT
a. the terms a dozen and one hundred.
b. averages.
c. the terms most and many.
d. percentages.

54. When reasoning from cause, you should be careful to do all of the following EXCEPT
a. show a solid link between cause and effect.
b. show that audience opinion is wrong.
c. eliminate other possible causes.
d. eliminate other possible effects.

55. Which type of audience response occurs when the audience focuses on the arguments, evidence, and accuracy of your speech?
a. Defensive
b. Critical
c. Compliance
d. Behavioral

56. Which type of audience response occurs when the audience does what is considered socially acceptable?
a. Defensive
b. Critical
c. Compliance
d. Behavioral

57. Which of the following is NOT advice you should follow in producing your persuasive messages?
a. Use testimony, the use of quotes and sources, to bolster your persuasive effort.
b. Use reasoning, because full arguments tend to be persuasive.
c. Use specific numbers instead of vague words like “many” or “most.”
d. Use your imagination to make up stories that will convince your audience.

58. You can use the content of persuasive appeal to
a. fulfill the goal of influencing the listeners in a predetermined direction.
b. use fallacies to prove message claims even if they are distorted.
c. include vague quantities.
d. ignore source credibility.
59. When we argue that the audience should do something because a cited source recommends it, we are using a category of argument called
a. complete arguments.
b. testimonial evidence.
c. explicit claims.
d. post hoc.

60. Which of the following is an example of a question of value?
a. “Should we take steps to reduce soil erosion?”
b. “Is global warming supported by scientific evidence?”
c. “Is freedom of speech more important than national security?”
d. “Should fluoride be added to municipal drinking water?”

61. Which of the following is an example of Esteem Needs in Maslow’s pyramid?
a. Food
b. Recognition by others
c. Self-fulfillment
d. Freedom from fear

62. John stated in his presentation that “you are either in support of protecting the environment, or in support of big business.” Based on this statement, which fallacy is John most likely committing?
a. Either/or
b. Bandwagon
c. Glittering generality
d. Post hoc

63. Andrew compared Major League Baseball’s shrinking popularity to the sinking of the Titanic. In doing so, he was arguing from
a. sign.
b. analogy.
c. cause.
d. generalization.

64. If you try to persuade about too much, too fast, what does communication research suggest might happen?
a. You are more likely to achieve the desired effect.
b. You will be effective only if you provide benefits.
c. The effort would violate Maslow’s Hierarchy.
d. A boomerang effect could occur.