MULTIPLE CHOICE

1. The difference between a topic and a subject is that ____
   a. a topic is a broad concept; a subject is a specific one
   b. a topic is a type of speech; a subject is the base of a speech
   c. a topic is a specific aspect of a subject
   d. a topic is a generalized subject

2. ____ is an uncritical, unevaluative process of generating ideas.
   a. Audience analysis
   b. Brainstorming
   c. Concept mapping
   d. Contrasting

3. If you had several related ideas for a speech topic and wanted to explore the connections between
   them, you could ____
   a. interview an expert
   b. brainstorm
   c. create a concept map
   d. conduct a survey

4. exigence is ____
   a. the process of selecting a topic
   b. the reason a speech needs to be given
   c. the conclusion of a speech
   d. none of these

5. For a speech on ratings of nursing homes, which of the following would probably be the most
   important bit of data about an audience for a speaker?
   a. education
   b. geographic uniqueness
   c. age
   d. race
   e. gender

6. One way to get information about a prospective audience is by ____
   a. conducting a formal study
   b. contacting a representative or group contact
   c. relying on stereotypes
   d. Sizing up the audience during the presentation

7. To forecast audience reactions, a speaker should collect data to answer which of the following
   questions?
   a. What are the audience's interests, needs, and expectations?
   b. What is the age range of the audience, and what is its educational background?
   c. What is the economic background of the audience, and what is the sex of its members?
   d. What is the occasion of the speech, and what is my purpose?

8. The reason for gathering demographic data is so that you can
   a. sound knowledgeable about audience specifics
   b. know where to look for information
   c. adapt the topic to the audience’s knowledge and interest level
   d. change your topic area if the audience isn't interested
9. Calvin is giving a speech in his public speaking class. He wants to know if his audience members (his classmates) smoke or not. However, he does not want to ask them if they do because he wants his speech topic to be a surprise and he's unsure if they'll answer honestly. Calvin could discover this information by ____.
   a. conducting a school-wide survey
   b. asking a representative
   c. informally observing them
   d. reviewing statistical data on the Internet

10. When analyzing the speech setting, you should consider ____.
   a. how the space affects the speech itself
   b. how much information the audience knows
   c. the age of the audience
   d. all of these

11. ____ are conducted in person, over the phone, via the Internet, or in writing.
   a. Surveys
   b. Experiments
   c. Observations
   d. Presentations

12. Which of the following instances is an example of using primary research?
   a. Ashleigh cites a survey conducted by a leading research hospital.
   b. Damien paraphrases a biography of Dr. Martin Luther King, Jr.
   c. Lara quotes from the most recent U.S. Census.
   d. Jeffrey reports data from the survey he conducted for his speech.

13. The specific goal of a speech should ____
   a. encompass no more than two ideas
   b. be left in the infinitive form to ensure understanding
   c. be revised so it includes the desired audience response
   d. be revised so that it reflects the intent of your speech

14. When giving a speech about homelessness in her county, Marjorie cites an article from her local newspaper. This is an example of using ____
   a. secondary research
   b. primary research
   c. plagiarism
   d. a specific goal statement

15. A general goal ____
   a. lists exactly what the subject and topic are
   b. states the response you want from your audience as a result of the speech
   c. is another term for a thesis statement
   d. is the overall intent of a speech

16. As a speaker determines the specific goal of a speech, his or her prime concern should be ____
   a. the response desired from the audience
   b. the audience's knowledge of the speech topic
   c. the nature of the speech topic
   d. the audience's attitude toward the speech topic
17. For a ten-minute informative speech, a specific goal on the topic of juvenile crime is best written as
   a. Juvenile Crime: A Disgrace
   b. What are the causes of juvenile crime?
   c. To persuade you that juvenile crime is decreasing
   d. I want my audience to understand the causes of juvenile crime

18. Which of the following is an example of plagiarism?
   a. Alex paraphrases a paragraph from a book in his speech without an oral footnote.
   b. Evan gives a speech that his friend wrote the previous semester.
   c. Carole quotes a line from an article without an oral footnote.
   d. All of these

19. Which of the following would be the best wording of the specific goal for a speaker who wants to support the implementation of a tax cut?
   a. Should we adopt a tax cut now?
   b. No one could possibly support a tax cut now.
   c. I want the audience to believe that the United States should implement a tax cut.
   d. I want the audience to understand three alternatives to cutting taxes.

20. Your personal knowledge about a subject is
   a. largely irrelevant to speech preparation
   b. too subjective to be used in a speech
   c. a source for examples and personal experiences
   d. the only source material necessary for any public speaker

21. _____ is a method of rapidly viewing a work to determine what is covered and how.
   a. Validating
   b. Authorizing
   c. Skimming
   d. Double-checking

22. When you want to get the opinion of a large number of people on a topic, _____
   a. conduct an interview
   b. conduct a survey
   c. look for library sources
   d. look for newspaper articles

23. Which of the following statements about narratives is accurate?
   a. Narratives are rarely appropriate for a speech.
   b. Narratives are only acceptable if they are about your own personal experience.
   c. Narratives can be a useful way to gain and keep the audience's attention.
   d. Narratives can be a good substitute for statistical data.

24. Hakim is giving a speech in 2013 about the fuel-efficiency of hybrid cars. Which of the following internet articles is the strongest resource for this speech?
   a. A 2013 personal blog entry from someone who thinks hybrid cars are a hoax
   b. A CNN Money Online article about 2008 car sales, written by an experienced staff writer in 2009
   c. A Newsweek Online article about how much a hybrid car costs compared to a gasoline-only car, written by an experienced staff writer written in 2012
   d. A detailed study by an unnamed author and organization from 2011
25. When using statistics in a speech you should ____
   a. use them as often as possible
   b. use them comparatively
   c. leave citations off when possible to avoid cumbersome speech
   d. assume that a statistic that is found in a document that includes an author's name is reliable

26. When using anecdotes or narratives in a speech, ____
   a. make sure they relate directly to the point of your speech
   b. make sure they are current and humorous
   c. use as many as you can find
   d. you do not need to use statistics

27. If you mentioned Presidents Lincoln, Garfield, Kennedy, and Reagan in a portion of your speech to help make a point, you would be using factual statements called ____
   a. illustrations
   b. analogies
   c. anecdotes
   d. examples

28. If you followed the statement, “Small schools can produce pro football players” with the statement, “Steve Kreider, the former Bengals wide receiver, graduated from Lehigh,” you would be using a(n) ____
   a. illustration
   b. analogy
   c. example
   d. quotation

29. If you have personal knowledge about a topic, you should share the experiences that qualify you to speak with authority on a subject, or your ____
   a. credentials
   b. anecdotes
   c. hypotheses
   d. valid sources

30. When using statistics in a speech, always remember that ____
   a. there is no such thing as too many statistics
   b. they must be verified
   c. they do not mislead
   d. statistics speak for themselves, without interpretation

31. ____ highlight differences and ____ highlight similarities.
   a. comparisons; contrasts
   b. contrasts; comparisons
   c. anecdotes; narratives
   d. narratives; anecdotes

32. To classify an individual as an expert he or she must ____
   a. be a master of the specific subject
   b. have engaged in a long-term study of their subject
   c. be recognized by others as an authority in the field
   d. all of these
33. "Unlike last year, this year we have a cooperative manager" is an example of ____
   a. contrast
   b. instance
   c. comparison
   d. illustration

34. If you referred to a football team's defensive line by saying, "Our line is like a stone wall," you would be using a(n) ____
   a. comparison
   b. anecdote
   c. contrast
   d. hypothetical example

35. Which of the following statements about the use of quotations is accurate?
   a. You should not quote directly in your speech.
   b. Your speech should credit the source of the quotation.
   c. Your speech should be a simple series of quotations.
   d. Your speech should use as many long quotations as you can find.

36. Plagiarism is ____
   a. the use of especially lengthy quotations
   b. the overuse of source material
   c. representing another person's work as your own
   d. inaccurately paraphrasing a source

37. Which of the following people is an expert on Affirmative Action?
   a. a lawyer who works primarily on discrimination, including Affirmative Action cases and laws
   b. a man who believes he has been discriminated against by a potential employer and sued that company for violating Affirmative Action
   c. a citizen interviewed by the local newspaper who gave her opinion on Affirmative Action
   d. a CEO whose company operates using Affirmative Action policies

38. When preparing notes for your speech, you should ____
   a. write down your speech word for word in case you lose your place
   b. record each piece of information using a key word or main idea identifier
   c. memorize your speech and not use any notes at all
   d. write as small as possible in order to fit all the information on one note card

39. The key to preparing oral footnotes is to ____
   a. acknowledge the sources of the information you use in your speeches
   b. offer enough credentials to enhance the credibility of the information you are citing
   c. include enough information for listeners to access the sources themselves
   d. all of these

40. Of the following, the best way to cite a source in a speech would be:
   a. According to a magazine I read last week ...
   b. According to Arthur Jones in *Harper's* magazine, August 7, 1989, in an article entitled "New Sources of Energy," on page 17 ...
   c. According to Arthur Jones in an article in last August's issue of *Harper's* magazine ...
   d. According to "New Sources of Energy" ...
TRUE/FALSE

1. The speaker should not be concerned with the size of the audience or the setting of the speech, as that is the job of the organization sponsoring the speech.

2. If Kwame is trying to explain the four steps of an effective exercise program, his general goal is to persuade the audience.

3. Stereotyping is the practice of ignoring the values, needs, interests, and subject-specific knowledge of some audience members, leaving them to feel excluded.

4. It is not necessary to cite a source when you paraphrase it.

5. Expert opinions are considered trustworthy and can be used to take the place of facts.