MULTIPLE CHOICE

1. Oral style refers to _____
   a. a person’s ability to recount the written word
   b. how we convey messages through the spoken word
   c. the words one chooses when outlining a speech
   d. a person’s accent when speaking in a second language

2. Establishing relevance can be done _____
   a. just in the introduction of the speech
   b. only in technical topics
   c. by showing the audience how the information relates to them personally
   d. when the audience has a lot of time on their hands

3. Aileen is giving a speech about homelessness. If she wanted to adapt her speech in terms of proximity she could _____
   a. startle her audience by telling them how many people are homeless
   b. narrow her speech to talk about homelessness in the city in which most of her audience members live
   c. tell her audience what they can do to help solve the problem.
   d. provide her audience with a personal story about homelessness.

4. An effective oral style does all of the following except _____
   a. tend toward short sentences and familiar language
   b. use strong I-statements
   c. incorporate clear structural elements
   d. feature descriptive and interesting words and phrases

5. Talking about common experiences will _____
   a. cause the audience to disrespect the speaker
   b. make the speech boring
   c. cause the audience to interrupt the speech
   d. allow the audience to identify with the speaker

6. A speaker who changed his or her phrasing from "When an individual eventually gets enough money for a down payment on a house, he needs to ask himself some very serious questions" to "When you eventually get enough money for a down payment on a house, you need to ask yourself some very serious questions" has learned the value of _____
   a. rhetorical questions
   b. being specific
   c. personal pronouns
   d. repetition

7. A speaker using the strategy of timeliness in a speech on the importance of recycling _____
   a. shows how it affects every listener’s "own back yard"
   b. shows how it affects every listener today
   c. shows how it affects every listener’s pocketbook
   d. shows how it affects everyone physically
8. A speaker using the strategy of proximity in a speech on economic hardships might
   a. show how it affects every listener’s “own back yard”
   b. show how it affects every listener today
   c. show how it affects every listener’s bank account
   d. show how it affects everyone physically

9. In order to effectively manage cultural differences, you should ____
   a. demonstrate linguistic sensitivity
   b. be especially careful when you are not speaking in your primary language
   c. avoid marking
   d. all of these

10. Which of the following is not a rhetorical figure or structure of speech listed in the text?
    a. Analogy
    b. Assonance
    c. Articulation
    d. Alliteration

11. Language used to reduce the psychological distance between a speaker and her audience is known as ____
    a. verbal immediacy
    b. common ground
    c. marking
    d. none of these

12. Which of the following is a valid reason not to establish credibility?
    a. Your topic is too important to waste time on credibility.
    b. You are a widely known expert in the field.
    c. You received a formal introduction.
    d. You don’t have any credibility on the topic.

13. One way of building an audience’s perception of your knowledge and expertise is to ____
    a. share high-quality examples and illustrations
    b. make sure you are well dressed and well groomed
    c. avoid excessive use of “like” and “you know”
    d. emphasize the importance of the information to the well-being of the audience

14. To demonstrate linguistic sensitivity, avoid using ____
    a. generic language
    b. nonparallel language
    c. offensive humor
    d. all of these

15. Choosing specific language is easier when you have ____
    a. a large vocabulary
    b. credibility
    c. common ground
    d. a thesaurus of obscure terms

16. When giving a presentation on the criminal justice system, Steven said, “If the hacks catch a lifer with a shank, they might throw him in the hole for a minute.” In this example, Steven is inappropriately using ____
    a. vulgar language
    b. jargon
    c. slang
    d. sensory language
17. ____ is the repetition of vowel sounds in a phrase or phrases.
   a. Antithesis
   b. Assonance
   c. Onomatopoeia
   d. Personification

18. ____ is combining contrasting ideas in the same sentence.
   a. Antithesis
   b. Assonance
   c. Onomatopoeia
   d. Personification

19. ____ is the use of words that sound like the things they stand for.
   a. Antithesis
   b. Assonance
   c. Onomatopoeia
   d. Personification

20. ____ is a direct comparison of dissimilar things
    a. Analogy
    b. Repetition
    c. Simile
    d. Metaphor

21. ____ is restating words, phrases, or sentences for emphasis
    a. Analogy
    b. Repetition
    c. Simile
    d. Metaphor

22. ____ is an implied comparison between two unlike things
    a. Analogy
    b. Repetition
    c. Simile
    d. Metaphor

TRUE/FALSE

1. Asking rhetorical questions is one of the best ways to develop common ground.

2. Information that may have a physical, economic, or psychological impact on audience members should be avoided.

3. Sensory language refers to using precise words that clarify meaning by narrowing what is understood from a general category to a particular item or group within that category.

4. Verbal immediacy is used to reduce the psychological distance between the speaker and her topic.

5. Overuse of alliteration can hurt a speaker’s message.