MULTIPLE CHOICE

1. The elaboration likelihood model (ELM) suggests that ____
   a. when we go with our gut feeling, we are using the peripheral route
   b. emotional appeals will trigger the central route
   c. peripheral route processing is more influential than central route processing
   d. once we trigger the peripheral route, it is impossible to use the central route

2. ____ is a persuasive strategy of appealing to emotions in order to convince others to support your position.
   a. Logos
   b. Pathos
   c. Eros
   d. Ethos

3. If your audience is very much opposed to your speech goal, ____
   a. you should change your speech topic because you are very unlikely to change their minds
   b. you should only expect to move their opinion a little bit closer in your direction
   c. you should use the same strategy as those audiences who mildly oppose your speech goal
   d. none of these

4. When your audience is neutral, as opposed to apathetic or uninformed, you should ____
   a. provide them with basic information about the topic
   b. personalize the topic for them
   c. provide evidence illustrating why your position is superior to others
   d. all of these

5. Which of the following statements is accurate regarding negative emotions?
   a. You should not attempt to evoke them in your speech.
   b. People generally attempt to eliminate them as soon as possible.
   c. Appealing to them is an example of the ad hominem fallacy.
   d. Appealing to them is an example of the straw person fallacy.

6. An audience that strongly agrees with your position ____
   a. is inevitably not going to work for your speech
   b. may require you to switch opinions and take the opposite side
   c. should be asked to take action on the topic
   d. will require you to provide information to aid in understanding

7. Which of the following statements regarding positive emotions is accurate?
   a. Audience members tend to listen to and think about proposals that make them happy.
   b. Audience members tend not to be persuaded by positive emotions.
   c. Appealing to positive emotions is more effective than appealing to negative ones.
   d. Appealing to positive emotions is less effective than appealing to negative ones.

8. A decision to buy a car based on an analysis of cost, comparative features, and frequency of repair would be a decision based on ____
   a. credibility
   b. emotion
   c. logic and reason
   d. fallacies
9. The ____ is the conclusion the speaker wants the audience to agree with, and the ____ is the evidence supporting it.
   a. claim; warrant
   b. warrant; claim
   c. support; warrant
   d. claim; support

10. In a speech arguing that college tuition is far too expensive, you explain that there are high quality colleges in Canada that charge half the cost. This is an example of which kind of argument?
   a. argument from analogy
   b. arguing from causation
   c. arguing from sign
   d. none of these

11. If you support the proposition that "recycling rates have gone down on campus" by saying, "Students have been using recycling bins as trash containers," you would be ____
   a. arguing from analogy
   b. arguing from causation
   c. arguing from example
   d. arguing from sign

12. If you support the point that Colorado ski resort towns have been seeing an increase in wildlife habitat loss with the argument that "There have been increased reporting of bear and deer in the downtown area," you would be
   a. arguing from analogy
   b. arguing from causation
   c. arguing from example
   d. arguing from sign

13. If, based on a discussion with two classmates, you stated to the instructor that "Many of the students in this class would like to have a take-home final," you would be committing a fallacy of
   a. hasty generalization
   b. false cause
   c. ad hominem argument
   d. this is not a fallacy

14. If you noticed that your grades started going up after you started a protein shake regimen, and you suggested to a friend that you think protein shakes have made you smarter, you might be committing a fallacy of
   a. hasty generalization
   b. false cause
   c. ad hominem argument
   d. this is not a fallacy

15. Kara says to Sunny, "Did you hear Antonio's speech? I thought it was really good." Sunny replies, "How could you think he gave a good speech? He's such a dork! All he does is play video games. What a loser." Sunny's response is an example of ____
   a. a hasty generalization
   b. the false cause fallacy
   c. an ad hominem fallacy
   d. the straw man fallacy
16. Dorri presents two solutions to a problem as if they are the only options when there are really many choices. Dorri is engaging in the ____ fallacy.
   a. straw person
   b. comparative advantage
   c. ad hominem
   d. either/or

17. A straw man fallacy occurs when ____
   a. a speaker weakens the opposing position by misrepresenting it in some way
   b. the alleged cause fails to be related to, or to produce, the effect
   c. a claim is either not supported with evidence or is supported with only one weak example
   d. the person making the argument is attacked

18. A persuasive speech may attempt to change someone's ____
   a. attitude
   b. beliefs
   c. actions
   d. all of these

19. The motivated sequence pattern consists of all but the following steps:
   a. visualization
   b. action appeal
   c. justification
   d. satisfaction

20. Which persuasive speech pattern is used if a speaker uses explicit appeals to motivate the audience to act?
   a. comparative advantages
   b. criteria satisfaction
   c. motivated sequence
   d. problem solution

21. Which persuasive speech pattern is used if a speaker attempts to persuade you to support a gun control bill because guns are used in a high percentage of crimes, because gun control will lower the use of guns, and because this bill on gun control is better than previous bills?
   a. motivated sequence
   b. problem-solution
   c. comparative advantages
   d. criteria satisfaction

22. Which pattern of organization would likely be used to persuade audience members to buy a Ford rather than a Hyundai because of their lower costs and better options?
   a. Motivated sequence
   b. Problem-solution
   c. Comparative advantages
   d. Criteria satisfaction

23. Which organizational pattern is especially useful when the issue is not that a problem needs to be solved but whether the solution is a good one?
   a. Motivated sequence
   b. Problem-solution
   c. Comparative advantages
   d. Criteria satisfaction
24. A persuasive speech that begins with an attention step, moves on to determining a need and how the proposition meets that need, and then gives a personal application, is following which pattern of organization?
   a. Motivated sequence
   b. Problem-solution
   c. Comparative advantages
   d. Criteria satisfaction

25. Lucas knows that his audience will probably be opposed to his specific ideas as to how to address homelessness, so he gives a speech instead on the criteria he thinks are important for a solution that addresses homelessness. This pattern is an example of ____
   a. motivated sequence
   b. problem-solution
   c. comparative advantages
   d. criteria satisfaction

TRUE/FALSE

1. According to the elaboration likelihood model, the importance we attribute to an issue determines whether we use the central route or the peripheral route.

2. The peripheral route to processing is a detailed, critical analysis of an argument.

3. Reasoning that what is true in some examples is true in general is an example of arguing from example.

4. When you evoke positive emotions, your audience will more carefully consider your proposition and arguments.

5. The problem-solution pattern is explicitly designed to motivate the audience to act.