

CHAPTER 4

1. A speaker who analyzes the listeners and the occasion and adapts the speech to them is defined by your text as a(n)
2. Information such as age, race, gender, education, and religious views are part of
3. To gather formal information about audience members' attitudes, beliefs, and values, you can
4. For his informative speech assignment, Greg has chosen the World Bank as his topic. But before he develops this speech any further, he compiles a questionnaire for the audience to determine their personal knowledge, interest, and attitudes about this issue. What is the term for this technique?
5. In discovering that the audience members have similar cultural characteristics, are about the same age, and have relatively the same education level—although they don't have the same socioeconomic background—the speaker is trying to discover
6. Collecting information about an audience concerning their age range, gender, and ethnicity is part of
7. A good speaker should ethically use the information gathered in an audience analysis so that the message will be clearly understood by them. According to your text, this process is called
8. That portion of a person's background that relates to a national or religious heritage is known as
9. Audience members who place more importance on nonverbal than verbal messages from a speaker might be from _____ cultures, whereas those placing more emphasis on what was said than the nonverbal messages might be from _____ cultures.
10. As defined by your text, analyzing the audience's income, occupation, and education refers to
11. A segment of your audience that you most want to address or influence is the
12. The textbook recommends this, whether separately or with a target audience focus, when reflecting the diversity of your audience.

13. Which of the following concepts in a psychological analysis are the audience's concepts of right and wrong, good and bad?
14. A situational audience analysis includes an evaluation of
15. As a requirement for your biology class, you must attend a speech by a visiting scholar in biology. What kind of audience will you be a member of at this event?
16. As part of planning for her class speech on the Patriot Act, Brenda passed around a brief questionnaire asking whether her classmates were for or against the Act, did they think parts or the entire Act should change, etc. Was this a good idea, according to your text?
17. Brent was presenting a speech on childhood diabetes, a disease that he had suffered from for years. He decided not to mention this fact to his audience. According to your text, which statement concerning Brent's speech is more correct?
18. Savana needed room to move during her speech, but when she arrived to make her presentation, she learned that she would have to use a microphone affixed to a lectern. What was Savana's mistake?
19. When Robert asked his class, "How many of you just don't have enough time to do all the things you want to do in a day?" as his speech introductory device, almost everyone in the audience raised their hands. Robert took this audience reaction as
20. TJ is giving a speech on reasons why recycling is everyone's responsibility. During this speech, TJ notices that his audience isn't making eye contact with him, that there is a lot of restless movement, and that the audience's faces seem blank. How should TJ respond to this negative feedback?

CHAPTER 5

- 1) When you discover the listener's needs, interests, and expectations prior to selecting a topic, you are fulfilling which guideline for selecting a topic?
- 2) Is it appropriate to develop a speech topic based on something you heard on a television talk show?

- 3) When you make a list of your own interests, and just begin writing as many topics related to these as you can think of without stopping to consider them, you are using a technique known as
- 4) Emily has been asked to speak to a group of her colleagues at work about a new project, but she wonders, "What do these people already know about this project, and are they excited about it?" These questions reflect Emily's
- 5) For his graduation ceremony, when Brady decided to give his valedictory address on the topic of opposition to the rising costs of university tuition, Brady failed to
- 6) An informative speech has been assigned, so Angel starts to worry about what he can possibly present to his class. That night he takes out a blank sheet of paper and just starts writing down every possible idea for a speech topic that he can think of. What is Angel doing?
- 7) It's the end of the semester, your brain is fried, and you just can't come up with a creative topic for your persuasive speech. As a last resort, you pick up the daily newspaper and decide on a topic by looking at one of the headlines. According to your textbook, is this advisable?
- 8) Speeches that you present will be either to inform, to persuade, or to entertain. This goal for your speech is known as its
- 9) This statement is decided solely by the speaker since it depends on the behavioral change the speaker expects from the audience at the end of the speech.
- 10) During your speech you ask your audience to sign a petition increasing the student parking areas. Your general goal is
- 11) "At the end of my speech, my audience will be able to list the three different types of Reggae music," is an example of a
- 12) In a speech about the importance of establishing a daily exercise routine, Bart sums up his goal for the speech in the following statement: "At the end of my speech, the audience will initiate a daily exercise routine." You recognize this statement as a
- 13) A complete declarative sentence that summarizes your speech is known as the

- 14) Allison has written and rewritten the central idea of her speech on “Dog Care.” She finally comes up with “Dog care is very difficult.” What is the problem with this central idea?
- 15) Searching for logical divisions in a subject is a strategy for determining your
- 16) The central idea for your speech on “Use sunscreen” just will not break itself down into logical divisions. Rather than forget this topic and try to find one that divides more logically, what does your text suggest you do?
- 17) Derrick’s speech on rodeos focused on three different events. His central idea was “The modern rodeo has many interesting events including bronco busting, calf roping, and bull riding.” Derrick’s central idea could be readily broken down into main ideas based on
- 18) According to your text, a combination of your central idea and a summary of your main points is known as the
- 19) “I’m going to talk about the sport of racquetball, including the history of the game, some of the basic equipment used when playing racquetball, and some of the health benefits derived from the sport.” An audience member would recognize this as a(n)
- 20) If a speaker says, “Tonight, I’m going to discuss with you two reasons why everyone should recycle, including cost-saving benefits and the problems waste creates in the environment,” you recognize this as a(n)

CHAPTER 16

- 1) Which of the following types of speeches is designed to inform the public, strengthen alliances with them, and possibly recommend policy to those outside the work environment?
- 2) In a public relations presentation, the speaker should anticipate and prepare for criticism by
- 3) Routine summaries at meetings, reports to the board, sales pitches to clients, and training seminars for co-workers are all examples of
- 4) A brief, accurate speech where the goals are to provide information and build another speaker’s credibility is
- 5) When offering a brief salute to a special occasion or person, you are giving

- 6) Heather has been invited to speak to her daughter's fifth-grade class about her profession. Should Heather approach this presentation somewhat like she would a report? What is the best advice for Heather, in meeting this challenge?
- 7) The special-occasion speech, given at or near the beginning of a meeting or a conference, which sets the theme and tone is what kind of speech?
- 8) What two criteria are most important when making a speech of introduction?
- 9) When called upon to give an impromptu toast at a wedding,
- 10) When you make a speech placing someone's name in nomination for an office or award, what should you be sure to mention?
- 11) What should the speaker keep in mind when giving an acceptance speech?
- 12) Renton has been asked to present his colleague, Rebecca, with the "Journalist of the Year" award. What is important for him to remember to say in this speech?
- 13) On the first anniversary of Ronald Reagan's death, the Reagan family and a group of close friends gathered at the Reagan Library to talk about Ronald Reagan's life and accomplishments. Then former President George H. W. Bush gave a brief speech at the occasion. What is the textbook term for this speech?
- 14) At his best friend's wedding, Daniel gave a long toast in which he told funny stories about high school days, past romances, including broken hearts, and his first impressions of his best friend's new bride. Was this appropriate, according to your textbook advice on giving a toast?
- 15) Marianne was so blown away by the announcement that she had won an award that she felt numb on her way to accept it. When she got to the microphone, she began to ramble and then thanked everyone she could think of for voting for her and supporting her. The speech ran several minutes long and had no organization. Is this appropriate for an acceptance speech?
- 16) A renowned philanthropist and well-respected national speaker gave the commencement address at Audrey's graduation ceremony. He spoke of his concerns about rising crime rates for juveniles, of the problem of gang violence, and about crimes against women. Was this appropriate content for a commencement address?

- 17) At Donald's funeral, Patrick was asked to give the eulogy. In the eulogy, Patrick mentioned Donald's accomplishments in art, his loving devotion to his family, and how Donald got people to smile with the short stories or jokes he told—he always had people laughing. At the close of the eulogy, Patrick encouraged everyone to keep Donald in their memories and close to their heart. What guidelines did Patrick follow in preparing this eulogy?
- 18) The mistaken use of a word that sounds much like the intended word, such as "infatuation" for "inflation", is known as
- 19) You have been asked to present an after-dinner speech to a local organization; something lighthearted and funny. You're not a naturally funny person, so this request unnerves you. What should you do?
- 20) The speaker talking about recycling said, "I took a beer bottle to the recycling center, but they wouldn't take it. They said: This is the pint of no return." What humorous verbal strategy did the speaker engage in?

Essay Questions

Chapter 1

1. What three steps are recommended that you take to become audience centered?

Chapter 2

- 1) What three questions can be asked to generate main ideas for a speech?

Chapter 16

- 2) List the nine different types of ceremonial speeches.

Bonus: What are the speaker's main objectives in a eulogy?