

# SPC 3602 study guide

## Chapter 1

According to a survey of communication students, which of the following speaking skills is most important to them?

According to Aristotle's *Rhetoric*, which type of proof focuses on a speaker's credibility?

John is a pharmaceutical rep giving a presentation to a group of doctors about his company's new medication. John keeps the presentation brief and informative because he realizes that the doctors have limited time available. Which guiding principle of presentation speaking is John considering?

In a presentation, the speaker is the \_\_\_\_\_ who creates the message transmitted to an audience

Vanessa is writing a letter to a friend who has a serious illness. Vanessa's heartfelt words come easily and she writes quickly as the thoughts pour out of her. Vanessa is experiencing a positive example of \_\_\_\_\_.

Corporations often use motivational speakers to boost the mood of an audience so they can absorb information in a positive psychological \_\_\_\_\_.

\_\_\_\_\_ attribute negative traits to an entire group when, in reality, only a few people of the group possess those traits.

Which of the following skills was rated as *most important* in the survey of speaking skills conducted by the textbook's authors?

In the study of important speaking skills described in your textbook, which skill was missing from the top-ten list rated by *college students*?

In the study of important speaking described in your textbook, which skill was missing from the top-ten list rated by people who bought public speaking books in retail bookstores?

Who wrote the *Rhetoric*, a late fourth century B.C. book that established many of the public speaking strategies we use today?

Who wrote: "[T]he orator must above all things study morality, and must obtain a thorough knowledge of all that is just and honorable, without which no one can either be a good man or an able speaker."

Which classical rhetorician divided persuasive proof into logical arguments (*logos*), emotional arguments (*pathos*), and arguments based on speaker character (*ethos*)?

Presentation speaking (characteristics)

Which of the following answers is *not* one of the textbook's key elements of presentation speaking?

Applying the principle of *logistics* suggests that speakers should adapt

The encoding process refers to

Ethnocentrism is best defined as a(n)

Quintilian divided rhetorical proof into logical arguments (*logos*), emotional arguments (*pathos*), and arguments based on speaker character (*ethos*).

According to the authors of your textbook, "determining your presentation's purpose" is the first and most critical step in developing an effective presentation.

Applying the seven guiding principles of presentation speaking requires critical thinking.

Decoding is the decision-making process we use to create and send messages

Feedback is any verbal or nonverbal response from your audience that you can see or hear.

Empathy helps speakers develop cultural sensitivity

## **Chapter 2**

\_\_\_\_\_ was the only "top ten" communication skill in a student survey, but not in a survey of motivated book buyers

What percentage of the U.S. population experiences moderate to high levels of anxiety when faced with the prospect of making a presentation?

Experienced speakers realize that an effective way to build presentation confidence is to concentrate on \_\_\_\_\_ during a speech

The underlying idea behind systematic desensitization is to mentally associate \_\_\_\_\_ with speaking

The morning of a big presentation, Jacob sits at his desk and imagines walking into the room with energy, presenting his speech with assurance, and successfully concluding his presentation. Which confidence-building strategy has Jacob used?

According to a survey of professional speakers, which of the following was their top suggestion for a successful speech?

One inventive approach to overcome presentation anxiety is to

Rather than thinking, "I know I'll mess up doing my presentation," Olga has learned to substitute a more positive thought "My audience will like and value what I have to say." What method is Olga using to minimize her presentation speaking anxiety?

A relaxation technique that helps speakers reduce fears related to worrisome and nonproductive thoughts is known as

What attitude is best for anxious speakers when they try to apply recommended speaking rules?

Speaking anxiety always impairs your ability to make effective presentations

Speakers should not use relaxation techniques immediately before their presentations.

Discussing your speaking fears with the audience is a better approach to reducing anxiety than sharing fears with an instructor or friends.

Most speakers are more nervous right before making a presentation than they are in the middle of a presentation

In order to reduce your level of presentation anxiety, concentrate on yourself how you sound and look rather than on the audience and your message.

### **Chapter 3**

Which type of listening answers the question: "Do I hear and see accurately?"

Audience members need analytical listening skills to judge the \_\_\_\_\_ of an argument, as well as factors that separate credible sources from biased ones.

\_\_\_\_\_ is the speed (words per minute) at which most people can think, compared to the speed at which they can speak.

\_\_\_\_\_ is the kind of thinking used to analyze what we read, see, or hear in order to arrive at a justified conclusion or decision.

The Toulmin Model of an Argument maintains that a complete argument requires all of the following components EXCEPT \_\_\_\_\_.

According to Toulman's Model, which of the following critical thinking questions addresses reservation?

A speaker who is comfortable critiquing ideas based on standards or criteria is operating at which level of Bloom's hierarchy of thinking?

While listening to a presentation, Amy asks several questions, such as "Was the reasoning logical?" and "Was the purpose appropriate for this audience?" Amy is using which type of listening?

The speed (words per minute) at which most people can think is called

In presentation speaking, critical thinking is entrusted to  
In persuasive presentations, claims supported by evidence and reasons for accepting them are known as

"Bloom's Taxonomy" or "Levels of Thinking" include

Most people talk at a rate of 125 to 150 words per minute.

Cultural differences do not influence the way in which audience members listen and respond to a presentation

According to the Toulmin Model of an Argument, adding qualifiers to an argument may help persuade a well-informed, skeptical audience.

## **Chapter 4**

The subject of a presentation may be compelling and the speaker may be charismatic, but without \_\_\_\_\_, the presentation may fail.

Speakers should use their \_\_\_\_\_ to identify the outcome they want to achieve.

Writing a \_\_\_\_\_ that clearly specifies the goal of your presentation will help make your purpose specific, achievable, and relevant.

Brandon changed his purpose statement from "You should learn the inner workings of your computer" to "You'll be amazed by the memory capacities of new computers." How did Brandon improve the purpose statement of his presentation?

Which of the following statements would qualify as a persuasive presentation?

When developing a topic for a presentation, ask yourself: "If I only have time to tell them \_\_\_\_\_ about my topic, what would I choose?"

Which of the following topics is considered a broad, general topic that should be narrowed to create an effective presentation?

When determining the purpose of your presentation, you should ask the following question:

Which statement illustrates the private purpose of a presentation?

Which of the following verbs is *not* appropriate for describing an informative presentation?

An informative presentation is designed to

In college classrooms, speaking situations are just like those that occur outside the classroom

A purpose statement should be large in scope and broadly worded

## **Chapter 5**

Characteristics such as age, occupation, marital status, and income level are identified as \_\_\_\_\_ demographics

\_\_\_\_\_ audience members prefer predictable, clear instructions that conform to their existing beliefs and values.

An audience's \_\_\_\_\_ are often what motivate people to hear a presentation

Debra often talks about class material with other students as a way of reviewing what she has just learned. Debra has a(n) \_\_\_\_\_ learning style.

\_\_\_\_\_ is the process of modifying a presentation based on what you know about your audience's demographics, motivations, knowledge, interests, attitudes, and learning styles.

If you are not sure how to adapt to an audience during a presentation, return to your \_\_\_\_\_.

Which of the following goals represents the purpose of audience analysis?

If you were preparing a presentation comparing the Vietnam War to the War in Iraq, which of the following factors would be most important when analyzing your audience?

Audience demographics characteristics include

The cultural dimension defined as a preference for independence or interdependence is

In general, which countries are classified as the most collectivist?

Listeners who learn by doing usually process information using a \_\_\_\_\_ learning style.

What kind of survey question is "Please explain why"?

If you were making a presentation comparing two advanced computer systems, which of the following questions would be most important when analyzing your audience?

If audience feedback suggests you are not getting through to your audience, you should consider

Once you determine your presentation's purpose, developing the message content is the next step

The *general* demographic characteristics of an audience include race, gender, hobbies, career goals, and marital status.

High power distance speakers may be very direct, give explicit directions, and expect compliance from audience members.

High uncertainty audience members may take suggestions but also may feel independent of and be willing to challenge the speaker.

All audiences have similar human values.

Close-ended questions force audience members to choose an answer from a limited list of options.

## **Chapter 6**

\_\_\_\_\_ relates to a speaker's perceived honesty and trustworthiness.

The only prerequisite to show an audience you care is to \_\_\_\_\_.

If a speaker decides to give an emotional performance, those emotions are appropriate as long as they are \_\_\_\_\_.

Ethical audiences focus on the speaker's \_\_\_\_\_, as opposed to irrelevant information or distractions

A speaker's character is also referred to as

The three *major* components of speaker credibility are

Which component of speaker credibility is viewed as the most important?

Which one of the following traits characterizes a speaker's charisma?

The more credibility a speaker earns, the more likely the presentation's purpose will be achieved.

A good speaker has the ethical responsibility to weigh what an audience wants to hear against what is truthful, fair, and beneficial.

No matter how well-prepared and ethical you are, it is your audience's opinion that determines your credibility and the success of your presentation.