

SPC 3602 Test 3 Study Guide

Chapter 14

Which presentation aid is primarily used to demonstrate comparisons?

Visual explanations of how the various branches of the U.S. government link to one another are usually shown in _____.

An important design tip for visuals is to keep color schemes _____.

As a general rule, you should display a chart or slide for the length of time it would take an average reader to read it _____.

Seductive details are elements in a presentation that attract the audience's attention, but do not support the writer's or speaker's _____.

Kelly is giving a presentation on the genetic causes of diabetes. Which presentation aid would be most appropriate for her purpose?

Which visual aid works best for small, informal presentations?

As a general rule, you should display a chart or slide for the length of time it would take an average reader to read it _____.

Research conducted at the University of Minnesota showed that presenters who used computer-generated Presentation aids effectively were (percentage)

As you consider the benefits and functions of presentation aids, keep in mind the most basic principle of all:

When using a pie chart, try not to use more than _____ components or pieces

In general, well-designed presentation aids can enhance comprehension when you

Which presentation aids show "how things work?"

Which presentation aid is best for representing countable things like the number of employees in a company over a period of five years or the growth in sales of a specific product?

According to your textbook, when graphs aren't specific enough and verbal descriptions are too cumbersome, _____ offer elegant solutions for showing exact numeric values.

_____ translate data into spatial patterns.

Ripple wants to show the college's Student Finance Board that her campus club receives less funding than other clubs with smaller memberships. What type of presentation aid would best meet Ripple's needs?

Ripple wants to explain how her campus club wants to set up its new meeting space with small study rooms, an office, and a communal social area. What type of presentation aid would best meet Ripple's needs?

Edward Tufte, the writer of several outstanding books on graphic design, calls PowerPoint "evil" because it can

When creating slides as presentation aids, it's a good idea to follow the (rule)

Which of the following typefaces is most appropriate for the majority of presentation slides?

All of the following steps can help you create a useful storyboard for organizing your presentation aids, EXCEPT:

Chapter 15

What is the most important difference between informative and persuasive presentations?

_____ presentations answer questions such as "Why?" or "What does that mean?"

Rowan's strategies for reporting new information include all of the following EXCEPT _____.

When informing an audience about a(n) _____, you should focus your presentation on the personal characteristics and achievements that match your purpose.

If you're trying to clarify a difficult term in an explanatory presentation, what is the first step Rowan recommends?

The final step for overcoming confusion and misinformation in an informative presentation is to _____.

According to psychologists, most audience members can absorb how much information during one sitting?

Informative presentations are designed to

All of the following statements about informative presentations are true EXCEPT:

If the purpose of your informative presentation is to help audience members resolve interpersonal problems with family members and friends, your value step should focus on

A motivational tool that explains why your informative presentation is important to your audience is referred to as a

An informative presentation about how to prepare a good resume would fall into which subtype of informative presentation?

According to Katherine Rowan's theory about informative communication, which of the following purposes is more informative than explanatory?

_____ communication focuses on deepening audience understanding of a difficult, complex, or confusing phenomenon.

All of the following informative speaking strategies would be effective when clarifying a difficult term EXCEPT:

Which type of explanatory communication may require elements of persuasion to achieve its purpose?

Which of the following answers best represents a value step for an informative presentation on fire ants?

What is the best order for using the strategies for overcoming confusions and misunderstanding in an informative presentation?

An informative presentation on "How to treat minor burns effectively" is an example of informing an audience about

Which of the following strategies is recommended in your textbook for overcoming confusion and misinformation?

When preparing an informative presentation, your textbook suggests that you should focus on _____ sensory image(s).

Informative presentations are the most common type of presentation speaking

Many informative presentations contain some element of persuasion.

Informative presentations can provide new information, clarify difficult terms, explain complex concepts and processes, and overcome misunderstanding and confusion.

Katherine Rowan's Theory of Informative Communication describes two types of informative messages *informatory* and *explanatory*.

Chapter 16

Which type of audience is more easily persuaded by relying on clear and convincing information?

Why are adamantly neutral audiences so difficult to persuade?

How do speakers use their ethos as personal proof?

Beliefs such as: "The quality of an item correlates with its price" and "Confident speakers know what they're talking about," are examples of _____.

Social Judgment Theory demonstrates that even if audience members hold similar attitudes about an issue, their level of agreement about the issue may differ. Speakers must take these different levels of agreement into account when trying to _____.

Unlike a single, one-shot advertisement, a _____ relies on a series of repeated persuasive messages.

When effectively marketing an item such as a new car, you're not selling the product's features, you're selling the product's _____.

When using a source with very high credibility, you should mention the source _____ presenting the evidence.

When listening to a persuasive presentation, audience members may

According to your textbook, all of the following strategies can help persuade an audience that already agrees with you EXCEPT:

If audience members strongly disagree with you, use all of the following persuasive strategies EXCEPT:

When an audience strongly disagrees with you, you should

Audiences may be undecided because

Which of the following persuasive strategies is recommended for dealing with an audience that seems unconcerned about the issue you are addressing?

Which of the following persuasive strategies is recommended for adapting to an audience that cares about the topic but is having difficulty taking a position?

Which of the following persuasive strategies is recommended for adapting to an audience that disagrees with you?

What kind of logic process is being used in the following argument: "Our company's error rate is increasing monthly. Our competitors have new quality-control programs. Our customer complaints about shoddy products are up. Clearly, we need to develop a quality-control program."

According to research cited in your textbook, the three primary dimensions of ethos are

All of the following outcomes are major advantages of taking the central route to persuasion EXCEPT:

All of the following statements are examples of heuristic arguments EXCEPT:

In persuasive speaking, Social Judgment Theory teaches the speaker that

You can apply Social Judgment Theory to persuasion by

Psychological Reactance Theory suggests all of the following strategies as a way of avoiding a negative reaction to your persuasion presentation EXCEPT:

When charities are raising funds, you often see or hear detailed descriptions of needy families, ill children, starving animals, hurricane-damaged communities, and war-torn countries. What marketing strategy is used in such messages?

Which of Maslow's Hierarchy of Needs is captured in the U.S. Army slogan, *Be all you can be* ?

When people show signs of wanting to be liked and appreciated, they are expressing their need for

Evidence is most persuasive when it is

"According to *The National Enquirer* , a UFO was seen by thousands of people at the Super Bowl last year." Why might this evidence fail to persuade an audience?

There is no point in trying to persuade an audience that already agrees with you.

Finding common ground in persuasive presentations is one of the best ways to get an audience to listen.

Chapter 17

On which key element of presentation speaking do you focus by asking yourself, "What is one thing about the speaker that is especially interesting?"

Which of the following is the most effective way to obtain information about a presenter?

A toast should not be used for _____.

People who can afford and benefit from a product or service you are selling are called _____.

Dana hears a good joke and decides to include it in her presentation. However, the joke has nothing to do with her topic and purpose. Which humor mistake did Dana make?

Which of the following is a useful technique when answering a difficult question?

Grace has been asked to give an impromptu speech. In the few seconds before she begins speaking, she _____ by telling an interesting personal story that fits the purpose of her presentation.

Special presentations include all of the following EXCEPT:

Introducing a presenter begins with all of the following EXCEPT:

When introducing a speaker

The term *toast* comes from

Toasts should be

An *audience* question about preparing and delivering a eulogy asks

A sales presentation

Which step is not included in "Monroe's Motivated Sequence?"