

1. Which of the following topics would be *most* appropriate for the comparison-and-contrast method?

- ☐ A. The platforms of two opposing candidates
- ☐ B. The physical characteristics of a new movie star
- ☐ C. Application of a new cleaning device
- ☐ D. The events that led to the Civil War

2. A candidate for mayor wants to demonstrate a powerful style in her speech. One thing she can do is to

- ☐ A. use personal pronouns.
- ☐ B. avoid using too many intensifiers.
- ☐ C. create immediacy.
- ☐ D. ask questions of the audience.

3. Which of the following informational topics would be *most* efficiently organized using the temporal pattern?

- ☐ A. The backpacking guide to the National Parks
- ☐ B. The richest woman in the world
- ☐ C. The amazing structure of the brain
- ☐ D. The strategic moves taken during the Cuban Missile Crisis

4. Which organizational pattern is good to use if you want to correct misconceptions people have about a topic?

- ☐ A. Fiction and fact
- ☐ B. Multiple definition
- ☐ C. Pro and con
- ☐ D. Claim and proof

5. Which of the following speakers should use internal summaries in structuring the presentation?

- ☐ A. She has a humorous speech that's quite brief.
- ☐ B. He needs to recap major subdivisions in a long and complex speech.
- ☐ C. She would like to suggest what will be coming later.
- ☐ D. He wants to trace a map or route using a spatial format.

6. Which of the following is a type of speech that requires thorough preparation of the main ideas and their order?

- ☐ A. Manuscript speech
- ☐ B. Impromptu speech
- ☐ C. Informative speech
- ☐ D. Extemporaneous speech

7. What's one thing that speakers should *never* do in a farewell speech?

- ☐ A. Impart words of wisdom or lessons learned to those who remain
- ☐ B. Mention their own achievements
- ☐ C. Share critical evaluations or negative memories of the organization
- ☐ D. State their reasons for leaving and plans for the future

8. Alliteration, synecdoche, and oxymorons are _____ used to create audience attention and memory.

- ☐ A. signposts
- ☐ B. high-context cultures
- ☐ C. metaphors
- ☐ D. figures of speech

9. An American diplomat will be addressing a group of political and business leaders during her trip to Japan. In considering context, she should be careful to *avoid*

- ☐ A. being too obvious and direct in stating the case.
- ☐ B. presenting evidence and only implying a related point.
- ☐ C. relying on vague expressions or symbolic language.
- ☐ D. bringing up examples or illustrations to come to a conclusion.

10. An economist signals where he is going in his presentation on the national debt when he says, "Let me define the problem," and later, "So what is the solution?" He is using _____ transitions.

- ☐ A. preview
- ☐ B. connective
- ☐ C. signpost
- ☐ D. review

11. A lecturer is concerned that the people attending her upcoming presentation will have very different opinions from hers. What can she use to persuade a group like this?

- ☐ A. Anecdotal evidence
- ☐ B. Contradictory signs
- ☐ C. Negative social proof
- ☐ D. Selective exposure

12. The governor opposes the installation of wind turbines as a new energy source in his state because "we have never done anything like this before." What's he using to make his point?

- ☐ A. Anecdotal evidence
- ☐ B. Appeal to tradition
- ☐ C. Transfer
- ☐ D. Testimonial

13. A surgeon's presentation to first-year medical students has a low level of abstraction. This means that her talk is

- ☐ A. specific and concrete.
- ☐ B. complex and philosophical.
- ☐ C. illogical and confusing.
- ☐ D. rambling and long-winded.

14. A seasoned speaker has decided he is most comfortable using extemporaneous delivery. The main reason is because using this method can be thought of as taking part in a kind of

- ☐ A. rehearsed theater.
- ☐ B. formal recitation.
- ☐ C. spontaneous commentary.
- ☐ D. enlarged conversation.

15. The best friend of the bride will be giving a toast at the wedding reception. One common pitfall that she should avoid is

- ☐ A. focus on the couple.
- ☐ B. tell an inside joke.
- ☐ C. be too brief.
- ☐ D. raise her glass.

16. A classmate needs advice about using notes during his first speech. You can remind him that the text suggests

- ☐ A. hiding any notes that must be used during the delivery.
- ☐ B. reading directly from notes for statistics or quotations only.
- ☐ C. bringing the entire speech outline for reference.
- ☐ D. avoiding the use of index cards.

17. "A project is a vehicle for change" is an example of a/an

- ☐ A. analogy.
- ☐ B. oxymoron.
- ☐ C. metaphor.
- ☐ D. simile.

18. When someone gives a persuasive speech hoping to move listeners in one direction but actually shifts listeners in the opposite direction, this is called a

- ☐ A. negative persuasion.
- ☐ B. persuasion continuum.
- ☐ C. selective exposure.
- ☐ D. positive persuasion.

19. A term or phrase combining two normally opposite qualities is a/an

- ☐ A. analogy.
- ☐ B. metaphor.
- ☐ C. simile.
- ☐ D. oxymoron.

20. Arguments that focus on facts and evidence rather than emotions use _____ to convince an audience.

- ☐ A. irrational thought
- ☐ B. appeals to tradition
- ☐ C. logical proof
- ☐ D. testimonial