

**TEST BANK**



SECOND EDITION

*A Concise*  
**PUBLIC  
SPEAKING**  
HANDBOOK

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# Chapter 1 Speaking in Public

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- 1) A form of communication which has much in common with modern public speaking is  
A) conversation.            B) lecturing.            C) revising.            D) declamation.

Answer: A

Page Ref: 2

Topic: Public speaking and conversation

Skill: Application Question

- 2) Translating ideas and images in the speaker's mind into verbal or nonverbal messages that an audience can understand is termed  
A) listening.            B) feedback.            C) encoding.            D) decoding.

Answer: C

Page Ref: 4

Topic: Communication as action, source

Skill: Definition Question

- 3) When an audience member translates the speaker's verbal and nonverbal messages into information and ideas, this process is known as  
A) receiving.            B) hearing.            C) decoding.            D) believing.

Answer: C

Page Ref: 5

Topic: Communication as action, receiver

Skill: Definition Question

- 4) In the communication process, what is the term for something that interferes with the communication process?

- A) channel confusion            B) decoding  
C) noise            D) encoding

Answer: C

Page Ref: 5

Topic: Communication as action, noise

Skill: Definition Question

- 5) When a speaker watches and listens for audience response and adapts the delivered message to that response, the speaker is reacting to audience  
A) noise.            B) language.            C) feedback.            D) context.

Answer: C

Page Ref: 5

Topic: Communication as interaction, feedback

Skill: Definition Question

- 6) What is affected by a speaker's posture and gestures?

- A) visual communication channel            B) auditory communication channel  
C) internal noise            D) audience feedback

Answer: A

Page Ref: 5

Topic: Communication as action, message

Skill: Example Question

- 7) The environment or situation in which a speech occurs is termed
- A) a channel.
  - B) feedback.
  - C) context.
  - D) communication.

Answer: C

Page Ref: 6

Topic: Communication as interaction, context

Skill: Description Question

- 8) The nineteenth-century practice of delivering famous speeches from history, instead of writing one's own speeches, is
- A) formulation.
  - B) declamation.
  - C) lecturing.
  - D) public address.

Answer: B

Page Ref: 7

Topic: The rich heritage of public speaking

Skill: Definition Question

- 9) One of the ways that public speaking and conversation are different is that public speaking is
- A) unplanned.
  - B) more formal.
  - C) too boring.
  - D) more casual.

Answer: B

Page Ref: 3

Topic: Public speaking and conversation

Skill: Description Question

- 10) Noise in the communication process
- A) can be external or internal.
  - B) provides a channel.
  - C) is the source of a message
  - D) encodes the ideas.

Answer: A

Page Ref: 5

Topic: Communication as action, noise

Skill: Description Question

- 11) What a public speaker says and how she or he says it is referred to as
- A) the effect of the message on the audience.
  - B) the message itself.
  - C) the listener or receiver of the message.
  - D) the channel by which the speech is delivered.

Answer: B

Page Ref: 4

Topic: Communication as action, message

Skill: Description Question

- 12) A speaker transmits a message through two channels
- A) auditory and eye contact.
  - B) visual and auditory.
  - C) visual and nonverbal.
  - D) voice and inflection.

Answer: B

Page Ref: 5

Topic: Communication as interaction, context

Skill: Description Question

- 13) In this, the twenty-first century of a new era in speechmaking,
- A) we know that the delivery of the message is paramount.
  - B) we know that the First Amendment is no longer necessary.
  - C) we know that planning a speech for a generic audience is best.
  - D) we know that understanding different cultures is necessary.

Answer: D

Page Ref: 7

Topic: *Public speaking and diversity*

Skill: *Description Question*

- 14) The fact that most speeches are planned and rehearsed well in advance of delivery illustrates which of the following?
- A) the difference between public speaking and everyday conversation
  - B) the informality that public speaking and conversation have in common
  - C) the clearly-defined roles of speaker and audience member
  - D) the unnecessary work that is often required of students

Answer: A

Page Ref: 3

Topic: *Public speaking and conversation*

Skill: *Example Question*

- 15) The sending and receiving of messages during a speech is
- A) concurrent between speaker and audience.
  - B) first done by the speaker, then later by the audience.
  - C) done only by the speaker.
  - D) done only by the audience.

Answer: A

Page Ref: 6

Topic: *Communication as interaction, context*

Skill: *Example Question*

- 16) In a speech about the rules of cricket, the speaker uses jargon that you don't understand. What are you experiencing?
- A) problems with feedback
  - B) problems with decoding
  - C) problems with encoding
  - D) problems with the channel

Answer: B

Page Ref: 5

Topic: *Communication as action, receiver*

Skill: *Example Question*

- 17) Head nods, murmurings, facial expressions, and eye contact from audience members are all forms of
- A) feedback.
  - B) misinterpretation.
  - C) external noise.
  - D) internal noise.

Answer: A

Page Ref: 5-6

Topic: *Communication as interaction, feedback*

Skill: *Example Question*

- 18) Turn of the nineteenth century speakers who expressed their emotions through prescribed dramatic postures, movements, gestures, facial expressions, and tones of voice were known as
- A) pontificators.                      B) oracles.                      C) preachers.                      D) elocutionists.

Answer: D

Page Ref: 7

Topic: *The rich heritage of public speaking*

Skill: *Definition Question*

- 19) The rhetoric of diversity refers to a speaker
- A) considering how one can use a variety of support.  
B) considering such factors as education and experience.  
C) considering such factors as culture, ethnicity, and gender.  
D) considering how a setting can effect the message.

Answer: C

Page Ref: 7

Topic: *Public speaking and diversity*

Skill: *Definition Question*

- 20) Rachel is called on to speak in front of her Theories of Education class. She has gained confidence and competence in her public speaking class, a term that your text calls
- A) employment.                      B) ethnicity.  
C) effectiveness.                      D) empowerment.

Answer: D

Page Ref: 2

Topic: *Empowerment*

Skill: *Application Question*

- 21) During her speech to a student group about the importance of voter registration, Celine spoke very casually, sat on the table in the front of the room, and was dressed in shorts and an old t-shirt. Which of the following statements best describes this situation?
- A) Celine adapted to her audience well by making her speech an informal event.  
B) Celine did nothing wrong by taking a casual approach to a casual topic.  
C) Celine violated several ethical principles about public speaking.  
D) Celine ignored the rule that public speaking is more formal than conversation.

Answer: D

Page Ref: 4

Topic: *Public speaking and conversation*

Skill: *Application Question*

- 22) Dave has signed up to be last in the speaking order because his twenty-first birthday was the day before and he just had to celebrate. He feels so bad that he doesn't even realize it's time for him to speak until the teacher calls his name...twice. What is Dave experiencing?
- A) internal noise                      B) an encoding-decoding breakdown  
C) external noise                      D) poor channel selection

Answer: A

Page Ref: 5

Topic: *Communication as action, noise*

Skill: *Application Question*

23) Colin had researched, outlined, and practiced his speech carefully, but on the day he was to give the speech, his girlfriend broke up with him. He found it impossible to keep his mind on his speech or his audience and continually lost his place. What public speaking term best describes this situation?

- A) psychological noise
- B) speaker anxiety
- C) auditory channel deficiency
- D) physiological noise

Answer: A

Page Ref: 5

Topic: *Communication as action, noise*

Skill: *Application Question*

24) The speaker spoke so softly that audience members were straining to hear. They tried signaling the speaker by cupping their ears and giving a "thumbs up" sign so as to encourage the speaker to increase the volume. Finally, someone from the back of the room shouted "Louder please." Which of the following statements best describes this situation?

- A) The speaker had decoding difficulties, while the audience had encoding difficulties.
- B) The speaker ignored important audience feedback.
- C) The source-receiver transaction experienced internal noise.
- D) The speaker ignored the context for the communication event.

Answer: B

Page Ref: 5-6

Topic: *Communication as interaction, feedback*

Skill: *Application Question*

25) Alice knew that her speech was good. It was an interesting recounting of a classical music performance that her fellow orchestra members had enjoyed. But when delivering the same speech to her public speaking class, she noticed that the audience seemed bored and inattentive. What is the problem?

- A) A speech must be adapted to your specific audience.
- B) A speech must always include a visual aid.
- C) A speech must be delivered properly to be interesting.
- D) A speech on music is almost always boring.

Answer: A

Page Ref: 6

Topic: *Communication as interaction, context*

Skill: *Application Question*

26) George just transferred to a university in southern California. In his speech class, he gave an introductory speech that had a great deal of humor. He thought if he made jokes about his Texas hometown and the university he had transferred from, the audience would like him. But the audience didn't laugh at his humor or appreciate his speech. Which of the following statements best applies to this situation?

- A) George didn't adapt his speech according to the cultural and regional diversity of his audience.
- B) George should have known that humor only works when a professional uses it.
- C) George didn't do anything wrong; the audience was just uninformed and uneducated.
- D) George should have known that most audiences don't appreciate humor in a speech.

Answer: A

Page Ref: 7

Topic: *Public speaking and diversity*

Skill: *Application Question*

- 27) The ability to speak with competence and confidence will provide empowerment.  
Answer: TRUE  
Page Ref: 3  
Topic: Empowerment  
Skill: Example Question
- 28) Slang expressions are perfectly appropriate for most types of public speaking.  
Answer: FALSE  
Page Ref: 3  
Topic: Public speaking and conversation  
Skill: Description Question
- 29) Public speaking skills can make you more confident, but they have no affect on your long-term employment success.  
Answer: FALSE  
Page Ref: 2  
Topic: Empowerment  
Skill: Application Question
- 30) Public speaking, unlike ordinary conversation, requires you to focus and verbalize your thoughts.  
Answer: FALSE  
Page Ref: 3  
Topic: Public speaking and conversation  
Skill: Description Question
- 31) Public speaking is more planned and formal than conversation.  
Answer: TRUE  
Page Ref: 3  
Topic: Public speaking and conversation  
Skill: Description Question
- 32) It is an audience member's responsibility to properly encode a speaker's remarks.  
Answer: FALSE  
Page Ref: 4  
Topic: The communication process  
Skill: Description Question
- 33) A receiver's perception of a message is dependent on his or her past experiences, attitudes, beliefs, and values.  
Answer: TRUE  
Page Ref: 5  
Topic: Communication as action, receiver  
Skill: Example Question
- 34) Since effective public speaking skills are universal, a good speech will be viewed positively anywhere in the world.  
Answer: FALSE  
Page Ref: 7  
Topic: Public speaking and diversity  
Skill: Application Question

35) One aspect that makes public speaking and conversation different is that public speaking is more formal than conversation. Briefly explain what is meant by this aspect.

*Page Ref: 3*

*Topic: Public speaking and conversation*

*Skill: Description Question*

36) Explain how encoding and decoding operate in the public speaking context.

*Page Ref: 4-5*

*Topic: The communication process*

*Skill: Description Question*

37) Internal and external noise can interfere with the transmission of a message. Briefly define these two terms and offer an example of each.

*Page Ref: 5*

*Topic: Communication as action, noise*

*Skill: Definition Question*

38) What is the importance of sensing and adapting to audience feedback?

*Page Ref: 5*

*Topic: Communication as interaction, feedback*

*Skill: Description Question*

39) Discuss the rich heritage of public speaking beginning with the Greeks to the present. Give specific examples of the differences in presentation style for each era.

*Page Ref: 7*

*Topic: The rich heritage of public speaking*

*Skill: Description Question*

40) Discuss the impact of gender, cultural, and ethnic audience diversity on a speaker's (a) speech preparation process and (b) speech performance.

*Page Ref: 7*

*Topic: Public speaking and diversity*

*Skill: Description Question*

41) List and discuss the components of the visual channel of communication.

*Page Ref: 5*

*Topic: Communication as action, message*

*Skill: Example Question*



## Chapter 2 The Audience-Centered Speechmaking Process

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- 1) Being an audience-centered public speaker
- A) influences every step of the speech making process.
  - B) does not require that the culture of the audience be considered.
  - C) is an option to consider for some speeches.
  - D) sometimes influences the topics you choose.

Answer: A

Page Ref: 9

Topic: Consider your audience

Skill: Definition Question

- 2) The three types of general speech purposes are
- A) to entertain, to introduce, and to inform.
  - B) to entertain, to inform, and to persuade.
  - C) to persuade, to convince, and to move to action.
  - D) to inform, to demonstrate, and to persuade.

Answer: B

Page Ref: 11

Topic: Determine your purpose

Skill: Definition Question

- 3) A speech that is designed to teach, define, illustrate, clarify, or elaborate on a topic reflects
- A) an explanatory speech purpose.
  - B) an entertainment speech purpose.
  - C) a persuasive speech purpose.
  - D) an informative speech purpose.

Answer: D

Page Ref: 11

Topic: Determine your purpose

Skill: Definition Question

- 4) What aspect of speech preparation contains the summary of your message?
- A) the specific-purpose statement
  - B) the central idea
  - C) the general-purpose statement
  - D) the supporting material

Answer: B

Page Ref: 12

Topic: Develop your central idea

Skill: Definition Question

- 5) The three major divisions of a speech are
- A) the introduction, the body, and the conclusion.
  - B) the introduction, the preview, and the main points.
  - C) the introduction, the body, and transitions.
  - D) the introduction, the conclusion, and the delivery.

Answer: A

Page Ref: 14-15

Topic: Organize your speech

Skill: Definition Question

- 6) The purpose of an introduction is
- A) to make the audience laugh.
  - B) to tell what all of your sources are.
  - C) to move your audience to action.
  - D) to get the audience's attention and interest.

Answer: D

Page Ref: 14

Topic: *Deliver your speech*

Skill: *Definition Question*

- 7) From topic selection to outlining, what should be the central focus in speech preparation?
- A) the occasion
  - B) the speaker
  - C) delivery
  - D) the audience

Answer: D

Page Ref: 9

Topic: *Consider your audience*

Skill: *Description Question*

- 8) To which type of general speech purpose do the terms defining, clarifying, illustrating, and elaborating refer?
- A) to entertain
  - B) to inspire
  - C) to persuade
  - D) to inform

Answer: D

Page Ref: 11

Topic: *Determine your purpose*

Skill: *Description Question*

- 9) The specific purpose is
- A) a statement of what your audience should be able to do after your speech.
  - B) a one-sentence summary of the main ideas in a speech.
  - C) the opening statement of a well planned speech.
  - D) a preview statement, which should be read aloud in the speech introduction.

Answer: A

Page Ref: 11

Topic: *Determine your purpose*

Skill: *Description Question*

- 10) A complete outline of your speech is necessary
- A) so that you will have something to speak from during your presentation.
  - B) to be certain that every word of your speech is written out.
  - C) so that your teacher has something to follow during your speech.
  - D) to ensure a definite, logical organization of supporting material.

Answer: D

Page Ref: 15

Topic: *Organize your speech*

Skill: *Description Question*

- 11) What does your textbook say is the best way to rehearse a speech?
- A) aloud, but seated and with your eyes closed so as to reduce anxiety
  - B) in your head rather than aloud, to maximize your spontaneity when you give the speech
  - C) aloud, standing just as you will when you deliver the speech to your audience
  - D) alone, in a room in which you are most comfortable

Answer: C

Page Ref: 15

Topic: Rehearse your speech

Skill: Description Question

- 12) In a speech about voting trends, Michael cited recent statistics, but made no attempt to appeal to the audience's sense of patriotism or to encourage them to vote more regularly. What's Michael's general purpose in this speech?
- A) to persuade
  - B) to inform
  - C) to motivate
  - D) to entertain

Answer: B

Page Ref: 11

Topic: Determine your purpose

Skill: Example Question

- 13) In her speech about poor voter turnout, Mollie challenges her audience to register and to actually go out and vote at the next election. The purpose of her speech was to
- A) persuade.
  - B) inform.
  - C) entertain.
  - D) inspire.

Answer: A

Page Ref: 11

Topic: Determine your purpose

Skill: Example Question

- 14) In your speech about American government, you simply subdivide your central idea into the three branches of government. How are you subdividing your central idea?
- A) using a "development over time" system of dividing points
  - B) finding logical divisions in your central idea
  - C) supporting your central idea with a series of steps
  - D) thinking of several reasons why your central idea is true

Answer: B

Page Ref: 12

Topic: Generate the main ideas

Skill: Example Question

- 15) Travis presented a speech that consisted of a long list of statistics on auto sales in the United States. What technique should he have used to clarify and add interest to these statistics?
- A) Put the statistics on an overhead transparency.
  - B) Compare the statistics to something the audience knows.
  - C) Repeat the statistics at least twice.
  - D) Make each statistics a main idea of the speech.

Answer: B

Page Ref: 13

Topic: Gather verbal and visual supporting material

Skill: Example Question

- 16) Wanda, who is engaged, was excited about her informative speech because she liked her topic: planning a wedding. However, during the speech, the audience seemed distracted and disinterested. Given this information about the situation, what was Wanda's mistake?
- A) She didn't have enough research and statistics in the speech to make it interesting.
  - B) She was speaker-centered rather than audience-centered in her topic selection.
  - C) She confused the roles of speaker and listener.
  - D) She violated several ethical principles of public speaking.

Answer: B

Page Ref: 10

Topic: Consider your audience

Skill: Application Question

- 17) Sam presented an informative speech on hurricanes. He described the origins of earthquakes, how they develop, which areas of the earth are prone to hurricanes, how hurricanes are rated, the damage they do, and what to do when one hits. The speech was dry and the audience was bored. From this description, what was Sam's mistake?
- A) poor topic selection
  - B) lack of appropriate research
  - C) failing to narrow his topic
  - D) incoherent organization

Answer: C

Page Ref: 10

Topic: Select your topic

Skill: Application Question

- 18) Shantal had a speech to prepare. She selected a topic, did her research, and sat down to draft the speech. She wrote out the introduction first, then wrote a version of the intro that she would use as a conclusion. Then she outlined the main points of the body of the speech. Is this a "textbook" way to organize a speech?
- A) Yes; your text says to draft an introduction first, since it's the first thing you'll say in the speech; then draft the body, then the conclusion.
  - B) No; your text suggests to draft the conclusion first, then the intro, then the body, because conclusions usually don't get enough attention if you work on them last.
  - C) No; your text suggests to start with the body of the speech first, then go back and draft the intro.
  - D) Yes; your text does not suggest any particular order for drafting the three sections of a speech.

Answer: C

Page Ref: 15

Topic: Organize your speech

Skill: Application Question

- 19) Jason had thoroughly researched his speech on the art of tattooing. He had many different types of supporting material; the speech was well organized. He was certain that this was a great speech. In the library, right before the speech, he printed out his complete outline. When presenting his speech to the class, he had to read from his outline and became nervous and anxious. Which of the following statements best pertains to this situation?
- A) Jason forgot to visualize success, which would have helped reduce his nervousness.
  - B) Jason forgot to organize his speech in a way that made sense to his audience.
  - C) Jason procrastinated and didn't have time to rehearse his speech aloud and on his feet.
  - D) Jason's mistake was that he didn't have enough good supporting material.

Answer: C

Page Ref: 15

Topic: Rehearse your speech

Skill: Application Question

- 20) Being audience-centered begins even before you speak.

Answer: TRUE

Page Ref: 9

Topic: Consider your audience

Skill: Application Question

- 21) Sensitivity to the audience response during the speech can enable the speaker to make on-the-spot adjustments.

Answer: FALSE

Page Ref: 9

Topic: Consider your audience

Skill: Application Question

- 22) A specific-purpose statement is a statement of your major ideas.

Answer: FALSE

Page Ref: 11

Topic: Determine your purpose

Skill: Definition Question

- 23) The central idea is a one-sentence summary of the main ideas in a speech.

Answer: TRUE

Page Ref: 12

Topic: Develop your central idea

Skill: Definition Question

- 24) Concrete supporting material is more interesting to most people than abstract ideas.

Answer: TRUE

Page Ref: 13

Topic: Gather verbal and visual supporting material

Skill: Application Question

- 25) Introductions and conclusions should be prepared before you have organized the body of your speech.

Answer: FALSE

Page Ref: 15

Topic: Organize your speech

Skill: Application Question

26) Always memorize your speech so you won't forget any of the words.

Answer: FALSE

Page Ref: 15-16

Topic: Rehearse your speech

Skill: Application Question

27) Why should public speaking be an audience-centered activity, rather than a speaker-centered activity? Provide two reasons.

Page Ref: 9

Topic: Consider your audience

Skill: Application Question

28) What is the most effective way to word a specific purpose statement?

Page Ref: 11

Topic: Determine your purpose

Skill: Description Question

29) What is the most effective way to develop your main ideas?

Page Ref: 12-13

Topic: Determine your purpose and develop your central idea

Skill: Description Question

30) In what ways can verbal and visual supporting material enhance a presentation?

Page Ref: 13-14

Topic: Gather verbal and visual supporting material

Skill: Description Question

31) You have been given the assignment of writing an informative speech for this class. Choose a topic based on your personal interests or experience and explain how you could develop that topic and relate it to your audience.

Page Ref: 9-10

Topic: Consider your audience and select and narrow your topic

Skill: Example Question

32) Write a specific purpose statement for a persuasive speech which attempts to limit television viewing by young children. The target audience is new parents.

Page Ref: 11

Topic: Determine your purpose

Skill: Example Question