

**Public Speaking**  
**January 2017**

**SECTION A: TRUE/FALSE QUESTIONS**

**Indicate whether the following statements are true (T) or False (F). Write your answers in the Answer Booklet.**

1. Public speaking has been taught and studied around the globe for many years. **T**
2. Organising one's thoughts logically is an essential skill for public speaking. **T**
3. As a speaker, you can usually assume that an audience will be interested in what you have to say. **F**
4. There is no need for a speaker to adapt to listener feedback. **F**
5. If you feel nervous about giving a speech, something is wrong with you. **F**
6. Public speaking requires more formal language. **F**
7. Developing one's confidence level is secondary in public speaking. **F**
8. Your goal in public speaking is to have your intended message be the message that is actually communicated. **T**
9. There are six elements in the speech communication process. **F**
10. The channel is the means by which a message is communicated. **T**
11. One of the best ways to avoid falling into the trap of plagiarism is to start working on your speeches well before they are due. **T**
12. Cultural diversity is not an important consideration when preparing speeches. **F**
13. Ethnocentrism is the belief that one's own culture is inferior to all other cultures. **F**
14. Ethics is the branch of philosophy that deals with issues of right and wrong in human affairs. **T**
15. Public speakers should avoid using abusive language. **T**
16. Paraphrase means to restate or summarise an author's ideas in one's own words. **T**

17. The difference between informing and persuading is like the difference between teaching and advocating. **T**

18. Being fully prepared for every speech is not part of ethics. **F**

19. Listening for enjoyment is known as empathic listening. **F**

20. Speaking without any preparation is known as speaking extemporaneously. **F**

21. The 'topic' is the subject of a speech. **T**

22. Peer testimony is highly credible in a speech because it comes from people who we recognized experts on the topic. **F**

23. The specific purpose statement can be written as a question. **T**

24. The main points in your speech outline should be written as complete sentences. **F**

25. Identifying with your audience is an essential element of public speaking. **T**

26. Demographic audience analysis will include analyzing the size of an audience. **T**

27. Newspapers are invaluable for research on many topics. **T**

28. The last revised date is not important for Internet documents. **F**

29. The more abstract a word, the more ambiguous it will be. **T**

30. Hypothetical examples describe real situations. **F**

14. A speaker's credibility is affected by\_\_\_\_\_.

A. character

B. competence

C. speaker's wealth

**D. both character and competence**

15. A visual aid used to show statistical trends and patterns is a\_\_\_\_\_.

A. chart

**B. graph**

C. drawings

D. photographs

16. To inform my audience about the geological features of the Grand Canyon" is a specific purpose statement for\_\_\_\_\_.

A. a persuasive speech

**B. an informative speech**

C. speeches about events

D. speeches about processes

17. Which of the following words is the most concrete and specific?

A. Tree

B. Fruit

**C. Apricot**

D. Organism

18. A question about the truth or falsity of an assertion is called a question of

**A. fact**

B. value

C. policy

D. all of the above

19. We can basically identify\_\_\_\_\_types of credibility.

A. two

B. four

C. five

**D. three**

20. Which of the following subjects can stir one's emotions?

A. Pride

B. Anger

C. Compassion

**D. All of the above**

## SECTION C: SHORT ESSAY QUESTIONS.

Answer any FIVE of the following questions. Each question carries 10 marks.

**1. Each listener has his or her own frame of reference. Explain the importance of this frame of reference when planning your speech topic.**

**Ans:-** The frame of reference refers to an individual's unique set of experiences, beliefs, values, attitudes, and cultural background that shape their perspective on the world. When planning a speech topic, understanding and considering the diverse frames of reference of your audience is crucial for effective communication.

Here are some reasons why the importance of this frame of reference cannot be overstated:

**1. Audience Engagement:-** Tailoring your speech to resonate with the audience's frame of reference helps in capturing their attention and keeping them engaged. People are more likely to listen and connect with a speaker who understands and addresses their perspectives.

**2. Relevance:-** The frame of reference influences what the audience finds relevant and meaningful. By aligning your speech topic with their frame of reference, you increase the chances of your message being perceived as pertinent and applicable to their lives.

**3. Persuasion:-** To persuade your audience, you need to present information in a way that aligns with their existing beliefs and values. Acknowledging and incorporating different frames of reference enables you to build a more persuasive and compelling argument that resonates with diverse audience members.

**4. Cultural Sensitivity:-** Different cultural backgrounds contribute to distinct frames of reference. Being aware of cultural nuances helps you avoid misunderstandings or unintentional offense. It also allows you to incorporate examples and references that are culturally relevant and relatable.

**5. Connection:-** A speaker who demonstrates an understanding of the audience's frame of reference is more likely to establish a connection. This connection fosters trust and makes the audience more receptive to the speaker's message.

**6. Adaptability:-** People in the audience may have different levels of knowledge and expertise on your speech topic. Recognizing and adapting to these variations in the frame of reference ensures that your message is accessible to a broad range of individuals, regardless of their background.

**7. Avoiding Stereotypes:-** Understanding the diversity within your audience helps you avoid relying on stereotypes or making assumptions about individuals based on superficial characteristics. This promotes a more inclusive and respectful communication environment.

In summary, considering the frame of reference of your audience when planning your speech topic is essential for effective communication. It allows you to connect with your audience, tailor your message to their needs, and create a more inclusive and engaging presentation.

## **2. Write the General Purpose, Specific Purpose statement, Central Idea, and THREE main points for the topic "Studying Abroad".**

**Ans:-** Here's an example of the General Purpose, Specific Purpose statement, Central Idea, and three main points for a speech on the topic "Studying Abroad":

**General Purpose:-** To inform the audience about the benefits of studying abroad and encourage consideration of this transformative experience.

**Specific Purpose:-** To persuade college students to seriously consider studying abroad during their academic journey.

**Central Idea:-** Studying abroad is a life-changing experience that offers numerous benefits, including academic growth, cultural enrichment, and personal development.

### **Three Main Points**

#### **1. Academic Growth**

- Studying abroad provides access to unique academic opportunities and diverse learning environments.

- Exposure to different teaching methods and perspectives enhances critical thinking and broadens academic horizons.
- Access to world-renowned professors and research facilities can significantly contribute to academic excellence.

## **2. Cultural Enrichment**

- Living in a foreign country allows for immersion in a different culture, fostering a deeper understanding of global diversity.
- Interacting with locals and fellow international students promotes cultural exchange, tolerance, and the development of a global perspective.
- Experiencing daily life in a new cultural context provides invaluable life skills and broadens one's worldview.

## **3. Personal Development**

- Facing the challenges of living in a new environment promotes independence, adaptability, and resilience.
- Overcoming language barriers and navigating unfamiliar surroundings enhances communication and problem-solving skills.
- The experience of studying abroad often leads to increased self-confidence, a greater sense of self-awareness, and a more profound understanding of personal values and goals.

This structure provides a comprehensive framework for a speech on the topic of studying abroad, covering key aspects of academic, cultural, and personal development benefits.

### **3. Describe the THREE ways of generating the emotional appeal for a persuasive speech.**

**Ans:-** Creating emotional appeal in a persuasive speech is crucial for engaging your audience and influencing their opinions. Here are three effective ways to generate emotional appeal:

#### **1. Storytelling**

**Narrative Structure:-** Share personal anecdotes, real-life stories, or fictional scenarios that resonate with your audience. Craft a compelling narrative with a clear beginning, middle, and end to evoke emotions.

**Relatability:-** Ensure your stories are relatable to your audience. People are more likely to connect emotionally with experiences that mirror their own or those of people they know.

#### **2. Use of Vivid Imagery and Descriptive Language**

**Paint a Picture:-** Use vivid and descriptive language to create mental images that appeal to the senses. This helps the audience visualize and empathize with the situations you're describing.

**Metaphors and Analogies:-** Employ metaphors or analogies that draw parallels between your message and familiar experiences. This enhances understanding and emotional connection.

#### **3. Incorporate Powerful Language and Rhetorical Devices**

**Emotionally Charged Words:-** Choose words with strong emotional connotations. For example, instead of saying "a significant change," you could say "a transformative revolution."

**Rhetorical Questions:-** Pose rhetorical questions that provoke thought and create a sense of shared contemplation. This engages the audience emotionally by making them reflect on the topic.

**Repetition:-** Repeating key phrases or ideas can emphasize your message and evoke emotional responses. This technique helps in driving your point home and making it memorable.

Remember, the key to a persuasive speech is to understand your audience and tailor your emotional appeal accordingly. By incorporating these techniques, you can tap into the emotions of your listeners, making your message more compelling and persuasive.

#### **4. Explain each of the following guidelines used for speeches of introduction (when introducing a speaker):**

**Ans:-** When delivering a speech of introduction, it is important to adhere to certain guidelines to ensure a smooth and effective introduction.

Here's an explanation of each of the provided guidelines:

**a. Be brief:-** This guideline emphasizes the importance of keeping the introduction concise. The purpose of the introduction is to set the stage for the main speaker, not to steal the spotlight. Being brief ensures that the audience's attention is focused on the upcoming speaker rather than on the person giving the introduction.

**b. Make sure your remarks are completely accurate:-** Accuracy is crucial in introductions. Providing incorrect information can lead to confusion or embarrassment for both the speaker and the audience. It's important to fact-check and verify details about the speaker to ensure that the introduction is reliable and trustworthy.

**c. Adapt your remarks to the occasion:-** Different events and occasions have distinct tones and expectations. The introduction should align with the overall theme, purpose, and atmosphere of the event. Whether it's a formal conference, a casual gathering, or a celebratory event, the tone and content of the introduction should be tailored to suit the specific occasion.

**d. Try to create a sense of anticipation and drama:-** Building anticipation adds excitement to the introduction, capturing the audience's attention and creating a positive atmosphere. This can be achieved by highlighting the speaker's achievements, expertise, or the significance of their presence at the event. Adding a touch of drama, when appropriate, can make the introduction more engaging and memorable.



In summary, a successful introduction is brief, accurate, tailored to the occasion, and crafted to generate anticipation and interest in the upcoming speaker. Following these guidelines helps ensure a smooth and impactful transition from the introduction to the main presentation.

## **5. When is it best to use a paraphrase instead of a direct quotation in your speech?**

**Ans:-** Using a paraphrase or a direct quotation in your speech depends on the context and your specific goals. Here are some situations where it might be best to use a paraphrase:-

**1. Clarity and Understanding:-** If the original quote is complex or uses language that may be difficult for your audience to understand, paraphrasing can help convey the message more clearly.

**2. Integration into Your Own Writing Style:-** If you want to seamlessly integrate the information into your own writing style or maintain a consistent tone throughout your speech, paraphrasing allows for a smoother flow.

**3. Conciseness:-** Paraphrasing can help you convey the essence of the original statement in a more concise manner, especially if the original quote is lengthy.

**4. Avoiding Plagiarism:-** If you want to incorporate someone else's ideas into your speech but want to avoid direct quoting to prevent plagiarism, paraphrasing is a good option. However, it's crucial to still give proper credit to the original source.

**5. Adapting to Your Audience:-** If your audience is not familiar with the terminology or concepts used in the original quote, paraphrasing can help tailor the information to your audience's level of understanding.

On the other hand, there are situations where using a direct quotation is more appropriate:

**1. Quoting Authorities:-** If you're referring to an expert or a well-known figure in your field, using their exact words through a direct quotation can add credibility to your speech.

**2. Preserving Originality:-** If the wording of the original quote is particularly powerful, eloquent, or iconic, using a direct quotation can help preserve the impact of the original expression.

**3. Emphasizing Specific Language:-** If the specific language used in the original quote is crucial for your argument or if the way the idea is expressed is essential, then a direct quotation may be more effective.

In summary, the decision to use a paraphrase or a direct quotation in your speech depends on factors such as clarity, conciseness, audience understanding, and the importance of preserving the original wording or authority. It's important to consider these factors in the context of your speech goals and the preferences of your audience.

## **6. What is ethics? Why is a strong sense of ethical responsibility vital for public speakers?**

**Ans:-** Ethics refers to the study of morality and the principles that govern human behavior. It involves distinguishing right from wrong and making decisions that are morally sound. Ethics provides a framework for individuals and groups to navigate complex situations and make choices that align with values such as honesty, integrity, fairness, and responsibility.

For public speakers, a strong sense of ethical responsibility is vital for several reasons:

**1. Credibility and Trust:-** Public speakers are often in positions of influence, and their effectiveness relies on the trust of their audience. Ethical behavior builds credibility, and a trustworthy speaker is more likely to be listened to and respected.

**2. Impact on Others:-** Public speakers have the power to influence and shape the opinions and attitudes of their audience. Ethical responsibility ensures that this influence is used responsibly and for the greater good, avoiding harm or manipulation.

**3. Professional Reputation:-** Ethical conduct contributes to a positive professional reputation. Public speakers who consistently adhere to ethical standards are more likely to be well-regarded in their field, enhancing their long-term success and opportunities.

**4. Social Responsibility:-** Public speaking often involves addressing societal issues or presenting information that can impact the broader community. An ethical speaker considers the potential consequences of their words and actions on society and strives to contribute positively.

**5. Legal and Social Compliance:-** Adhering to ethical principles helps public speakers stay within legal and social boundaries. Unethical behavior can lead to legal consequences, damage personal and professional relationships, and harm the speaker's reputation.

**6. Audience Empowerment:-** Ethical speakers empower their audience by providing accurate and unbiased information, allowing individuals to make informed decisions. Manipulative or deceptive practices undermine this empowerment and may lead to negative consequences.

**7. Long-Term Success:-** A speaker with a strong sense of ethical responsibility is more likely to have a sustainable and successful career. Consistently acting in an ethical manner builds a positive track record and fosters enduring relationships with audiences and peers.

In summary, a strong sense of ethical responsibility is crucial for public speakers to maintain credibility, trust, and positive impact. It ensures that their influence is wielded responsibly, aligning with societal values and contributing to the well-being of both individuals and communities.

## **7. Explain the THREE important criteria for evaluating research materials found on the internet.**

**Ans:-** When evaluating research materials found on the internet, it's crucial to assess their credibility, relevance, and currency. These three criteria help ensure that the information you gather is reliable and suitable for your research purposes:

### **1. Credibility**

**Authorship:-** Identify and evaluate the qualifications and expertise of the author or organization responsible for the content. Look for credentials, academic affiliations, or relevant experience in the field.

**Publication Source:-** Examine the publication source, such as the website or journal hosting the material. Reputable sources are more likely to provide accurate and trustworthy information.

**References and Citations:-** Check for proper citations and references within the content. High-quality research materials should include references to other credible sources, supporting the information presented.

## 2. Relevance

**Scope and Purpose:-** Assess whether the material aligns with the scope and purpose of your research. Ensure that the content addresses your specific research question or topic of interest.

**Timeliness:-** Consider how recent the information is and whether it is still relevant to the current state of the field. Some subjects may require up-to-date information, while others may be less time-sensitive.

## 3. Currency

**Publication Date:-** Check the publication date of the material to determine how current it is. Some topics may require the latest information, while others may have a longer shelf life.

**Updates and Revisions:-** Look for signs of regular updates or revisions to ensure the accuracy and relevance of the information over time. Outdated information may no longer reflect the current state of knowledge.

By applying these three criteria—credibility, relevance, and currency—you can critically evaluate research materials found on the internet and make informed decisions about their suitability for inclusion in your research. Additionally, it's important to cross-reference information from multiple sources to validate the accuracy and reliability of the data.