

# Public Speaking

## January 2018

### SECTION A: (30 MARKS)

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

1. Listeners usually realize how tense a speaker is. **F**
2. Organizing ideas for presentation in a speech is an important aspect of critical thinking. **T**
3. Public speakers who seek to avoid being ethnocentric need to show respect for the cultures of the people they address. **T**
4. If a web page is not copyright protected, then it is ethical to cut and paste sections of the page into your speech without citing your source. **F**
5. Active listening means focusing on the speaker's appearance and delivery rather than on her or his message. **F**
6. According to your textbook, reviewing mentally what a speaker has said is a good way to avoid becoming distracted in a speech. **T**
7. One of the advantages of the extemporaneous method of delivery is that it enables you to maintain eye contact with your audience. **T**
8. Taking a moment to look at your audience and smile before you begin to speak can help you establish rapport with them. **T**
9. "To inform my audience about depression" is an example of an effective specific purpose statement for a speech. **T**
10. The following is an example of a well-worded central idea for a speech: "A diet that encourages eating only foods high in fat and protein has major advantages as well as serious risks." **T**
11. Being audience-centered means a speaker must sacrifice what she or he really believes to get a favorable response from the audience. **F**

- 12.** Keeping speeches within strict time limits is an artificial constraint of classroom speeches and is less important for speeches outside the classroom. **T**
- 13.** Your most important task before conducting a research interview is to work out the questions you will ask during the interview. **F**
- 14.** As your textbook explains, statistics are the most effective type of supporting material because they are difficult to manipulate or distort. **F**
- 15.** Quoting a statement in such a way as to distort its meaning by removing the statement from the words and phrases surrounding it is called quoting out of context. **T**
- 16.** The time given to each main point in the body of a speech should be exactly the same. **F**
- 17.** A connective is a word or phrase that connects the ideas of a speech and indicates the relationship between them. **T**
- 18.** Opening your speech with a lengthy quotation is an excellent way to gain the attention of your audience. **F**
- 19.** A speech conclusion that builds in power and intensity as it moves toward the closing line is known as a dissolve ending. **F**
- 20.** In a preparation outline, the specific purpose is usually stated before the introduction. **T**
- 21.** Abstract words are easier to misinterpret than concrete words. **T**
- 22.** Since most people are nervous about public speaking, it is perfectly acceptable to finish a speech by declaring, "Am I glad that's over!" **F**
- 23.** When answering questions after a speech, you should try to make your answers as long as possible to use up the time allotted. **F**
- 24.** If the object you want to speak about is too large, too small, or unavailable to use as a visual aid, you can use a model instead. **T**
- 25.** "To inform my audience how to create their own blog," is a specific purpose statement for an informative speech about a process. **T**

**26.** The "conversational quality of extemporaneous speaking means that a speech has been well rehearsed yet sounds spontaneous to the audience. **T**

**27.** One advantage of doing a demonstration during your speech is that it reduces nervousness by providing an outlet for extra adrenaline. **T**

**28.** When you are going to give an audience material to take home from a speech, you should usually distribute the material after you have finished speaking. **F**

**29.** One reason to use clear and straightforward language even when talking about complex ideas is that listeners must understand your message in the time it takes you to say it. **T**

**30.** Persuasive speakers should aim to construct speeches that are both convincing and ethically sound. **T**

## **SECTION B: MUTIPLE CHOICE QUESTIONS**

**Answer all the questions. Write your answers In the Answer Booklet.**

1. Because every person has a unique\_\_\_\_\_based on his or her own knowledge, experience, and values, the meaning of a message can never be exactly the same to a listener as to a speaker.

**A.** personal screen

**B.** attitudinal core

**C. frame of reference**

**D.** feedback mechanism

2. Someone coughing in the audience or walking in late during a presentation are examples of what element in the speech communication process?

**A.** Channel

**B.** Message

**C.** Feedback

**D. Interference**

3. Which of the following is presented in your textbook as a guideline for ethical speechmaking?

- A. Explain your motives for speaking.
- B. Cite your sources in the introduction.
- C. Make sure your goals are ethically sound.

**D. All of the above**

4. According to your textbook, global plagiarism occurs when a person \_\_\_\_\_

- A. bases his or her speech completely on foreign sources
- B. fails to cite sources throughout the body of the speech
- C. takes a speech entirely from one source and passes it off as his or her own**
- D. uses two or three sources and blends the information into a unified whole

5. As Jenell listened to her classmate's speech explaining the differences between collision insurance and comprehensive insurance, she remembered that she needed to pay her insurance bill before the end of the day. Then, rather than listening to the speaker, she started thinking about all the other things she had to do that day. According to your textbook, the primary cause of Jenell's poor listening is \_\_\_\_\_

- A. not concentrating
- B. personalizing the topic
- C. focusing on the speaker's topic
- D. being distracted by external interference**

6. What does your textbook say is the first step to improving your listening skills?

- A. Take listening seriously.**
- B. Focus on the speaker's message.
- C. Resist distractions during a speech.
- D. Suspend judgment until the end of the speech.

7. According to your textbook, "Now that you know about Julio's interest in photography, let's look at his passion for snowboarding." is an example of a \_\_\_\_\_

- A. bridge
- B. summary
- C. transition**
- D. conclusion

8. In her first speech, Kayla introduced her classmate Sean to the class. Each of her main points dealt with one of Sean's hobbies. According to your textbook, Kayla's speech was arranged in \_\_\_\_\_ order.

- A. spatial
- B. topical**
- C. personal
- D. chronological

9. According to your textbook, brainstorming is especially helpful when you are having trouble \_\_\_\_\_

- A. analyzing the audience
- B. choosing a speech topic**
- C. phrasing the central idea
- D. determining the specific purpose

10. As a specific purpose statement, "To inform my audience about computer technology" is too \_\_\_\_\_

- A. broad**
- B. trivial
- C. detailed
- D. technical

11. The fact that audiences are egocentric means that \_\_\_\_\_

- A. listeners believe their cultural group is superior to all other groups
- B. listeners are concerned above all with how a speech will affect them**
- C. listeners interpret the speech through the speaker's frame of reference All of the above
- D. All of the above

12. When making up an audience analysis questionnaire, you should use \_\_\_\_\_ questions to get at the strength of a respondent's attitudes or feelings.

A. scale

B. leading

**C. open-ended**

D. fixed-alternative

13. As your textbook explains, virtual libraries are valuable for speech research because they \_\_\_\_\_

A. focus attention on factual material such as statistics

B. contain higher quality information than do regular search engines

**C. allow a researcher to locate more sources than do regular search engines**

D. all of the above

14. The preliminary bibliography \_\_\_\_\_

**A. lists each source that looks as if it might be helpful in speech**

B. is based on the speaker's personal knowledge about the topic

C. Identifies sources that the speaker is sure will be used in the speech

D. should be prepared after the speaker has finished researching the speech

15. Alisha began the introduction of her speech by saying:

Have you ever been knocked down so hard by life that you didn't feel you'd ever get back up? This has happened to me many times. The first time it happened was when I tried to ride a bicycle when I was very young. Today I want to discuss with you some basic strategies for coping with life's challenges.

What kind of supporting material did Alisha use in her introduction?

**A. Metaphor**

B. Brief example

C. Expert testimony

D. Hypothetical example

16. To say that the median salary of a major league baseball player is \$800,000 is to say that \_\_\_\_\_

A. no major league baseball player makes less than \$800,000

B. more major league baseball players earn \$800,000 than any other salary

**C. when you list all the players' salaries in order, \$800,000 is the middle salary**

D. when you average all the salaries paid to major leaguers, the result is \$800,000

17. The \_\_\_\_\_ is the longest and most important part of the speech.

**A. body**

B. blueprint

C. conclusion

D. introduction

18. Which objective of a good speech introduction is fulfilled by the following statement?

Today we will explore the three most important forms of intellectual property protection—copyrights, trademarks, and patents.

**A. Preview the body.**

B. Relate to the audience

C. Establish the speaker's goodwill

D. State the importance of the topic

19. According to your textbook, "uh," "er," "um," and similar expressions in a public speech are referred to as \_\_\_\_\_

A. signposts

B. vocal fillers

C. intonations

**D. vocalized pauses**

20. According to your textbook, when selecting fonts for a visual aid you should usually use \_\_\_\_\_

A. italicized fonts

B. decorative fonts.

**C. no more than two fonts**

D. a different font for each line

## SECTION C: SHORT ESSAY QUESTIONS

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

**1. Despite similarities, public speaking and everyday conversation are not identical. Imagine yourself telling a story to a friend, and then telling the story to a group of 10 friends and finally telling the same story to 30 people.**

**Explain two (2) major differences between conversation and speaking in public.**

### 1. Audience Size

**Conversation:-** In everyday conversation, the audience is usually limited to a small group of individuals, such as one or a few friends. This intimate setting allows for more personalized interaction, and speakers can tailor their message based on the immediate reactions and feedback of the listeners.

**Public Speaking:-** When addressing a larger audience, as in public speaking to a group of 10 or 30 people, the dynamics change significantly. The speaker needs to project their voice, maintain a broader focus, and may not be able to gauge individual reactions as easily. Adapting to the size of the audience becomes crucial in ensuring that the message reaches everyone and maintains engagement.

### 2. Formality and Structure

**Conversation:-** Informal and spontaneous, everyday conversations often lack a rigid structure. People tend to meander through topics, interrupt each other, and engage in back-and-forth exchanges. The language used is typically relaxed and may include colloquialisms or slang appropriate to the relationship between the speakers.

**Public Speaking:-** Public speeches require a higher degree of formality and structure. A well-organized introduction, body, and conclusion are essential to ensure clarity and coherence. Public speakers often prepare and rehearse their content to maintain a logical flow and emphasize key points effectively. Additionally, the language used tends to be more formal and refined, catering to a diverse audience and conveying authority on the subject matter.

In summary, the differences in audience size and formality/structure distinguish public speaking from everyday conversation. Public speaking demands a more deliberate and structured approach to effectively communicate with a larger, potentially diverse audience.



## **2. Explain any TWO methods a public speaker can use to help overcome stage fright.**

**Ans:-** Overcoming stage fright is crucial for effective public speaking. Here are two methods that a public speaker can use to help overcome stage fright:

### **1. Visualization and Positive Imagery**

**Technique:-** Before the actual presentation, the speaker can practice visualization and positive imagery. This involves mentally rehearsing the entire presentation in a calm and positive state of mind. The speaker should imagine themselves standing confidently on the stage, delivering the content with clarity and receiving positive reactions from the audience.

**How it helps:-** Visualization helps to reduce anxiety by familiarizing the speaker with the speaking environment and creating a positive association with the experience. By repeatedly picturing a successful presentation, the speaker can build confidence and alleviate the fear associated with public speaking.

### **2. Deep Breathing and Relaxation Techniques**

**Technique:-** Deep breathing and relaxation exercises can be effective in managing anxiety. Techniques such as diaphragmatic breathing involve taking slow, deep breaths to calm the nervous system. Progressive muscle relaxation, where the speaker tenses and then releases different muscle groups, can also help alleviate physical tension associated with stage fright.

**How it helps:-** Deep breathing and relaxation techniques reduce the physiological symptoms of anxiety, such as increased heart rate and muscle tension. By calming the body, the speaker can better control their nerves and maintain a more composed and focused demeanor on stage.

Combining these techniques can create a holistic approach to overcoming stage fright. It's important for speakers to find the methods that work best for them, as different individuals may respond differently to various strategies. Additionally, regular practice and exposure to public speaking situations can contribute to increased confidence over time.

### 3. Complete the outline of the following speech.

Supply the general purpose, specific purpose, and main points for a speech with the following central idea:

Title :

General Purpose:

Specific Purpose:

**Central Idea :** There are five basic steps in making red wine: harvesting the grapes, preparing the grapes, fermenting the grapes, pressing the grapes, and aging the wine.

Main Points :

Ans:-

**Title:-** The Art of Crafting Red Wine

**General Purpose:-** To inform

**Specific Purpose:-** To guide the audience through the five basic steps involved in making red wine: harvesting the grapes, preparing the grapes, fermenting the grapes, pressing the grapes, and aging the wine.

**Central Idea:-** There are five fundamental steps in the process of making red wine, each playing a crucial role in the development of the final product.

**Main Points**

#### 1. Harvesting the Grapes

**a. Timing and Selection:-** Discuss the importance of choosing the right time to harvest the grapes and the significance of grape variety.

**b. Harvesting Techniques:-** Explain various methods of grape harvesting, such as hand-picking or machine harvesting.

#### 2. Preparing the Grapes

**a. Sorting and Cleaning:-** Highlight the need to remove debris and sort the grapes to ensure quality.

**b. Crushing and Destemming:-** Discuss the process of crushing and destemming to extract juice while minimizing unwanted elements.

### 3. Fermenting the Grapes

**a. Introduction to Fermentation:-** Explain the role of yeast in converting sugars to alcohol and carbon dioxide.

**b. Fermentation Techniques:-** Discuss different fermentation methods, such as open-top fermentation or closed-tank fermentation.

### 4. Pressing the Grapes

**a. Separating Solids and Liquids:-** Describe the pressing process to extract the remaining liquid from the grape solids.

**b. Types of Presses:-** Introduce different types of presses used in winemaking, such as traditional basket presses or modern pneumatic presses.

### 5. Aging the Wine

**a. Barrel Aging:-** Discuss the significance of aging wine in oak barrels and its impact on flavor and texture.

**b. Bottle Aging:-** Explain the importance of bottle aging for certain red wines and the optimal conditions for this process.

By exploring each of these five key steps, we will gain a deeper understanding of the intricate art and science behind the production of red wine.

#### 4. See the demographic traits below. Explain why is each important to audience analysis?

**a. Age   b. Gender   c. Ethnic background   d. Religion   e. Group membership**

Ans:- Audience analysis involves understanding the characteristics of a target audience to tailor communication effectively. Here's an explanation of why each of the demographic traits you mentioned is important in audience analysis:

**a. Age:-** Different age groups have distinct preferences, communication styles, and cultural references. Tailoring your message to the appropriate age range ensures that it resonates with your audience. For example, younger individuals may respond better to modern and tech-savvy communication, while older individuals may prefer more traditional approaches.

**b. Gender:-** Gender influences communication preferences, interests, and perspectives. Understanding the gender composition of your audience allows you to address specific concerns, preferences, and issues relevant to each gender. This helps in creating inclusive and targeted messages that resonate with your audience.

**c. Ethnic background:-** Cultural diversity plays a crucial role in shaping attitudes, values, and communication styles. Recognizing the ethnic background of your audience helps in avoiding cultural insensitivity and ensures that your message is culturally relevant. It allows you to incorporate cultural nuances that enhance the effectiveness of your communication.

**d. Religion:-** Religion often influences beliefs, values, and behaviors. Understanding the religious background of your audience helps in crafting messages that align with their beliefs and values. It is particularly important when addressing topics that may be sensitive or have religious implications to ensure that the message is respectful and does not cause unintended offense.

**e. Group membership:-** Group membership can include affiliations with specific organizations, clubs, or communities. Knowing the groups to which your audience belongs provides insights into their shared interests, values, and priorities. This information allows you to tailor your message to align with the group's identity and shared experiences, fostering a sense of connection and engagement.

Summary, considering age, gender, ethnic background, religion, and group membership in audience analysis enables communicators to create messages that are not only relevant but also respectful and inclusive, increasing the likelihood of effective communication.

**5. State two (2) differences between global plagiarism and patchwork plagiarism? Describe the best way to avoid plagiarism?**

**Ans:-** Global plagiarism and patchwork plagiarism are both forms of academic dishonesty involving the improper use of someone else's work, but they differ in their scope and presentation. Here are two key differences between them:

**1. Scope of Copying**

**Global Plagiarism:-** In global plagiarism, an entire work or substantial portions of it are copied without proper attribution. This could involve copying an entire essay, paper, or project from a single source and presenting it as one's own.

**Patchwork Plagiarism:-** Patchwork plagiarism, on the other hand, involves taking smaller portions from multiple sources and combining them to create a new document. This can include paraphrasing or copying sentences and paragraphs from different sources without proper citation.

**2. Presentation of Copied Material**

**Global Plagiarism:-** The copied material in global plagiarism is often presented as a cohesive and unified piece of work, making it appear as if the entire content is the author's original creation.

**Patchwork Plagiarism:-** Patchwork plagiarism may result in a document that lacks consistency in writing style or tone because it combines content from various sources. It can be more challenging to detect as it involves weaving together snippets of information from different places.

**Best Ways to Avoid Plagiarism**

**1. Citation and Referencing:-** Whenever you use someone else's ideas, words, or data, ensure you provide proper citations and references according to the citation style specified by your instructor (e.g., APA, MLA, Chicago).

**2. Understanding and Paraphrasing:-** Make sure you understand the material you are using, and then express it in your own words. Paraphrasing involves rephrasing the original content while retaining the meaning, and it requires a deep understanding of the subject matter.

**3. Use Quotations Appropriately:-** If you want to use the exact words from a source, use quotation marks and provide a citation. This is important even if you are quoting a short phrase or sentence.

**4. Time Management:-** Procrastination can lead to rushed writing and increase the likelihood of accidental plagiarism. Manage your time effectively to give yourself ample opportunity to research, understand, and properly cite sources.

**5. Plagiarism Detection Tools:-** Use plagiarism detection tools available online to check your work before submission. These tools can help identify potential instances of plagiarism so you can address them before the final submission.

**6. Educate Yourself:-** Understand your institution's policies on academic honesty and plagiarism. Educate yourself about what constitutes plagiarism in various forms and take steps to avoid it.

By following these practices, you can significantly reduce the risk of unintentional plagiarism and uphold the principles of academic integrity.

## **6. Explain two (2) reasons why it is important to establish credibility at the beginning of your speech.**

Establishing credibility at the beginning of a speech is crucial for capturing your audience's attention and building a foundation for effective communication.

Here are two key reasons why it is important:

### **1. Audience Trust and Engagement**

**First Impressions Matter:-** The initial moments of a speech are critical, as they shape the audience's perception of the speaker. By establishing credibility early on, you create a positive first impression that fosters trust. If your audience believes you are knowledgeable, reliable, and well-prepared, they are more likely to engage with your message and be receptive to your ideas.

**Enhanced Persuasion:-** Credibility is closely linked to persuasion. When your audience perceives you as credible, they are more likely to be persuaded by your arguments and recommendations. Whether you're informing, persuading, or entertaining, having a credible image from the start increases the effectiveness of your communication and makes it easier for the audience to connect with your message.

## **2. Capturing Attention and Establishing Relevance**

**Attention Span and Interest:-** In today's fast-paced world, audience attention spans are often limited. By establishing credibility early in your speech, you grab your audience's attention and provide a reason for them to listen. People are more likely to invest their time and focus in a presentation when they believe the speaker is credible and has something valuable to share.

**Relevance to the Topic:-** Demonstrating your expertise, experience, or qualifications at the beginning of your speech helps the audience understand why you are a credible source on the topic. This connection between your background and the subject matter establishes relevance, reinforcing the idea that your insights are valuable and worth paying attention to.

In summary, establishing credibility at the beginning of your speech is vital for building trust, engaging your audience, enhancing persuasion, capturing attention, and establishing relevance. A credible image sets a positive tone for your entire presentation and lays the groundwork for effective communication.