

Public Speaking
October 2019

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. our listeners will lose interest if your presentation is too basic or too sophisticated. **T**
2. Organizing ideas for presentation in a speech is an important aspect of critical thinking. **T**
3. Ethnocentrism means showing respect for the cultures of the people speakers address. **F**
4. 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. 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 requires you to know the content of your speech well. **T**
8. Taking a moment to look at your audience and smiling before you begin to speak can help you establish rapport with them. **T**
9. "To inform my audience about ways to prepare for an examination" 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: "Humans are enslaved by technology and it has major advantages as well." **T**
11. Being audience-centered means a speaker must only say what the audience wants to hear in order to get a favorable response from the audience. **F**
12. Testimonial is the least effective type of supporting material because it is easy to manipulate or distort. **F**

13. Your most important task before conducting a research interview is to work out the questions you will ask during the interview. **T**

Assignmentwise

- 14.** Statistics is the most effective type of supporting material because it is difficult to manipulate or distort. **F**
- 15.** A number of studies have confirmed that personal appearance plays an important role in speech making. **T**
- 16.** The time given to each main point in the body of a speech should be exactly the same. **F**
- 17.** Transitions are words or a phrase that indicate when a speaker has just completed one thought and is moving on to the other. **T**
- 18.** In order to gain the attention of your audience, a lengthy quotation in your opening speech is required. **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.** It is best to use abstract words in a speech than concrete words. **F**
- 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.** A model or an object can be used as a visual aid during your speech. **T**
- 25.** "To inform my audience how to create their own blog," is an example of a general purpose for a speech. **T**
- 26.** An extemporaneous speech means a speech that has been well rehearsed yet sounds spontaneous to the audience. **T**
- 27.** By doing a demonstration during your speech, it can reduce nervousness as it provides an outline for extra adrenaline. **T**
- 28.** Handouts to the audience should usually be distributed before the speech. **F**

29. One reason to use clear and straightforward language even when talking about complex ideas 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: MULTIPLE CHOICE QUESTIONS

Answer all the questions. Write your answers in the Answer Booklet.

1. A person's _____ is based on his or her own knowledge, experience, and values. This is why the meaning of a message can never be exactly the same to a listener.

A. personal screen

B. attitudinal core

C. frame of reference

D. feedback mechanism

2. What element in the speech communication process does this example display. Someone coughing in the audience or walking in late during a presentation?

A. Channel

B. Message

C. Feedback

D. Interference

3. What are the guidelines 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. 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 Lucy 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. The primary cause of Lucy'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 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. "Now that you know about Julie's interest in photography, let's look at her other passion; 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. Based on your textbook, Kayla's speech was arranged in _____ order.

A. spatial

B. topical

C. personal

D. chronological

9. 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 compared to others

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

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. Virtual libraries are considered 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 football player is \$800,000 is to say that, _____

- A. no football player makes less than \$800,000
- B. more football 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 I will explore the three important forms of intellectual property protection. Firstly, copyrights, next trademarks, and finally patents."

A. Preview the body

B. Relate to the audience

C. Establish the speaker's goodwill

D. State the importance of the topic

19. The use "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. It is important to note that 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 (5) of the following questions. Each question carries 10 marks.

1. What is ethnocentrism? State THREE (3) ways on how a speaker can avoid ethnocentrism?

Ans:- Ethnocentrism is the tendency to believe that one's own cultural or ethnic group is superior to others and to use one's own cultural norms and values as a standard for judging other cultures. It involves judging other cultures based on the standards of one's own culture, often leading to misunderstandings and biased perspectives.

Here are three ways a speaker can avoid ethnocentrism:-

1. Cultural Sensitivity and Awareness:- Speakers should strive to develop an understanding and appreciation for the cultural diversity of their audience. This involves being aware of different cultural norms, values, and practices. Before making assumptions or passing judgments, it's crucial to take the time to learn about the cultural context of the audience.

2. Open-mindedness:- Speakers should approach cultural differences with an open mind, recognizing that there are multiple valid perspectives and ways of doing things. Avoid making hasty judgments or generalizations based on personal cultural biases. Instead, encourage a mindset of curiosity and a willingness to learn from diverse viewpoints.

3. Adaptability in Communication:- Speakers should adapt their communication style to be inclusive and respectful of diverse audiences. This may involve avoiding culturally specific references that might be unfamiliar to some listeners, using inclusive language, and being mindful of potential cultural sensitivities. Flexibility in communication helps to create a more inclusive and accessible environment for a diverse audience.

2. In our communication-oriented age, listening is more important than ever. However, sometimes we tend to give in to distractions. Explain THREE (3) ways on how to become a better listener.

Ans:- Becoming a better listener is crucial for effective communication. Here are three ways to enhance your listening skills:

1. Practice Active Listening:- Active listening involves fully concentrating, understanding, responding, and remembering what is being said. To practice active listening:

Maintain eye contact:- This shows the speaker that you are engaged and focused on what they are saying.

Provide feedback:- Nodding, using verbal cues like "I see," or paraphrasing what the speaker said demonstrates that you are actively processing the information.

Avoid interrupting:- Allow the speaker to finish their thoughts before responding. Interrupting can disrupt the flow and make the speaker feel unheard.

2. Minimize Distractions

Put away electronic devices:- Turn off or silence your phone and other electronic devices to minimize distractions. This ensures that your attention is solely on the speaker.

Choose an appropriate environment:- Whenever possible, select a quiet and comfortable setting for the conversation to reduce external disturbances.

Clear your mind:- Prioritize the conversation at hand, clearing your mind of other concerns. Mental distractions can hinder your ability to listen attentively.

3. Cultivate Empathy

Put yourself in their shoes:- Try to understand the speaker's perspective and emotions. This empathetic approach helps you connect with the speaker on a deeper level.

Ask open-ended questions:- Encourage the speaker to share more by asking questions that require more than a simple yes or no answer. This shows your genuine interest in their thoughts and feelings.

Express empathy verbally:- Use phrases like "I understand," or "That must be challenging" to convey your empathy and let the speaker know that you acknowledge their feelings.

3. Complete the outline for a speech on "The advantages of pursuing higher education".. Supply the title, general purpose, specific purpose, and main points for the speech.

Title

General Purpose:

Specific Purpose:

Central Idea

Main Points

Ans:-

Title: "Unlocking Success: The Advantages of Pursuing Higher Education"

General Purpose: To inform and persuade

Specific Purpose: To highlight the numerous benefits and advantages of pursuing higher education in shaping individuals' personal and professional lives.

Central Idea: Higher education is a transformative journey that not only expands knowledge but also equips individuals with essential skills, opens doors to diverse opportunities, and contributes to personal growth and societal progress.

Main Points

I. Knowledge Expansion and Specialization

- Broadening intellectual horizons
- In-depth exploration of chosen fields
- Access to expert guidance and resources

II. Skill Development for Professional Success

- Acquisition of specialized skills
- Critical thinking and problem-solving abilities
- Communication and interpersonal skills enhancement

III. Increased Career Opportunities

- Higher earning potential
- Job market competitiveness
- Expanded career choices and flexibility

IV. Personal Growth and Development

- Independence and self-discipline
- Building a strong sense of responsibility
- Exposure to diverse perspectives and experiences

V. Contributions to Societal Progress

- Advancements in science, technology, and innovation
- Civic engagement and social responsibility
- The role of educated individuals in fostering positive societal change

By exploring these main points, we can understand how higher education serves as a catalyst for personal and societal advancement, empowering individuals to reach their full potential and contribute meaningfully to the world.

4. One of the ways speakers analyse audiences is by looking at demographic traits. Explain THREE (3) demographic traits of an audience that can affect your speech.

Ans:- Demographic traits are characteristics of a population that can be used to categorize and analyze them. When delivering a speech, understanding the demographic traits of your audience is crucial for effective communication.

Here are three demographic traits that can significantly impact your speech:

1. Age

- Different age groups may have distinct preferences, interests, and communication styles. Tailoring your speech to resonate with the specific age range of your audience can enhance engagement and comprehension.
- For example, younger audiences might be more receptive to modern references, technology-related content, and dynamic presentation styles, while older audiences may appreciate more traditional and formal approaches.

2. Education Level

- The educational background of your audience can influence the complexity of language and concepts you use in your speech. Adjusting your content to match the educational level of your audience ensures that your message is easily understood.
- Highly educated audiences may appreciate in-depth analysis and sophisticated language, while a less-educated audience might benefit from simpler language and clearer explanations.

3. Cultural Background

- Cultural diversity within an audience can significantly impact their values, beliefs, and expectations. Understanding the cultural background of your audience is essential to avoid misunderstandings and ensure that your message is culturally sensitive.
- Consideration of cultural differences can extend to language preferences, humor, and references. Being aware of cultural nuances helps build rapport and fosters a positive reception of your speech.

Analyzing these demographic traits allows speakers to tailor their messages effectively, making the content more relatable and resonant with the audience. Keep in mind that these traits are interconnected, and a comprehensive understanding of your audience involves considering a combination of factors for a more nuanced approach.

5. The skillful use of supporting ideas makes the difference between a poor speech and a good one. Describe THREE (3) types of supporting materials that a speaker can use in his or her speech.

Ans:- Effective supporting materials play a crucial role in enhancing the quality of a speech. Here are three types of supporting materials that a speaker can use:

1. Examples and Illustrations

- Examples and illustrations help to clarify and reinforce key points in a speech by providing tangible instances or scenarios. These can be real-life anecdotes, hypothetical situations, or historical events that relate to the topic at hand.

- For instance, if a speaker is discussing the impact of climate change, they might use specific examples of extreme weather events or instances of environmental degradation to make their points more vivid and relatable.

2. Statistics and Data

- Statistical information and data provide a quantitative foundation for a speaker's arguments. Numbers and figures can add credibility and persuasiveness to a speech, making the audience more likely to accept the speaker's claims.
- For example, if a speaker is advocating for a particular health policy, they might present statistical evidence on the prevalence of a certain disease, the success rates of different treatments, or the cost-effectiveness of preventive measures to support their position.

3. Quotations and Testimonials

- Quotations from experts, authoritative figures, or well-known personalities can lend authority and credibility to a speech. Testimonials from individuals who have personal experiences related to the topic can also be powerful in connecting with the audience.
- In a speech on leadership, a speaker might incorporate quotes from successful leaders or share testimonials from team members who have been positively influenced by effective leadership practices.

By skillfully incorporating these types of supporting materials, a speaker can engage their audience, provide evidence for their assertions, and make their message more memorable and persuasive. The key is to use supporting materials that are relevant to the audience and the speech's objectives, ensuring a compelling and impactful delivery.

6. A speech can be classified informative or persuasive. In your opinion, which speech is more challenging. Explain THREE (3) reasons why it is more challenging than the other.

Ans:- The challenge between informative and persuasive speeches depends on various factors, and the difficulty can vary based on the speaker's goals, audience, and context. However, I'll provide three reasons why persuasive speeches are often considered more challenging than informative speeches:

1. Changing Audience Beliefs and Attitudes:- Persuasive speeches aim to change or reinforce the audience's beliefs, attitudes, or behaviors. This requires a deep understanding of the audience's existing viewpoints and tailoring the message to address their concerns or objections. Changing someone's opinion is inherently challenging, as people are often resistant to adopting new ideas or altering their established beliefs. The speaker must employ effective rhetoric, evidence, and emotional appeals to overcome this resistance.

2. Ethical Considerations and Responsibility:- Persuasive speeches have a greater ethical responsibility because they involve attempting to influence others' opinions or actions. With this influence comes the potential for manipulation or the misuse of persuasive techniques. Speakers must carefully consider the ethical implications of their message, ensuring that they provide accurate information, avoid fallacious reasoning, and respect the autonomy of the audience. Striking the right balance between persuasion and ethical considerations adds an extra layer of complexity to persuasive speeches.

3. Handling Resistance and Opposition:- In persuasive speeches, speakers often encounter resistance and opposition from individuals who may disagree with the message. Unlike informative speeches, where the primary goal is to provide information, persuasive speeches may face active skepticism or disagreement. The speaker must be prepared to address counterarguments, acknowledge opposing viewpoints, and present compelling reasons why their perspective is valid. Handling resistance requires strong communication skills, empathy, and the ability to anticipate and respond to potential challenges from the audience.

In summary, persuasive speeches are generally considered more challenging due to the need to change audience beliefs, the ethical considerations associated with influencing others, and the necessity of effectively handling resistance and opposition. While informative speeches focus on providing information, persuasive speeches involve the added complexity of actively shaping and influencing the audience's attitudes and behaviors.