

Study Questions for
Public Speaking in a Diverse Society,
second edition

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Chapter 12: Speaking to Persuade

1. Compared to all other types of persuasion, _____ are highly crafted, thoroughly tested, and well rehearsed.

- A. sermons
- B. advertisements
- C. motivational speeches
- D. political speeches
- E. none of the above

2. Offering the audience a proposed solution—including benefits of and potential objections to that solution—is called:

- A. control.
- B. interpretation.
- C. satisfaction.
- D. resistance.
- E. advertising.

3. Which of the following is NOT a strategy for persuading?

- A. Combine reason with emotion.
- B. Use fear appeals.
- C. Repeat the message.
- D. Overwhelm with statistics.
- E. Avoid inflammatory phrases.

4. Moving an audience to feel pain or pity is an example of:

- A. changing attitudes.
- B. Monroe's Motivated Sequence.
- C. neutralizing language.
- D. visualization.
- E. inflammatory words and phrases.

5. The more you disagree with an audience, the more likely it is to react with:

- A. hostility.
- B. humor.
- C. disappointment.
- D. resistance.
- E. violence.

6. Pathos relates to:

- A. ethics.
- B. immunization.
- C. emotional appeals.
- D. counterpropaganda.
- E. data.

7. Which step of Monroe's Motivated Sequence is associated with the consideration of objections?

- A. visualization
- B. satisfaction
- C. attention
- D. action
- E. need

8. The belief that freedoms are being threatened or curtailed, resulting in a natural inclination to rebel or resist, is called:

- A. refutation.
- B. immunization.
- C. discrepancy.
- D. satisfaction.
- E. psychological reactance.

9. In a persuasive speech on increasing the legal drinking age to 25, David refutes two major objections. In which part of the speech does he place this discussion?

- A. attention step
- B. satisfaction step
- C. visualization step
- D. need step
- E. call to action

10. If an audience disagrees with your position, you should try to _____ change its attitude.

- A. convincingly
- B. radically
- C. slightly
- D. loudly
- E. quickly

11. What are the two basic dynamics that define persuasion?

- A. to change and argue
- B. to agree and oppose
- C. to change and motivate
- D. to challenge and respond
- E. to arouse and incite

12. In what stage of Monroe's Motivated Sequence do you create tension in the audience?

- A. need
- B. action
- C. attention
- D. solution
- E. visualization

13. Asking audience members to imagine their lives with (or without) a proposed problem solution is called:

- A. visualization.
- B. refutation.
- C. psychological reactance.
- D. dependency pleading.
- E. an ethical appeal.

14. An infomercial is an example of:

- A. religious persuasion.
- B. advertising.
- C. advocating social change.
- D. motivational persuasion.
- E. a political speech.

15. Moving an audience to get out and vote is an example of changing:

- A. beliefs.
- B. attitudes.
- C. behavior.
- D. political parties.
- E. national direction.

16. A two-sided message with refutation helps the speaker gain:

- A. emotional identification.
- B. credibility.
- C. the audience's attention.
- D. psychological reactance.
- E. personal experience.

17. Which of the following is an example of a persuasive speech?

- A. toast
- B. tribute
- C. dedication
- D. farewell
- E. sermon

18. A joke or funny story at the beginning of a speech:

- A. identifies unfulfilled needs.
- B. defines specific audience actions.
- C. offers a solution.
- D. grabs the audience's attention.
- E. reduces the human tendency to resist change.

19. To be most effective, Lorena should use which step of Monroe's Motivated Sequence to explain how joining her coed fraternity helps to conquer the problem of loneliness?

- A. action
- B. motivation
- C. needs
- D. satisfaction
- E. attention

20. Establishing a problem in the audience's mind refers to:

- A. using attention-grabbers.
- B. identifying unfulfilled needs.
- C. offering a solution.
- D. advocating social change.
- E. giving political speeches.

21. Monroe's Motivated Sequence is a plan for identifying:

- A. the need for social change.
- B. character faults.
- C. people's needs.
- D. audience behavior.
- E. the "uh-huh" response.

22. The correct order of Monroe's Motivated Sequence is:

- A. attention, need, visualization, solution, action.
- B. attention, action, need, visualization, solution.
- C. attention, need, solution, visualization, action.
- D. attention, necessity, imagination, action, solution.
- E. attention, visualization, need, solution, action.

23. Implying satisfaction by offering a solution is useful when:

- A. overcoming objections.
- B. gaining the audience's attention.
- C. identifying unfulfilled needs.
- D. defining specific actions.
- E. using inflammatory words and phrases.

24. Giving a fair hearing to an argument refers to:

- A. overcoming objections.
- B. using two-sided messages.
- C. confusing with discrepancies.
- D. organizing speech segments.
- E. following the policy of complete honesty.

25. An inspirational persuasive message is called a:

- A. sermon.
- B. political speech.
- C. solution.
- D. two-sided message.
- E. boomerang effect.

26. _____ help(s) the audience digest information.

- A. Counterarguments
- B. Boomerang effects
- C. Refutation
- D. Repeated messages
- E. Gender-free language

27. Discussing several objections to a position and then denying the validity of those objections when you know the audience already agrees with you reflects which strategy for persuading?

- A. Keep objections to a minimum.
- B. Use a two-sided message with refutation.
- C. Inoculate against counterarguments.
- D. Conceal the intent to persuade.
- E. Give all objections a fair hearing.

28. Speeches that incite people to feel better about themselves are referred to as:

- A. sermons.
- B. advertisements.
- C. Avon sales presentations.
- D. motivational speeches.
- E. none of the above

29. In which type of persuasive speech does the speaker wish to change audience members' attitudes and then behaviors by getting them to feel better and rethink their lives?

- A. speech advocating social change
- B. sermon
- C. advertising
- D. political speech
- E. motivational speech

30. The first step a speaker using Monroe's Motivated Sequence should take to build a persuasive speech is to:

- A. describe the problem to be addressed in the speech.
- B. present a solution to a problem that affects the audience.
- C. encourage audience members to visualize the benefits of solving a problem.
- D. convince the audience that he or she has something interesting to say.
- E. tell the audience what to do to solve a problem.

31. An outcome or result opposite to what the speaker intended is called:

- A. visualization.
- B. refutation.
- C. baptism by fire.
- D. counteradaptation.
- E. the boomerang effect.

32. Which of the following are types of persuasive speeches?

- A. political speeches and court hearings
- B. advertising and motivational speeches
- C. eulogies and praising or blaming speeches
- D. instructional and informational speeches
- E. humorous and extemporaneous speeches

33. Which step is depicted by the following passage from a student speech:
"Our college is involved in the seriousness of the problem as it spends \$1620 every year solely for the removal of litter"?

- A. action
- B. attention
- C. satisfaction
- D. need
- E. visualization

34. Which step in Monroe's Motivated Sequence is depicted by the following passage: "If we will only begin to follow these guidelines, we can have a beautiful tomorrow. By picking up litter we can have clean streets and highways. The broken bottles and rubbish will be replaced by the spirit of concerned people"?

- A. attention
- B. satisfaction
- C. call to action
- D. need
- E. visualization

35. The result of Coke's attempt to market "New Coke" is an example of:

- A. counterattitudinal advocacy.
- B. a two-sided message.
- C. inoculation.
- D. using emotional appeals.
- E. psychological reactance.

36. Speakers who ask for too much from an audience are likely to suffer the effects of:

- A. inflammatory responses.
- B. message discrepancy.
- C. overenthusiasm.
- D. audience fear.
- E. none of the above

37. Which step of Monroe's Motivated Sequence is associated with the conclusion of a persuasive speech?

- A. action
- B. satisfaction
- C. visualization
- D. attention
- E. need

38. The primary objective of a persuasive speech is to:

- A. increase tolerance for different co-cultures.
- B. control how the audience thinks.
- C. neutralize the topic.
- D. use fear appeals.
- E. convince the audience to behave differently.

39. When speaking to persuade, the goal is to:

- A. change factual beliefs.
- B. change attitudes, beliefs, or behavior.
- C. resist change.
- D. avoid inflammatory words and phrases.
- E. identify unfulfilled needs.

40. When closing a persuasive speech, what is the correct speaker behavior?

- A. Help the audience visualize satisfaction.
- B. Propose a solution to the problem.
- C. Give the audience steps for implementing the solution.
- D. Inoculate against counterarguments.
- E. Tell a story or humorous anecdote.

41. When an audience appears to agree with you, what speaker behavior should you avoid?

- A. giving a lot of background information
- B. reminding members why they hold their beliefs
- C. relying on emotional appeals
- D. being direct in your call for change
- E. none of the above

42. According to the text, which approach to presenting the sides of an argument is best?

- A. two-sided refutational
- B. two-sided
- C. objective and impartial
- D. one-sided
- E. zero-sided

43. Which of the following statements is true of outlining a persuasive speech?

- A. The attention step includes two subheadings, which gain attention and preview the main points.
- B. The speaker's persuasive intent should be stated in the need step.
- C. The preview is omitted on the outline.
- D. The purpose statement defines the speaker's intent for the audience.
- E. all of the above

44. Speeches designed to make people feel better about themselves are called:

- A. sermons.
- B. infomercials.
- C. informative.
- D. extemporaneous.
- E. motivational.