

1. Stating the purpose of the speech is the first step in creating a speech.
  - A) True
  - B) False
  
2. Audience analysis involves making random guesses about how the audience might feel toward the speech topic.
  - A) True
  - B) False
  
3. When selecting a speech topic, a speaker should be guided solely by the audience's demographic characteristics.
  - A) True
  - B) False
  
4. There are three general speech purposes: to inform, to persuade, or to mark a special occasion.
  - A) True
  - B) False
  
5. A persuasive speech intends to influence the audience to accept one position to the exclusion of others.
  - A) True
  - B) False
  
6. An informative speech marks a special occasion, such as a wedding, funeral, or dinner event.
  - A) True
  - B) False
  
7. The specific purpose of a speech is the same as the general purpose.
  - A) True
  - B) False
  
8. The specific purpose of a speech is a single phrase stating precisely what you want the audience to learn or do as a result of your speech.
  - A) True
  - B) False

9. A thesis statement is a sentence that concisely communicates what the speech is about.
  - A) True
  - B) False
  
10. A speaker should always refer back to the thesis statement to stay on track in proving the speech's central idea.
  - A) True
  - B) False
  
11. Forming a specific purpose for a speech occurs after formulating a thesis statement.
  - A) True
  - B) False
  
12. An effective speech should be organized around two or three main points.
  - A) True
  - B) False
  
13. A speaker should use supporting material to illustrate or prove main points, to provide evidence for assertions, and to lend credibility to the message.
  - A) True
  - B) False
  
14. Every speech will have an introduction, a body, and a conclusion.
  - A) True
  - B) False
  
15. An introduction serves to draw the audience's interest to the topic, speaker, and thesis.
  - A) True
  - B) False
  
16. During the body of a speech, the speaker should deliver the speech's main points and subpoints.
  - A) True
  - B) False

17. Supporting material should never be used during the introduction of a speech.  
A) True  
B) False
18. At the end of a speech, a speaker should leave the audience with something to think about.  
A) True  
B) False
19. An outline is a plan for arranging the elements of a speech in support of the thesis.  
A) True  
B) False
20. In a speech outline, coordinate points are given less weight than the points they support.  
A) True  
B) False
21. A speaker should develop either a working outline or a speaking outline, but not both.  
A) True  
B) False
22. Presentation aids can be either audio or visual, but not both.  
A) True  
B) False
23. To deliver an effective speech, a speaker should practice the speech at least six times.  
A) True  
B) False
24. Nonverbal delivery includes a speaker's facial expression, gestures, and general body movement.  
A) True  
B) False

25. The first step in the speech process is
- A) research.
  - B) stating the purpose.
  - C) developing points.
  - D) analyzing the audience.
26. Part of audience analysis is considering which characteristics?
- A) thesis
  - B) delivery
  - C) demographic
  - D) speaker
27. Audience analysis involves the study of an audience through techniques such as
- A) interviews and questionnaires.
  - B) observation and tape-recording.
  - C) assumptions and library research.
  - D) interviews and conjecture.
28. Demographic characteristics do NOT include
- A) the ratio of males to females.
  - B) socioeconomic background.
  - C) age ranges.
  - D) audience opinions.
29. When selecting a speech topic, a speaker should first consider which of the following?
- A) time limit
  - B) speech occasion
  - C) current issues
  - D) historical events
30. To inform, to persuade, and to mark a special occasion are three
- A) general speech purposes.
  - B) specific speech purposes.
  - C) thesis statements.
  - D) speech occasions.

31. Anne gives a speech to her classmates about categories of computer games. The general purpose of Anne's speech is to
- A) inform.
  - B) persuade.
  - C) mark a special occasion.
  - D) convince.
32. Which is a precise statement of what the speaker wants the audience to learn, agree with, or perhaps act upon as a result of the speech?
- A) general purpose
  - B) specific purpose
  - C) audience analysis
  - D) topic selection
33. An effective speech should be organized around how many main point(s)?
- A) one
  - B) two or three
  - C) four
  - D) seven or eight
34. A speaker should use supporting material to illustrate or prove the
- A) audience's assumptions.
  - B) demographics.
  - C) main points.
  - D) speech structure.
35. The speaker should catch the audience's attention and interest in which part of a speech?
- A) introduction
  - B) body
  - C) conclusion
  - D) outline
36. In which part of a speech should the speaker develop each main point?
- A) introduction
  - B) body
  - C) conclusion
  - D) outline

37. In which part of a speech should the speaker restate the thesis and reiterate how the main points confirm it?
- A) introduction
  - B) body
  - C) conclusion
  - D) outline
38. Outlines are based on the principle of
- A) coordination and subordination.
  - B) general and specific purpose.
  - C) primacy and decency.
  - D) topic selection.
39. In an outline, what kind of points support the main points?
- A) coordinate
  - B) subordinate
  - C) equivalent
  - D) superior
40. Which kind of outline is usually brief and contains key words or phrases?
- A) working
  - B) speaking
  - C) specific
  - D) operational
41. A speech should be practiced at least how many times?
- A) six
  - B) seven
  - C) eight
  - D) nine

## Answer Key

1. B
2. B
3. B
4. A
5. A
6. B
7. B
8. A
9. A
10. A
11. B
12. A
13. A
14. A
15. A
16. A
17. B
18. A
19. A
20. B
21. B
22. B
23. A
24. A
25. D
26. C
27. A
28. D
29. B
30. A
31. A
32. B
33. B
34. C
35. A
36. B
37. C
38. A
39. B
40. B
41. A