

Public Speaking

February 2023

SECTION A: MULTIPLE CHOICE QUESTIONS (30 MARKS)

Instruction: Answer all the questions by choosing the correct answer.

1. "The group I will be speaking to comprises of mostly Afro- Americans, middle-class females who are married and with children. Most are middle-aged and college educated."

The statement above is from Bhupal before he conducts a speech on how to gain financial freedom. This statement is called_____.

A. a specific purpose

B. a general purpose

C. an audience analysis

D. an audience hypothesis

2. Lakshmi included some statistical figures in her speech on "Online Activities by Internet Users". What is the main benefit of including statistics in a speech?

A. To provide quotes by authorities.

B. To provide specific testimonial illustrations.

C. To give weight and authority to generalisations.

D. To provide greater description and numerical details.

3. Which of the following would make a good thesis statement for an informative speech?

A. Examinations should be abolished by universities.

B. You can reduce your weight by using three easy techniques.

C. Addressing Mental Health Among Padmashree College Students.

D. Extinct Birds in European Continents: Will they survive the harsh global warming?

4. Which of the following are effective forms of supporting materials?

- I. Statistics
- II. Random claims
- III. Expert testimony
- IV. List of specific examples

A. I, II and III

B. II, III and IV

C. I, III and IV

D. All of the above

5. When a point you wish to present is highly controversial, the audience may reject it. As a speaker it would be effective to use _____ as supporting materials.

A. hypothetical examples

B. expert, prestige, and lay testimony

C. facts, statistics, and expert testimony

D. opinions, inferences, and adjudications

6. Januka plans to give a speech about the interesting architectural features of an Inca Citadel of Machu Picchu in Peru. She will be talking about its three primary structures which are the Intihuatana, the Temple of the Sun, and the Room of the Three Windows.

The organisation of the main ideas would mostly be _____.

A. spatial

B. sequential

C. hierarchical

D. chronological

7. The main purpose of an informative speech is to_____

A. clear up disputed issues

B. share knowledge and ideas

C. provide solutions to real problems

D. exhort audiences to pursue an ethical lifestyle

8. Which of the following is a function of a conclusion?

A. To provide a list of readings.

B. To provide a sense of inertia.

C. To establish the speaker's credibility.

D. To summarize the speaker's message.

9. "The knowledge, experience, goals, values, and attitudes through which each listener filters a message will affect his understanding. Therefore, the meaning of a message will never be exactly the same to a listener as to a speaker."

The phenomenon in the statement above is related to _____

A. glossophobia

B. frame of reference

C. psychological negotiation

D. anxiety and emotional crisis

10. Below are some examples of persuasive speaking goals except_____

A. a lecturer giving a talk about the phases of cybersecurity system development

B. an activist urging the audience to check their HIV-AIDS status as soon as possible

C. an environmentalist asking for audience commitment to ban the use of plastic bags

D. a promoter from a pharmacy persuading audience to buy neem body care products

11. At a café on campus, Anupama listened to her friend Ishwar expressing his sadness about his father's recent brain tumour diagnosis.

In this situation, Anupama was engaging in what type of listening?

A. Empathic listening

B. Appreciative listening

C. Melodramatic listening

D. Listening for entertainment

12. Which of the following speakers have effectively combined audience analysis with ethics?

A. Jeevan finds that the audience strongly disagrees with him on his topic, so he creates story to make it appear that they all are on the same side.

B. Ms. Suhana decides to tell the audience that they are wrong about their views on the topic, because she finds out that her audience strongly disagrees with her.

C. Neeta finds the audience knows very little about her topic, so she changes her approach to include more basic information.

D. In his speech Sangeetha decides to talk only about the benefits of vitamin C and avoids addressing the danger of overdosing it, as he wants to sell her vitamin C supplement.

13. Audience analysis is important for a speaker as it assists in_____

I. visual aid selections

II. selecting a presentation topic

III. choosing the supporting material

IV. avoiding inappropriate sensitive remarks

A. I, II and III

B. II, III and IV

C. I, III and IV

D. All of the above

14. Saraswathi 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?

What type of attention getter did Saraswathi use?

A. Metaphor

B. Anecdotes

C. Expert testimony

D. Rhetorical question

15. All of the following are instances of an informative speech. Which of the followings is NOT an example of an informative speech?

A. A librarian explaining how to use the catalogue index.

B. A banker talking about current trends in the stock market.

C. A club president urging members to donate to the building fund.

D. A teacher demonstrating methods of organising your final speech.

16. The following outline structure reflects which basic design strategy?

I. Before you can fix a flat tire, you must jack up the car.

II. The next step is to replace the damaged tire with your spare tire.

III. Before driving off, make sure the bolts are tight.

A. Topical

B. Sequential

C. Categorical

D. Problem-solution

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

'The information I am going to share with you today comes mostly from my Chemistry class and my father who is a Chemical Engineering lecturer and researcher in the world-renowned Bio-TRAN Technology Corporation.'

A. Preview the body

B. Relate to the audience

C. Establish the speaker's credibility

D. State the importance of the topic

18. "To inform my audience about health."

As a specific purpose of an informative speech, the statement above is too _____

A. broad

B. trivial

C. detailed

D. technical

19. 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. attitudinal core

B. personal screen

C. frame of reference

D. feedback mechanism

20. Which organizational pattern would be most effective for arranging a speech with this central idea:

"The problem of adult illiteracy can be solved by a combination of individual and government action."

A. Spatial order

B. Topical order

C. Chronological order

D. Problem-solution order

21. If the following statement occurred in the body of a speech, it would be an example of what kind of connective?

"As I shall explain next, solving the problem of groundwater contamination involves two steps: The first one is limiting new development and the next one is requiring builders to use more efficient septic systems."

A. Summary

B. Paraphrase

C. Internal preview

D. Rhetorical question

22. While listening to a speech about animal cruelty, Aabishkar thought back about his experiences as a volunteer in a national wildlife park and decided that the speaker was knowledgeable about the subject. Aabishkar was _____

A. sending feedback about the message to the speaker

B. filtering the message through his frame of reference

C. missing the message due to the error of ethnocentrism

D. empowering the speaker to make a change in the world

23. 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.

24. Stealing ideas or language from two or three sources and passing them off as one's own in a speech is called _____

A. global plagiarism

B. patchwork plagiarism

C. admissible plagiarism

D. incremental plagiarism

25. All of the following are ways that speakers can get feedback EXCEPT _____.

A. asking the audience to videotape the presentation

B. asking friends or colleagues for a critique of the speech

C. asking listeners to fill out evaluation forms after the speech

D. asking listeners to raise their hands whenever they spot a mistake

26. Pathos is one of the components in methods of persuasion. What is the function of Pathos in persuasive speech?

A. Credibility

B. Aesthetic content

C. Logical explanation

D. Appealing to emotion

27. Which of the statements below are related to Logos in methods of persuasion?

- I. Establishing credibility.
- II. Getting your audience to trust you.
- III. Arguing based on reasons and facts.
- IV. Getting your audience to think logically.

A. I and II

B. II and III

C. III and IV

D. All of the above

28. FACT 1: All sweet food can cause diabetes.

FACT 2: A ripe mango is sweet.

CONCLUSION: A ripe mango can cause diabetes.

The example above shows a/an _____ type of reasoning.

A. Causal

B. Principle

C. Analogical

D. Specific instance

29. What kind of reasoning is used in the following statement?

Because the crime-reduction policy I propose has worked successfully in New York, Houston, and New Orleans, we can be confident that it will work here as well.

A. Colloquial reasoning

B. Analogical reasoning

C. Reasoning from principle

D. Reasoning from generalization

30. What error in reasoning is exemplified in the following statement?

I usually eat laddu for dinner the day before an exam, but I ran out of laddu the night before the Statistics final. That's why I failed the exam.

A. False cause

B. Slippery slope

C. Invalid analogy

D. Appeal to tradition

SECTION B: STRUCTURED QUESTIONS (50 MARKS)

Instruction: Answer all questions in this section. Write your answer in the Answer Booklet.

1. Despite similarities, public speaking and everyday conversation are not identical.

a. Give TWO (2) similarities between public speaking and daily conversation.

Ans:-

i. Communication Purpose:- Both public speaking and daily conversation involve conveying a message or information to an audience, whether it's a large group in a formal setting or a small group in an informal setting. In both cases, the speaker aims to communicate effectively.

ii. Adaptation to Audience:- Both public speaking and daily conversation require an understanding of the audience. Successful communication in either context involves tailoring the message to be relevant and engaging for the listeners.

b. Give TWO (2) major differences between public speaking and daily conversation. For each difference, provide an explanation with an example.

Ans:-

i. Formality:- One major difference is the level of formality. Public speaking is often more formal, with structured language, careful choice of words, and adherence to a predefined structure. In contrast, daily conversation tends to be more casual, with spontaneous language and a less rigid structure. For example, in public speaking, a speaker might use formal language and avoid slang, while in a casual conversation, slang and colloquial expressions may be more acceptable.

ii. Delivery and Projection:- Public speaking often involves projecting the voice to reach a larger audience, using gestures, and maintaining a certain level of energy throughout the speech. In everyday conversation, the emphasis is more on intimacy and personal connection, with a lower level of vocal projection and physical gestures.

2. Speechmaking becomes more complex as cultural diversity increases. Part of the complexity stems from the differences in language from culture to culture. In public speaking, it is important for us to respect cultural diversity. Hence, ethnocentrism should be avoided when we speak in public.

a. What is ethnocentrism? Give an example of ethnocentrism

Ans:- Ethnocentrism is the tendency to judge other cultures based on the standards and values of one's own culture, often considering it superior to others. It involves using one's cultural norms as a benchmark to evaluate and interpret the behaviors, beliefs, and practices of other cultures.

Example:- A speaker from a particular culture may dismiss or belittle another culture's practices because they don't align with their own cultural norms, demonstrating ethnocentrism.

b. Explain FOUR (4) ways to avoid ethnocentrism when addressing audiences with a diverse cultural, racial or ethnic background.

Ans:-

i. Cultural Awareness Training:- Educate yourself about different cultures, their values, and customs. Attend cultural awareness training programs to gain insights into diverse perspectives.

ii. Open-mindedness:- Approach each culture with an open mind, recognizing that there are multiple valid ways of interpreting and approaching the world. Avoid making quick judgments or assumptions about a culture based on your own cultural background.

iii. Adapt Language and Examples:- When delivering a speech to a culturally diverse audience, choose language and examples that are inclusive and respectful of different cultural backgrounds. Avoid using language that may be offensive or exclusive.

iv. Seek Feedback:- Before and after a speech, seek feedback from individuals representing different cultural backgrounds. This can help you understand how your message may be perceived across diverse audiences and make necessary adjustments for future presentations.

3. Stage fright is common among speakers. Some of the greatest public speakers in history have suffered from stage fright, including Abraham Lincoln, Margaret Sanger, and Winston Churchill.

a. What is a stage fright? What is the impact of it to a speaker?

Ans:- Stage fright, also known as performance anxiety, is a common phenomenon characterized by a feeling of nervousness, fear, or anxiety before or during public speaking or performance. It is not limited to speakers alone and can affect actors, musicians, and anyone required to perform in front of an audience.

The impact of stage fright on a speaker can be significant and may include:

1. Physical Symptoms:- Symptoms may manifest physically, such as trembling hands, a shaky voice, sweating, increased heart rate, or nausea. These symptoms can hinder effective communication and make the speaker appear less confident.

2. Cognitive Impacts:- Stage fright can lead to mental blocks, forgetfulness, and difficulty concentrating. The fear of making mistakes or being judged can interfere with the speaker's ability to articulate thoughts clearly.

3. Negative Emotional Responses:- Speakers experiencing stage fright may feel intense fear, self-doubt, or a sense of impending failure. These emotions can undermine the overall delivery of the speech and create a negative impression on the audience.

4. Impaired Communication:- The fear of public speaking can hinder effective communication, as the speaker may rush through the speech, avoid eye contact, or struggle to connect with the audience.

5. Impact on Confidence:- Persistent stage fright can erode a speaker's confidence over time, making future speaking engagements even more challenging.

b. Discuss a moment when you experienced stage fright. In your discussion, include reasons behind your stage fright and suggest TWO (2) methods you can use to help overcome speech anxiety or stage fright.

Ans:- Imagine having to give a presentation in front of a large audience during a college seminar. The fear of being judged, making mistakes, and the pressure to perform well created a sense of stage fright. The reasons behind this stage fright included a fear of forgetting important points, concerns about the audience's reaction, and self-doubt about my public speaking abilities.

Methods to Overcome Speech Anxiety

1. Preparation and Rehearsal:- Thorough preparation and rehearsal are key to overcoming stage fright. Knowing the material inside out boosts confidence and reduces the fear of forgetting key points. Rehearsing in front of a mirror, recording oneself, or practicing with a trusted friend can help simulate the actual speaking environment.

2. Visualization and Relaxation Techniques:- Visualization involves mentally rehearsing the entire speaking experience, from walking onto the stage to delivering the speech confidently. Combining this with relaxation techniques, such as deep breathing or

meditation, helps manage anxiety. These methods can calm the nervous system and reduce physical symptoms associated with stage fright.

4. An attention getter or "hook" is a strategy which is usually used in the beginning of a speech.

a. Briefly explain the functions of an attention getter or "hook" in public speaking.

Ans:- Functions of an Attention Getter or "Hook" in Public Speaking:-

Capture Audience's Attention:- The primary function of an attention getter is to capture the audience's attention from the very beginning of the speech. In a world filled with distractions, it's crucial to grab the audience's focus to ensure they are receptive to the message being conveyed.

Create Interest:- An effective attention getter creates interest and curiosity about the topic. It sets the stage for the rest of the speech by making the audience eager to learn more.

Establish Relevance:- The attention getter should be directly related to the topic of the speech, establishing its relevance and signaling to the audience that the upcoming content is worth their time and consideration.

Create a Memorable Impression:- A well-crafted attention getter can leave a lasting impression on the audience, making the speech more memorable and engaging.

b. You are to give a speech about "How to Stay Healthy". Suggest TWO (2) attention getters which are relevant to the topic. Explain briefly about the attention getters and why you choose them.

Ans:- Two Attention Getters for a Speech on "How to Stay Healthy"

1. Start with a Startling Statistic

Attention Getter:- "Did you know that in the last decade, the rate of obesity has doubled worldwide, and sedentary lifestyles have become the norm for many? Today,

we're not just talking about staying fit; we're talking about a global health crisis that each one of us plays a part in."

Explanation:- Starting with a startling statistic immediately grabs attention by presenting a surprising and impactful fact. This establishes the relevance of the speech on staying healthy in the context of a broader health issue, motivating the audience to listen and consider their own well-being.

2. Share a Personal Anecdote

Attention Getter:- "Picture this: It's a Monday morning, and the sound of your alarm clock is competing with the tempting call of your warm bed. We've all been there, right? I used to dread the start of the week until I made a simple change that transformed my life. Today, I'm here to share my journey and the secrets I discovered about how to stay healthy and make those Monday mornings something to look forward to."

Explanation:- Sharing a personal anecdote creates a connection between the speaker and the audience. It humanizes the topic of staying healthy by making it relatable. By revealing a personal experience, the speaker immediately engages the audience's emotions and establishes credibility, setting the stage for a speech that is both informative and personally meaningful.

5. Many good speakers have utilized visual aids in their speech as they are necessary in public speaking. These visual aids give a positive impact in our speech.

a. Provide THREE (3) kinds of visual aids. Give an example of a situation for each of the visual aids stated.

Ans:- Three Kinds of Visual Aids and Examples

1. Slideshows/PowerPoint Presentations:

Example Situation:- Imagine you are giving a business presentation on quarterly sales figures. You can use slides to display graphs, charts, and visual representations of the data to help your audience better understand the trends and patterns.

2. Props/Objects

Example Situation:- In a biology class, when explaining the anatomy of the heart, you could use a model or a preserved heart to illustrate the different chambers and valves. This tangible representation can enhance understanding and engagement.

3. Infographics/Charts

Example Situation:- During a public health seminar about the prevalence of a particular disease, you could use an infographic that combines statistics, images, and key information to convey the impact and spread of the disease in a visually appealing and informative way.

b. Describe TWO (2) advantages of using visual aids when you give a speech.

Ans:- Two Advantages of Using Visual Aids in Speech

1. Enhanced Understanding:- Visual aids can simplify complex information and make it easier for the audience to comprehend. Graphs, charts, and images can clarify data, relationships, and concepts, ensuring that the message is conveyed accurately and understood by a diverse audience.

2. Increased Engagement:- Visual aids capture and maintain the audience's attention. People tend to remember information better when it is presented visually. By incorporating visually appealing elements into your speech, you can create a more engaging and memorable experience for your audience, making your message more impactful and enduring.

SECTION C: ESSAY QUESTION (20 MARKS)

Instruction: Answer the question given. Write your answer in the Answer Booklet.

1. You are given a task by your faculty to deliver a speech for a health campaign at your campus. The topic of the speech is on how to lead a healthy lifestyle.

Create an outline for your speech. Use the outline below as your guide.

Specific Purpose : To _____ (1 mark)

Attention getter : _____ (2 marks)

Credibility and goodwill : _____ (2 marks)

Thesis statement : _____ (1 mark)

Preview : 1. _____ (1 mark)

: 2. _____ (1 mark)

: 3. _____ (1 mark)

Main Points (note: provide 3 main points) (1 mark for each main point)
and supporting details: (2 marks for each supporting detail)
(3 marks x 3 main points and supporting details = 9 marks)

Conclusion : _____ (2 marks)

Ans:-

Outline for Health Campaign Speech:- **"Leading a Healthy Lifestyle"**

Specific Purpose:- To educate and motivate the campus community on adopting and maintaining a healthy lifestyle.

Attention Getter:- Begin with a thought-provoking question: "How many of us truly prioritize our health in the midst of hectic academic schedules and social commitments?"

Credibility and Goodwill:- Establish credibility by sharing personal experiences or achievements related to maintaining a healthy lifestyle. Express goodwill by conveying a genuine concern for the well-being of the audience.

Thesis Statement:- "Today, I am here to emphasize the importance of leading a healthy lifestyle and provide practical strategies for incorporating wellness into our daily lives."

Preview

1. Balanced Nutrition:- Explore the significance of a well-rounded diet and provide examples of nutrient-rich foods.

2. Regular Exercise:- Discuss the benefits of physical activity and suggest simple ways to incorporate exercise into a busy student life.

3. Mental Well-being:- Address the importance of mental health, stress management, and strategies for maintaining a positive mindset.

Main Points and Supporting Details

1. Balanced Nutrition

Supporting Detail 1:- Discuss the role of each food group (e.g., fruits, vegetables, proteins, grains) in maintaining overall health.

Supporting Detail 2:- Provide tips on meal planning and preparing nutritious snacks for on-the-go lifestyles.

Supporting Detail 3:- Highlight the importance of staying hydrated and reducing the consumption of processed foods.

2. Regular Exercise

Supporting Detail 1:- Enumerate the physical benefits of exercise, such as improved cardiovascular health and enhanced energy levels.

Supporting Detail 2:- Propose simple workout routines that can be integrated into daily routines, like taking the stairs or walking to class.

Supporting Detail 3:- Emphasize the connection between physical activity and mental well-being.

3. Mental Well-being

Supporting Detail 1:- Discuss stress-reducing techniques, such as mindfulness, deep breathing, and adequate sleep.

Supporting Detail 2:- Encourage open communication about mental health and the importance of seeking support when needed.

Supporting Detail 3:- Showcase the benefits of maintaining a healthy work-life balance and engaging in activities that bring joy.

Conclusion:- Recap the key points and reiterate the importance of prioritizing health. Encourage the audience to take small, manageable steps toward a healthier lifestyle, emphasizing that every positive choice contributes to long-term well-being. Conclude with an empowering call to action, inspiring the campus community to embark on a journey towards a healthier and happier life.

Assignment