

# Public Speaking Study Guide

## Chapter 15

Five of these questions will be on the chapter quiz and the other five will be on the exam. While these questions are specifically from the 10th edition, you should be able to get the answers from previous editions as well.

1. Of all the kinds of speechmaking, \_\_\_\_\_ speaking is the most complex and the most challenging.
2. According to your textbook, persuasion is a psychological process in which listeners engage in a \_\_\_\_\_ with the speaker.
3. That part of the audience a speaker most wants to persuade is called the: \_\_\_\_\_
4. If you want to persuade a skeptical audience, which of the following is it *most* important for you to do in your speech? \_\_\_\_\_
5. The three types of questions that give rise to persuasive speeches are questions of:  
\_\_\_\_\_
6. A persuasive speech exploring the truth or falsity of an assertion is known as a speech on a question of: \_\_\_\_\_
7. Persuasive speeches on questions of fact are usually organized in \_\_\_\_\_ order.
8. As your textbook explains, whenever you give a persuasive speech on a question of value, you need to: \_\_\_\_\_
9. Persuasive speeches on questions of \_\_\_\_\_ argue for or against particular courses of action.
10. Regardless of whether your aim is to encourage passive agreement or immediate action, you must deal with three basic issues whenever you discuss a question of policy. They are:  
\_\_\_\_\_