

Public Speaking Study Guide

Chapter 16

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. What contemporary researchers term credibility, Aristotle termed: _____
2. According to your textbook, the two most important factors affecting the credibility of a persuasive speaker are: _____
3. To create common ground with an audience in the introduction of a persuasive speech, your textbook recommends that you: _____
4. According to your textbook, the credibility of a speaker at the end of the speech is called _____ credibility.
5. Evidence and reasoning are the two major elements of persuasion that Aristotle called: _____
6. According to your textbook, using evidence in a persuasive speech can: _____
7. According to your textbook, it is especially important to use evidence in a persuasive speech to: _____
8. Appeals to audience emotions such as fear, compassion, guilt, or pride are the kinds of appeals that Aristotle referred to as: _____
9. Which of the following is recommended in your textbook as a method for generating emotional appeal in a persuasive speech? _____
10. What does your textbook advise regarding the ethical use of emotional appeals in a persuasive speech? _____