

Public Speaking Study Guide

Chapter 5

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. The *primary* purpose of speechmaking is to: _____
2. Audience analysis is an important factor in: _____
3. Audience adaptation is an important factor in which steps of the speechmaking process? _____
4. To say that people usually want to hear about things that are meaningful to them is to say that people are: _____
5. The process by which a speaker seeks to create a bond with listeners by emphasizing common values, goals, and experiences is referred to as _____ by communication scholars.
6. What are the two types of audience analysis discussed in your textbook? _____
7. As explained in your textbook, _____ audience analysis usually builds on the demographic analysis.
8. As the size of your audience increases, your presentation should usually become more:

9. Which elements usually have the greatest impact on the length a speech should be? _____
10. According to your textbook, what are the three primary factors to consider when assessing an audience's disposition toward a speech topic? _____