

# Public Speaking Study Guide

## Chapter 7

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. Using \_\_\_\_\_ is the best way to pull listeners into your speeches.
2. The more \_\_\_\_\_ your examples, the greater impact they are likely to have.
3. According to your textbook, an imaginary story that makes a general point is called a(n):  
\_\_\_\_\_
4. Which of the following is recommended by your textbook as a way to enhance the effectiveness of your examples? \_\_\_\_\_
5. Research indicates that the impact of examples is greatly enhanced when they are combined with \_\_\_\_\_ that show(s) the examples to be typical.
6. Which of the following statistical measures corresponds to what is popularly called "the average"? \_\_\_\_\_
7. The main value of using statistics in a speech is to: \_\_\_\_\_
8. To give statistics greater impact, a speaker should: \_\_\_\_\_
9. According to your textbook, when you use statistics in a speech, you should usually:  
\_\_\_\_\_
10. According to your textbook, a good way to clarify statistical trends is to: \_\_\_\_\_