COMS 100 Study Guide for Midterm #1

CHAPTER 1—INTRO
Nervousness
Differences/similarities between public speaking and normal conversation
The speech communication process

CHAPTER 2—ETHICS
Types of plagiarism
Guidelines for ethical speaking
Guidelines for ethical listening

CHAPTER 3—LISTENING
Causes of poor listening
How to become a better listener
Listening for evidence

CHAPTER 8—ORGANIZING THE BODY
Types of organization: chronological, spatial, topical, causal, problem-solution
Order of main points, subpoints
Connectives: transitions, internal previews, internal summaries, signposts

CHAPTER 9—INTRO & CONCLUSION
Parts of an introduction, types of conclusions
Parts of a conclusion, types of conclusions

CHAPTER 10—OUTLINING
Parts of a preparation outline
Parts of a speaking outline

CHAPTER 4—SELECTING A TOPIC AND A PURPOSE
Finding and narrowing a topic
Formulating a concise topic statement

CHAPTER 5—ANALYZING THE AUDIENCE
Gathering or estimating demographic information
Adapting your speech and style to the audience

COMS 100 MIDTERM #1—Sample Questions

1.   All of the following are ways to improve your listening *except*
     a. take listening seriously
     b. suspend judgement
     c. focus your listening
     d. paying attention to delivery and appearance

2.   Elaine is giving a speech on the most colorful plants to use for spring gardening. Her main points are bedding plants, climbing plants, and roses. After her first two points she says, "Now that you understand which bedding plants and climbing plants to use, let's turn to roses." This is an example of a
     a. signpost
     b. internal summary
     c. internal preview
     d. connective

3.   Jerry is giving a speech on teen pregnancy. His main points are as follows:
          I.   Teen pregnancy is the highest in history and rising.
          II.   To curb this trend, education programs are needed.
     This is an example of _____ organization.
     a. topical.
     b. chronological.
     c. problem-solution.
     d. causal.

4.   A sub-point
     a. must support your thesis.
     b. must support a main point which must support your thesis.
     c. may be written as a sentence fragment on your outline.
     d. is generally labeled 1, 2, 3, etc.

5.   True or false: When analyzing the audience, demographic information (age, race, ethnicity, gender, income level) can give you a general indication of how your audience may respond to your topic.

6.   True or false: The three ways to adapt to one's audience are: establish relevance in the introduction, tailor vocabulary to the appropriate level, be uncontroversial in order to not offend anyone.

7.   True or false: Global plagiarism is when the one copies a bit here and a bit there so that none of the speech or paper is your own work.

The short answer question will resemble the exercise of p. 252 of the text.
Answers: 1 = d; 2 = b; 3 = C; 4 = b; 5 = true; 6 = false; 7 = false.

COMS 100 Study Guide for Midterm #2

CHAPTER 4: SELECTING A TOPIC AND A PURPOSE
Determining the specific purpose
Tips for formulating the specific purpose

CHAPTER 6: GATHERING MATERIALS
Evaluating internet documents
Periodical databases

CHAPTER 7: SUPPORTING YOUR IDEAS
Examples, tips for using examples
Statistics, tips for using statistics
Testimony, tips for using testimony

CHAPTER 14: SPEAKING TO INFORM
Types of informative speeches

CHAPTER 17: SPEAKING ON SPECIAL OCCASIONS
After-dinner speaking (speaking to entertain)

CHAPTER 11: USING LANGUAGE
Metaphor, simile, alliteration, parallelism, repetition

CHAPTER 12: DELIVERY
Speaking extemporaneously
Pitch, rate, pauses, vocal variety, pronunciation, articulation
Movement

CHAPTER 13: VISUAL AIDS
Advantages of visual aids
Preparing visual aids
Using visual aids

CHAPTER 15: SPEAKING TO PERSUADE
How listeners process persuasive messages
Types of persuasive speeches: fact, value, policy
Questions of policy: need, plan, practicality

CHAPTER 16: METHODS OF PERSUASION
Ethos, logos, pathos
Credibility, Evidence, Reasoning: deductive (from specific instances), inductive (from principal), causal, analogical
Fallacies: hasty generalization, *post hoc ergo propter hoc* (causal fallacy), slippery slope, red herring, *ad hominem*, either-or, bandwagon.

COMS 100 MIDTERM EXAM #2—Sample questions

1. Simon is giving a persuasive speech to a teen audience advocating raising the minimum driving age.   Probably the most important aspect for Simon to address is
   a.   The audience's political views
   b.   Likely counter arguments that his audience will be making.
   c.   The statistics of teen driving accidents.
   d.   His education and expertise.

2. Which of the following words is the most general and abstract?
   a.   shelter
   b.   building
   c.   Sears Tower
   d.   skyscraper

3. Barbarella is giving a speech on Italian cookery and refers to "spaghetti' as "pas-ghetti." Barbarella is making an error in
   a.   articulation
   b.   pronunciation
   c.   dialect
   d.   a and b

4. "The sweet sound of silence" is an example of
   a.   simile
   b.   metaphor
   c.   alliteration
   d.   all of the above
   e.   a and c only

5. According to the textbook, the following statement is an example of what type of fallacy?
   > Every presidential administration has engaged in questionable fund-raising, so I don't see any reason why it is improper for the current administration to do so.
   a.   red herring
   b.   bandwagon
   c.   slippery slope
   d.   *ad hominem*

6. Using vivid language to help listeners see the benefits of the plan you are advocating is crucial to the _____ step within Monroe's motivated sequence
   a.   attention
   b.   motivation
   c.   visualization
   d.   action
   e.   persuasion

Answers: 1=c; 2=a; 3=b; 4=c; 5=b; 6=c.