Chapter 16

True-False Questions

1. T  F  Persuasion is the process of creating, reinforcing, or changing people's beliefs or actions.

2. T  F  Because everyone knows that a persuasive speaker's goal is to influence the audience's beliefs or actions, questions of ethics are less important in persuasive speaking than in other kinds of speaking.

3. T  F  Persuasive speakers should aim to construct speeches that are both convincing and ethically sound.

4. T  F  Even though a persuasive speaker's goal is to influence the audience's beliefs or actions, she or he still has an ethical obligation to present evidence fairly and accurately.

5. T  F  One way for a persuasive speaker to uphold the ethical obligations of speechmaking is to learn about all sides of an issue.

6. T  F  Of all the kinds of public speaking, persuasion is the most complex and the most challenging.

7. T  F  Moving listeners from being strongly opposed to a speaker's position to being only moderately opposed would be a sign of a successful persuasive speech.

8. T  F  As your textbook explains, persuasion takes place only if the audience is strongly in favor of the speaker's position by the end of the speech.

9. T  F  As your textbook explains, when faced with an audience that strongly opposes your point of view, you can consider your persuasive speech a success if it leads even a few listeners to reexamine their views.

10. T  F  Your success in a persuasive speech will usually depend on how well you adapt to the attitudes, beliefs, and values of your audience.

11. T  F  Persuasion is a psychological process in which listeners engage in a mental dialogue with the speaker.

12. T  F  Research indicates that audiences often engage in a mental give-and-take with the speaker as they listen to a persuasive speech.

13. T  F  When speaking to persuade, you need to think of your speech as a kind of mental dialogue with your audience.
14. T F Audience analysis and adaptation are usually more demanding in persuasive speaking than in speaking to inform.

15. T F Audience analysis and adaptation are usually less challenging in persuasive speaking than in speaking to inform.

16. T F When speaking to persuade, you should try to anticipate places where the audience might object and then answer the objections in your speech.

17. T F When trying to persuade listeners that are skeptical about your position, you need to deal directly with the reasons for their skepticism.

18. T F When trying to persuade a hostile audience, you should usually be wary of even mentioning the audience’s objections to your point of view.

19. T F The target audience is that portion of the whole audience that the speaker most wants to persuade.

20. T F Concentrating on a target audience means that a persuasive speaker can ignore the rest of her or his listeners.

21. T F A persuasive speech on a question of fact is essentially the same as an informative speech.

22. T F Questions of fact are easy subjects for persuasive speeches because they almost always have clear-cut answers.

23. T F Questions of fact deal only with events that have already happened.

24. T F Questions of fact usually include the word “should.”

25. T F Persuasive speeches on questions of fact are usually organized in topical order.

26. T F Persuasive speeches on questions of fact are usually organized in problem-solution order.

27. T F “To persuade my audience that genetically altered crops pose hazards to human health” is a specific purpose statement for a persuasive speech on a question of fact.

28. T F “To persuade my audience to support the construction of a new convention center” is a specific purpose statement for a question of fact.

29. T F “To persuade my audience that Lee Harvey Oswald was the sole assassin of President John F. Kennedy” is a specific purpose statement for a persuasive speech on a question of fact.
30. T F “To persuade my audience that electronic voting is more accurate than punch card voting” is a specific purpose statement for a persuasive speech on a question of fact.

31. T F “To persuade my audience that capital punishment is unjust” is a specific purpose statement for a persuasive speech on a question of fact.

32. T F When dealing with a question of value, a public speaker needs to justify his or her value judgment on the basis of some set of standards or criteria.

33. T F Persuasive speeches on questions of value focus on the worth, rightness, or morality of an idea or action.

34. T F The first main point in a persuasive speech on a question of value should usually be devoted to establishing the standards on which you base your judgment.

35. T F Once you go beyond arguing right or wrong to arguing that something should or should not be done, you are moving from a question of opinion to a question of value.

36. T F Persuasive speeches on questions of value are almost always arranged in topical order.

37. T F Persuasive speeches on questions of value usually argue directly for or against particular courses of action.

38. T F “To persuade my audience that Citizen Kane is the greatest movie of all time” is a specific purpose statement for a persuasive speech on a question of value.

39. T F “To persuade my audience that cloning human beings is morally unjustifiable” is a specific purpose statement for a persuasive speech on a question of value.

40. T F “To persuade my audience that college athletic coaches should automatically lose their jobs whenever they are found guilty of recruiting violations” is a specific purpose statement for a persuasive speech on a question of value.

41. T F “To persuade my audience that capital punishment is unjust” is a specific purpose statement for a persuasive speech on a question of value.

42. T F Questions of policy inevitably incorporate questions of fact.

43. T F Questions of policy deal with whether something should or should not be done.

44. T F Questions of policy usually include the word “should.”
45. **T** **F** “To persuade my audience that the federal government should ban all advertising for tobacco products” is a specific purpose statement for a persuasive speech on a question of policy.

46. **T** **F** “To persuade my audience that capital punishment is unjust” is a specific purpose statement for a persuasive speech on a question of policy.

47. **T** **F** “To persuade my audience that the United States should adopt a national sales tax to help reduce the national debt” is a specific purpose statement for a persuasive speech on a question of policy.

48. **T** **F** “To persuade my audience that capital punishment does not deter people from committing crimes such as murder” is a specific purpose statement for a persuasive speech on a question of policy.

49. **T** **F** “To persuade my audience that video games are a major cause of youth violence” is a specific purpose statement for a persuasive speech on a question of policy.

50. **T** **F** When you give a persuasive speech on a question of policy, you can seek either passive agreement or immediate action from your audience.

51. **T** **F** As your textbook makes clear, when speaking to persuade, it is easier to evoke passive agreement from an audience than to gain immediate action.

52. **T** **F** According to your textbook, when speaking to persuade, it is easier to gain immediate action from an audience than to evoke passive agreement.

53. **T** **F** As your textbook explains, speakers who give persuasive speeches seeking immediate action should make their call for action as general as possible.

54. **T** **F** When trying to persuade listeners to take action, you should usually be specific about the action you want them to take.

55. **T** **F** Research indicates that once a listener takes action in support of a speaker’s position, she or he is more likely to support that speaker’s position in the future.

56. **T** **F** “To persuade my audience that our community should adopt tougher measures to deal with the problem of noise pollution” is a specific purpose statement for a persuasive speech on a question of policy whose aim is passive agreement.

57. **T** **F** “To persuade my audience to contribute to the campus blood drive” is a specific purpose statement for a persuasive speech on a question of policy whose aim is passive agreement.
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>58.</td>
<td>T</td>
<td>“To persuade my audience to become volunteers for the Special Olympics” is a specific purpose statement for a persuasive speech on a question of policy whose aim is immediate action.</td>
</tr>
<tr>
<td>59.</td>
<td>F</td>
<td>“To persuade my audience that Congress should ban the exportation of dangerous pesticides” is a specific purpose statement for a persuasive speech on a question of policy whose aim is immediate action.</td>
</tr>
<tr>
<td>60.</td>
<td>T</td>
<td>When you discuss a question of policy, you must deal with three basic issues—attention, plan, and action.</td>
</tr>
<tr>
<td>61.</td>
<td>T</td>
<td>When you discuss a question of policy, you must deal with three basic issues—need, plan, and practicality.</td>
</tr>
<tr>
<td>62.</td>
<td>T</td>
<td>The burden of proof is the obligation of a persuasive speaker to prove that a change from current policy is necessary.</td>
</tr>
<tr>
<td>63.</td>
<td>T</td>
<td>The burden of proof rests with the persuasive speaker who advocates change.</td>
</tr>
<tr>
<td>64.</td>
<td>F</td>
<td>If you advocate a new policy in a persuasive speech, your main points will usually fall naturally into topical order.</td>
</tr>
<tr>
<td>65.</td>
<td>T</td>
<td>Problem-cause-solution order is used most often in organizing persuasive speeches on questions of fact.</td>
</tr>
<tr>
<td>66.</td>
<td>T</td>
<td>Problem-cause-solution order is used most often in organizing persuasive speeches on questions of policy.</td>
</tr>
<tr>
<td>67.</td>
<td>T</td>
<td>Comparative-advantages order is used most often in organizing persuasive speeches on questions of value.</td>
</tr>
<tr>
<td>68.</td>
<td>F</td>
<td>Comparative advantages order is most appropriate when the audience already agrees that a problem exists.</td>
</tr>
<tr>
<td>69.</td>
<td>F</td>
<td>Monroe’s motivated sequence is most appropriate for persuasive speeches on questions of value.</td>
</tr>
<tr>
<td>70.</td>
<td>T</td>
<td>Monroe’s motivated sequence is another name for problem-cause-solution order.</td>
</tr>
<tr>
<td>71.</td>
<td>T</td>
<td>Monroe’s motivated sequence is most appropriate for speeches that try to persuade listeners to take immediate action.</td>
</tr>
<tr>
<td>72.</td>
<td>F</td>
<td>Monroe’s motivated sequence is most appropriate for speeches that seek passive agreement from the audience.</td>
</tr>
</tbody>
</table>
73. T F The first step in Monroe’s motivated sequence is to convince the audience that there is a need for action.

74. T F The first step in Monroe’s motivated sequence is to get the attention of the audience.

75. T F When a speaker uses Monroe’s motivated sequence, the need step is usually presented in the introduction.

76. T F When a speaker uses Monroe’s motivated sequence, the satisfaction step is usually presented in the conclusion.

77. T F The final step in Monroe’s motivated sequence is to visualize how much better things will be if the speaker’s plan is adopted.

78. T F The final step in Monroe’s motivated sequence is to call for action by the audience in support of the speaker’s plan.

Multiple-Choice Questions  (Students are to indicate the best answer for each question by circling the correct letter.)

1. Of all the kinds of speechmaking, __________ speaking is the most complex and the most challenging.
   a. persuasive
   b. after-dinner
   c. ceremonial
   d. informative
   e. commemorative

2. Which of the following is an instance of persuasive speaking?
   a. a coach reviewing the offensive plays for next week’s game
   b. a lawyer explaining the details of a plea bargaining agreement to her client
   c. an architectural firm recommending adoption of its building plan
   d. a botanist reporting the discovery of a new species
   e. an activist honoring past leaders of the labor movement

3. Which of the following is an instance of persuasive speaking?
   a. a president of a company presenting an award to an outstanding employee
   b. a marketing manager explaining a new product to the company’s sales force
   c. a personnel manager defining employee benefits at a meeting of workers
   d. a union representative urging management to avoid a strike by raising wages
   e. a finance officer reporting sales figures to the board of directors
4. Which of the following is an instance of persuasive speaking?
   a. a friend offering a humorous toast at a wedding
   b. a volunteer convincing a group of citizens to sign a petition
   c. an academic advisor explaining the study abroad process
   d. all of the above
   e. a and c only

5. Which of the following is an instance of persuasive speaking?
   a. a United States President praising World War II veterans
   b. a history professor lecturing on the rise of industrialism
   c. a judge explaining the rules of evidence during a criminal trial
   d. a developer urging the city council to build a new convention center
   e. a geneticist reporting her research to a professional meeting

6. According to your textbook, persuasive speakers have an ethical obligation to
   a. make sure their goals are ethically sound.
   b. learn about all sides of an issue.
   c. present their evidence fairly and accurately.
   d. all of the above.
   e. a and b only.

7. According to your textbook, persuasive speakers have an ethical obligation to
   a. learn about all sides of an issue.
   b. use visual aids when discussing practicality.
   c. present their evidence fairly and accurately.
   d. all of the above.
   e. a and c only.

8. According to your textbook, persuasion is a psychological process in which listeners engage in a ____________ with the speaker.
   a. mental dialogue
   b. situational disagreement
   c. cognitive restructuring
   d. feedback loop
   e. logical debate

9. According to your textbook, you should think of your persuasive speech as
   a. essentially the same as a commemorative speech.
   b. a kind of mental dialogue with the audience.
   c. less challenging than speaking to inform.
   d. all of the above.
   e. b and c only.
10. As your textbook explains, if you want to persuade a skeptical audience, you need to
   a. organize the speech in Monroe's motivated sequence.
   b. urge the audience to take immediate action.
   c. circulate an audience-analysis questionnaire.
   d. answer the reasons for the audience's skepticism.
   e. focus your speech on questions of practicality.

11. If you want to persuade a skeptical audience, which of the following is it most important for you to do in your speech?
   a. Define unclear terms in the introduction.
   b. Organize the speech in problem-solution order.
   c. Focus the speech on questions of value.
   d. Answer the reasons for the audience's skepticism.
   e. Include a call for action in the conclusion.

12. That part of the audience a speaker most wants to persuade is called the
   a. specific audience.
   b. designated audience.
   c. central audience.
   d. special audience.
   e. target audience.

13. The __________ is that portion of the whole audience that the speaker most wants to persuade.
   a. core audience
   b. target audience
   c. projected audience
   d. intended audience
   e. focus audience

14. Luna wanted to convince the technology department at her company to adopt a new database system. Some staff members supported the change, a few were opposed, and most were undecided. Luna realized that the undecided group was her ___________, so she focused most of her effort on them.
   a. majority audience
   b. target audience
   c. projected audience
   d. focus audience
   e. central audience

15. Blake circulated a questionnaire to gauge his classmates' attitudes toward implementing a special tax on junk food. He discovered that 5 audience members already agreed there
should be such a tax, 6 were firmly opposed, and 10 were undecided. From these results, Blake decided that the 10 undecided class members were the __________ for his speech.

a. projected audience  
b. majority audience  
c. focus audience  
d. target audience  
e. central audience

16. The three types of questions that give rise to persuasive speeches are questions of

a. opinion, fact, and policy.  
b. problem, cause, and solution.  
c. fact, value, and policy.  
d. opinion, attitude, and value.  
e. need, plan, and practicality.

17. A persuasive speech exploring the truth or falsity of an assertion is known as a speech on a question of

a. value.  
b. opinion.  
c. evidence.  
d. policy.  
e. fact.

18. As explained in your textbook, at which of the following would you be most likely to hear a persuasive speech on a question of fact?

a. a graduation ceremony  
b. a retirement banquet  
c. an awards ceremony  
d. a political convention  
e. a jury trial

19. Persuasive speeches on questions of fact are usually organized in __________ order.

a. topical  
b. problem-solution  
c. comparative advantages  
d. problem-cause-solution  
e. descriptive

20. Which of the following is a specific purpose statement for a persuasive speech on a question of fact?

a. To persuade my audience that capital punishment is immoral.
b. To persuade my audience that capital punishment should be the mandatory sentence for murder.
c. To persuade my audience that capital punishment is never justifiable.
d. To persuade my audience that capital punishment fails to deter people from committing murder.
e. To persuade my audience that capital punishment should be abolished.

21. “To persuade my audience that long-term exposure to electromagnetic fields can cause serious health problems” is a specific purpose statement for a persuasive speech on a question of
   a. value.
   b. opinion.
   c. attitude.
   d. policy.
   e. fact.

22. “To persuade my audience that the use of cell phones by car drivers is contributing to the growth in automobile accidents” is a specific purpose statement for a persuasive speech on a question of
   a. policy.
   b. attitude.
   c. fact.
   d. value.
   e. opinion.

23. “To persuade my audience that soccer will become the highest revenue-producing sport in the United States by 2030” is a specific purpose statement for a persuasive speech on a question of
   a. policy.
   b. opinion.
   c. value.
   d. fact.
   e. attitude.

24. According to your textbook, “To persuade my audience that birds evolved from dinosaurs” is a specific purpose statement for a persuasive speech on a question of
   a. policy.
   b. fact.
   c. opinion.
   d. knowledge.
   e. research.
25. “To persuade my audience that a major earthquake will strike Los Angeles before the
year 2020” is a specific purpose statement for a persuasive speech on a question of
a. fact.
b. attitude.
c. value.
d. policy.
e. opinion.

26. Persuasive speeches on questions of __________ judge whether something is good or
bad, right or wrong, fair or unfair.
   a. criteria
   b. policy
   c. fact
   d. value
   e. judgment

27. As your textbook explains, persuasive speeches on questions of value are most often
organized in __________ order.
   a. topical
   b. analytical
   c. chronological
   d. deductive
   e. causal

28. As your textbook explains, whenever you give a persuasive speech on a question of value,
you need to
   a. concentrate on convincing listeners who already share your view.
   b. organize the speech according to Monroe’s motivated sequence.
   c. conclude your speech by urging the audience to take immediate action.
   d. deal with all three basic issues of need, plan, and practicality.
   e. justify your value judgment against a set of standards or criteria.

29. According to your textbook, “To persuade my audience that doctor-assisted suicide is
morally acceptable” is a specific purpose statement for a persuasive speech on a
question of
   a. fact.
   b. policy.
   c. judgment.
   d. health.
   e. value.
30. The specific purpose for Yaoling’s persuasive speech is “To persuade my audience that
humans have an ethical responsibility to prevent the extinction of animal species.”
According to your textbook, Yaoling is speaking on a question of
   a. fact.
   b. opinion.
   c. knowledge.
   d. research.
   e. value.

31. “To persuade my audience that it is unethical for journalists to invade people’s private
lives” is a specific purpose statement for a persuasive speech on a question of
   a. fact.
   b. attitude.
   c. value.
   d. policy.
   e. opinion.

32. “To persuade my audience that cheating on schoolwork is never justified” is a specific
purpose statement for a persuasive speech on a question of
   a. value.
   b. opinion.
   c. practicality.
   d. standards.
   e. policy.

33. “To persuade my audience that preemptive strikes against suspected terrorists are
morally justifiable” is a specific purpose statement for a persuasive speech on a question of
   a. fact.
   b. opinion.
   c. strategy.
   d. attitude.
   e. value.

34. “To persuade my audience that it is unethical for politicians to accept trips paid for by
lobbyists” is a specific purpose statement for a persuasive speech on a question of
   a. value.
   b. policy.
   c. attitude.
   d. opinion.
   e. fact.
35. “To persuade my audience that it is morally wrong to deny public services to illegal immigrants” is a specific purpose statement for a persuasive speech on a question of
   a. policy.
   b. fact.
   c. opinion.
   d. attitude.
   e. value.

36. Persuasive speeches on questions of ___________ argue for or against particular courses of action.
   a. need
   b. value
   c. policy
   d. fact
   e. plan

37. According to your textbook, questions of policy
   a. usually contain the word “should.”
   b. also involve questions of fact and value.
   c. seldom come up in our daily lives.
   d. all of the above.
   e. a and b only.

38. According to your textbook, “To persuade my audience that they should adopt a program of regular exercise” is a specific purpose statement for a persuasive speech on a question of
   a. action.
   b. policy.
   c. attitude.
   d. value.
   e. fact.

39. “To persuade my audience to take a class that will teach them CPR” is a specific purpose statement for a persuasive speech on a question of
   a. fact.
   b. attitude.
   c. value.
   d. policy.
   e. opinion.
40. “To persuade my audience that there should be tougher enforcement of laws to protect the victims of domestic abuse” is a specific purpose statement for a persuasive speech on a question of
   a. value.
   b. attitude.
   c. policy.
   d. opinion.
   e. judgment.

41. “To persuade my audience that the National Park Service should reduce the number of camp sites in national parks by 50 percent” is a specific purpose statement for a persuasive speech on a question of
   a. fact.
   b. attitude.
   c. value.
   d. policy.
   e. opinion.

42. “To persuade my audience that cable companies should not be allowed to own TV stations and networks” is a specific purpose statement for a persuasive speech on a question of
   a. policy.
   b. opinion.
   c. attitude.
   d. fact.
   e. value.

43. The specific purpose for Scott’s persuasive speech is “To persuade my audience to eat locally produced food.” According to your textbook, Scott is speaking on a question of
   a. fact.
   b. research.
   c. opinion.
   d. policy.
   e. value.

44. “To persuade my audience that prostitution should be legalized” is a specific purpose statement for a persuasive speech on a question of
   a. value.
   b. policy.
   c. opinion.
   d. fact.
   e. attitude.
45. “To persuade my audience that the use of performance-enhancing drugs should be permitted in amateur and professional sports” is a specific purpose statement for a persuasive speech on a question of
   a. fact.
   b. attitude.
   c. policy.
   d. opinion.
   e. value.

46. “To persuade my audience that more-stringent privacy safeguards should be required of social networking sites” is a specific purpose statement for a persuasive speech on a question of
   a. attitude.
   b. policy.
   c. value.
   d. opinion.
   e. fact.

47. “To persuade my audience that prescription drug advertising directed at consumers should be banned” is a specific purpose statement for a persuasive speech on a question of
   a. policy.
   b. opinion.
   c. fact.
   d. attitude.
   e. value.

48. “To persuade my audience that bars should be required to scan ID cards to determine their authenticity” is a specific purpose statement for a persuasive speech on a question of
   a. attitude.
   b. value.
   c. policy.
   d. opinion.
   e. fact.

49. “To persuade my audience that the BCS should be replaced with a playoff system to determine the national college football champion” is a specific purpose statement for a persuasive speech on a question of
   a. value.
   b. attitude.
   c. policy.
d. opinion.
e. fact.

50. “To persuade my audience that the United States should devote more of its resources to ending world hunger” is a specific purpose statement for a persuasive speech on a question of
a. policy.
b. opinion.
c. fact.
d. value.
e. attitude.

51. As your textbook explains, when you give a persuasive speech on a question of __________, you can seek either passive agreement or immediate action from your audience.
   a. opinion
   b. policy
   c. judgment
   d. value
   e. fact

52. Which of the following specific purpose statements is from a persuasive speech seeking passive agreement?
   a. To persuade my audience to sign organ donor cards.
   b. To persuade my audience to vote in the next local election.
   c. To persuade my audience to boycott coffee from plantations that damage the rainforests.
   d. To persuade my audience that the campus library should be open 24 hours a day.
   e. To persuade my audience to adopt a regular exercise program.

53. Which of the following specific purpose statements is from a persuasive speech seeking passive agreement?
   a. To persuade my audience to join a fraternity or sorority.
   b. To persuade my audience to increase their consumption of fruits and vegetables.
   c. To persuade my audience that the college should adopt an honor code.
   d. To persuade my audience to become more involved in campus government.
   e. To persuade my audience to become organ donors.

54. Which of the following specific purpose statements is from a persuasive speech seeking immediate action?
   a. To persuade my audience that the federal government should increase funding to provide computers for children in low-income housing.
b. To persuade my audience that the state must increase funding for wetland preservation.
c. To persuade my audience that political campaign advertisements should be required to disclose their source of funding.
d. To persuade my audience to decrease the amount of electricity they use during the summer in order to prevent blackouts.
e. To persuade my audience that the college administration should increase spending for intramural athletics on campus.

55. Which of the following specific purpose statements is from a persuasive speech seeking immediate action?
   a. To persuade my audience that the federal government should establish a committee to study the regulation of genetically engineered food.
   b. To persuade my audience to write their U.S. senators and representatives in support of a bill to regulate genetically engineered food.
   c. To persuade my audience that proposed legislation to regulate genetically engineered food will hurt farmers.
   d. To persuade my audience that the federal government must take steps to regulate genetically engineered food.
   e. To persuade my audience that genetically engineered food poses serious health dangers to consumers.

56. Which of the following specific purpose statements is from a persuasive speech seeking immediate action?
   a. To persuade my audience that the state legislature should stiffen driver’s license requirements for people over the age of 75.
   b. To persuade my audience to write their legislators in support of stiffening driver’s license requirements for people over the age of 75.
   c. To persuade my audience that the proposed bill to stiffen driver’s license requirements for people over the age of 75 is just and reasonable.
   d. To persuade my audience that the state legislature has no business stiffening driver’s license requirements for people over the age of 75.
   e. To persuade my audience that acting now to stiffen driver’s license requirements for people over the age of 75 will save lives.

57. The ____________ is the obligation of a persuasive speaker to prove that a change from current policy is necessary.
   a. burden of proof
   b. strategic duty
   c. deliberative responsibility
   d. balance of practicality
   e. causal imperative
58. The burden of __________ always rests with the persuasive speaker who advocates change.
   a. fact
   b. opinion
   c. refutation
   d. strategy
   e. proof

59. 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
   a. cause, effect, and practicality.
   b. evidence, practicality, and reasoning.
   c. need, action, and reaction.
   d. problem, plan, and solution.
   e. need, plan, and practicality.

60. As your textbook explains, you must deal with three basic issues whenever you discuss a question of policy. Those issues are need, plan, and
   a. efficiency.
   b. practicality.
   c. productivity.
   d. flexibility.
   e. viability.

61. Nina’s persuasive speech contained the following statement:
   The lack of a national law requiring seat belts on school buses is a serious problem in the United States. Last year alone, 437 children were killed and more than 5,000 injured in accidents involving school buses. Given all the advances in automobile safety in recent years, how can we continue to allow our children to ride in unsafe vehicles?
   Which of the three basic issues of persuasive speeches on questions of policy did Nina address in this excerpt?
   a. practicality
   b. need
   c. satisfaction
   d. plan
   e. visualization

62. In a speech seeking to persuade her audience to support the city’s ban on unlimited drink specials at local bars, Darlene used examples and statistics to demonstrate the seriousness of binge drinking as a problem on college campuses. Which of the three basic issues of persuasive speeches on questions of policy did Darlene address in this part of her speech?
   a. need
b. fact
c. action
d. value
e. plan

63. Li’s persuasive speech contained the following statement:

To solve the problem of decreasing personal privacy due to electronic data-gathering by businesses, I propose more stringent privacy laws. These laws should impose strict controls on the collection of personal information by businesses. These laws should also include stiff penalties for anyone who uses personal information for unauthorized purposes.

Which of the three basic issues of persuasive speeches on questions of policy did Li address in this excerpt?

a. need
b. practicality
c. visualization
d. problem
e. plan

64. Jeremy’s persuasive speech contained the following statement:

Solving the problem of illegal immigration will involve two steps. First, we need to reverse the economic policies that keep illegal immigrants from earning a living in their own country. Second, we need to provide a path to citizenship for illegal immigrants who are already here.

Which of the three basic issues of persuasive speeches on questions of policy did Jeremy address in this excerpt?

a. visualization
b. problem
c. plan
d. action
e. practicality

65. In a speech seeking to persuade his audience to donate blood, Ian explained how little time the donation process would take from their busy schedules. Which of the three basic issues of persuasive speeches on questions of policy did Ian address in this part of his speech?

a. need
b. action
c. motivation
d. practicality
e. fact
66. While attempting to persuade her audience to volunteer for a community literacy program, Diamond provided evidence that volunteering takes only two hours a week and that employers look for volunteer service on résumés from job applicants. Which of the three basic issues of persuasive speeches on questions of policy did Diamond address in this section of her speech?
   a. need  
   b. relevance  
   c. practicality  
   d. clarification  
   e. solution

67. Which of the following statements is most clearly directed at the practicality issue in a persuasive speech on a question of policy?
   a. My solution has three major steps.  
   b. We can no longer ignore the seriousness of the problem.  
   c. There are three ways to judge the morality of capital punishment.  
   d. If my plan is adopted, it will be less expensive than the current system.  
   e. If the government knew what it was doing, we wouldn’t be in this mess.

68. Seth’s persuasive speech contained the following statement:
   Will my policy work? Can we institute a law protecting individual privacy against electronic data-gathering by businesses? The answer is yes. A policy similar to mine has already been instituted successfully in most of the countries of Western Europe.
   Which of the three basic issues of persuasive speeches on questions of policy did Seth address in this excerpt?
   a. need  
   b. proposal  
   c. practicality  
   d. strategy  
   e. action

69. During his persuasive speech, Jonathan pointed to the growing number of communities where cameras installed to catch speeding drivers have been taken down because they were ineffective in reducing accidents. Jonathan argued that such cameras would be ineffective in his community as well. Which of the three basic issues of persuasive speeches on questions of policy did Jonathan address in this portion of his speech?
   a. need  
   b. practicality  
   c. motivation  
   d. action  
   e. proof
70. If you give a persuasive speech advocating a change in policy, your main points often will fall naturally into __________ order.
   a. causal
   b. chronological
   c. progressive
   d. problem-solution
   e. spatial

71. The following set of main points for a persuasive speech on a question of policy follows which pattern of organization?
   I. Bacterial meningitis is a deadly disease that can spread easily on college campuses.
   II. Every college student should be required to get vaccinated against bacterial meningitis.
   a. persuasive sequence
   b. problem-cause-solution
   c. need-plan-practicality
   d. comparative advantages
   e. problem-solution

72. The following set of main points for a persuasive speech on a question of policy follows which pattern of organization?
   I. The shortage of nurses has become a serious national problem.
   II. The problem can be solved by offering nurses better salaries and better working conditions.
   a. deliberative
   b. problem-solution
   c. comparative advantages
   d. need-plan-practicality
   e. problem-cause-solution

73. Roberto’s persuasive speech on a question of policy contains the following transition between the first and second main points:
   As we have seen, excessive caffeine consumption can create serious problems for your body’s nervous system and immune system. We’re now ready to look at ways you can start reducing your intake of caffeine.
   Roberto’s speech is organized according to which pattern of organization?
   a. causal
   b. problem-solution
   c. comparative advantages
   d. persuasive sequence
   e. topical
74. Heather gave her persuasive speech on the problem of teenage alcoholism. In her first main point, she showed how serious the problem is. In her second main point, she explained why the problem had reached its current proportions. In her third main point, she presented some ways of coping with the problem. What organizational pattern did Heather use in her speech?
   a. need-plan-practicality
   b. comparative advantages
   c. Monroe's motivated sequence
   d. problem-cause-solution
   e. progressive

75. Alex's persuasive speech on a question of policy includes the following connective between the second and third main points:

First we saw that health complications from obesity are a growing problem among young adults. Then we looked at some of the major factors leading to this problem. Now let's look at the steps we can take to eliminate the problem.

Alex's speech is organized according to which pattern of organization?
   a. problem-solution
   b. comparative advantages
   c. problem-cause-solution
   d. persuasive sequence
   e. none of the above

76. The following set of main points for a persuasive speech on a question of policy follows which pattern of organization?

I. Childhood obesity is a serious health crisis in the United States.
   II. Childhood obesity is caused by a range of factors from poor nutrition to lack of exercise.
   III. Childhood obesity can be reduced by action from parents, schools, and the fast-food industry.

   a. progressive
   b. comparative advantages
   c. problem-cause-solution
   d. Monroe's motivated sequence
   e. need-plan-practicality

77. As your textbook explains, ____________ order is a way to structure a persuasive speech on a question of policy when the audience already agrees that a problem exists but needs to be persuaded that your plan provides the best solution to the problem.
   a. problem-solution
   b. comparative advantages
   c. problem-cause-solution
d. Monroe’s motivated sequence

e. need-plan-practicality

78. The following set of main points for a persuasive speech on a question of policy follows which pattern of organization?

I. Installing filtering software on computers in homes, schools, and public libraries is a more effective way of controlling children’s access to Internet pornography than is parental monitoring.

II. Installing filtering software on computers in homes, schools, and public libraries is a more effective way of controlling children’s access to Internet pornography than are government regulations.

a. need-plan-practicality

b. Monroe’s motivated sequence

c. problem-cause-solution

d. comparative advantages

e. relative solutions

79. According to your textbook, which pattern of organization is used in the following set of main points for a persuasive speech urging the audience to donate time to famine-relief organizations?

I. Donating time to famine-relief organizations is more effective than donating money because it reduces a country’s dependence on foreign aid.

II. Donating time to famine-relief organizations is more effective than donating money because it creates a personal connection to the people you are helping.

a. analysis of benefits

b. need-plan-practicality

c. Monroe’s motivated sequence

d. comparative advantages

e. problem-solution

80. Which organizational pattern is especially effective for persuasive speeches that seek immediate action by listeners?

a. comparative advantages order

b. Monroe’s motivated sequence

c. problem-solution order

d. reflective-thinking sequence

e. psychological process order

81. Because it follows the process of human thinking, __________ is particularly useful for organizing persuasive speeches that seek immediate action.

a. Mitchell’s strategic progression

b. comparative advantages order
c. Monroe’s motivated sequence
d. problem-cause-solution order
e. Morgan’s psychological series

82. The major reason Monroe’s motivated sequence is such an effective way of organizing persuasive speeches that seek action from listeners is because it
   a. is limited to five steps.
   b. can be easily adapted to standard outlining form.
   c. follows the process of human thinking.
   d. is more detailed than problem-solution order.
   e. is often used by advertisers.

83. What organizational method for persuasive speeches is designed to take the audience through the five steps of attention, need, satisfaction, visualization, and action?
   a. Maswell’s influence model
   b. reflective-thinking sequence
   c. Miller’s psychological process
   d. target audience order
   e. Monroe’s motivated sequence

84. Which of the following is the first step in Monroe’s motivated sequence?
   a. need
   b. judgment
   c. motivation
   d. attention
   e. plan

85. Which of the following is the second step in Monroe’s motivated sequence?
   a. plan
   b. satisfaction
   c. attention
   d. action
   e. need

86. Which of the following is the third step in Monroe’s motivated sequence?
   a. visualization
   b. action
   c. need
   d. satisfaction
   e. attention
87. Using vivid imagery 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. satisfaction  d. visualization  
e. action)

88. Which step of Monroe’s motivated sequence deals with the issue of practicality in a persuasive speech on a question of policy?
(a. need  b. projection  c. attention  d. visualization  e. action)

89. Which of the following is the final step in Monroe’s motivated sequence?
(a. action  b. motivation  c. visualization  d. practicality  
e. solution)

90. The action step in Monroe’s motivated sequence usually comes in the ________ of a persuasive speech on a question of policy.
(a. visualization  b. introduction  c. satisfaction  d. conclusion  e. solution)

Short-Answer Questions

1. The three kinds of questions that give rise to persuasive speeches are questions of ____________, questions of ____________, and questions of ____________.

fact  
value  
policy
2. “To persuade my audience that there is convincing evidence of intelligent life in other parts of the solar system” is a specific purpose statement for a persuasive speech on a question of ________________.
   fact

3. “To persuade my audience that changes occurring in the earth’s climate are caused primarily by human activities” is a specific purpose statement for a persuasive speech on a question of
   fact

4. “To persuade my audience that the use of torture is never ethically justifiable” is a specific purpose statement for a persuasive speech on a question of
   value

5. “To persuade my audience that it is unethical for businesses to use lie detector tests to pry into employees’ private lives” is a specific purpose statement for a persuasive speech on a question of ________________.
   value

6. “To persuade my audience that public officials should act now to upgrade the 911 emergency phone system” is a specific purpose statement for a persuasive speech on a question of ________________.
   policy

7. “To persuade my audience that our state should impose stricter regulations governing the safety of amusement park rides” is a specific purpose statement for a persuasive speech on a question of ________________.
   policy

8. “To persuade my audience that the federal government should issue national ID cards” is a specific purpose statement for a persuasive speech on a question of ________________.
   policy

9. Persuasive speeches on questions of ________________ argue for or against particular courses of action.
   policy

10. Questions of ________________ usually include the word “should.”
    policy
11. “Who is the greatest Impressionist painter?” is a question of _______________.
   “Should public museums be allowed to raise revenue by selling masterpieces to private collectors?” is a question of _______________. “What was the most expensive piece of art sold on the open market in the 20th century?” is a question of _______________.
   value; policy; fact

12. The following main points for a persuasive speech on a question of policy are arranged in _______________ order.
   I. The shortage of nurses has become a serious national problem.
   II. The problem can be solved by offering nurses better salaries and working conditions.
   problem-solution

13. The following main points for a persuasive speech on a question of policy are arranged in _______________ order.
   I. Violent crime on college campuses is a problem throughout the United States.
   II. There are three major causes of the problem that are specific to college life.
   III. An effective solution must deal with all three of these causes.
   problem-cause-solution

14. The three basic issues of persuasive speeches on questions of policy are ________________, ________________, and ________________.
   need
   plan
   practicality

15. As your textbook explains, you must deal with three basic issues whenever you discuss a question of policy. Those issues are need, plan, and ________________.
   practicality

16. The five steps of Monroe’s motivated sequence are:
   a.
   b.
   c.
   d.
   e.
Essay Questions

1. Identify and discuss three of the ethical obligations of persuasive speakers discussed in your textbook.

2. Explain the following statement: “You should enter a persuasive speaking situation with a realistic sense of what you can hope to accomplish.”

3. Why is speaking to persuade more difficult than speaking to inform?

4. Explain the following statement: “A persuasive speaker should think of her or his speech as a kind of mental dialogue with the audience.”

5. What does it mean to say that audiences engage in a “mental dialogue” with the speaker as they listen to a persuasive speech? What implications does this mental dialogue have for a speaker who seeks to persuade skeptical listeners?

6. What is the target audience for a persuasive speech? Why is determining and analyzing the target audience so important to effective persuasive speaking?

7. Explain the distinctions among questions of fact, value, and policy. Give an example of a specific purpose statement for a persuasive speech on each question.

8. Develop three different specific purpose statements for a persuasive speech on the topic of college tuition—one for a speech dealing with a question of fact, one for a speech dealing with a question of value, and one for a speech dealing with a question of policy.

9. Explain the following statement: “When you give a persuasive speech on a question of value, you should make sure to justify your value judgment against some identifiable standards or criteria.”

10. What is the burden of proof, and what does it mean for a persuasive speaker who advocates a change of policy?

11. Identify and explain the three basic issues of persuasive speeches on questions of policy. What determines how much attention you should give to each issue in a specific speech?
12. Compare and contrast passive agreement and immediate action as goals for a persuasive speech on a question of policy.

13. Briefly describe the following methods of speech organization. In what circumstances would a speaker be most likely to use each in a persuasive speech on a question of policy?
   a. problem-cause-solution order
   b. comparative advantages order
   c. Monroe’s motivated sequence

14. Identify the five steps of Monroe’s motivated sequence and explain what a speaker should do in each step.