Chapter 6

True-False Questions

1. T F The primary purpose of speechmaking is to demonstrate your command of the topic.
2. T F According to your textbook, public speakers need to be audience-centered.
3. T F Being audience-centered means that your primary purpose as a speaker is to gain a desired response from the audience.
4. T F The aim of successful speechmaking is to gain a desired response from listeners by any means necessary.
5. T F The need to adapt to the audience means that speechmakers must usually compromise their own beliefs or values.
6. T F The aim of successful speechmaking is to gain a desired response from listeners even if the speaker must compromise his or her beliefs to do so.
7. T F Being audience-centered means a speaker must sacrifice what she or he really believes to get a favorable response from the audience.
8. T F Adapting to audiences is one of the easiest tasks facing beginning speakers.
9. T F The need for audience analysis and adaptation is one of the major differences between public speaking and everyday conversation.
10. T F The classroom is an artificial speaking situation in which you can overlook the attitudes and interests of your audience.
11. T F You are most likely to be successful in your classroom speeches if you think of your classmates as a real audience.
12. T F An audience’s response to a message is invariably colored by its perception of the speaker.
13. T F Unlike beginning speakers, experienced speakers have little need for audience analysis.
14. T F Audience analysis and adaptation affect all aspects of speechmaking except for the delivery of the speech itself.
15. T F The process of audience analysis and adaptation affects every aspect of speech preparation from choosing a topic to delivering the speech.
16. T F Public speaking is essentially like acting because once you learn a speech, you can give it over and over without adapting to the different audiences you address.

17. T F Audience analysis first comes into play after a speaker has chosen a speech topic.

18. T F Audience analysis first comes into play after a speaker has chosen a specific purpose.

19. T F Audience analysis is only important after a speaker has completed research for a speech.

20. T F Audience analysis is only important after a speaker has prepared an outline for the speech.

21. T F The process of audience adaptation is over by the time a speaker starts delivering the speech.

22. T F Although most of the process of audience adaptation occurs as part of preparing a speech, a speaker may still need to adapt her or his remarks to the audience during the presentation of the speech.

23. T F Even when listeners pay close attention, they don’t process a speaker’s message exactly as the speaker intended.

24. T F As your textbook explains, a speaker’s frame of reference is usually the same as that of his or her listeners.

25. T F Every speech contains two messages—the one sent by the speaker and the one received by the listener.

26. T F Egocentrism is the belief that one’s culture is superior to all others.

27. T F Egocentrism means that audiences typically approach speeches by asking “Why is this important for me?”

28. T F Ethnocentrism means that audiences typically approach speeches by asking, “Why is this important to me?”

29. T F Listeners typically approach a speech with one question uppermost in their minds: “Why is this important to the speaker?”

30. T F Communication scholars use the term “identification” to refer to the process by which speakers seek to create a bond with audiences by emphasizing common values, goals, and experiences.

31. T F Communication scholars use the term “identification” to refer to the way speakers use stereotypes to analyze the demographic traits of their audience.
32. T F  Any characteristic of a given audience is potentially important to a speaker analyzing that audience.

33. T F  One of the major demographic traits of audiences is interest in the speaker’s topic.

34. T F  Gender, sexual orientation, age, race, ethnicity, and group membership are all factors to consider when conducting a demographic audience analysis.

35. T F  Recognizing that some of your listeners may have racial, ethnic, cultural, or sexual orientations that bear upon your topic is part of demographic audience analysis.

36. T F  Audience size, the physical setting for the speech, and the audience’s disposition toward the topic are all elements of demographic audience analysis.

37. T F  Stereotyping is an effective way to use demographic audience analysis in a speech.

38. T F  Although the differences between women and men have diminished in recent years, the gender of listeners is still a major factor in audience analysis.

39. T F  Because men and women in the United States share a much broader range of experiences than they once did, gender is no longer a significant factor in demographic audience analysis.

40. T F  Because religion is private and personal for most people, it is seldom an important element in demographic audience analysis.

41. T F  A public speaker can safely assume that all members of a religious denomination share the same beliefs and values.

42. T F  According to your textbook, sexual orientation is one factor to be considered in situational audience analysis.

43. T F  According to your textbook, sexual orientation is one factor to be considered in demographic audience analysis.

44. T F  Employers are looking for college graduates who can communicate effectively with people of different cultural backgrounds.

45. T F  As the United States becomes more diverse, speakers no longer need to be sensitive to issues of race, ethnicity, and cultural background in public speaking.

46. T F  The group membership of an audience can provide excellent clues about their interests and attitudes.
47. T  F  Audience size, the physical setting for the speech, and the audience’s disposition toward the topic, the speaker, and the occasion are all elements of situational audience analysis.

48. T  F  The size of the audience is one of the factors to be considered in situational audience analysis.

49. T  F  As a general rule, the larger your audience, the more formal your speech presentation should be.

50. T  F  Knowing how the physical setting might affect your listeners’ receptivity to your ideas is an important factor in demographic audience analysis.

51. T  F  Knowing how the physical setting might affect your listeners’ receptivity to your ideas is an important factor in situational audience analysis.

52. T  F  Interest, knowledge, and attitude are the three most important factors to consider when determining an audience’s disposition toward a speaker’s topic.

53. T  F  The more people know about a topic, the more likely they are to be interested in it.

54. T  F  No matter what the occasion, listeners will have fairly definite expectations about the kinds of speeches appropriate for the occasion.

55. T  F  Keeping speeches within strict time limits is an artificial constraint of classroom speeches and is less important for speeches outside the classroom.

56. T  F  When you construct an audience analysis questionnaire, fixed-alternative questions are especially useful for getting at the strength of a respondent’s attitudes.

57. T  F  When you construct an audience analysis questionnaire, scale questions are especially useful for getting at the strength of a respondent’s attitudes.

58. T  F  When you construct an audience analysis questionnaire, scale questions give respondents the maximum leeway in responding.

59. T  F  When you construct an audience-analysis questionnaire, open-ended questions are especially valuable because they usually generate clear, unambiguous responses.
Multiple-Choice Questions  

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

1. As your textbook explains, the primary purpose of speechmaking is to
   a. gain a desired response from listeners.
   b. learn more about the speech topic.
   c. gain experience as a speaker.
   d. try out new ideas with an audience.
   e. display the speaker’s knowledge.

2. As your textbook explains, the primary purpose of speechmaking is to
   a. display the speaker’s skills as a speaker.
   b. use language to manipulate people.
   c. gain a desired response from listeners.
   d. all of the above.
   e. a and b only.

3. Audience-centeredness means that public speakers should
   a. keep the audience foremost in mind throughout the speechmaking process.
   b. use any means necessary to gain the assent of the audience.
   c. avoid choosing topics that are controversial.
   d. all of the above.
   e. a and b only.

4. Audience analysis is an important factor in which of the following?
   a. selecting a topic
   b. organizing the speech
   c. choosing supporting materials
   d. all of the above
   e. a and c only

5. Audience adaptation is an important factor in which of the following?
   a. choosing the speech topic
   b. preparing the speech
   c. presenting the speech
   d. all of the above
   e. a and b only

6. Audience adaptation is an important factor in which of the following steps of the speechmaking process?
   a. formulating a specific purpose
   b. writing an introduction and conclusion
c. choosing visual aids
d. all of the above
e. a and b only

7. 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.
   a. framing
   b. identification
   c. egocentrism
   d. structuring
   e. affiliation

8. In her speech introduction, Kailyn asked, “Have you ever looked through old family photo albums and laughed at what people were wearing? Have you ever been amused by the bright colors, huge lapels, and crazy ties worn by characters in old TV shows? Like many of you, I’ve noticed the changes in fashion and feared that my effort to look stylish today may eventually be a source of amusement to my future children.” According to your textbook, by seeking to create a bond with her audience through emphasizing their common experiences and fears, Kailyn was engaging in
   a. identification.
   b. stereotyping.
   c. ethnocentrism.
   d. comparison.
   e. inclusion.

9. In her speech introduction, Suya said, “Though we are all very different, we are all students here at this university and are all working toward the completion of a degree. Unfortunately, because of rising tuition, some of us may lose the ability to continue in school.” According to your textbook, by seeking to create a bond with her audience through emphasizing their common goals and experiences, Suya was engaging in
   a. identification.
   b. stereotyping.
   c. ethnocentrism.
   d. comparison.
   e. framing.

10. To say that people usually want to hear about things that are meaningful to them is to say that people are
    a. empathetic.
    b. eclectic.
    c. egotistic.
    d. egalitarian.
    e. egocentric.
11. The fact that audiences are egocentric means that
   a. listeners interpret what you say on the basis of what they know and believe.
   b. listeners believe that their cultural group is superior to all other groups.
   c. listeners interpret the speech through the speaker’s frame of reference.
   d. all of the above.
   e. a and c only.

12. The fact that audiences are egocentric means that
   a. listeners believe their cultural group is superior to all other groups.
   b. listeners are concerned above all with how a speech will affect them.
   c. listeners interpret the speech through the speaker’s frame of reference.
   d. all of the above.
   e. a and b only.

13. What are the two types of audience analysis discussed in your textbook?
   a. demographic and situational
   b. personal and impersonal
   c. occupational and educational
   d. psychological and sociological
   e. descriptive and analytical

14. One of the ways speakers analyze audiences is by looking at traits such as age, gender, sexual orientation, religion, group membership, and racial, ethnic and cultural background. According to your textbook, what is this called?
   a. demographic audience analysis
   b. psychological audience analysis
   c. background audience analysis
   d. situational audience analysis
   e. descriptive audience analysis

15. As Amanda analyzed the audience for her speech about organic foods, she focused on such things as their gender, age, and cultural background. In doing so, she was engaging in ____________ audience analysis.
   a. situational
   b. psychological
   c. demographic
   d. preliminary
   e. descriptive

16. According to your textbook, which of the following is a demographic characteristic of a speech audience?
   a. knowledge about the subject
   b. attitude toward the speaker
c. interest in the topic
d. physical setting
e. cultural background

17. According to your textbook, which of the following is a demographic characteristic of a speech audience?
   a. their size
   b. their sexual orientation
   c. their attitude toward the speaker
   d. their knowledge about the subject
   e. their attitude toward the occasion

18. According to your textbook, which of the following is a demographic characteristic of a speech audience?
   a. age
   b. interest
   c. size
   d. attitude
   e. knowledge

19. According to your textbook, which of the following is a demographic characteristic of a speech audience?
   a. interest
   b. attitude
   c. size
   d. gender
   e. knowledge

20. According to your textbook, when analyzing demographic information about your audience, it is essential that you avoid
   a. fallacies.
   b. relativism.
   c. emotionalism.
   d. egocentrism.
   e. stereotyping.

21. Creating an oversimplified image of a particular group of people or assuming that all members of the group are alike is called
   a. egocentrism.
   b. genotyping.
   c. sensationalism.
   d. stereotyping.
   e. ethnocentrism.
22. If you were giving a persuasive speech to a general audience on the subject of mandatory retirement, the most important factor to consider when analyzing your audience would probably be its
   a. economic standing.
   b. group membership.
   c. gender.
   d. age.
   e. education.

23. If you were giving a persuasive speech on Medicare to members of the American Association of Retired Persons (AARP), the most important factor to consider when analyzing your audience would probably be the
   a. age of the audience.
   b. gender of the audience.
   c. audience’s attitude toward the speaker.
   d. physical setting of the speech.
   e. size of the audience.

24. If you were giving an informative speech to a general audience on the presidency of John F. Kennedy, the most important factor to consider when analyzing your audience would probably be its
   a. age.
   b. religion.
   c. economic standing.
   d. gender.
   e. group membership.

25. If you were giving an informative speech to a general audience about the war in Vietnam, the most important demographic factor to consider in analyzing your audience would probably be the
   a. sexual orientation of the audience.
   b. economic standing of the audience.
   c. gender of the audience.
   d. age of the audience.
   e. education of the audience.

26. As part of his economics seminar, Geraldo has been invited to give a persuasive speech to a community audience on the subject of Social Security. The most important factor for Geraldo to consider when analyzing his audience is probably its
   a. occupation.
   b. gender.
   c. sexual orientation.
   d. education.
   e. age.
27. If you were giving a persuasive speech to a general audience on the issue of illegal immigration, the most important factor to consider when analyzing your audience would probably be its
   a. size.
   b. gender.
   c. **ethnic background**.
   d. sexual orientation.
   e. education.

28. If you were giving a persuasive speech to a general audience arguing that all children should be required to use standard English in the public schools, the most important factor to consider in audience analysis would probably be
   a. the age of the audience.
   b. the physical setting for the speech.
   c. the **ethnic background of the audience**.
   d. the time of day for the speech.
   e. the size of the audience.

29. If you were giving a persuasive speech on gun control to members of the National Rifle Association, the most important factor to consider in audience analysis would probably be the
   a. size of your audience.
   b. **group membership of your audience**.
   c. economic standing of your audience.
   d. education of your audience.
   e. knowledge of your audience.

30. Ramona is preparing a persuasive speech on environmental issues to present to members of the National Wildlife Federation. The most important factor Ramona should consider when analyzing her audience is probably its
   a. age.
   b. **group membership**.
   c. education.
   d. ethnic background.
   e. knowledge of the topic.

31. According to your textbook, you should always combine demographic audience analysis with __________ audience analysis.
   a. scientific
   b. educational
   c. informational
   d. **situational**
   e. occupational
32. As explained in your textbook, __________ audience analysis usually builds on demographic audience analysis.
   a. psychological
   b. descriptive
   c. occupational
   d. background
   e. situational

33. According to your textbook, which of the following is a situational characteristic of a speech audience?
   a. gender
   b. size
   c. religion
   d. group membership
   e. age

34. According to your textbook, which of the following is a factor in situational audience analysis?
   a. the audience’s cultural background
   b. the audience’s religious beliefs
   c. the audience’s group membership
   d. the audience’s gender
   e. the audience’s attitude toward the topic

35. Which of the following is a factor to consider in situational audience analysis?
   a. gender
   b. group membership
   c. attitude toward the topic
   d. all of the above
   e. a and c only

36. As the size of your audience increases, your presentation should usually become more
   a. formal.
   b. flexible.
   c. extemporaneous.
   d. punctual.
   e. informal.

37. You are giving a speech on a community building project to a local service organization at its monthly luncheon. Dessert dishes are being cleared away as you walk into the overcrowded, overheated room. The most important situational factor to consider when adapting to your audience would probably be the
   a. age of your audience.
38. According to your textbook, what are the three primary factors to consider when assessing an audience's disposition toward a speech topic?
   a. gender, knowledge, and opinions
   b. interest, background, and age
   c. size, occasion, and group membership
   d. knowledge, interest, and attitude
   e. background, situation, and gender

39. Dimitri plans to give a speech to his classmates about the principles of physics behind the design of hybrid automobiles. The most important factor for Dimitri to consider when analyzing his audience is probably its
   a. age.
   b. group membership.
   c. attitude toward the speaker.
   d. knowledge about the topic.
   e. size.

40. If you were giving an informative speech to your public speaking class about recent developments in planetary astronomy, the most important factor to consider when analyzing your audience would probably be its
   a. age.
   b. knowledge about the topic.
   c. disposition toward the speaker.
   d. ethnic background.
   e. physical setting.

41. Fran Breit, the golf pro at a local municipal course, has been asked by a social club to give a talk about how to play golf. What is probably the most important factor for Fran to consider in preparing her presentation?
   a. the age of the audience
   b. the racial background of the audience
   c. the time of day the talk will be given
   d. the audience’s knowledge of the topic
   e. the audience’s disposition toward the speaker

42. If you were giving an informative speech to a general audience on Global Positioning Systems technology, the most important factor to consider when analyzing your audience would probably be the

b. audience’s attitude toward you.
c. physical setting for your speech.
d. education of your audience.
e. gender of your audience.
a. group membership of the audience.
b. size of the audience.
c. knowledge of the audience about the topic.
d. gender of the audience.
e. physical setting for the speech.

43. If you were giving an informative speech to a general audience about digital encryption, the most important factor to consider when analyzing your audience would probably be the
   a. physical setting for the speech.
   b. knowledge of the audience about the topic.
   c. size of the audience.
   d. occupation of the audience.
   e. group membership of the audience.

44. Michael is preparing a persuasive speech for class in opposition to gun control. The most important factor for Michael to consider when analyzing his audience is probably its
   a. knowledge of the topic.
   b. disposition toward the speaker.
   c. cultural background.
   d. religious beliefs.
   e. attitude toward the topic.

45. Gemma wants to persuade her classmates to become vegans. The most important factor for Gemma to consider when analyzing her audience is probably its
   a. knowledge of the topic.
   b. disposition toward the speaker.
   c. attitude toward the topic.
   d. disposition toward the occasion.
   e. racial composition.

46. A landlord with a bad reputation among students for her high rent, deceptive advertising, and refusal to return security deposits is speaking to a campus group about how the city’s new zoning law will affect students. The most important factor the landlord should consider in her situational audience analysis is probably her listeners’
   a. gender.
   b. knowledge of the topic.
   c. disposition toward the speaker.
   d. interest in the topic.
   e. cultural background.

47. The __________ will usually dictate how long a speech should be.
   a. size of the audience
   b. speech occasion
c. physical setting
d. general purpose
e. topic

48. Which of the following elements usually has the greatest impact on the length a speech should be?
   a. the audience’s disposition toward the topic
   b. the physical setting for the speech
   c. the audience’s attitudes toward the speaker
   d. the occasion for the speech
   e. the group membership of the audience

49. The major advantage of using fixed-alternative questions in an audience analysis questionnaire is that they
   a. enhance the credibility of the questionnaire.
   b. get below the surface of respondents’ beliefs.
   c. produce clear, unambiguous answers.
   d. give respondents maximum leeway in answering.
   e. require that respondents give truthful answers.

50. If you were constructing an audience-analysis questionnaire and wanted to learn how many of your listeners had ever heard of the Salem witch trials, which of the following would be the best kind of question to ask?
   a. demographic question
   b. open-ended question
   c. leading question
   d. scale question
   e. fixed-alternative question

51. According to your textbook, the following question from a student audience-analysis questionnaire is an example of what type of question?
   The percent of the U.S. population who speak Spanish in their homes is closest to
   
   ___ 5%
   ___ 10%
   ___ 20%
   ___ 30%

   a. leading question
   b. open-ended question
   c. demographic question
   d. fixed-alternative question
   e. scale question
52. When making up an audience analysis questionnaire, you should use __________ questions to get at the strength of a respondent’s attitudes or feelings.
   a. scale
   b. fixed-alternative
   c. leading
   d. open-ended
   e. interview

53. If you were constructing an audience-analysis questionnaire and wanted to learn the strength of your listeners’ attitudes for or against animal research, which of the following would be the best kind of question to ask?
   a. demographic question
   b. open-ended question
   c. leading question
   d. scale question
   e. fixed-alternative question

54. According to your textbook, the following question from a student audience-analysis questionnaire is an example of which kind of question?

   Draw an “X” below to indicate how you feel about steroid use in sports.
   
   Strongly _______ _______ _______ _______ _______ Strongly
   disapprove approve

   a. fixed-alternative question
   b. attitudinal question
   c. open-ended question
   d. scale question
   e. degree question

55. According to your textbook, the following is an example of which type of audience-analysis question?

   “Explain why you believe that capital punishment is moral or immoral.”

   a. short-answer question
   b. scale question
   c. informal question
   d. free-response question
   e. open-ended question

56. As your textbook explains, a questionnaire item that gives the respondent the widest freedom in answering is called a(n)

   a. free-response question.
   b. open-ended question.
   c. short-answer question.
d. scale question.
e. informal question.

57. If you were constructing an audience-analysis questionnaire and wanted to learn why some of your listeners do not fasten their seatbelts every time they ride in a motor vehicle, which of the following would be the best kind of question to ask?
   a. scale question
   b. leading question
   c. fixed-alternative question
   d. demographic question
   e. open-ended question

58. If you were constructing an audience-analysis questionnaire and wanted to learn why some of your listeners had not signed organ donor cards, which of the following would be the best kind of question to ask?
   a. demographic question
   b. open-ended question
   c. leading question
   d. scale question
   e. fixed-alternative question
Short-Answer Questions

1. Because listeners are _______________, they typically approach speeches by asking “Why is this important to me?”
   egocentric

2. Communication scholars use the term _______________ to refer to the process by which speakers seek to create a bond with their audiences by emphasizing common values, goals, and experiences.
   identification

3. Age, gender, sexual orientation, religion, group membership, and racial, ethnic or cultural background are among the factors to be considered in _______________ audience analysis.
   demographic

4. _______________ is the error of creating an oversimplified image of a group or people or assuming that all members of the group are alike.
   Stereotyping

5. If you were giving a speech to a general audience about the early days of rock and roll, the _______________ of your listeners would probably be the most important factor to consider in your demographic audience analysis.
   age

6. If you were giving a speech to a general audience about the role of women in combat, the _______________ of your listeners would probably be the most important factor to consider in your demographic audience analysis.
   gender

7. If you were giving a speech to a general audience about mythology in the Bible, the _______________ of your listeners would probably be the most important factor to consider in demographic audience analysis.
   religion

8. If you were giving a speech to a general audience on the history of the Vietnam War, the _______________ of your listeners would probably be the most important factor to consider in demographic audience analysis.
   age

9. As a general rule, the larger your audience, the more _______________ your presentation should be.
10. The three most important factors to consider when determining an audience’s disposition toward a speaker’s topic are the audience’s _______________, _______________, and _______________.

   interest
   knowledge
   attitude

11. _______________ audience analysis identifies the traits of the audience unique to a particular speaking occasion.

   Situational

12. According to your textbook, the five major factors to consider in situational audience analysis are:

   a.
   b.
   c.
   d.
   e.
   the size of the audience
   the physical setting of the speech
   the audience’s disposition toward the topic
   the audience’s disposition toward the speaker
   the audience’s disposition toward the occasion

13. When used in an audience-analysis questionnaire, _______________ questions are valuable because they produce clear, unambiguous answers.

   fixed-alternative

14. The major advantage of using _______________ questions in an audience analysis questionnaire is that they help reveal the strength of a respondent’s attitudes or feelings.

   scale

15. In constructing an audience analysis questionnaire, you should use _______________ questions when you want to give respondents maximum leeway in answering.

   open-ended
Essay Questions

1. What does it mean to say that a public speaker should be “audience-centered”? At what stages in speech preparation should a speaker be concerned about being audience-centered?

2. Briefly explain the following statement: “To step outside your own frame of reference and see things from another person’s point of view is a real achievement. Yet this is exactly what you must learn to do if you are to become a successful speaker.”

3. Explain the following statement: “Every speech situation contains two messages—the one sent by the speaker and the one received by the audience.”

4. What does it mean to say that people are “egocentric”? What implications does the egocentrism of audiences have for you as a speaker?

5. Explain why each of the following is an important factor in demographic audience analysis: age; gender; sexual orientation; religion; group membership; racial, ethnic, or cultural background.

6. Imagine that you are preparing a classroom persuasive speech in favor of abolishing intercollegiate athletics. According to your textbook, what are the three factors to consider in analyzing your audience’s disposition toward the topic? In a well-developed essay, explain how differences in each of the three factors might influence your preparation of this speech.

7. What are the three types of questions for audience analysis questionnaires discussed in your text? Give an example of each type and explain the advantages and disadvantages of each.

8. As your textbook states, “There are two major stages in the process of audience adaptation. The first occurs before the speech, as part of your preparation and rehearsal. The second occurs during the presentation of the speech itself.” In a well-developed essay, discuss the steps a speaker might take in adapting her or his speech to the audience in each of these stages.

9. As a university professor, your research, writing, and teaching in the area of gender-communication has attracted media attention. It seems that nearly everyone is interested in the differences between the communication styles of men and women. You have been asked to address the managers of a large local manufacturing company on the topic of gender communication in the workplace.

   To prepare for your speech, you have arranged a meeting with the company’s human resource director—the person who contacted you about giving the speech—in order to learn
more about the audience and situation you will be facing. Write an essay in which you
discuss (1) the three most important questions you want to ask the resource director about
the demographics of your audience, and (2) the three most important questions you want
to ask about the situational traits of your audience. Be specific in your questions and
explain why each of them is important.