Chapter 8

True-False Questions

1. T F The selection and use of supporting materials for a speech involves critical thinking skills.

2. T F The two basic types of supporting materials discussed in your textbook are facts and opinions.

3. T F The three basic types of supporting materials discussed in your textbook are examples, statistics, and testimony.

4. T F Research has shown that examples have little effect on listeners’ beliefs and actions.

5. T F Although examples work very well to clarify ideas in an informative speech, they are less effective in a persuasive speech.

6. T F Examples are particularly effective as supporting materials because they help get the audience involved in a speech.

7. T F Brief examples can be used either one at a time to illustrate a point or piled one upon another to create an impression.

8. T F Because they tell a story vividly and dramatically, extended examples are a good way to pull listeners into a speech.

9. T F A hypothetical example describes an imaginary or fictitious situation.

10. T F Hypothetical examples can be especially powerful as supporting materials when they create scenarios that involve the audience.

11. T F Whenever you use a hypothetical example in a speech, it is usually a good idea to follow it with statistics or testimony to show that the example is realistic.

12. T F Because of their high credibility, you should use only factual examples in your speeches.

13. T F As a speaker, you should usually avoid examples when explaining complex or unfamiliar ideas.

14. T F One of the main reasons to use examples in a speech is that they put abstract ideas into concrete terms that listeners can easily understand.
15. T F  Examples are an excellent way to personalize a speech because they put abstract facts and figures into vivid, human terms.

16. T F  As your textbook makes clear, a vivid, richly textured extended example is usually effective regardless of how well it is delivered.

17. T F  As your textbook explains, statistics are the most effective type of supporting material because they are difficult to manipulate or distort.

18. T F  Unlike testimony, which can easily be quoted out of context, statistics are difficult to manipulate for biased purposes.

19. T F  The mean—popularly called the average—is determined by summing all the items in a group and dividing by the number of items.

20. T F  The median is determined by summing all the items in a group and dividing by the number of items.

21. T F  The median is the middle number in a group of numbers arranged in order from highest to lowest.

22. T F  The mode is the number that occurs most frequently in a group of numbers.

23. T F  As your textbook explains, you need to make sure that the statistics you use in your speeches come from reliable sources.

24. T F  The major advantage of statistics is that they give your ideas numerical precision.

25. T F  Research has shown that the effect of examples is enhanced when they are combined with statistics that show the examples to be typical.

26. T F  Research has shown that the more statistics you use, the more effective your speech is likely to be.

27. T F  It is seldom necessary to cite the source of statistics in a speech.

28. T F  An advantage of using statistics in your speech is that numbers speak for themselves.

29. T F  To be most effective in a speech, statistics need to be interpreted and explained in terms that are meaningful to the audience.

30. T F  It is almost always better to cite exact numbers rather than to round statistics up or down.

31. T F  In most cases, you should round off statistics when presenting them in a speech.
32. **T** F  Your textbook recommends using visual aids to make statistics easier for listeners to comprehend.

33. **T** F  Using strong, credible testimony is the best way to add human interest to a speech.

34. **T** F  Acceptable testimony can include either statements from recognized experts or from ordinary people with special expertise on the topic.

35. **T** F  Peer testimony is made up of opinions from ordinary people with firsthand experience or insight on a topic.

36. **T** F  According to your textbook, it is seldom acceptable to use peer testimony in a speech.

37. **T** F  Peer testimony is highly credible in a speech because it comes from people who are recognized experts on the topic.

38. **T** F  It is seldom necessary to name the people you quote or paraphrase in a speech.

39. **T** F  When you use testimony in a speech, it is acceptable either to paraphrase or to use a direct quotation.

40. **T** F  Examples and testimony are most effective in persuasive speeches, while statistics work best in informative speeches.

41. **T** F  Quoting a statement in such a way as to distort its meaning by removing the statement from the words and phrases surrounding it is called quoting out of context.

42. **T** F  Quoting a statement in such a way as to distort its meaning by removing the statement from the words and phrases surrounding it is called paraphrasing.

43. **T** F  Statistics are most effective in persuasive speeches, while examples and testimony work best in informative speeches.

44. **T** F  It is seldom a good idea to use examples and testimony in the same speech.

45. **T** F  Oral citations in a speech should follow the same format as a written bibliography.

46. **T** F  Oral citations in a speech should include the full address of each Web site mentioned by the speaker.

47. **T** F  The content of an oral citation in a speech depends partly on the speaker’s audience and on the kind of supporting material being used by the speaker.
48. T F  When citing information from an Internet document, it is usually sufficient for a speaker to say, “I found the following information on the Web.”

49. T F  When making oral citations in a speech, you should introduce each citation with the phrase “According to . . .”

50. T F  When you are speaking, you should cite your sources orally in such a way that they blend smoothly into your speech.

51. T F  As your textbook explains, a speaker should almost always use words such as “quote” and “unquote” to let the audience know when the speaker is making a direct quotation.

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

1. Using _________ is the best way to pull listeners into your speeches.
   a. peer testimony
   b. statistics
   c. extended examples
   d. visual aids
   e. brief examples

2. The more _________ your examples, the greater impact they are likely to have.
   a. hypothetical
   b. complex
   c. unusual
   d. expert
   e. vivid

3. Accomplished speakers consider _________ “the very life of the speech.”
   a. statistics
   b. causal reasoning
   c. testimony
   d. examples
   e. emotional appeals

4. Which of the following is recommended by your textbook as a way to enhance the effectiveness of your examples?
   a. Practice delivery to enhance your extended examples.
   b. Avoid using examples drawn from your personal experience.
   c. Make your examples vivid and richly textured.
d. all of the above

5. Examples are especially helpful as supporting materials because they
   a. personalize your ideas.
   b. are not overly technical.
   c. quantify a speaker’s ideas.
   d. are harder to manipulate than statistics or testimony.
   e. enhance the speaker’s credibility.

6. As your textbook explains, examples help a speaker
   a. reinforce ideas.
   b. personalize ideas.
   c. clarify ideas.
   d. all of the above.
   e. b and c only.

7. As your textbook explains, you should use examples in your speeches in order to
   a. quantify your ideas.
   b. personalize your ideas.
   c. clarify your ideas
   d. all of the above.
   e. b and c only.

8. Your textbook presents each of the following as a tip for using examples in a speech except
   a. use examples to personalize your ideas.
   b. practice delivery to enhance your extended examples.
   c. make your examples vivid and richly textured.
   d. combine examples with causal reasoning.
   e. use examples to clarify your ideas.

9. Research indicates that the impact of examples is greatly enhanced when they are combined with __________ that show(s) the examples to be typical.
   a. analogies
   b. causal reasoning
   c. credibility statements
   d. emotional appeals
   e. statistics

10. Alisha began the introduction of her speech by saying:
Have you ever been knocked down so hard by life that you didn’t feel you’d ever get back up? This has happened to me many times, the first being when I tried to ride a bicycle when I was very young. Today I want to discuss with you some basic strategies for coping with life’s challenges.

What kind of supporting material did Alisha use in her introduction?

a. expert testimony
b. brief example
c. metaphor
d. hypothetical example
e. simile

11. According to your textbook, what kind of supporting materials are used in the following speech excerpt:

Not all Hollywood marriages are doomed to quick failure. Tom Hanks and Rita Wilson have been together for 23 years, as have Kevin Bacon and Kyra Sedgwick. Denzel and Pauletta Washington have been married for 28 years, Billy and Janice Crystal for 41 years, and Bill and Camille Cosby for 47 years.

a. brief examples
b. synthetic examples
c. repetitive examples
d. enumerated examples
e. informative examples

12. According to your textbook, a(n) ____________ is an imaginary story that makes a general point.

a. fable
b. illustration
c. simulated example
d. hypothetical example
e. anecdote

13. According to your textbook, an imaginary story that makes a general point is called a(n)

a. mythical example.
b. artificial example.
c. spurious example.
d. hypothetical example.
e. synthetic example.

14. According to your textbook, what kind of supporting material is used in the following speech excerpt:

Imagine yourself driving down the freeway on your way to work. You see lights flashing in your rear-view mirror. You turn to see the police officer pulling you over. Were you
speeding? No, says the officer, but he needs to search your vehicle as part of a new program to stop drug trafficking. Does he have a warrant? He says he doesn’t need one. You protest, but the officer carries out his search anyway. The officer finds nothing, but by the time he is done, you are very late for work.

a. analogical example  
b. hypothetical example  
c. causal example  
d. synthetic example  
e. metaphorical example

15. Jeff began his speech by saying:

Imagine that you are on a deserted island—palm trees sway in the breeze, the warm sun is on your face, and the smell of tropical flowers is in the air. Suddenly, the sound of distant drums breaks your euphoria. What do you do—panic? What would you do if you found yourself in such a situation?

What kind of supporting material did Jeff use in his introduction?

a. peer testimony  
b. extended metaphor  
c. synthetic example  
d. artificial simile  
e. hypothetical example

16. According to your textbook, what kind of supporting materials is used in the following speech excerpt:

Imagine this: You have spent most of the night studying for an exam. But when you get up the next morning ready to take the test, you go to your front door and it won’t open. So you head to the back door, and it won’t open either. You are stuck in the house. It would be pretty frustrating, wouldn’t it? This is exactly the kind of frustration wheelchair-bound students feel when they can’t get to class because of the snow.

a. emotional example  
b. causal example  
c. metaphorical example  
d. synthetic example  
e. hypothetical example

17. In a speech about valley fever, a potentially deadly disease that has reached serious proportions in several southwestern states, a speaker said:

After being plagued by asthma attacks in Hawaii for six years, Lori Crown hoped to find relief by moving to the dryer climate in Bakersfield, California. A few months after arriving in Bakersfield, Crown was suffering from severe headaches, swollen feet, painful bumps on her hands and legs, and a prolonged fever. The diagnosis—valley fever.
To combat the disease, Crown has to take fluconazole, an antifungal drug that costs $685 for a one-month supply of pills. Although the drug helps, Crown still gets painful headaches, frequent fevers, and debilitating fatigue. “It’s so frustrating,” Crown says. “One day I’ll feel fine, then I’ll be in bed for the next three.” Most days she wishes she had stayed in Hawaii.

According to your textbook, what kind of supporting material is used in this statement?

a. scientific example
b. extended example
c. hypothetical example
d. illustrative example
e. expert example

18. Lucy wanted to know what percentage of students plan to attend graduate or professional schools after college, so she distributed a survey in three of her classes. Based on the results, Lucy concluded that nearly a third of college students plan to continue their education further. What is wrong with the way Lucy used the statistics from her survey?

a. Lucy’s sample isn’t representative of college students as a whole.
b. Lucy didn’t use statistical measures correctly when presenting the results.
c. Lucy rounded her results instead of presenting the exact numbers.
d. all of the above
e. b and c only

19. Which of the following statistical measures corresponds to what is popularly called “the average”?

a. the medial
b. the mean
c. the medium
d. the mode
e. the median

20. The mean is the statistical measure that corresponds to what is popularly called

a. the medial.
b. the average.
c. the mode.
d. the probability.
e. the median.

21. To say that 110 is the mean number of words people speak a minute in normal discourse is to say that

a. no one speaks at more than 110 words a minute in normal discourse.
b. the average rate of speakers in normal discourse is 110 words a minute.
c. more people speak at 110 words a minute than at any other rate.

d. all of the above.

e. a and b only.

22. To say that the mean salary of a major league baseball player is $3.2 million is to say that

a. no major league baseball player makes less than $3.2 million.
b. more major league baseball players earn $3.2 million than any other salary.
c. when you list all the players' salaries in order, $3.2 million is the middle salary.
d. the average salary paid to major leaguer baseball players is $3.2 million.
e. none of the above.

23. What is the mean in the following set of numbers: 100, 300, 500, 500, 600?

a. 300
b. 400

c. 500
d. 550
e. 600

24. To say that the median salary of a major league baseball player is $800,000 is to say that

a. more major league baseball players earn $800,000 than any other salary.
b. when you average all the salaries paid to major leaguers, the result is $800,000.
c. when you list all the players' salaries in order, $800,000 is the middle salary.
d. no major league baseball player makes less than $800,000.
e. none of the above.

25. What is the median in the following set of numbers: 200, 300, 500, 600, 600?

a. 200
b. 350
c. 440
d. 500
e. 600

26. To say that the mode salary of a major league baseball player is $600,000 is to say that

a. more major league baseball players earn $600,000 than any other salary.
b. when you list all the players' salaries in order, $600,000 is the middle salary.
c. when you average all the salaries paid to major leaguers, the result is $600,000.
d. no major league baseball player makes less than $600,000.
e. none of the above.

27. What is the mode in the following set of numbers: 300, 400, 400, 600, 800?
a. 300  
b. 400  
c. 450  
d. 500  
e. 700  

28. The main value of using statistics in a speech is to  
a. lend realism to the speech.  
b. enhance the speaker’s credibility.  
c. make the speech more vivid.  
d. avoid relying on testimony.  
e. quantify the speaker’s ideas.

29. To give statistics greater impact, a speaker should  
a. use statistics sparingly.  
b. let the statistics speak for themselves.  
c. cite exact numbers rather than rounding off.  
d. combine the statistics with technical language.  
e. conceal the source of the statistics.

30. When using statistics in a speech, you should usually  
a. manipulate the statistics to make your point.  
b. cite exact numbers rather than rounding off.  
c. increase your speaking rate when giving statistics.  
d. avoid using too many statistics.  
e. conceal the source of the statistics.

31. Each of the following is mentioned in your textbook as a tip for using statistics except  
a. use statistics sparingly.  
b. use visual aids to clarify statistical trends.  
c. round off complicated statistics.  
d. identify the source of your statistics.  
e. avoid using statistics found on the Internet.

32. According to your textbook, when evaluating statistics you should ask whether they  
a. are from a reliable source.  
b. use statistical measures correctly.  
c. are representative of what they claim to measure.  
d. all of the above.  
e. b and c only.
33. How does the following excerpt from a classroom speech violate the guidelines for using statistics presented in your textbook?

One magazine reports that U.S. consumers pay more than $300 billion a year on products to cover the manufacturers’ liability costs. This amounts to a staggering $4,000 per household. On a specific basis, product liability costs account for $11.50 of every $12 dose of vaccine we give our children, and over $100 of the cost of a football helmet.

a. It doesn’t relate statistics to the audience.
b. It doesn’t identify the source of statistics.
c. It doesn’t use statistics to quantify ideas.
d. all of the above
e. a and b only

34. How does the following excerpt from a classroom speech violate the guidelines for the use of statistics presented in your textbook?

I discovered on the Internet that each year, for every 100,000 students living in college dormitories, there are 4 cases of bacterial meningitis.

a. It doesn’t round off the statistics.
b. It doesn’t state the statistics clearly.
c. It doesn’t cite a qualified source for the statistics.
d. all of the above
e. b and c only

35. How does the following excerpt from a classroom speech violate the guidelines for the use of statistics presented in your textbook?

I discovered on the Internet that each year, for every 100,000 students living in college dormitories, there are 4 cases of bacterial meningitis.

a. It doesn’t round off the statistics.
b. It doesn’t state the statistics clearly.
c. It doesn’t cite a qualified source for the statistics.
d. all of the above
e. b and c only

36. According to your textbook, when you use statistics in a speech, you should

a. use as many statistics as possible.
b. explain the statistics to the audience.
c. use exact figures instead of rounding off.
d. all of the above.
e. a and c only.

37. What suggestion presented in your textbook for using supporting materials is used in the following speech excerpt?
Since it first opened for business, McDonald’s has sold over 100 billion hamburgers. To give you an idea how many hamburgers that is, think of it this way: Since each McDonald’s burger (with the bun) is about 2 inches thick, 100 billion hamburgers stacked on top of each other would reach over 3 million miles—fifteen times as far as the moon.

a. **Explain your statistics.**
   b. **Present testimony from qualified sources.**
   c. **Use examples to quantify ideas.**
   d. **Quote or paraphrase accurately.**
   e. **Use statistics to personalize ideas.**

38. What guideline presented in your textbook for using supporting materials is followed in this speech excerpt?

According to the Office for Substance Abuse Prevention, alcohol is the leading cause of death among young adults. Furthermore, of college students currently enrolled in the United States, more than 240,000 will eventually lose their lives to alcohol. Two hundred forty thousand—that’s the current student population of this university six times over.

a. **Relate statistics to the audience.**
   b. **Use extended examples to personalize ideas.**
   c. **Paraphrase sources when presenting testimony.**
   d. **all of the above**
   e. **b and c only**

39. What suggestion presented in your textbook for using statistics is followed in the following speech excerpt?

If it seems as if you spend a lot of time going back and forth from your job, it’s probably because you do. According to figures compiled by management consultant Jeff Davidson, the average American commutes 157,600 miles to and from work during his or her working life. That’s equal to driving six times around the earth.

a. **Use statistics to quantify ideas.**
   b. **Identify the source of statistics.**
   c. **Relate statistics to the audience.**
   d. **all of the above**
   e. **b and c only**

40. According to your textbook, when you use statistics in a speech, you should usually

a. **round off complicated statistics.**
   b. **combine the statistics with a hypothetical example.**
   c. **use a large number of statistics.**
   d. **increase your speaking rate when giving statistics.**
   e. **manipulate the statistics to make a point.**
41. How does the following excerpt from a classroom speech violate the guidelines for using supporting materials presented in your textbook?
Hunger kills millions of people around the globe each year. According to the World Health Organization, an average of 24,362 people died of hunger or hunger-related causes every day last year.

a. It doesn’t use a qualified source for statistics.
b. It doesn’t use statistics to quantify ideas.
c. **It doesn’t round off statistics.**
d. all of the above

e. a and b only

42. How does the following excerpt from a classroom speech violate the guidelines for supporting materials presented in your textbook?
According to a CNN/USA Today poll taken last month, 57.63 percent of those surveyed support legislation to ban the cloning of human beings.

a. It doesn’t use a qualified source for statistics.
b. It doesn’t round off statistics.
c. It doesn’t use up-to-date statistics.
d. all of the above

e. a and c only

43. According to your textbook, a good way to clarify statistical trends is to

a. increase your speaking rate when giving statistics.
b. consult the Guinness Book of World Records.
c. use exact numbers rather than rounding off.
d. **use visual aids when presenting statistics.**
e. make sure the statistics are from unbiased sources.

44. According to your textbook, how might a speaker clarify the statistics in the following speech excerpt?
Although women are catching up to men in many fields, there is an increasing gender gap in computer science and engineering. The latest statistics from the National Science Foundation show that the percentage of engineering degrees awarded to women fell from 20 percent in 2005 to 18 percent in 2008, and that the percentage of computer science degrees awarded to women fell from 22 percent to 17 percent during the same period.

a. Use a visual aid to illustrate statistical trends.
b. Avoid technical language.
c. Identify the source of the statistics.
d. all of the above.

e. b and c only
45. According to your textbook, when you use statistics in a speech, you should
   a. cite the source of your statistics.
   b. use exact figures instead of rounding off.
   c. get statistics from a reliable source.
   d. all of the above.
   e. a and c only.

46. Using expert testimony is an excellent way to lend ____________ to your speeches.
   a. vividness
   b. reliability
   c. concreteness
   d. credibility
   e. professionalism

47. The main value of using expert testimony in a speech is to
   a. enhance the vividness of the speaker’s ideas.
   b. gain attention in the introduction of the speech.
   c. build the credibility of speakers who are not experts on their topics.
   d. keep the audience’s attention throughout the body of the speech.
   e. relate the speaker’s ideas directly to the audience.

48. According to your textbook, if you quoted Dr. Anthony D’Alessandro, a world-renowned transplant surgeon, on the organ shortage problem, what kind of testimony would you be using?
   a. valid
   b. peer
   c. professional
   d. expert
   e. unbiased

49. According to your textbook, if you quoted Steven Covey, a professor at Brigham Young University and author of The Seven Habits of Highly Effective People, on the principles of effective time management, what kind of testimony would you be using?
   a. direct
   b. expert
   c. professional
   d. scientific
   e. educational

50. In her speech about spousal abuse, Nilofer said:
    According to the director of the local battered-woman’s shelter, spousal abuse has become a more serious problem in the past ten years than ever before.
According to your textbook, what kind of supporting material did Nilofer use?

a. peer testimony  
   b. scientific testimony  
   c. expert testimony  
   d. hypothetical testimony  
   e. logical testimony

51. According to your textbook, if you quoted Harvard business professor John B. Matthews on the strengths and weaknesses of U.S. business schools, you would be using __________ testimony.

   a. peer  
   b. professional  
   c. expert  
   d. unbiased  
   e. valid

52. According to your textbook, if you quoted Joy Perkins Newman, a National Institutes of Health researcher, on the causes of adolescent depression, what kind of testimony would you be using?

   a. peer  
   b. expert  
   c. professional  
   d. scientific  
   e. direct

53. When Julia Wang quoted former U.S. Social Security Commissioner Dorcas Hardy in her speech on reforming the Social Security system, she was using what your textbook calls __________ testimony.

   a. peer  
   b. legitimate  
   c. professional  
   d. accurate  
   e. expert

54. The opinions of ordinary people who have firsthand experience or insight on a topic are referred to as __________ testimony.

   a. eyewitness  
   b. firsthand  
   c. peer  
   d. observer  
   e. participant
55. __________ testimony is especially valuable in a speech because it adds the personal insight of people with firsthand experience on a topic.
   a. peer
   b. familiar
   c. common
   d. everyday
   e. ordinary

56. In her speech about child abuse, Kim included the following statement:
   The effects of child abuse last long after the child has grown to adulthood. As one victim of child abuse stated in a local newspaper article just last week, “I know it sounds crazy, but sometimes I still wake up in fear in the middle of the night. Even worse, I find myself raging at my own children and treating them like my parents treated me.”
   According to your textbook, what kind of supporting material did Kim use?
   a. peer testimony
   b. extended testimony
   c. authoritative testimony
   d. expert testimony
   e. valid testimony

57. In his speech about natural disasters, Paul included the following statement:
   Floods are psychologically as well as physically devastating. As one local flood victim told me, “It is a helpless feeling to see the water continue to rise—to see it wash away your home, to see it wash away your life. I just feel like giving up.”
   According to your textbook, what kind of supporting material did Paul use?
   a. emotional testimony
   b. extended testimony
   c. authoritative testimony
   d. subjective testimony
   e. peer testimony

58. According to your textbook, if you quoted your cousin about her experience digging for dinosaur bones last summer, you would be using __________ testimony.
   a. peer
   b. personal
   c. paraphrased
   d. ordinary
   e. direct
59. According to your textbook, if you quoted Nobel Prize–winning physicist Steven Chu about his experiences growing up in Missouri as a Chinese American, what kind of testimony would you be using?
   a. subjective
   b. professional
   c. private
   d. expert
   e. peer

60. According to your textbook, if you quoted Microsoft founder Bill Gates about his personal experience caring for his aging parents, what kind of testimony would you be using?
   a. peer
   b. subjective
   c. professional
   d. private
   e. expert

61. According to your textbook, if you quoted Juanita Washington, a resident of New Orleans, on the psychological effects of Hurricane Katrina, you would be using __________ testimony.
   a. peer
   b. personal
   c. subjective
   d. occasional
   e. private

62. According to your textbook, if you quoted Dwayne Martinez, a Deepwater Horizon oil rig worker, on what happened in the moments after the BP Gulf of Mexico explosion, you would be using __________ testimony.
   a. peer
   b. personal
   c. subjective
   d. occasional
   e. private

63. According to your textbook, if you quoted tsunami survivor Hiromitsu Shinkawa on the hardships that face residents trying to rebuild their lives in Japan, you would be using __________ testimony.
   a. peer
   b. informal
   c. representative
   d. professional
64. To paraphrase is to
   a. create a new way of describing an event.
   b. violate ethical standards of public speaking.
   c. use someone else’s words so you don’t have to credit them.
   d. give the gist of someone’s statement in your own words.
   e. use testimony for persuasive speeches.

65. To give the gist of someone’s statement in your own words is to
   a. paraphrase.
   b. hypothesize.
   c. corroborate.
   d. testify.
   e. quote.

66. According to your textbook, when presenting testimony in a speech, you should usually paraphrase the testimony, rather than quote it verbatim, if
   a. the quotation is more than two or three sentences long.
   b. you need to alter the quotation so it will say what you need to prove your point.
   c. the wording of the quotation is obscure or cumbersome.
   d. all of the above.
   e. a and c only.

67. Which of the following would probably be the most reliable source of testimony in a speech about the impact of automobile exhaust on air pollution?
   a. the president of General Motors
   b. a sociology professor at Yale University
   c. the U.S. Environmental Protection Agency
   d. a public relations officer at Ford Motors
   e. the head of the Better Business Bureau

68. Which of the following would probably be the most reliable source of testimony in a speech about successful dieting strategies?
   a. the CEO of Jenny Craig Weight Loss Centers
   b. a psychology professor from Princeton University
   c. the head of Pfizer Pharmaceuticals’ dietary supplements division
   d. a scientist studying weight-loss methods at the U.S. National Institutes of Health
   e. an infomercial for the NutriSystem weight loss program

69. How does the following excerpt from a classroom speech violate the guidelines for supporting materials presented in your textbook?
According to a study earlier this year by the Meyers Survey Research Company funded by McDonald’s, there is no clear correlation between obesity and the consumption of fast food.

a. It doesn’t indicate whether the information came from the Internet.
b. It doesn’t present information from an unbiased source.
c. It doesn’t include statistics.
d. all of the above
e. b and c only

70. According to your textbook, when citing Internet documents during a speech, a speaker should usually identify the

a. full address of the Web site for the document.
b. author or sponsoring organization responsible for the document.
c. date on which the document was published, posted, or updated.
d. all of the above.
e. b and c only.

71. According to your textbook, when citing sources during a speech, a speaker should usually identify the

a. book, magazine, newspaper, or Web document being cited.
b. author or sponsoring organization responsible for the document.
c. qualifications of the author with regard to the topic.
d. all of the above.
e. b and c only.

72. According to your textbook, the exact information you should include in an oral citation during a speech depends on

a. your topic.
b. your audience.
c. the type of supporting material you are using.
d. all of the above.
e. a and b only.

73. According to your textbook, when quoting an Internet document during a speech, a speaker should usually identify the

a. full address of the Web site for the document.
b. author or sponsoring organization responsible for the document.
c. search engine used to find the document.
d. all of the above.
e. a and c only.
74. According to your textbook, when quoting an Internet document during a speech, a speaker should identify the
   a. search engine used to find the document.
   b. author of the document if the author’s name is known.
   c. organization responsible for the document if the author’s name is not known.
   d. all of the above.
   e. b and c only.

75. In his speech on depression, Dhavan said: “According to materials I located through a Google search, almost 20 million American adults suffer from a depressive illness serious enough to interfere with their jobs and their family life.” According to your textbook, did Dhavan make any mistakes in citing his sources?
   a. No. Dhavan provided a clear statistic from the Internet.
   b. Yes. Dhavan should have given the exact statistic instead of rounding it off to 20 million.
   c. Yes. Dhavan should have identified the document’s author or sponsoring organization.
   d. Yes. Dhavan should have stated the statistic without mentioning where he found it.
   e. No. Dhavan cited Google, which is a reputable Internet search engine.

**Short-Answer Questions**

1. According to your textbook, the three basic kinds of supporting materials are _______________ , _______________ , and _______________.
   examples
   statistics
   testimony

2. According to your textbook, an imaginary story that makes a general point is called a(n) _______________ example.
   hypothetical

3. The _______________ , popularly called the average, is determined by adding up all the items in a group and dividing by the number of items.
   mean

4. The _______________ is the middle figure in a group once the numbers are put in order from highest to lowest.
   median
5. The number that occurs the most in a group of numbers is the ________________.
   mode

6. According to your textbook, what three questions should you ask when evaluating statistics?
   a. Are the statistics representative?
   b. Are statistical measures used correctly?
   c. Are the statistics from a reliable source?

7. If you quoted Charles McCreery, director of the Pacific Tsunami Warning Center, on the new systems in place for early detection of possible tsunamis, you would be using ________________ testimony.
   expert

8. If you quoted the head of the United States Centers for Disease Control on chronic fatigue syndrome, you would be using ________________ testimony.
   expert

9. If you quoted Nobel Prize-winning novelist Toni Morrison on recent developments in popular literature, you would be using ________________ testimony.
   expert

10. If you quoted your brother who plays football in high school about steroid use among high school athletes, you would be using ________________ testimony.
    peer

11. If you quoted your roommate in a speech about the stress of being a college student, you would be using ________________ testimony.
    peer

12. If you quoted your younger cousin in a speech about her experience playing youth soccer, you would be using ________________ testimony.
    peer

13. When you give the gist of someone else’s statement in your own words, rather than quoting that person verbatim, you are ________________.
paraphrasing
Essay Questions

1. Why are examples such effective ways to support ideas in a speech?

2. Explain the differences among the three types of examples discussed in the textbook. How can each be used effectively to support a speaker’s ideas?

3. Explain the following statement: “Strictly speaking, statistics don’t lie. But they can be easily manipulated and distorted.” In your answer, include three examples of how statistics can be unethically manipulated and distorted.

4. Explain the differences among the mean, the median, and the mode as statistical measures.

5. Your textbook provides six tips for the effective use of statistics in a speech. Identify and explain four of these tips.

6. Explain why each of the following would or would not be a reliable source of statistics in a speech about the environmental impact of drilling for oil in U.S. national parks.
   a. the president of Shell Oil
   b. a spokesperson for the National Wildlife Federation
   c. a professor of economics at Stanford University

7. What is the difference between peer testimony and expert testimony? Are there cases where the lines begin to blur? What are the principal benefits of using each kind of testimony in a speech?

8. Identify and explain the four major guidelines discussed in your textbook for using testimony effectively in a speech.

9. Each of the following statements violates at least one of the criteria presented in your textbook for the use of supporting materials. Identify the flaw (or flaws) in each statement.
   a. Figures compiled by the Bureau of Labor Statistics show that the median salary for high-school teachers in the United States is $41,656. This shows that high-school teachers earn an average of just over $40,000 in salary.
   b. A report by Mario Aldano titled “Ending School Violence” indicates that more than 17,000 high-school students are the victims of violence or robbery every single day.
   c. According to statistics issued this year, California has the largest Hispanic population of any state in the Union at 13,074,155. Texas is second with 8,385,118, and Florida is third with 3,642,989.
10. Each of the following statements violates at least one of the criteria presented in your textbook for the use of supporting materials. Identify the flaw (or flaws) in each statement.

a. As Matt Damon stated in a recent interview, America must act now to protect its national parks. If we do not take action right away, Damon said, the park system may be permanently damaged.

b. According to a study by American Airlines, the quality of service in the U.S. airline industry has never been better.

c. Every day 15,000 people die of starvation. That’s one person every 4.5 seconds. A half-billion people are chronically hungry. The U.S. Bureau of Labor states that over a billion people are trying to subsist on less than $300 a year for a family of four. Of that billion people, one-half are starving. An additional 1 billion people in 40 nations try to live on 27 cents a day.

11. What are the three major types of supporting materials used in public speeches? Evaluate the use of all three types in the following speech excerpt. Be sure to deal with all the supporting materials in the excerpt, and be specific in your evaluation.

Wetlands include swamps, marshes, lakes, any area that is full of water. In addition to providing habitat for thousands of different animals, wetlands are a major barrier to the damage caused by the flooding of lakes and rivers. According to William Niering, “Because they hold water like sponges, wetlands prolong and moderate runoff after heavy precipitation or snow melt. Without wetlands, floods would ravage the American landscape.”

Wetlands also help protect the quality of America’s water supply. Mark Christianson, a lobbyist for environmental issues, stated in the Nebraska Law Review that “Filtration of pollution is one of the most valuable functions of wetlands. Wetlands can recycle amazing amounts of polluted water.”

Yet despite their many benefits, America’s wetlands are being destroyed by business interests and urban sprawl. Imagine a canteen full of water. This canteen could provide almost a week’s worth of refreshment in a hot desert. But what if there was a small hole in the canteen? Then the water might last just five days, or four, or maybe just two. This is what is happening to America’s wetlands. More than 11 million acres of American wetlands—an expanse twice the size of New Jersey—have been drained in the past three decades. Ten times that amount have been lost since the Pilgrims arrived. Environmentalists report that today we are losing wetlands at an average rate of 458,246 acres each year. The hole in the canteen is dripping.

12. Each of the following statements violates at least one of the criteria for effective supporting materials. Explain the flaw (or flaws) in each statement.

a. According to the Department of Health and Human Services, last year there were 6,157,246 students enrolled in American colleges and universities. For the first time in American history, women outnumbered men on campus—52 percent to 48 percent. Moreover, a recent magazine reports that 35 percent of all college students are now over the age of thirty.
b. A random poll taken recently in Washington, D.C., showed that 78 percent of those interviewed opposed term limitations on U.S. senators and representatives. Clearly, then, the American people oppose such limitations.

c. In the words of one observer, “As we enter the new millennium, the American public school system is just not working as it should.” For example, in 1979 national test scores in English, math, and science were all lower than in 1969. As further evidence, test scores in the local school district declined by 10 percent during the 1980s.

13. Each of the following statements violates at least one of the criteria for effective supporting materials. Explain the flaw (or flaws) in each statement.

a. According to a survey sponsored by Verizon Wireless, Americans believe that the quality of customer service provided by cell phone companies has never been better than it is now.

b. As Angelina Jolie stated in a recent interview, American foreign policy toward Cuba must be revised before the U.S. causes even more damage to the lives of the average Cuban.

c. Nearly 5,000 drivers aged 70 or older were killed in automobile accidents last year. That’s a 33 percent increase over the past 10 years. There are currently 24 million U.S. drivers over age 70, and within 20 years there will be more than 30 million. The National Highway Safety Traffic Administration notes that the fatality rate for drivers 85 and older is nine times as high as the rate for drivers aged 25 to 69, while a 1990 study points out that 18 percent of fatalities to pedestrians were caused by drivers over the age of 70.