The written exam consists of **50 multiple choice** questions about presentational speaking. Students can consult any college-level public speaking textbook, including *Effective Presentations* by Morgan & Natt. Students must score **70% (35 out of 50 correct)** or more to pass.

**Exam questions are based off our course objectives, which include:**

1. effectively **analyze** an audience and use that analysis to **adapt** a message
2. demonstrate the ability to **organize** information using an appropriate **organizational structure**
3. utilize **supporting materials and evidence**
4. utilize **informative and persuasive strategies**
5. demonstrate effective **verbal** and **non-verbal** delivery skills
6. utilize **group communication skills**
7. **create** and use visual aids effectively
8. develop effective **introductions** and **conclusions**

**Topics you should know:**

- What is a **clincer**?
- Know what percent of the speech a **conclusion, intro, and body** make up.
- Know what **should be included** in a **conclusion, intro, and body** of a speech.
- Know how you should respond **if you are asked a question during a presentation that you do not know the answer to** and **how to answer questions during a presentation**.
- Know the **parts of an outline**: transitions, main points, subpoints, sub-subpoints, equal support, and coordination.
- Know how a speaker can and **cannot** enhance their credibility.
- Know what **ethos, logos, and pathos** are, and **examples** of how they are utilized in speeches.
  1. **Example question**: Anna is creating a speech that attempts to persuade her audience to get a cat. To make her presentation more compelling, Anna uses a variety of emotional appeals. Which of the following will Anna emphasize in her speech?
    a. Ethos
    b. Pathos
    c. Logos
    d. Ergos
- Know the **differences** between an **informatory presentation** and **explanatory presentation**.
- Know why **visual aids are important** and why **people use them** in presentations.
-Know the different ways one can show data in visual aids and when each is used: pie chart, bar chart, and line chart.

2. Example question: Jen wants to show her parents how her grades have increased each month during the past year. Which type of visual aid should she use?
   a. Bar Chart
   b. Line Chart
   c. Pie Chart
   d. Text Chart

-Know the different kinds of fallacies and examples of them: straw person, red herring, slippery slope, ad hominem, and false analogy.

3. Example question: Lauren is running for student government president at Purdue, and in her campaign speech she says, "My opponent does not deserve to win. She does drugs and she cheated on her boyfriend last year." What fallacy has Louise committed?
   a. Ad hominem
   b. Red herring
   c. False analogy
   d. Straw person

-Know the types of transitions that can be used during a speech and examples of them: directional, signpost, internal preview, and internal summary.

4. Example question: During her speech on running, Megan said, "I will now discuss what need before you run, including shoes and gear." This is which type of transition?
   a. Directional
   b. Signpost
   c. Internal preview
   d. Internal summary

-What is inoculation theory?

-Know the qualities of effective delivery such as eye contact and vocal variety

-Know the different speech organizational patterns, and when you would use them: chronological, problem solution, topical, and causal.

5. Example question: Leah is a college student at Purdue and will be delivering a speech on the results of partying too much on college students grades and body. Given this information, the best organizational pattern for her speech would be:
   a. Chronological
   b. Problem-solution
c. Topical

d. Causal

-Know the different **types of presentations**: news, persuasive, informative, asynchronous, instructional, and quasi-scientific.

-Know the **different types of delivery methods**: impromptu, manuscript, memorized, and extemporaneous.

6. **Example question**: Sam is Anna’s maid of honor, and has to give a speech at her wedding. Which delivery method is preferred when choice of words during a speech is critical, as in this wedding speech?

   a. Impromptu
   b. Manuscript
   c. Memorized
   d. Extemporaneous

-Know the different **types of gestures** in non-verbal language and examples of them: enablers, adaptors, illustrators, and emblems.

-Know what **question of fact**, question of value, question or policy, and question of intent are and examples of them.

7. **Example question**: Marcos argues that drinking red wine reduces the risk of heart disease. Marcos was arguing a question of

   a. Fact
   b. Policy
   c. Value
   d. Intent

-Know the categories of the **general purpose of a presentation**: to inform, to persuade, and to entertain.

-What is **efficacy**?

-Know how to **orally cite your sources**.

8. **Example question**: When you orally cite your sources you should:

   a. Always start by saying, “According to…”
   b. You can say any source, even if it is not in your reference list
   c. You should everything you can find on the site or document
   d. You should state the dates in which the information from your sources were published, posted, accessed, interviewed, or released

-What is an **elevator pitch**?
Know what **should** and **should not be included on a visual aid**.

9. **Example question:** You can do everything on a slide, **EXCEPT**:
   a. Put paragraphs on the slide
   b. Put images on the slide
   c. Put charts on the slide
   d. Have special effects on the slide

Know what **colors and images** are most appealing to an audience, when it comes to **visual aids**.

- Make sure you know how to use evidence correctly, like how to cite correctly and **how to avoid plagiarizing**.
- What is self-plagiarism?
- Make sure you know how to find different types of research, and what to stay away from.
  - Journals, books, videos, interviews, etc. are examples of **good support**.
  - Wikipedia, some blogs, etc. are some examples of **poor support**.
- Know different types of evidence that can used in a speech such as **statistics, testimony, and examples**.