

# COM 114 Test Out

## *Written Exam Study Guide*

The written exam consists of 50 multiple choice questions about presentational speaking. Students can consult any college-level public speaking textbook.

Exam questions are based off of course objectives, which include:

1. Effectively **analyzing an audience** and using that analysis to **choose a topic** and **adapt a message**.
2. Demonstrating the ability to **organize information** using an appropriate **organizational structure**.
3. Effectively using **supporting materials** and **evidence**.
4. Effectively using **informative** and **persuasive strategies**.
5. Demonstrating **effective verbal** and **non-verbal delivery skills**.
6. Learning and demonstrating **group communication skills**.

Topics with which to be familiar:

- What percent of a presentation an introduction, body, conclusion make up
  - What should be included in an introduction, body, and conclusion
  - How to respond to questions during a presentation
  - How a speaker can and cannot enhance his or her credibility
  - What ethos, logos, and pathos are, and examples of how they are used in presentations.
1. **Example question:** Anna is creating a presentation that attempts to persuade her audience to adopt a pet from an animal shelter. To make her presentation more compelling, Anna uses a variety of emotional appeals. Which of the following is Anna planning to emphasize?
    - a. Ethos
    - b. Pathos
    - c. Logos
    - d. Ergos
- The differences between an informatory presentation and an explanatory presentation
  - Why visual aids are important and why/how presenters use them
  - The different ways one can visual represent data

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. Pie Chart
  - c. Text Chart
  - d. Line Chart
- What fallacies are, common fallacies used, and how they are used (ex: straw person, red herring, slippery slope, ad hominem, etc.)
  3. **Example Question:** Louise is running for student government president at Purdue, and in her campaign speech she says, "My opponent does not deserve to win. He does drugs and he cheated on his girlfriend last year." What fallacy has Louise committed?
    - a. Ad Hominem
    - b. Red Herring
    - c. Invalid Analogy
    - d. Straw Person
- Presentation transitions and how they are used (ex: directional, signpost, internal preview, and internal summary)
  4. **Example Question:** During her presentation on running, Megan said, "I will now discuss what you need before you run, including shoes and gear." This is which type of transition?
    - a. Directional
    - b. Signpost
    - c. Internal Preview
    - d. Internal Summary
- The qualities of effective presentational delivery, such as eye contact and vocal variety
- Content organization patterns and when they should be used (ex: chronological, problem-solution, spatial, topical, and causal)
  5. **Example Question:** Aditya is a college student and will be delivering a presentation on the results of excessive partying on college students' grades and health. Given this information, what is the best organizational pattern for his presentation?
    - a. Chronological
    - b. Problem-Solution

- c. Topical
- d. Causal

- The differences between informative and persuasive speaking
- What is efficacy
- How to orally cite your source information

6. **Example Question:** When you orally cite your sources you should:

- a. Always start with, "According to..."
- b. You can say any source, even if it is not on your reference list.
- c. You should cite everything you can find on the site or document.
- d. You should state the date in which the information you cite was published, posted, accessed, or released.

- The different types of delivery methods (ex: impromptu, manuscript, memorized, and extemporaneous)
- Types of gestures in non-verbal language and how they are used (ex: enablers, adaptors, illustrators, and emblems)
- What questions of fact, value, policy, and intent are, and when they are used on persuasive speaking.

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

- What the general purpose of a presentation is, and how it can be categorized: the inform, to persuade, or to entertain
- What an elevator pitch is and when it is used
- What self-plagiarism is
- How presentation content is organized in an outline
- The different types of evidence that can be used in a presentation and how it is used (ex: statistics, testimony, and examples)
- Inoculation theory

**Answer Key:** 1. B; 2. D; 3. A; 4. C; 5. B; 6. D; 7. A