

figure, and one example. The entire speech should be no more than fifteen sentences. Make sure to identify in the margins each strategy you are employing as you go.

19. Composition question: Write a ten sentence speech using Monroe's Motivated Sequence to convince your friend not to study but to go out to a party. Identify each of the five sections by name.

Answers.

1. C
2. F C D A B E
3. C
4. B
5. C
6. 1 6 5 3 4 2
7. G C B A E F
8. S V Ac N
9. D
10. D
11. B
12. D
13. C
14. A
15. A
16. D
17. B

Chapter 2

1. What would NOT be a good situation for a speech of introduction?
 - a. The first meeting of your dormitory hall-mates in college.
 - b. A job interview at a highly respected Fortune 500 company.
 - c. The first meeting between competing divorce attorneys.
 - d. The team meeting called by the new coach.
2. What is NOT a proper function of a speech of identification?
 - a. To persuade my opponent that he cannot beat me.
 - b. To create a neighborhood club that meets in my tree house.
 - c. To encourage argumentative coworkers to start working as a team.
 - d. To get my school excited at the pep rally.
3. Which situation IS a speech of deliberation?
 - a. One given to my boss to encourage him to give me a raise.
 - b. One given at a protest rally against the war.
 - c. One given at a Congressional subcommittee to thank the government for its support.
 - d. One given at a rest stop to decide whether the road trip should turn towards the mountains or to the sea.
4. What is NOT a function of a speech of solicitation?

- a. To adopt a policy favored by the speaker
 - b. To present alternative viewpoints on a particular matter
 - c. To prove that competing proposals are inferior to yours
 - d. To argue that the speaker and audience have the same interest
5. What speech is the BEST example of a speech of commemoration?
- a. Proving to someone that they should buy a cat and not a dog
 - b. Defending yourself at a trial by praising your good deeds
 - c. Showing why eating vegetables is the epitome of healthy living
 - d. Proposing that we give an award to one person rather than another.
6. What speech is the BEST example of a speech of enrichment?
- a. Explaining the history of Renaissance painting to a class in Art History.
 - b. Attempting to resolve the tension between faith and reason in the Bible to the group of people waiting for the bus.
 - c. Telling your daughter about the time you went on a dinosaur dig hunt after she gets excited about fossils.
 - d. Persuading a vegetarian that they are missing out on the good taste of hamburgers.
7. Which audience is NOT appropriate for a speech of administration?
- a. Your children
 - b. The friends you play with
 - c. The employees who work for you
 - d. The football team you coach
8. What is the LEAST important function of a speech of advocacy?
- a. To create a media spectacle seen by the general public
 - b. To persuade the audience gathered together to change their attitudes
 - c. To create a sense of identification for the people listening
 - d. To influence the beliefs of people who don't normally think about the issue
9. Short answer. What would be the best kind of communication for the following situation? There has long been a rumor going around at your office that the business is being taken over by another company and half of the employees will be fired. Everyone has a different opinion about what is going on, and some of the emails sent around have been contradictory. You, as the manager, have received official word of the complex policy changes being made—some better than expected, some worse—and wish to get everyone on the same page so they can understand what is going on. Explain your answer.
10. Short answer. You are the coach of a high school basketball team. Explain the situations in which you would (a) give an oral speech, (b) provide them written material, and (c) communicate via email.
11. Short answer. You a graduating high school senior speaking to members of your graduating class. Choose four specific speech genres, and explain under what situation you would give each speech and what its content and function would be.

Answers

1. C
2. A
3. D
4. B
5. C

- 6. C
- 7. B
- 8. B

Chapter 3

1. What is NOT a rhetorical situation?
 - a. You missed your bus and need to persuade your neighbor to take you to school.
 - b. You lost your road map and need to stop to ask someone for directions.
 - c. You feel trapped in your job and you appeal to your boss for a promotion.
 - d. You are against new town policies and go the town meeting to express your views.
2. What is best representative of an aspect of the rhetorical background of a situation involving the lack of clean drinking water in your town?
 - a. Many children have gotten sick from the water.
 - b. A majority of the town believes that a nearby pig farm is to blame.
 - c. A town meeting has been called to address the issue.
 - d. Being in a rural town, most homeowners associate well-water with self-reliance.
3. Which of these best represents a public?
 - a. The people walking down a busy New York sidewalk.
 - b. The crowd gathered to support the home football team.
 - c. The gathering of relative strangers who protest the closing of their local school.
 - d. The people who know each other in a close-knit neighborhood.
4. Which two concepts LEAST correspond to a relationship between authority and marginality?
 - a. Monogamy / polygamy
 - b. Scientific rationality / political prudence
 - c. Fair play / ruthless ambition
 - d. Social justice / social Darwinism
5. Which BEST represents an element of American public opinion?
 - a. Democracy is the best form of government.
 - b. Carbon molecules have an atomic weight of 12.
 - c. The mayor of Springfield owns a Cadillac.
 - d. The oldest of the Greek Sophists was Protagoras.
6. Thomas Paine said: "Society in every state is a blessing, but government, even in its best state, is but a necessary evil; in its worst state an intolerable one." This expresses what?
 - a. Convention
 - b. Social knowledge
 - c. A public
 - d. A closed Society
7. What is the best example of a contested exigence?
 - a. Pollution of drinking water
 - b. Global poverty
 - c. Teenage suicide
 - d. Alien abduction
8. What is the only example which is a practical judgment?