Communications - May 4th-15th Assignments

Teacher: Andy Cochran  
Grade: 11th  
Subject: Communications

Dear Student,

Thank you for your hard work thus far. I enjoyed watching your Informative Speeches. Please use your grades on those speeches to help you as you present your final speech: the Persuasive Speech. The Persuasive Speech is nearly identical to the Informative Speech, except that its purpose is not just to give information but to use information to help persuade your audience. Keep in mind that you will need to use Ethos, Pathos, and Logos in your speech. You should also address the counter-claim, which is the best argument against your position. Another thing to keep in mind is what organization style you will use: primacy theory or recency theory. (Both can be effective). Lastly, in order to gain full points, you will need to dress up for this speech (at least from the waist up if you are sitting during your speech). Feel free to comment on classmates’ speeches, but it is not required this time. See below for a description of your remaining assignments:

**Non-CCP students:** Post your Persuasive Speech to the Stream by May 15th. If you post it on or before May 11th, I will reward you with bonus points. Note that your speech can be between 5-9 minutes long. That’s your only assignment, and then you’re done!

**CCP students:**
- Post your Persuasive Speech to the Stream by May 15th. If you post it on or before May 11th, I will reward you with bonus points. Note that your speech can be between 6-9 minutes long.
- In addition to your Persuasive Speech, you will also complete the written final exam. Please use your book and notes to help you. You may have a few questions from Chapter 18, so please read or skim that chapter. Submit only the Exam Answers on Google Classroom if possible.

**All students:** Please stop by my room on Monday, May 19th during your locker clean-up to say hello and to drop off your Communications textbook. I would love to be able to wish you a great summer in person.

All the best,

Andy Cochran
# Persuasive Speech Rubric

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<th>Period:</th>
<th>Topic:</th>
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<th>Content</th>
<th>Excellent</th>
<th>Right Idea, but Needs Work</th>
<th>Weak</th>
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| Delivery | | | |
|---------|---------|--------|
| Eye Contact | ![Checkboxes](#) | ![Checkboxes](#) | ![Checkboxes](#) |
| Vocal rate | ![Checkboxes](#) | ![Checkboxes](#) | ![Checkboxes](#) |
| Vocal Pitch and Volume | ![Checkboxes](#) | ![Checkboxes](#) | ![Checkboxes](#) |
| Vocal Quality Articulation & Pronunciation | ![Checkboxes](#) | ![Checkboxes](#) | ![Checkboxes](#) |
| Nonverbal Posture/Gestures | ![Checkboxes](#) | ![Checkboxes](#) | ![Checkboxes](#) |
| Preparedness, Composure, and Polish | ![Checkboxes](#) | ![Checkboxes](#) | ![Checkboxes](#) |

**TOTAL 100 POINTS POSSIBLE**

**6 – 9 Minutes-CCP**

**5 – 9 Minutes-Non-CCP (10 pts)**

- 2 = 10 seconds above
- 3 = 10 seconds below
**Purpose:** Create a persuasive speech based on a topic and stance that you feel strongly towards. Persuade your listeners to accept (or at least consider) your stance, do some form of action, etc.

Early on, give your audience a reason to believe you and trust you (ethos). Also, make sure to give your listeners some background so that they fully understand the topic. Then, present your claims, citing evidence (logos) to back your reasoning. Counter opposing claims when appropriate. Remember, your goal is not just to present information, but to use information to persuade your audience. Even if the audience does not agree with you in the end, we should be able to connect with you somewhat on an emotional level (pathos). End your speech with a strong finish that states or reiterates what you are trying to persuade your audience to think or to do.

**Things to consider:**

-Time is of the essence! Practice, so you have it down.

-PowerPoints are allowed, but if not done properly, they can be your worst enemy. Don’t be too wordy on PowerPoints, and do not read them word-for-word.

-Language style – This speech is to be formal. Stay away from using slang. Speak respectfully, even if you disagree with a certain opinion or stance.

-Dress up - This will help your confidence (and your grade).

-Visual aids – Use your visual aid to assist you to persuade us. Select quality visuals and use them at just the right time. You may use a short video (approximately 1 minute or less), pictures, graphs, or another form of visual aid. Words alone on a PowerPoint do not constitute a visual aid. Also, do not just display pictures, a video, etc. without “setting them up,” commenting on them, or explaining them. Lastly, make sure you can access videos/pictures on the school network ahead of time. Unreasonable delays will be counted against you. See me with questions.

-School appropriate – Your speech, visuals, etc. must be school appropriate. See me if you have questions on this.
Communications Final Exam

Name ___________________________ per. _____

Directions: Answer the following multiple choice questions on the separate answer document. (1 pt each)

1. _____ According to Ogden’s Triangle of Meaning, a(n) ____________ is anything to which people attach or assign meaning.
   A. word
   B. communicative
   C. symbol
   D. channel

2. _____ This type of distraction includes mental distractions such as the listener daydreaming during the speech or the speaker fighting away nervousness as he speaks.
   A. Physical distraction
   B. Physiological distraction
   C. Psychological distraction
   D. Factual distraction

3. _____ This type of distraction includes any distractions having to do with the body, such as the speaker or listener being influenced by a stomachache.
   A. Physical distraction
   B. Physiological distraction
   C. Psychological distraction
   D. Semantic distraction

4. _____ The kind of communication that takes place within ourselves is called...
   A. interpersonal communication
   B. intrapersonal communication
   C. mass communication
   D. referent cognition

5. _____ The standards that we use to determine right from wrong, or good from bad, in thought and behavior are called...
   A. fair use provisions
   B. cognitive structures
   C. paraphrases
   D. ethics

6. _____ A quality introduction serves all of the following purposes EXCEPT:
   A. Clarifies the topic or purpose of the speech
   B. Helps to establish the speaker’s credibility
   C. Catches the audience’s attention and helps to engage them in what will follow
   D. Urges the audience to respond to the speech, clarifying whether they should accept, use, believe or act on the content of the speech.

7. _____ All of these tips increase speaker confidence or at least the image of a speaker’s confidence when speaking EXCEPT...
   A. expanding one’s space through wide hand gestures
   B. speaking loudly enough that audience members in the back of the room can hear
   C. speaking quickly to emphasize the urgency of the message
   D. making eye contact with or at least panning across the entire audience with one’s eyes
8. According to Ogden’s Triangle of Meaning, what is a referent?
   A. The object or idea that an interpreter attaches to a symbol.
   B. The person receiving a message
   C. A word with more than one meaning.
   D. The person sending a message.

9. All of the following statements are true about Ogden’s Triangle of Meaning EXCEPT...
   A. Words and other symbols have no inherent meaning.
   B. In Ogden’s triangle, both the listener and the speaker take on the role of interpreter.
   C. A speaker’s referent for a symbol will always match his listener’s referent for that symbol.
   D. Words do not create meaning; people create meaning.

10. Which answer below is NOT a true fact concerning listening?
    A. Listening is active and requires concentration, while hearing is a mostly passive activity.
    B. Listening is a learned skill, while the ability to hear is innate (acquired from birth).
    C. Listening and hearing can both be interrupted or challenged by physical distractions
    D. Listening is a continuous activity, while hearing is intermittent

11. Which answer below gives the BEST example of a speech critique?
    A. “Great speech! I loved it!”
    B. “I like the graphs you used, but it would help if next time you provide the source of them to give you more credibility.”
    C. “You said ‘um’ 23 times during your speech.”
    D. “You spoke too quickly at times and your eyes were mostly focused on your PowerPoint instead of your audience.”

12. When responding to criticism after a speech, it’s best to keep in mind all of the following guidelines EXCEPT...
    A. Focus on how your critics speak to you more than what they say to you.
    B. Ask your critic for more clarification if you don’t understand what he meant.
    C. Evaluate the feedback you receive to make certain the critique was accurate according to most audience members and not just the perspective of one critic.
    D. Summarize and record the feedback you receive and rank those areas needing improvement according to their importance.

13. Most audience analysis occurs ____________ a speech.
    A. before
    B. during
    C. after
    D. none of these

14. Characteristics of the audience, such as age, gender, ethnicity, education, religion, economic status, and group membership.
    A. semantics
    B. ethics
    C. audience dissections
    D. demographics
15. You are asked to decide on a topic for an informative speech. After five minutes of brainstorming using a web of your interests, you come up with the idea of speaking on either Sherlock Holmes or the history of South Africa. These topics are both...
   A. self-generated topics
   B. research-generated topics
   C. occasion-generated topics
   D. both B & C

16. A speech informing the audience on the various aspects of a condition such as autism would likely use which organizational pattern?
   A. topical organization
   B. chronological organization
   C. pro-con organization
   D. spatial organization

17. INFOhio is best defined as a(n)...
   A. URL
   B. Educational journal
   C. Research database
   D. Article title

18. Which example is the best way to orally cite a source in your speech?
   A. According to Jim Smith, head editor of Vogue Magazine and author of the book Fashion America, 90% of the clothing made by the brand "Pink" is not actually the color pink.
   B. According to the article "The Irony of Brand Names" by Jim Smith, 90% of the clothing made by the brand "Pink" is not actually the color pink.
   C. According to an InfoOhio article on brand names, 90% of the clothing made by the brand "Pink" is not actually the color pink.
   D. According to www.vogue-brandnamers.com/?qr/tu, 89.78% of the clothing made by the brand "Pink" is not actually the color pink.

19. The five-step sequence for generating excellent ideas and supporting material for your speech, regardless of topic, is to...
   A. develop research plan; assess personal knowledge; collect information; record information; and conclude search.
   B. collect information; develop research plan; record information; assess personal knowledge; and conclude search.
   C. assess personal knowledge; develop research plan; collect information; record information; and conclude search.
   D. collect information; record information; develop research plan; assess personal knowledge; and conclude search.

20. A ____________ in a speech is a statement that connects one thought to another.
   A. summary
   B. transition
   C. visual aid
   D. mnemonic
21. Which answer below gives the BEST example on how a person might begin an informative speech on weight loss?
   A. “Eight months ago, I weighed over 300 pounds. This morning when I stepped on the scale, I weighed in at 232 pounds.”
   B. “How many people know the difference between saturated and unsaturated fat?”
   C. “Today, I’m going talk about weight loss.”
   D. “Raise your hand if you are overweight. Well listen up for some information that could change your life.”

22. Which of the following is NOT a rule that should be followed when using statistics?
   A. Use as many statistics as possible as they help increase credibility with an audience.
   B. Round off statistics when possible.
   C. Stress the impact of large numbers.
   D. Use presentational aids to represent or clarify relationships among statistics.

23. All of the following deal with non-verbal delivery skills, EXCEPT...
   A. Eye contact
   B. Vocal rate
   C. Posture
   D. Hand gestures

24. Clichés are colorful expressions which have lost their impact through overuse. Which example below would be the best way to describe another person without using a cliché?
   A. Greg is a hard worker, always willing to give 110% in everything he does.
   B. Greg has excellent character. His actions always speak louder than his words.
   C. Even though he looks like a police officer—stern and tough—Greg has a unique personality. Therefore, you cannot judge a book by its cover when it comes to Greg.
   D. Greg is a genuine person. He is willing to share his faults and flaws with others in order to help them avoid making the same mistakes and to help them grow as people.

25. Which type of speech is most common and adaptable to many situations? (This is the type of speech we mostly did in Communications class).
   A. Impromptu
   B. Extemporaneous
   C. Memorized
   D. Manuscript

26. Which statement below is NOT a true fact about elements of vocal delivery?
   A. Women generally have an easier time making wider use of their pitch ranges than men do.
   B. Brief pauses can be effective to mark important transitions in your speech, helping you and your audience to shift gears.
   C. Speaking as quickly as you can implies to the audience that you are intelligent and worth paying attention to.
   D. When deciding what volume level to speak at, adapt your volume to the size of the room.
27. Which statement below is NOT a true statement about elements of non-verbal delivery?
   A. Speakers who wish to emphasize their authority can do so by decreasing their use of hand gestures, or using only small movements.
   B. Studies demonstrate that people we consider attractive or well-dressed can persuade us more easily than those we find unattractive or not well-dressed for the occasion.
   C. Whether you actually make eye contact with each member of the audience is immaterial. You must only create that impression.
   D. When moving during a speech, make certain your movement serves a purpose. Avoid random pacing back and forth.

28. The following are wise statements concerning the use of PowerPoints as visual aids EXCEPT...
   A. Enhance your PowerPoint with multiple transitions, such as text flying in on the screen, for all of your slides.
   B. Use no more than six words per line and six lines per page.
   C. Use no more than two fonts per slide.
   D. Limit the number of colors in your presentational aid.

29. What is a TRUE statement concerning informative and persuasive speeches?
   A. Both informative and persuasive speeches should contain logical evidence
   B. For both informative and persuasive speeches, the speaker's motives should remain neutral and unbiased.
   C. When giving an informative speech, the use of pathos is more important compared to giving a persuasive speech.
   D. In a persuasive speech, audience analysis before giving the speech is not as important as it is when compared to giving an informative speech.

30. Disputing an argument that goes against your claim is called
   A. offering a fallacy
   B. refuting an argument
   C. demonstrating the proposal
   D. accepting the inevitable

31. This fallacy occurs when a speaker introduces an irrelevant issue to deflect attention from the subject under discussion.
   A. false dilemma fallacy
   B. bandwagon fallacy
   C. slippery slope fallacy
   D. red herring fallacy

32. Having actor Robert Downey Jr. do a commercial advertising the scientifically-proven safety features of the new self-driving Tesla automobile is an example of the
   A. bandwagon fallacy
   B. fallacy of authority
   C. false dilemma fallacy
   D. deduction theory
33. ______ "A new rule should be created that states students should be allowed to use cell phones in the classroom." This is an example of a proposition of ____________
   A. policy
   B. value
   C. fact
   D. rhetoric

34. ______ What does it mean to argue incrementally?
   A. To persuade others using whatever tactics necessary, even if it means "slinging mud" at opposing views.
   B. To argue one's points with enthusiasm.
   C. To attempt to persuade others one step at a time in order to achieve more lasting results.
   D. To argue one's opinions without offering any evidence to back them up.

35. ______ A coach's 2-minute pep talk before a game would most likely make use of which mode(s) of persuasion:
   A. Ethos
   B. Pathos
   C. Logos
   D. Both A. & C.

36. ______ Which mode(s) of persuasion is/are usually achieved by a speaker offering sound evidence from reputable sources?
   A. Ethos
   B. Pathos
   C. Logos
   D. Both A. & C.

37. ______ A speaker giving a speech against school uniforms states the following: "School uniforms are not helpful in an active shooter situation because if all students are wearing the same clothing, it could be hard to identify a shooter who, after shooting, then tries to blend in with classmates during an evacuation." This statement mostly uses which mode of persuasive appeal?
   A. Ethos
   B. Pathos
   C. Logos
   D. Thanos

38. ______ This type of special occasion speech is usually brief. Its purpose is to announce the upcoming main speaker, to help establish that speaker's credibility on the topic, and to focus the audience's attention on him or her.
   A. speech of introduction
   B. speech of presentation
   C. acceptance speech
   D. speech to entertain

39. ______ Which is NOT an element of the Communication Elements Model?
   A. Encoder
   B. Decoder
   C. Feedback
   D. Thinking
   E. Channel
Directions: Read the following scenario and answer the following multiple choice questions on the provided answer document. (2 pts each)

Luke is excited, yet a little nervous, as he approaches the podium in his pre-school classroom to give his speech on why he thinks Lightning McQueen is the best cartoon automobile ever. After a few minutes of speaking, Luke is distracted when his teacher Mr. Grouper begins clicking his pen excessively. Meanwhile Micah, another student in the class, begins to daydream after hearing sirens outside. Micah thinks back to how his father once tried to outrun the New Washington police after damaging an elderly lady's flowerbed. Candice, another student in the class, is thinking about eating Indian food at lunchtime and is too focused on her grumbling stomach to pay attention. As Luke covers his third main point, he looks over the classroom and notices that students don't seem to be focused on him. For instance, Keith is passing notes to his girlfriend Lyn, while another student, Joshua, is fast asleep, snoring loudly in the back row. Jenna is trying to focus, but she is still stuck on something Luke said earlier on in his speech. He said the Italian racecar in Cars 2 is named Hambr Bernoulli, although Jenna thought for sure it was Fernando Bernoulli. Therefore, Eli and Joel are the only two students who seem to be listening intently to Luke, with their eyes focused on his every move. Luke knows he needs to do something different in order to grab the majority of his classmates' attention. Suddenly, he takes a deep breath and then shouts, "Ka-Chow!" As all eyes and ears focus back on Luke, he proceeds to tell the class about the time Mater took Lightning McQueen tractor tipping.

40. Who is encoding the speech's message?
   A. Luke
   B. Micah
   C. Mr. Grouper
   D. Eli & Joel

41. Who is actively decoding the speech's message?
   A. Luke
   B. Micah
   C. Joshua
   D. Joel

42. Who is causing a physical distraction during the speech?
   A. Micah
   B. Jenna
   C. Joshua
   D. Candice
   E. Both B. & C.

43. What kind of distraction(s) is Candice facing?
   A. Physical
   B. Physiological
   C. Psychological
   D. Both B. & C.

44. Jenna is facing this kind of distraction:
   A. Physical
   B. Physiological
   C. Factual
   D. Rhetorical