

COMM 20 Review Sheet

This review will help you prepare for the midterm and final examinations. My purpose is to alleviate concerns you may have about taking these tests. The exams will be fairly simple. There will be some multiple choice, true/false, and matching questions. This sheet constitutes the universe of things I might ask you about; I will not throw questions at you that we've not discussed. If I make any alterations, I'll provide you plenty of notice.



Midterm Exam

- Rhetorical traditions of public speaking (Extent of rhetoric, Aristotle's definition of rhetoric; philosophers vs. sophists; rhetorical proofs: ethos, pathos, logos)
- The speechmaking process (hypodermic needle vs. transactional view, three purposes of public speaking, exigency, four strategies of topic selection)
- Outlining (rules of subordination, division, and parallelism)
- Ethics and free speech (milestones of free speech, NCA credo)
- Improving your confidence (five techniques for dealing with speech anxiety)
- Listening (three myths, listening vs. hearing, four distractions, strategies of active listening)
- Analyzing your audience (active vs. passive audience, demographics, three psychological components of audience orientation, four dimensions of the speech situation)
- Organizing your speech (five strategies to organize your speech, signposts and transitions)
- Developing an introduction (four elements of an introduction beyond the generation of goodwill)

Final Exam

- Informative speaking (five strategies to explain complex concepts)
- Gathering supporting material (three aspects of a complete oral citation)
- Five criteria for selection of supporting material
- Effective delivery (three common eye-contact mistakes, three benefits of purposeful movement, five types of gestures, five components of vocal delivery)
- Persuasive speaking (cognitive dissonance, Maslow's hierarchy of needs, three criteria for persuasive speech topic selection)
- Using persuasive strategies (eight types of faulty reasoning, five organizing strategies)
- Using words well (three differences between oral and written style, four tools of style)