Chapter 10 Presenting To Inform

True/False

18. The principles of learning are especially important for communicating information to an audience.

19. One of the two rhetorical principles of informative presentations is to use evidence and proof to make your case to the audience.

20. Posing a puzzling question is a method for creating information hunger.

21. In an informative presentation you must relate the topic to yourself, so that the audience will respect and apply the information you communicate.

22. Relate your topic to the audience early in the presentation to enhance their interest and understanding.

23. One of the four purposes of an informative presentation is to help the audience apply the information.

24. The kind of knowledge we possess affects our perception of the world.

25. Whether the audience is interested in the topic before you present it is less important than the interest they demonstrate after the presentation.

26. Audiences understand specific facts and details better than main ideas and generalizations.

27. Audiences are more likely to understand simple words and concrete ideas than complex words and abstract ideas.

28. Early remarks about how the presentation will meet the audience’s needs can increase the chances that the audience will listen and understand.

29. Audience members’ overt participation increases their understanding.

30. An early study demonstrated that if you repeat important matters either infrequently (only one time) or too often (four repetitions or more), your audience will be less likely to recall your information.
   Ans: true

31. You can and should follow the old saying: "tell ‘em what you are going to tell ‘em; tell ‘em; and then tell ‘em what you told ‘em."

32. Pausing or using a physical gesture to indicate the importance of the information does not seem to encourage retention.

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33. In an informative presentation, the audience remembers the information longer if it is applied immediately.

34. In an informative presentation, an action tried once under supervision is more likely to be tried again later.

35. It is important to help the audience understand the information you present, not to help them apply it.

36. Primacy involves placing important information last in a presentation.

37. Recency works better on topics that are very interesting.

38. When the topic is unfamiliar to the audience, you should rely on recency rather than primacy when deciding how to order information.

39. You can reward your audience through both physical and psychological reinforcement.

40. One principle of learning is that people accept ideas that are consonant with what they already know.

41. Wit and humor mean the same thing.

42. Some material in an informative presentation is simply too detailed and complex to present through words alone.

43. Audiences best remember information that is placed in the middle of the body of an informative presentation.

44. Main points in an informative presentation should be repeated at least six times.

45. Showing an audience how to do something is a form of demonstrating.

46. An ethical presenter cites the sources of his or her material.

47. To be safe, an ethical presenter uses accurate, verifiable, and consistent information that is placed in context.

48. An effective informative presenter answers the question “What’s in it for me?” not only in the introduction, but throughout the presentation.
Multiple Choice

49. The purpose of creating information hunger is to
a. be conversational.
b. explicitly state your intention.
c. generate a desire to learn.
d. suggest avenues for finding data.

50. Which of the following is NOT one of the principles of learning?
a. Build on new, unknown information
b. Use sensory aids
c. Provide physical and psychological reinforcement
d. Use wit and humor

51. Each of the following is a purpose of informative presentations EXCEPT:
a. Create information hunger.
b. Help the audience understand the information.
c. Help the audience remember the information.
d. Persuade the audience to take action.

52. Each of the following is an example of an overt audience response EXCEPT:
a. An audience member asks a question of the presenter.
b. Audience members raise their hands if they agree.
c. An audience member states an opinion about the presentation.
d. An audience member changes her mind upon hearing new information.

53. All of the following are suggestions for helping the audience understand information EXCEPT:
a. Audience members remember facts and details better than generalizations.
b. Audience members are more likely to understand simple rather than complex words.
c. Saying how the information will meet their needs will make it more likely they will listen.
d. Overt participation will help increase audience members’ understanding.

54. All of the following are ways to define a word EXCEPT:
a. Reveal its denotation.
b. Reveal its connotations.
c. Reveal its etymology.
d. Reveal its ideology.

55. Which of the following words is an antonym for the word generous?
a. Unselfish
b. Bighearted
c. Stingy
d. Giving
56. Which of the skills below reveals through words how something works, why something occurred, or how something should be evaluated?
   a. Defining  
   b. Describing  
   c. Explaining  
   d. Demonstrating

57. Which of the following is NOT a “test” of the quality of information in an informative presentation?
   a. The accuracy of the information  
   b. The verifiability of the information  
   c. The consistency of the information  
   d. The simplicity of the information

58. Which of the following is an audience most likely to remember from an informative presentation?
   a. The second point of three  
   b. The best transition  
   c. The last point  
   d. The best signpost

59. An overt indication of understanding is referred to as
   a. information hunger. 
   b. categorical imperative. 
   c. behavioral response. 
   d. central idea.

60. The ability to perceive and express humorously the relationship or similarity between seemingly disparate things is also known as
   a. wit.  
   b. humor.  
   c. primacy.  
   d. recency.

61. Psychological or physical reinforcement to increase an audience’s response to information provided in a presentation is
   a. primacy.  
   b. a behavioral change.  
   c. recency.  
   d. a reward.
62. If you were giving a presentation on a topic that the audience is unfamiliar with, which principle should you follow when deciding on how to organize your information?
   a. Recency
   b. Primacy
   c. Reward
   d. Reinforcement

63. Chapter 10 on informative speaking includes two rhetorical principles. They are:
   a. Relate the presenter to the topic and the topic to the audience.
   b. Relate the situation to the topic and the topic to the occasion.
   c. Relate the message to the topic and the topic to the receivers.
   d. Relate the channel to the topic and the topic to the noise.

64. What guideline should you follow to make your informational presentation more ethical?
   a. Don’t disclose your affiliation with groups.
   b. Direct the audience to accept only the information you favor.
   c. Avoid distorting information.
   d. Use any quotations you need to make the presentation sound better.

65. Angela presented an informative speech in which she used an ELMO/Document camera to display the images of two smart phones as she compared their features. What skill is Angela applying?
   a. Demonstrating
   b. Explaining
   c. Describing
   d. Defining

66. Which informative speaking skill relies on the ability to use precise, accurate, specific, and concrete language?
   a. Demonstrating
   b. Explaining
   c. Describing
   d. Defining

67. An informative speech that spends time analyzing etymology is drawing on the skill of
   a. defining.
   b. demonstrating.
   c. explaining.
   d. describing.

68. Informing audience members about how they can use ideas from your speech to help save money is an example of
   a. coercion.
   b. demonstration.
   c. pandering.
   d. reward.
69. At what point in the presentation should you make clear to the audience exactly what you want them to learn from your presentation?
   a. The conclusion
   b. The first main point
   c. The introduction
   d. The last main point

70. Which of the following is the BEST example of a behavioral response?
   a. Understanding topics covered in the speech
   b. Telling how to enact a suggested action
   c. Explaining the importance of a suggested action
   d. Performing a suggested action