The exam is composed of 50 multiple-choice questions. Each question is worth 2 points. The student must score 80% or better in order to advance to the oral exam. The text for this exam is Hogan, J. M., Andrews, P. H., Andrews, J. R., & Williams, G. (2013). *Public Speaking and Civic Engagement* (3rd Ed.). Boston: Pearson.

Questions about the exam can be directed to the Assistant Basic Course Directors (117 Bailey).

Public Speaking and Civic Engagement
- Why study public speaking
- The rhetorical tradition
- Preparing yourself to speak

Listening Effectively
- Why listening is important
- Why listening is difficult
- Improving Listening (guidelines for improving listening)

Communication Apprehension
- Causes
- Overcoming (Strategies for overcoming communication apprehension)

Audience Analysis and Adaptation
- Checking audience demographics
- Respecting audience cultures
- Understanding audience psychology
- Analyzing the audience

Choosing a Topic and Developing a Strategy

Researching the Topic
- Examples
- Personal experiences
- Testimony
- Common knowledge
- Statistics
- Material in print
- Material electronically

Arrangement and Organization of the speech
- Specific purposes
- Points and sub points
- Patterns of organization
- Introductions
- Conclusions
- Signposts/transitions
- Outline formats

Language Style and Delivery of the Speech
- Using appropriate language
- Using language effectively
Presenting the Speech
   Characteristics of effective presentation
   The voice in presentation
   The body in presentation
   Models of presentation
   Strategies
Visual Aids
   Benefits
   Types
   Choosing materials
   Preparing visual aids
Informative
   Goals of informative speaking and planning your strategy
   Informative strategies
   Encouraging retention
Persuasive
   Purpose achieved through persuasive strategies
   Planning your strategy
   Choosing a strategy
Reasoning
   Proof, support and reasoning
   Logic and reasoning
   Different reasoning strategies
   Avoid errors in reasoning
Occasions for Public Speaking
   Fitting your speech to the occasion
   Deliberative and Ceremonial