

COMS 130 Written Exemption Exam Study Guide

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