The test is worth 100 points and consists of a combination of multiple choice, true/false, and short answer questions.

The test covers the following:
- ALL Chapters
- ALL Lectures (including video lectures)

Materials needed:
- One scantron (green, #886E, half sheet with Mini Essay Book)
- One or two sharpened #2 pencils
- Your bright, cheerful, awake and READY smiling face

Please note: Some questions are very straightforward and involve rote memory (e.g., definitions, lists), while others are application-based (you may be given an example and asked to identify a concept). Other questions are based upon synthesis (you may not be able to find the exact answer from lecture or in the textbook, but you should be able to figure out the answer if you understand the material). Occasionally I use comic strips as the basis for questions. Items noted below with an asterisk (*) are those requiring short answers.

You should know (be able to identify based on examples, give an example/definition for a concept, etc.):
- Definitions or descriptions of:
  - Central idea, general purpose, preview statement, transitions
  - Types of persuasive claims (fact, value, policy)
  - Denotative and connotative meanings of words
- Principles and misconceptions of communication (in the Communication Models lecture)
- Types of general speech purposes (to persuade, to entertain, to inform)
- Important aspects of speech delivery (both verbal and nonverbal)
- General Adaptation Syndrome (from Speech Anxiety lecture)
- Recommendations to reduce speech anxiety
- Types of listening (pleasurable, discriminative, etc.)
- Effect of content and delivery on speech effectiveness (e.g., is one more important than the other? Do both of them contribute to the effectiveness?)
- Methods of introducing and concluding a speech
- Plagiarism and the need to cite sources
- When to quote or paraphrase in a paper or speech
- Outcomes of informative speeches (insight, awareness, understanding)
- What’s required in citing sources in a speech or research paper
- Differences between informative and persuasive presentations
- Organizational patterns: know which are most effective for informative speeches (chronological, topical, spatial, etc.); and which are more effective/used in persuasive speeches (e.g., Problem/Solution, Monroe’s Motivated Sequence)
- The steps in Monroe’s Motivated Sequence (remember ANSVA)
- Reasons for citing supporting material
- The importance of audience analysis, and adaptation to various types of audiences and situations
- Types of evidence (expert testimony, lay testimony, personal experience, statistics, etc.)
- Types of audience analyses (e.g., demographic, situational, nonverbal)
- Types of delivery styles and when each is most often used (extemporaneous, impromptu, memorized, manuscript)
- Reasons for using presentation aids, as well as when to use aids
- Advantages and disadvantages of the different types of presentation aids
• Criteria for being able to use copy written material without prior permission (note: there is more than one criterion)
• Types of rhetorical proof (as per Aristotle)
• Abraham Maslow’s hierarchy of needs (physiological, safety & security, etc.)
• Differences between written and oral language styles
• The numbering conventions at the different levels of outlining
• Types of literary devices (e.g., metaphor, simile, personification)
• Types of internet domains and what they mean (e.g., .com, .org, .gov)
• Be able to come up with a topic and main points, and write an appropriate preview statement and summary statement*
• Explain the importance of ethos in persuasion (as per Aristotle)*
• The importance of being audience-centered in the public speaking process*