The Final is not comprehensive and does not cover all the remaining chapters. The number of questions drawn from each chapter covered will vary and I am ranking them in order of importance (chapters with the most questions to the least). You may wish to alter your review/study time for each chapter accordingly:

Appendix B (Communication & Technology), 15 (Persuading Others), 14 (Speaking to Inform), and 11 (Developing your Speech). Questions will also be drawn from lecture on mass media, advertising and media literacy, and a few from the video on November 20. The final is scheduled for our last class period, December 11, 2002.

Below are several questions from each section of the test (multiple choice, true or false, short answer); these questions will be on the test.

I. Multiple choice
(2 points each, 50 points total; 25 questions)

1. For his graduation ceremony, when Brady decided to give his valedictory address on the topic of opposition to the rising cost of university tuition, Brady failed to
   a. consider the occasion
   b. narrow his topic
   c. conduct an environmental analysis
   d. none of the above

2. “At the end of my speech, the audience will prefer drinking water to soda” is an example of a speech that targets a(n)
   a. value
   b. belief
   c. attitude
   d. behavior

3. According to lecture, a Ritual Perspective of mass media includes
   a. a purpose to effect behavior
   b. a culture that exists within a larger cultural context
   c. a media which creates & represents shared beliefs
   d. mass media as a cultural forum

True or False
(1 point each, 15 points total; 15 questions)

1. Advertising is communication which is nonpersonal.
   a = T        b = F

2. Corinne made a presentation to a group of visiting high school students in which she explained the benefit of attending her university. This would be an example of an informative speech.
   a = T        b = F

3. A good central idea uses abstract language.
   a = T        b = F
Short Answer
(7 points each, 35 points total. Five [5] selected from the following 8 will be on the exam. An extra credit may also be added.)

1. What is an oral citation?

2. What does it mean to be audience-centered?

3. What is cognitive dissonance? How might a speaker make use of it in a speech?

4. What is deductive reasoning? How might a speaker use this in a speech?

5. What is the role of technology in relationship maintenance?

6. What are the effects of technology on group interaction?

7. What are four (4) skills which should be developed in media literacy?

8. What is globalization, audience fragmentation and convergence?