

Full Test Bank

Chapter 1

1. The process in which a source uses a message to achieve a goal.
Persuasion
2. This is the first step in the persuasion process.
Identification of the goal
3. These are subjective judgments of worth.
Values
4. Most attitudes are made up of these.
Belief Value Pairs
5. Changing attitudes will most likely change this.
Behavior

Chapter 2

1. What are the two “routes” to persuasion?
Central & Peripheral
2. What two factors increase the likelihood that an audience will engage in central “route” processing?
Motivation & Ability
3. This “route” to persuasion sometimes relies on the number of arguments to lead to persuasion on uninvolved topics.
Peripheral
4. This can occur when the audience rejects the message of the persuader.
Boomerang Effect
5. Thoughts and feelings important to persuasion.
Cognitions

Chapter 3

1. This refers to the credibility created by the message.

Intrinsic

2. Testimony that is considered against self interest.

Reluctant Testimony

3. Sources are considered to be this when they have a reason to take a position.

Biased

4. This type of credibility is most effective when told to the audience prior to the message.

Extrinsic

5. The likeness of a source to the audience.

Similarity

Chapter 4

1. This perspective on ethics emphasizes compassion and support.

Feminist Perspective on Ethics

2. The dialogic perspective seeks this between the persuader and audience.

Active Interaction

3. This perspective is criticized for leading to individual ethics.

Situation Ethics

4. Being informed about persuasive strategies is an ethical responsible for this group.

Audience

5. The perspective relies on authorities to determine right and wrong behavior.

Legal Perspective

Chapter 5

1. What three things must you know about the audience regarding your topic?

Knowledge, Interest, Attitude

2. Information that describes the income, sex, and education level of the audience.

Demographic

3. This type of information gathering requires careful listening and scrutiny of audience behaviors.

Observation

4. Information collected about a group of individuals.

Summary Data

5. These are characteristics of a good purpose.

Clear, Concise, Realistic

Chapter 6

1. This organizational plan contains a set of coherent arguments about a topic.

Topical

2. This principle of outlining states that ideas should be broken down into at least two parts.

Division

3. This organizational plan should be used when the speaker focuses on more than one solution.

Two-sided

4. The conclusion includes these four parts.

Summary of main points, Sense of connection, Appropriate frame of mind, Final appeal

5. This organizational pattern is often taught to salespeople.

AIDA

Chapter 7

1. These types of support explain information to the audience.

Explanation/description, Compare and contrast, hypothetical example

2. A threat has these two components.

Severity, Susceptibility

3. This type of supporting material provides information numerically.

Statistics

4. This test of support asks if the situation has changed since the evidence was published.

Recency

5. This type of reasoning uses specific examples to infer generalities.
Inductive reasoning

Chapter 8

1. List two things that help create intensity.
 - Vivid description
 - Visualization
 - Hyperbole
 - Personification
 - Similes and metaphors
2. This is the dictionary meaning of a term.
Denotative
3. This type of term is widely accepted as positive.
Good Term
4. In this style, speakers take pride in being straightforward.
Plain Style
5. A speaker would use concrete words to achieve this stylistic goal.
Clarity

Chapter 9

1. Sighing and blank stares are cues from this type of audience.
Apathetic
2. Uncomfortable environments can create these types of audiences.
Hostile, Apathetic, Multiple
3. Controversial and complex topics create this type of audience
Multiple
4. A previous credible performance by the speaker may create this type of audience.
Motivated
5. Refuting negative attitudes about the speaker during the speech is a strategy for this audience.

Hostile

Chapter 10

1. Dissonance theory predicts that greater justifications will make attitude change more or less likely to occur?
Less likely to occur
2. Unbalance triads can be rated as pleasant when this occurs.
When two individual have a positive relationship or agree on the object
3. These two theories ignore message content.
Balance Theory and Congruity Theory
4. Name three ways to create consonance.
Change cognitions, Add new cognitions, Change the importance of cognitions
5. Cognitive Dissonance Theory predicts amount of dissonance is influenced by:
Number of cognitions, importance of cognitions, perceptions of dissonance and consonance

Chapter 11

1. A misinterpretation where the audience believes the speaker's idea is closer to the audience's than it is.
Assimilated
2. If there are two latitudes of rejection there must be two latitudes of this.
Latitudes of non-commitment
3. There is a curvilinear relationship between these.
Discrepancy and attitudes
4. Speakers with less extreme positions will be better with this group.
Highly involved
5. This is a comparison point for an idea or concept within an individual.
Anchor

Chapter 12

1. What a person plans or wants to do.
Behavioral intention
2. What we think others expect us to do.
Subjective norms
3. Attitudes and this must be measure at the same level.
Behavior
4. Belief strength and evaluation make up this.
Attitudes toward behavior
5. Motivation to comply is a component of this.
Subjective norms

Chapter 13

1. Ads sent through the postal service.
Direct mail advertising
2. This is the number of households tuned in to a program divided by the number of households using television sets.
Share
3. The three individual influences on consumer behavior.
Perception, Learning, Motivation
4. The global measure of a consumers favorable response to an advertisement.
Commercial reaction
5. Establishes the image of a product and familiarity with the product's name and package.
Brand advertising

Chapter 14

1. A candidate who seeks to take control of the White House from the other party.
Challenger

2. The personal qualities of a candidate.

Character

3. What are the three functions of campaign discourse?

Acclaim, Attack, Defense

4. Three ways citizens get information about candidates

Candidates, News Media, Discussion with others

5. This function and topic of campaign discourse are most common messages from candidates.

Acclaims, Policy