Unit 09: Presentations to Persuade

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1. Unit 09: Presentations to Persuade

- 4. Chapter: Unit 09: Presentations to Persuade
- 1. Unit 09: Presentations to Persuade Questions

4.1.1. A week after Standard and Poor's downgraded the national credit rat...

Author: P. Wynn Norman

A week after Standard and Poor's downgraded the national credit rating of the United States, President Barack Obama, speaking at a battery factory in Michigan, admitted that he was frustrated and that he blamed Congress for the rating downgrade. According to the textbook, which of the following should President Obama have considered before he expressed his emotions in this way?

Please choose only one answer:

- That expressing emotions without careful judgment can break down trust
- That expressing frustration can help your audience realize your point of view
- That frustration combined with blame can produce defensiveness
- That emotion can be effective if you consider the audience's point of view, are specific, and emphasize the speaker-listener relationship
- All of the above

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4.1.2. Anaka includes in her elevator speech the following statement, "I a...

Author: P. Wynn Norman

Anaka includes in her elevator speech the following statement, "I am four feet, eight inches tall and 27 years old, and nobody wants to sell me a little black evening dress because they only produce dresses in my size for children." Given the nature of its content, which is part of her elevator speech is this statement most likely to be?

Please choose only one answer:

- The call for action
- The hook
- The benefits
- The introduction
- The example

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4.1.3. Condi needs to convince both of her partners to invest in a new acc...

Author: P. Wynn Norman

Condi needs to convince both of her partners to invest in a new accounting system that would require considerable adjustments in their business' recordkeeping system. One partner is very reluctant to change, while the other sees was already considering proceeding with it. If Condi gets the first partner to talk to his accountant about the long-term savings he could obtain but the second partner decides to wait for the first's decision before agreeing, have Condi's persuasive techniques produced measureable gain?

Please choose only one answer:

- No, because she did not convince either partner to accept the change.
- No, because neither partner's attitude changed in a measurable way.
- Yes, because neither partner rejected her position.
- Yes, because she moved one partner toward the position she wanted.
- Measureable gain cannot be determined until the second partner makes a decision.

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4.1.4. Deregulation of the financial sector in the United States caused ba...

Author: P. Wynn Norman

Deregulation of the financial sector in the United States caused banks to make risky bets on housing. When the financial markets collapsed, due in part to credit default swaps involving mortgages, the global financial crisis that resulted exposed underlying problems of excessive debt in several European Union countries. Which of the following logical fallacies is apparent in the preceding statements?

Please choose only one answer:

- A red herring
- A straw man
- A circular argument
- A non-sequitur
- None of the above

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Interactive Question: http://www.quizover.com/question/deregulation-of-the-financial-sector-in-p-wynn-norman-south-corporate?pdf=1509 4.1.5. Elijah believes "you get what you deserve," and his religion has ta...

Author: P. Wynn Norman

Elijah believes "you get what you deserve," and his religion has taught him to trust God's judgment when it comes to punishments. As a result, when Elijah listened to the speech introduction presented below, he felt no pity for the speaker's nephew and no remorse about the statistics of prison populations. Given these facts about Elijah, complete this sentence: To persuade Elijah, the speaker will have to overcome his ______ or rely more on ______ than ______.

¹In 2006, 56 percent of inmates in state prisons and 45 percent of inmates in federal prisons exhibited symptoms of having serious mental illnesses prior to their incarceration, according to the Bureau of Statistics at the U.S. Department of Justice. ²My nephew has been incarcerated on and off since he was 19. ³He suffers from bipolar and dissociative disorders which, when he isn't on medication, impact his judgment and behavior such that he can't hold down a job – he gets fired for doing or saying the wrong thing. ⁴Being unemployed and, increasingly, being unemployable make it impossible for my nephew to pay for the medication he needs. ⁵When you hear stories like his, it's hard to deny that there is a significant relationship between incarceration and mental illnesses. ⁶NAMI, the National Alliance on Mental Illness, calls the relationship "both a scandal and a national tragedy." ⁷I call it yet another reason why we must change the health care system in the United States so that it focuses on people, not profit.

Please choose only one answer:

- Principles, evidence, testimony
- Pre-refutation, signs, analogies
- Logical fallacies, authority, evidence
- Emotional resistance, logos, pathos
- Auto-rejection, ethos, appeals

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4.1.6. In a speech to the 2nd shift at a large manufacturing facility, the...

Author: P. Wynn Norman

In a speech to the 2nd shift at a large manufacturing facility, the shift foreman, under pressure from management to increase productivity and profitability, claims that unless productivity can be increased by at least 20%, some workers may be laid off. Which of the following unethical behaviors is NOT illustrated in this example?

Please choose only one answer:

- Manipulation
- Coercion
- Bribery
- Deception
- None of the above

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Interactive Question: http://www.quizover.com/question/in-a-speech-to-the-2nd-shift-at-a-large-p-wynn-norman-south-corporate?pdf=1509 4.1.7. In the persuasive speech introduction shown below, sentences 1-4 es...

Author: P. Wynn Norman

In the persuasive speech introduction shown below, sentences 1-4 establish the background and context of the issue. According to classical rhetorical strategy, which of the remaining sentences present the exordium?

¹In 2006, 56 percent of inmates in state prisons and 45 percent of inmates in federal prisons exhibited symptoms of having serious mental illnesses prior to their incarceration, according to the Bureau of Statistics at the U.S. Department of Justice. ²My nephew has been incarcerated on and off since he was 19. ³He suffers from bipolar and dissociative disorders which, when he isn't on medication, impact his judgment and behavior such that he can't hold down a job – he gets fired for doing or saying the wrong thing. ⁴Being unemployed and, increasingly, being unemployable make it impossible for my nephew to pay for the medication he needs. ⁵When you hear stories like his, it's hard to deny that there is a significant relationship between incarceration and mental illnesses. ⁶NAMI, the National Alliance on Mental Illness, calls the relationship "both a scandal and a national tragedy." ⁷I call it yet another reason why we must change the health care system in the United States so that it focuses on people, not profit.

Please choose only one answer:

- 5
- 6
- 7
- 5 and 6
- 6 and 7

Check the answer of this question online at QuizOver.com: Question: In the persuasive speech introduction P. Wynn Norman @South Corporate

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Author: P. Wynn Norman

Is the elevator speech presented below weakened by the lack of specificity about why current apps on the market "fall short of the mark"?

Let's face it. Sometimes, men just don't understand women, and that's OK. We don't expect you to all the time. But it would be nice if a male who was developing an iPhone app for us understood use better. Ten million female iPhone users have repeatedly shown interest in the app market. But there are two problems here: One, not a lot of apps exist for women and, two, the apps that do exist kind of fall short of the mark—and that's mainly because men are developing them. So, our team, we believe we can connect with this dissatisfied and undertargeted market to develop very tailored apps specifically for women. We're seeking a \$100,000 investment in exchange for a 25% stake in equity and a ten-x return. We'll roll out one app quarterly, starting in six months from the initial investment. We expect break-even to occur by the end of Year One. We're MissApp, we're designing for women, and it's because, well, women like technology too.

Please choose only one answer:

- Yes, because the listener needs to hear supporting evidence to be convinced.
- Yes, because an example would have clarified what the speaker meant.
- No, because the purpose of an elevator speech is to generate interest, not close the deal.
- No, because there is not enough time in an elevator speech to provide a lot of details.
- None of the above

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4.1.9. Mandy's beauty spa customers prefer to have their nails done while ...

Author: P. Wynn Norman

Mandy's beauty spa customers prefer to have their nails done while their hair is being curled, because it saves time; however, Mandy's stylists want to work without the awkwardness of having to maneuver around the pedicurists. Mandy does not want to lose customers over the issue, but she knows her employees would appreciate it her effort to accommodate them. Mandy decides to keep the current practices in place, but also to point out to customers how both the technicians could work more quickly if they were not interfering with each other. Which function of persuasion did Mandy focus on when she approached her customers?

Please choose only one answer:

- To increase consideration
- To develop tolerance
- To convince
- To call to action
- To stimulate

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Interactive Question:

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4.1.10. Many U.S. politicians frequently present arguments by claiming that...

Author: P. Wynn Norman

Many U.S. politicians frequently present arguments by claiming that "the American people" want something or know something or feel something. The politicians say this without providing any evidence to support the claims. What kind of logical fallacy are they using?

Please choose only one answer:

- Begging the question
- A circular argument
- Ad populum
- Ad hominem
- Post hoc ergo propter hoc

Check the answer of this question online at QuizOver.com: Question: Many U.S. politicians frequently present P. Wynn Norman @South Corporate

Flashcards:

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Author: P. Wynn Norman

Sugako was raised in a high-context culture, and so when she prepared to speak to U.S. business owners about partnering with suppliers in her country, she did not customize her presentation about the benefits of such partnerships, starting her speech by immediately listing the benefits she would describe. The business owners, however, missed the list of benefits entirely, because Sugako did nothing to attract their attention before covering such important information. How does the textbook indicate what went wrong?

Please choose only one answer:

- Sugako forgot that all speeches should begin with attention getters, regardless of the cultural context.
- Sugako assumed her high-context culture's recognition of the business environment would indicate to her audience that they should be listening carefully as soon as her presentation began.
- Her audience's low-context culture produced a degree of disrespect for Sugako's gender that she should have taken into account by starting her speech by establishing her authority.
- Both A and B
- Both A and C

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4.1.12. The extent to which audience members respond to a persuasive messag...

Author: P. Wynn Norman

The extent to which audience members respond to a persuasive message is referred to as what?

Please choose only one answer:

- Measurable gain
- Positive gain
- Motivational context
- Value context
- Measureable contextual value

Check the answer of this question online at QuizOver.com: Question: The extent to which audience members P. Wynn Norman @South University

Flashcards: http://www.quizover.com/flashcards/the-extent-to-which-audience-members-p-wynn-norman-south-university?pdf=1509

Interactive Question: http://www.quizover.com/question/the-extent-to-which-audience-members-p-wynn-norman-south-university?pdf=1509 4.1.13. The following three claims illustrate which of Fulkerson's GASCAP/T...

Author: P. Wynn Norman

The following three claims illustrate which of Fulkerson's GASCAP/T argumentation strategies?

1. Like alcohol, marijuana is a drug that alters the mind and impairs the body.

2. The Drug Enforcement Agency has found several indications that chronic marijuana use can produce dangerous levels of toxicity.

3. Studies have shown that when college students' use of marijuana goes up, their grades go down.

Please choose only one answer:

- Analogy, authority, sign
- Cause, authority, generalization
- Analogy, principle, cause
- Generalization, principle, sign
- Analogy, testimony, cause

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4.1.14. The table below lists persuasive speech components (A, B, C, D, E) ...

Author: P. Wynn Norman

The table below lists persuasive speech components (A, B, C, D, E) and functions (1, 2, 3, 4, 5, 6, 7, 8, 9, 10). Which of the following accurately matches up the components with their functions?

COMPONENT	FUNCTIONS
 A. Attention-getter B. Introduction C. Body D. Conclusion E. Residual message 	1. Synthesize based on a restatement of your main points.
	2. Expand arguments by using deterrence, retribution, or case studies.
	3. Establish your credibility with respect to the topic.
	4. Provide information about the topic, including key definitions.
	5. Provide solutions that address the arguments.
	6. Reinforce synthesis and/or main points with a lasting message.
	7. State the topic and your specific stand on that topic.
	8. Raise interest and motivate the audience.
	9. Include interesting new information to revisit your main points.
	10. Present your primary arguments.

Please choose only one answer:

- A (10), B (5-6-9), C (4-2-8), D (1), E (3)
- A (2), B (8-4-5), C (2-10-9), D (3), E (6)
- A (7), B (3-2-5), C (10-1-6), D (9), E (8)
- A (8), B (7-3-10), C (4-2-5), D (1), E (6)
- None of the above

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4.1.15. The transcript below is from the 60-second elevator pitch that won ...

Author: P. Wynn Norman

The transcript below is from the 60-second elevator pitch that won first place in the elevator speech stage of a business plan competition at the University of Dayton. (The actual speech can be found on YouTube at http://www.youtube.com/watch?v=dqIEE-g_-Uc.) However, the speech does deviate from the recommended content of elevator speeches. Which of the following describes that deviation?

Let's face it. Sometimes, men just don't understand women, and that's OK. We don't expect you to all the time. But it would be nice if a male who was developing an iPhone app for us understood use better. Ten million female iPhone users have repeatedly shown interest in the app market. But there are two problems here: One, not a lot of apps exist for women and, two, the apps that do exist kind of fall short of the mark—and that's mainly because men are developing them. So, our team, we believe we can connect with this dissatisfied and undertargeted market to develop very tailored apps specifically for women. We're seeking a \$100,000 investment in exchange for a 25% stake in equity and a ten-x return. We'll roll out one app quarterly, starting in six months from the initial investment. We expect break-even to occur by the end of Year One. We're MissApp, we're designing for women, and it's because, well, women like technology too.

Please choose only one answer:

- It does not begin with a hook.
- It converses with the audience too informally.
- It does not introduce the speaker after hooking the audience.
- It does not clarify the need that would be satisfied.
- It does not cover benefits or advantages.

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4.1.16. The transcript below is from the 60-second pitch that won first pla...

Author: P. Wynn Norman

The transcript below is from the 60-second pitch that won first place in the elevator speech stage of a business plan competition at the University of Dayton. (The actual speech can be found on YouTube at http://www.youtube.com/watch?v=dqIEE-g_-Uc). For a typical audience, what weakness in audience analysis does it exhibit?

Let's face it. Sometimes, men just don't understand women, and that's OK. We don't expect you to all the time. But it would be nice if a male who was developing an iPhone app for us understood use better. Ten million female iPhone users have repeatedly shown interest in the app market. But there are two problems here: One, not a lot of apps exist for women and, two, the apps that do exist kind of fall short of the mark—and that's mainly because men are developing them. So, our team, we believe we can connect with this dissatisfied and undertargeted market to develop very tailored apps specifically for women. We're seeking a \$100,000 investment in exchange for a 25% stake in equity and a ten-x return. We'll roll out one app quarterly, starting in six months from the initial investment. We expect break-even to occur by the end of Year One. We're MissApp, we're designing for women, and it's because, well, women like technology too.

Please choose only one answer:

- It may be offensive to men.
- It uses too many numbers in a brief period of time.
- Its informality does not suit the investors it targets.
- It assumes the audience is all male.
- All of the above

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4.1.17. What is the residual message of the elevator speech presented below?

Author: P. Wynn Norman

What is the residual message of the elevator speech presented below?

Let's face it. Sometimes, men just don't understand women, and that's OK. We don't expect you to all the time. But it would be nice if a male who was developing an iPhone app for us understood use better. Ten million female iPhone users have repeatedly shown interest in the app market. But there are two problems here: One, not a lot of apps exist for women and, two, the apps that do exist kind of fall short of the mark—and that's mainly because men are developing them. So, our team, we believe we can connect with this dissatisfied and undertargeted market to develop very tailored apps specifically for women. We're seeking a \$100,000 investment in exchange for a 25% stake in equity and a ten-x return. We'll roll out one app quarterly, starting in six months from the initial investment. We expect break-even to occur by the end of Year One. We're MissApp, we're designing for women, and it's because, well, women like technology too.

Please choose only one answer:

- Men just do not understand women.
- Ten million female iPhone users have repeatedly shown interest in the app market.
- We can connect with this dissatisfied and under-targeted market.
- We expect break-even to occur by the end of year one.
- Women like technology, too.

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4.1.18. Which of the following best describes the goal of the persuasive sp...

Author: P. Wynn Norman

Which of the following best describes the goal of the persuasive speech represented by the passage below? NOTE: The passage was taken from a speech on race relations given by then-presidential candidate Barack Obama on March 18, 2008.

> As imperfect as he [Jeremiah Wright, the African-American reverend of the Trinity United Church of Christ in Chicago, IL, which Barack Obama attended before becoming President of the United States] may be, he has been like family to me. He strengthened my faith, officiated my wedding, and baptized my children...I can no more disown him than I can disown the black community. I can no more disown him than I can my white grandmother - a woman who helped raise me, a woman who sacrificed again and again for me, a woman who loves me as much as she loves anything in this world, but a woman who once confessed her fear of black men who passed by her on the street, and who on more than one occasion has uttered racial or ethnic stereotypes that made me cringe. These people are a part of me. And they are a part of America, this country that I love.

Please choose only one answer:

- To develop tolerance
- To convince
- To call to action
- To increase consideration
- All of the above

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4.1.19. Which of the following explains the difference between motivation a...

Author: P. Wynn Norman

Which of the following explains the difference between motivation and persuasion?

Please choose only one answer:

- Persuasion is a process; motivation is its foundation.
- Persuasion presents arguments that motivate.
- Persuasion can be negative or positive; motivation is always positive.
- Persuasion can move people to take action, but motivation results in measurable gain.
- Motivation is a process impervious to persuasion.

Check the answer of this question online at QuizOver.com: Question: Which of the following explains the P. Wynn Norman @South University

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Interactive Question: http://www.quizover.com/question/which-of-the-following-explains-the-p-wynn-norman-south-university?pdf=1509

4.1.20. Which of the following is statements FALSE?

Author: P. Wynn Norman

Which of the following is statements FALSE?

Please choose only one answer:

- Logical fallacies are unethical, because they attempt to convince with style rather than substance.
- Logical fallacies are unethical, because they are used to hide rather than reveal.
- Logical fallacies are unethical, because they divert attention away from weak arguments.
- Logical fallacies are unethical, because they use logic to emphasize falsehoods.
- All of the above

Check the answer of this question online at QuizOver.com: Question: Which of the following is statements FALSE P. Wynn Norman @South

Flashcards: http://www.quizover.com/flashcards/which-of-the-following-is-statements-false-p-wynn-norman-south?pdf=1509

Interactive Question: http://www.quizover.com/question/which-of-the-following-is-statements-false-p-wynn-norman-south?pdf=1509 4.1.21. Which of the following terms describes the goal of a call-to-action...

Author: P. Wynn Norman

Which of the following terms describes the goal of a call-to-action speech given before an audience of smokers on why they should stop smoking immediately?

Please choose only one answer:

- Adoption
- Discontinuance
- Deterrence
- Continuance
- Adaptation

Check the answer of this question online at QuizOver.com: Question: Which of the following terms describes P. Wynn Norman @South Corporate

Flashcards:

http://www.quizover.com/flashcards/which-of-the-following-terms-describes-p-wynn-norman-south-corporate?pdf=1509

Interactive Question: http://www.quizover.com/question/which-of-the-following-terms-describes-p-wynn-norman-south-corporate?pdf=1509 4.1.22. Which of the statements in the script below (obtained from WikiBook...

Author: P. Wynn Norman

Which of the statements in the script below (obtained from WikiBooks) are examples of how elevator speeches adapt persuasive speech introductions to present what is offered and the persuasive speech body section to identify the benefits?

¹ConstructionBoots.com is an e-commerce website that sells construction boots on a b2c ["business to client"] and a b2b ["business to business"] basis. ²Our primary market consists of construction workers, with secondary markets including other individuals and companies in the construction trade. ³We offer the highest quality products and drive traffic to the site by linking to other websites related to the construction industry. ⁴We believe the customer would find purchasing and direct delivery of construction boots through our website easier than purchasing via traditional retail outlets. ⁵We believe we will be the only pure ecommerce construction boot site, but will face indirect competition from traditional brick and mortar b2b retailers who target the trade as well as traditional mass merchandisers. ⁶If all goes as planned, we would look to sell ConstructionBoots.com to an industry retailer who sells construction gear.

Please choose only one answer:

- 1 and 2
- 2 and 3
- 3 and 4
- 4 and 5
- 5 and 6

Check the answer of this question online at QuizOver.com: Question: Which of the statements in the script P. Wynn Norman @South Corporate

Flashcards:

http://www.quizover.com/flashcards/which-of-the-statements-in-the-script-p-wynn-norman-south-corporate?pdf=1509

Interactive Question: http://www.quizover.com/question/which-of-the-statements-in-the-script-p-wynn-norman-south-corporate?pdf=1509 4.1.23. Which statement in the script below (obtained from WikiBooks) weake...

Author: P. Wynn Norman

Which statement in the script below (obtained from WikiBooks) weakens the elevator pitch, because it is not a persuasive speech component and does not fulfill any persuasive speech function?

¹ConstructionBoots.com is an e-commerce website that sells construction boots on a b2c ["business to client"] and a b2b ["business to business"] basis. ²Our primary market consists of construction workers, with secondary markets including other individuals and companies in the construction trade. ³We offer the highest quality products and drive traffic to the site by linking to other websites related to the construction industry. ⁴We believe the customer would find purchasing and direct delivery of construction boots through our website easier than purchasing via traditional retail outlets. ⁵We believe we will be the only pure ecommerce construction boot site, but will face indirect competition from traditional brick and mortar b2b retailers who target the trade as well as traditional mass merchandisers. ⁶If all goes as planned, we would look to sell ConstructionBoots.com to an industry retailer who sells construction gear.

Please choose only one answer:

- 2
- 3
- 4
- 5
- 6

Check the answer of this question online at QuizOver.com: Question: Which statement in the script below obtained P. Wynn @South Corporate

Flashcards:

http://www.quizover.com/flashcards/which-statement-in-the-script-below-obtained-p-wynn-south-corporate?pdf=1509

Interactive Question: http://www.quizover.com/question/which-statement-in-the-script-below-obtained-p-wynn-south-corporate?pdf=1509 4.1.24. Which statement in the script below (obtained from WikiBooks) is so...

Author: P. Wynn Norman

Which statement in the script below (obtained from WikiBooks) is so unnecessary that it could be removed without weakening the elevator speech at all?

¹ConstructionBoots.com is an e-commerce website that sells construction boots on a b2c ["business to client"] and a b2b ["business to business"] basis. ²Our primary market consists of construction workers, with secondary markets including other individuals and companies in the construction trade. ³We offer the highest quality products and drive traffic to the site by linking to other websites related to the construction industry. ⁴We believe the customer would find purchasing and direct delivery of construction boots through our website easier than purchasing via traditional retail outlets. ⁵We believe we will be the only pure ecommerce construction boot site, but will face indirect competition from traditional brick and mortar b2b retailers who target the trade as well as traditional mass merchandisers. ⁶If all goes as planned, we would look to sell ConstructionBoots.com to an industry retailer who sells construction gear.

Please choose only one answer:

- 1
- 2
- 3
- 4
- None of the above

Check the answer of this question online at QuizOver.com: Question: Which statement in the script below obtained P. Wynn @South Corporate

Flashcards:

http://www.quizover.com/flashcards/which-statement-in-the-script-below-obtained-p-wynn-south-corp-1121683?pdf=1509

Interactive Question: http://www.quizover.com/question/which-statement-in-the-script-below-obtained-p-wynn-south-corp-1121683?pdf=1509