

This study guide is intended to give an overview of the questions on the Credit by Exam test. No guarantee is made that every question on the exam has been identified.

Questions about this CBE should be directed to Dr. Teresa Plummer at plummert@mtc.edu

The speech and outline must be uploaded within seven calendar days after completing the written portion of the CBE. Because a live audience is required, do not complete the written portion of the exam until you have arranged an audience for your speech.

PUBLIC SPEAKING STUDY GUIDE

1. Foundations of Public Speaking

Public Speaking

- Delivering a message to a **live audience**
- Considered a form of **interpersonal communication**

Communication Process

- **Sender** → creates message
 - **Encoding** → forming the message
 - **Channel** → how message is delivered (How we communicate)
 - **Receiver** → audience
 - **Decoding** → interpreting message
 - **Feedback** → audience response
 - **Noise** → anything that interferes (physical or psychological)
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2. Rhetorical Appeals

- **Ethos** = credibility (trust + knowledge)
- **Pathos** = emotional appeal

- **Logos** = logic, reasoning, evidence
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3. Speech Anxiety & Delivery Types

Speech Anxiety

- Also called **communication apprehension**
- Reduced by:
 - Practice
 - Preparation
 - Familiarity

Types of Delivery

- **Impromptu** → no prep
 - **Manuscript** → read word-for-word
 - **Memorized** → risk of forgetting
 - **Extemporaneous** → best (prepared + natural, practiced, uses notes)
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4. Audience Awareness

Audience-Centered Speaking

- Tailor message to audience needs

Audience Types

- **Captive audience** → must be there

Audience Analysis

- **Demographics** → age, gender, etc.
 - **Psychographics** → beliefs, values, attitudes
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5. Ethics & Plagiarism

Ethical Speaking

- Honesty
- Fairness
- Respect
- Avoid manipulation

Plagiarism Types

- **Global** → entire speech copied
 - **Incremental** → small parts copied
 - Always **cite sources**
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6. Listening Skills

Types of Listening

- **Active** → engaged
- **Critical** → evaluates message
- **Empathetic** → focuses on feelings

Barriers

- Noise
- Distractions
- Confirmation bias (favoring existing beliefs)
- Selective listening

Good Listener

- Pays attention
 - Does not interrupt
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7. Speech Structure

Introduction

- Attention getter

- Reveal the topic
- Credibility statement
- Relate the topic to the audience
- Thesis (main idea) – Preview the main points – also called a Central Idea

Body

- Main points (clear & limited)
- Supporting material

Conclusion

- Signal the end of the speech
- Re-state the main points
- Memorable ending

Transitions

- Connect ideas smoothly
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8. Organization Patterns

- **Chronological** → time order
 - **Spatial** → location
 - **Cause-effect** → reasons & results
 - **Problem-solution** → issue + fix
 - **Topical** → categories
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9. Research & Evidence

Types of Evidence

- Examples
- Statistics (must be accurate)
- Testimony (experts)

Sources

- **Primary** → original
- **Secondary** → interpretation

Key Skills

- Paraphrasing = rewording
- Quoting = exact words
- Bibliography = list of sources

Credibility

- Reliable
 - Expert-based
 - Unbiased
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10. Logical Reasoning

Logical Fallacies (errors in reasoning)

- **Hasty generalization** → too little evidence
 - **Red herring** → distraction
 - **Slippery slope** → extreme outcomes
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11. Delivery Techniques

Vocal Delivery

- Pitch
- Rate (moderate is best)
- Volume
- Avoid monotone (flat voice)
- Avoid fillers (“um,” “uh”)

Nonverbal Communication

- Eye contact → builds connection
 - Gestures → natural
 - Posture → confident
 - Body movement
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12. Presentation Aids

- Examples: slides, charts, objects (be able to identify all examples)
 - Should **enhance**, not replace speech
 - PowerPoint is often ineffective and can cause issues
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13. Types of Speeches

- **Informative** → teach
- **Persuasive** → influence
- **Special Occasion** → toast, eulogy, introduction

Examples

- Toast = short tribute
 - Eulogy = honors a person
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14. Persuasion

Uses:

- Ethos + Pathos + Logos – Be able to define each of these

Call to Action

- Asks audience to **do something**
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15. Monroe's Motivated Sequence

1. **Attention** → grab interest
 2. **Need** → show problem
 3. **Satisfaction** → give solution
 4. **Visualization** → imagine future
 5. **Action** → audience acts
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16. Key Success Tips

- Practice improves:
 - Delivery
 - Confidence
 - Timing
 - Keep main points:
 - Few
 - Clear
 - Be:
 - Organized
 - Audience-centered
 - Engaging
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17. Language

Understand and define terms like metaphor, simile, abstract language, etc.
