OCCE Part I Multiple Choice Exam Study Guide

Speech Craft – Joshua Gunn

*Note: this is a guide to help facilitate studying, it is in no way exhaustive nor should it be your only source of studying. Thorough reading of each chapter and consultation of the textbook is highly recommended.*

Chapter 1-Building Confidence in the Craft

The purpose of public speaking
History of public speaking
Fear of public speaking
Civic engagement through public speaking
Speech preparation and delivery

Terms:
Communication Apprehension
Speech Anxiety
Techne
Visualization
Extemporaneous Speaking

Chapter 2 –Listening and Ethics of Speech

The listening process
Active listening
Ethics as a listener

Terms:
Listening
Noise
Communication
Misunderstanding
Selective Perception
Selective Exposure
Selective Listening
Chapter 3- Audience Analysis

Who is the audience
Gathering audience information
Beliefs, attitudes and values

Terms:
Audience Analysis
Sound Reinforcement
Amorphous or unknown audiences
Demography
Stereotype
Identity Crisis
Social Norms
Sexual Orientation and identity
Informal audience analysis
Formal audience analysis
Identification
Belief
Attitude
Values
Psychological audience analysis
Audience disposition

Chapter 4- Choosing a Speech Topic and Purpose
Developing a dynamite topic
Concept mapping
Narrowing your topic
Speech purpose

*Terms:*
Invention
Speech Situation
Brainstorming
Concept Map
General Speech Purpose
Specific Purpose Statement
Thesis Statement

*Chapter 5- Researching Your Speech Topic*

Why Research Matters
How to Research a Speech
Citing Sources
Internet Source Reliability

*Terms:*
Common Knowledge
Truth
Misinformation

*Chapter 6- Supporting Materials and Contextual Reasoning*

Supporting Materials
Types of Speech Support
Contextual Reasoning

*Terms:*
Supporting Material
Facts
Statistics
Bias
Opinion
Testimony
Examples
Stories
Contextual Reasoning

Chapter 7- Organizing and Outlining Your Speech
Organizing Your Speech
Outlining Your Speech
Terms:
Historical Arrangement
Narrative Arrangement
Extemporaneous Delivery

Chapter 8- Transitions, Introductions and Conclusions
Introducing Your Speech
Transitions
Concluding Your Speech
Terms:
Enumeration
Internal Previews
Internal Summaries

Chapter 9- Style and Language
Style
Choosing Your Words
Using Language that Uses Us
Terms:
Style
Disposition
Denotation
Connotation
Impression Management
Expertise
Jargon
Vivid Language
Alliteration
Tropes
Metaphors
Similes
Irony
Malapropism

Chapter 10- Style and Delivery
Style and Delivery
Nonverbal Communication and Tone
Grooming and Dressing to Speak
Terms:
Speech
Tone
Tonework
Vocalics
Verbal Fillers
Voice Projection
Feedback
Accent
Dialect
Gesture

Chapter 11- Presentation Aids
Enhancing Your Speech
Preparation and Presentation Guidelines
Presentation Software

Terms:
Prop
Color Vision Deficiency

Presentation Software

Chapter 12- Understanding Speech Genres
Speech Genres
Culture and Form
Genres in Our Time
Terms:
Form
Genre

Chapter 13- Celebratory Speaking
Celebrating Your Community
Types of Celebratory Speeches
Terms:
Motivational Speaking
Sermon
Jeremiad
Lecture
Keynote Address
Rally Speech
Commencement Speech

Chapter 14- Information Speaking
Informative Speaking
Genre of Informative Speaking
Tips for Informative Speaking
Terms:
Informative Speaking
Chapter 15 - Persuasive Speaking

Understanding Persuasion
Persuasive Appeal

Terms:
- Persuasion
- Appeal
- Argument
- Coercion
- Rhetoric

Chapter 16 - Making Arguments

Reasoning
Argument
Fallacies
Organizing Persuasive Speeches

Terms:
- Argument
- Reasoning
- Logic
- Informal Logic
- Syllogism
- Enthymeme
- Fallacy
- Paradigm

Chapter 17 - Speaking in the Workplace

Speaking for your Vocation
Speaking at Work
Interviewing for a Job

Terms:
Vocation
Small Group Communication
Leader
Task-oriented Roles
Social-oriented Roles
Groupthink
Conflict
Virtual Group
Behavioral Interview

Chapter 18-Speaking Online
Understanding Online Presentation
Adapting to the Amorphous Audience
Conducting Online Presentations
Public in an Online Context

Terms:
Online Presentation
Synchronous Communication
Asynchronous Communication
Webinar
Screencast
Amorphous
Publicity

Chapter 19-Speaking for Social Change
Speaking for Social Change
Public Speaking and Social Movements
Civil Disobedience
Humane Alternative of Public Speaking
Terms:
Social Movement
Consciousness Raising
Coalition
Civic Engagement
Social Agitation
Civility
Civil Disobedience
Solidarity
Violence