

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

Active Listening

Feedback

Response-ability

Ethics

Direct Quotations

Paraphrase

Plagiarism

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

Description

Definition

Narration

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