



## CHAPTER 2

# Ethics and Public Speaking

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The questions for each chapter are organized according to type: true-false, multiple-choice, short-answer, and essay. Within each of these categories, questions are clustered by topic, roughly following the order of topics in the textbook.

To provide as much flexibility as possible in constructing examinations, there is deliberate overlap among the questions, both within and across question types. This enables you to choose the wording and question type that best fits your testing objectives. In deciding which questions to use, take care to avoid items such as a multiple-choice question that gives away the answer to a true-false or short-answer question, or an essay question that covers essentially the same ground as a true-false, short-answer, or multiple-choice question.

Each type of question—true-false, multiple-choice, short-answer, and essay—has an automatic numbering system, which means you can copy and paste items from within a question type, and they will automatically number themselves consecutively, beginning with “1.” The five answer choices for each multiple-choice question are also ordered automatically, so you can add, change, or reorder answer choices without rearranging the lettering.

If you would like to preserve the fonts, indents, and tabs of the original questions, you can copy and paste questions into the Exam Master provided at the end of the *Test Bank*. In the Exam Master, spaces for your course name, exam type, and the student’s name and section are followed by headings and instructions for true-false, multiple-choice, short-answer, and essay questions. You can add elements unique to your exams and delete elements you don’t want to use. After you customize the Exam Master, you can save it with your changes. Then, each time you open it, click “Save As” to give it the name of the exam you are currently constructing.

## True-False Questions

1. T F The aim of an ethical speaker is to accomplish his or her goals by any means necessary.
2. T F Ethics is the branch of philosophy that deals with issues of right and wrong in human affairs.
3. T F Ethical issues can arise at every stage of the speechmaking process.
4. T F The ethical obligation of a speaker to be fully prepared increases as the size of the audience increases.
5. T F A public speaker need only be concerned about ethics in the conclusion of a speech.
6. T F The first responsibility of a speaker is to make sure her or his goal is ethically sound.
7. T F A speaker's ethical obligations decrease as the size of the audience decreases.
8. T F As the Roman rhetorician Quintilian noted 2,000 years ago, the ideal of speechmaking is to persuade the audience by any means necessary.
9. T F As the Roman rhetorician Quintilian noted 2,000 years ago, the ideal of speechmaking is the good person speaking well.
10. T F Because persuasion is such a complex process, juggling statistics and quoting out of context to maximize your persuasive effect are ethically acceptable in speeches to persuade.
11. T F As long as the goal of your speech is ethically sound, it is acceptable to use any means necessary to achieve your goal.
12. T F Ethical decisions need to be justified against a set of standards or criteria.
13. T F Sound ethical decisions involve weighing a potential course of action against a set of ethical standards or guidelines.
14. T F Because ethical decisions are complex, ethical choices are simply a matter of personal preference.
15. T F As your textbook explains, ethical decisions are essentially a matter of personal whim or opinion.

16. T F You have an ethical obligation to make sure the information you present in your speeches is accurate.
17. T F It is true, as the old adage says, that “sticks and stones can break my bones, but words can never hurt me.”
18. T F As your textbook explains, name-calling is ethically acceptable in public speaking as long as it is used in a humorous way.
19. T F Name-calling should be avoided in public speaking because it stereotypes and demeans the dignity of the individuals or groups being labeled.
20. T F When used repeatedly and systematically, name-calling can become a social force that encourages prejudice and can lead to hate crimes.
21. T F As your textbook explains, the ethical obligation of a speaker to avoid name-calling and other forms of abusive language is essentially a matter of political correctness.
22. T F Avoiding sexist, racist, and other kinds of abusive language is important primarily as a matter of political correctness.
23. T F If something is legal, it is also ethical.
24. T F Name-calling is ethical in public speaking because it is protected by the free-speech clause of the Bill of Rights.
25. T F Public speakers need to take their ethical responsibilities as seriously as their strategic objectives.
26. T F Because the aim of speechmaking is to secure a desired response from listeners, speakers need to give their strategic objectives priority over their ethical obligations.
27. T F Unlike writers, public speakers can present other people’s ideas as their own without being guilty of plagiarism.
28. T F Global plagiarism occurs when a speaker takes material from several different sources and presents it as his or her own.
29. T F Taking someone’s entire speech and passing it off as your own is a form of unethical behavior called global plagiarism.
30. T F Copying passages from a few sources and stringing them together to make a speech is a form of unethical behavior called patchwork plagiarism.

31. T F One of the best ways to avoid falling into the trap of plagiarism is to start work on your speeches well before they are due.
32. T F It is necessary for a public speaker to identify his or her source whether the speaker is paraphrasing or quoting verbatim.
33. T F It is only necessary to identify your source in a speech when you are quoting directly, rather than paraphrasing.
34. T F Whenever you quote someone directly in a speech, you must attribute the words to that person.
35. T F When you paraphrase someone in a speech, you have an ethical responsibility to give that person credit for his or her ideas.
36. T F When you agree with the ideas expressed by an author, it is ethical to use them without giving credit to the source.
37. T F Incremental plagiarism occurs when a speaker uses quotations or paraphrases without citing the sources of the statements.
38. T F Just as you need to give credit to the authors of print books and articles that you quote or paraphrase in your speech, so you need to give credit to the authors of Internet documents.
39. T F If a Web page is not copyright protected, then it is ethical to cut and paste sections of the page into your speech without citing your source.
40. T F Because opinions on the Internet are free for anyone to use, it is ethical to use them in your speech without citing your source.
41. T F When citing an Internet document in a speech, it is usually sufficient to introduce it by saying, "As I found on the Internet."
42. T F Just as public speakers have ethical responsibilities, so too do the people who listen to a speech.
43. T F As a matter of ethics, audience members should listen attentively to and agree with everything a speaker says.
44. T F The ethical obligation of an audience to listen to a speaker courteously and attentively is less important in speech class than for speeches outside the classroom.
45. T F All statements made by a public speaker are protected under the free speech clause of the First Amendment to the U.S. Constitution.

46. T F It is possible to disagree entirely with a speaker's ideas but still support the speaker's right to express those ideas.
47. T F No matter how well intentioned they may be, efforts to protect society by restricting free speech usually end up repressing minority viewpoints and unpopular opinions.

**Multiple-Choice Questions** *(Students are to indicate the best answer for each question by circling the correct letter.)*

1. Speechmaking is a form of power and therefore carries with it heavy \_\_\_\_\_ responsibilities.
  - a. logical
  - b. ethical
  - c. psychological
  - d. emotional
  - e. sociological
  
2. As your textbook makes clear, speechmaking carries heavy ethical responsibilities because it is a form of
  - a. power.
  - b. authenticity.
  - c. self-expression.
  - d. communication.
  - e. privilege.
  
3. Because speechmaking is a form of power, we must always be sure to speak
  - a. concisely.
  - b. persuasively.
  - c. ethically.
  - d. forcefully.
  - e. consistently.
  
4. Which of the following is presented in your textbook as a guideline for ethical speechmaking?
  - a. Be fully prepared for each speech.
  - b. Explain your credibility in the introduction.
  - c. Present your main points in nontechnical language.
  - d. Use visual aids to clarify statistical trends.
  - e. Be alert to feedback from the audience.

5. As a public speaker, you face ethical issues when
  - a. selecting the topic for your speech.
  - b. researching your speech.
  - c. organizing your speech.
  - d. all of the above.
  - e. a and b only.
  
6. In public speaking, sound ethical decisions involve weighing a potential course of action against
  - a. the frame of reference of the audience.
  - b. a set of ethical guidelines or standards.
  - c. the speaker's strategic objectives.
  - d. a socially accepted code of legal rules.
  - e. the personal opinions of the speaker.
  
7. In public speaking, sound ethical decisions involve weighing a potential course of action against
  - a. the persuasive goals of the speaker.
  - b. an interpretation of the U.S. Constitution.
  - c. the frame of reference of the audience.
  - d. a set of ethical guidelines or standards.
  - e. the majority views of public opinion.
  
8. According to your textbook, the branch of philosophy that deals with human issues of right and wrong is termed
  - a. morality.
  - b. rationalism.
  - c. ethics.
  - d. legality.
  - e. existentialism.
  
9. Which of the following is presented in your textbook as a guideline for ethical speechmaking?
  - a. Explain your motives for speaking.
  - b. Cite your sources in the introduction.
  - c. Make sure your goals are ethically sound.
  - d. all of the above
  - e. a and c only
  
10. Which of the following is presented in your textbook as a guideline for ethical speechmaking?
  - a. Put ethical principles into practice.
  - b. Adapt to the audience's frame of reference.
  - c. Make sure your goals are ethically sound.

- d. all of the above
  - e. a and c only
11. All of the following are presented in your textbook as guidelines for ethical speechmaking *except*
- a. Be honest in what you say.
  - b. Avoid name-calling and other forms of abusive language.
  - c. Be fully prepared for each speech.
  - d. Make sure your goals are ethically sound.
  - e. Explain your credibility on the speech topic.
12. Which of the following are included in your textbook as guidelines for ethical speechmaking?
- a. Make sure your goals are ethically sound, stay within your time limits, and practice your speech delivery.
  - b. Be honest in what you say, be fully prepared for each speech, and make sure your goals are ethically sound.
  - c. Avoid global plagiarism, use quotations rather than paraphrases, and put your ethical principals into practice.
  - d. Be fully prepared for each speech, avoid name-calling, and stay within your time limits.
  - e. Establish your credibility, be honest in what you say, and put your ethical principles into practice.
13. All of the following are presented in your textbook as guidelines for ethical speechmaking *except*
- a. Explain your motives for speaking to the audience.
  - b. Put your ethical principles into practice.
  - c. Avoid name-calling and other forms of abusive language.
  - d. Make sure your goals are ethically sound.
  - e. Be fully prepared for each speech.
14. All of the following are presented in your textbook as guidelines for ethical speechmaking *except*
- a. Be fully prepared for each speech.
  - b. Make sure your goals are ethically sound.
  - c. Avoid name-calling and other forms of abusive language.
  - d. Respect your listeners' frame of reference.
  - e. Put your ethical principles into practice.
15. For his informative speech, Douglas told his classmates how to get free food at a drive-through restaurant. Rather than focusing on legitimate deals, such as student discounts or coupons, Douglas talked about ways to trick employees into believing you had already paid for food when you had not. His instructor gave the speech a poor grade because it violated

the ethical criteria for public speaking presented in your textbook. The guideline Douglas violated was:

- a. Be fully prepared for each speech.
  - b. Make sure your goals are ethically sound.
  - c. Avoid name-calling and other forms of abusive language.
  - d. Adapt to your audience's frame of reference.
  - e. Avoid plagiarism.
16. Having spent two years working in a television newsroom, Madison decided to give her informative speech on that topic. Because she knew a lot about it and was comfortable speaking to an audience, she didn't spend much time preparing. As a result, her speech was poorly organized, ran overtime, and did not have a clear message. Which guideline for ethical public speaking discussed in your textbook did Madison fail to live up to?
- a. Be fully prepared for each speech.
  - b. Make sure your goals are ethically sound.
  - c. Avoid name-calling and other forms of abusive language.
  - d. Be honest in what you say.
  - e. Avoid plagiarism.
17. As explained in your textbook, public speakers have an ethical obligation to avoid name-calling and other forms of abusive language because such language
- a. demeans the dignity of the groups or individuals being attacked.
  - b. violates current standards of political correctness on college campuses.
  - c. undermines the right of all groups in the U.S. to express their ideas.
  - d. all of the above.
  - e. a and c only.
18. As explained in your textbook, public speakers have an ethical obligation to avoid name-calling and other forms of abusive language because such language
- a. violates the Bill of Rights in the U.S. Constitution.
  - b. demeans the dignity of the groups or individuals being attacked.
  - c. undermines the right of all groups in the U.S. to express their ideas.
  - d. all of the above.
  - e. b and c only.
19. As explained in your textbook, public speakers have an ethical obligation to avoid name-calling and other forms of abusive language because such language
- a. is forbidden by the free-speech clause in the U.S. Constitution.
  - b. violates current standards of political correctness on college campuses.
  - c. changes meaning based on the frame of reference of the audience.
  - d. is used by speakers who are not fully prepared for their presentations.
  - e. demeans the personal dignity of the groups or individuals being attacked.



20. The three kinds of plagiarism discussed in your textbook are
- universal plagiarism, incremental plagiarism, and accidental plagiarism.
  - essential plagiarism, incidental plagiarism, and global plagiarism.
  - literary plagiarism, scientific plagiarism, and speech plagiarism.
  - idea plagiarism, quotation plagiarism, and paraphrase plagiarism.
  - global plagiarism, patchwork plagiarism, and incremental plagiarism.
21. Which of the following is recommended by your textbook as a way to avoid plagiarism?
- Avoid using direct quotations from other people in your speech.
  - Try to use as few sources as possible in researching your speech.
  - Avoid citing quotations and paraphrases in your speech.
  - Get an early start on researching and preparing your speech.
  - Make sure you include information from the library in your speech.
22. Which of the following does your textbook recommend as a way to keep from plagiarizing?
- Avoid using personal experience in your speech.
  - Get all your factual information from encyclopedias.
  - Get an early start on researching and preparing your speech.
  - Gather research materials from sources you know are reliable.
  - Avoid using direct quotations from other people in your speech.
23. According to your textbook, global plagiarism occurs when a person
- bases his or her speech completely on foreign sources.
  - fails to cite sources throughout the body of the speech.
  - takes a speech entirely from one source and passes it off as her or his own.
  - uses two or three sources and blends the information into a unified whole.
  - bases the speech entirely on his or her personal experience.
24. Tanya went to the beach instead of staying in town and working on her speech. When she realized how soon the speech was due, she asked a friend who had already taken public speaking to loan her an old outline, which she used verbatim for her class speech. Which of the following statements best describes Tanya's actions?
- Tanya should have planned better, but she isn't guilty of plagiarism.
  - Tanya is guilty of global plagiarism.
  - Tanya is guilty of patchwork plagiarism.
  - Tanya is ethical if she cites the friend whose speech she used.
  - Tanya is guilty of incremental plagiarism.
25. According to your textbook, \_\_\_\_\_ plagiarism occurs when a speaker copies word for word from two or three sources.
- global
  - incremental

- c. patchwork
  - d. secondary
  - e. partial
26. As your textbook explains, a speaker who assembles a speech by copying word for word from two or three sources is committing what kind of plagiarism?
- a. partial
  - b. incremental
  - c. global
  - d. patchwork
  - e. secondary
27. Which of the following does your textbook recommend as a way to avoid patchwork plagiarism?
- a. Consult a large number of sources in your research.
  - b. Use transitions to connect information from different sources.
  - c. Keep a record of the order in which you locate research sources.
  - d. Include a bibliography at the end of your speech.
  - e. Take all the notes from each research source on a single page.
28. Which of the following does your textbook recommend as a way to avoid patchwork plagiarism?
- a. Do most of your research on the Internet.
  - b. Take all the notes from each source on a single page.
  - c. Consult a large number of sources in your research.
  - d. all of the above
  - e. b and c only
29. Ryan located three excellent sources for his persuasive speech. He copied long sections from each source word for word, strung them together with a few transitions, and mentioned the sources of his information in passing. Which of the following statements *best* describes Ryan's situation?
- a. Ryan is ethical because he did research for his speech.
  - b. Ryan is guilty of global plagiarism.
  - c. Ryan is guilty of patchwork plagiarism.
  - d. Ryan is ethical because he mentioned the sources of his information.
  - e. Ryan is guilty of incremental plagiarism.
30. According to your textbook, \_\_\_\_\_ plagiarism occurs when the speech as a whole is ethical but the speaker fails to give credit for particular quotations and paraphrases.
- a. incidental
  - b. informative

- c. inferential
  - d. invalid
  - e. incremental
31. According to your textbook, \_\_\_\_\_ plagiarism occurs when the speech as a whole is ethical but the speaker fails to give credit for particular quotations and paraphrases.
- a. incremental
  - b. patchwork
  - c. accidental
  - d. incidental
  - e. global
32. Which of the following does your textbook recommend as a way to avoid incremental plagiarism?
- a. When taking notes, identify direct quotes, paraphrases, and your ideas.
  - b. Give credit to the sources of all the ideas you quote or paraphrase.
  - c. Use encyclopedias to find reliable factual information.
  - d. all of the above
  - e. a and b only
33. Which of the following does your textbook recommend as a way to steer clear of incremental plagiarism?
- a. Do most of the research for your speech at the library.
  - b. Assign a number to each of the sources you use in your speech.
  - c. When taking notes, distinguish among quotations, paraphrases, and your ideas.
  - d. Avoid paraphrasing the research materials you use in your speech.
  - e. Be sure to include a complete bibliography at the end of your speech.
34. Which of the following does your textbook recommend as a way to steer clear of incremental plagiarism?
- a. Avoid using direct quotations from other people in your speech.
  - b. Use only your original ideas so there is no risk of plagiarism.
  - c. Avoid citing sources that might make someone suspect plagiarism.
  - d. Cite the sources of all quotations and paraphrases in your speech.
  - e. Avoid paraphrasing information from other people in your speech.
35. Jerome found several excellent sources for his informative speech. He pulled key information from them, blended those ideas into his own perspective, and cited his sources when he presented the speech. Which of the following statements *best* describes this situation?
- a. Jerome is ethical because he cited his sources and used them to develop his own slant on the topic.

- b. Jerome is guilty of incremental plagiarism because he used quotations and paraphrases from other people in his speech.
  - c. Jerome is ethical because he did not copy his speech from a single source.
  - d. Jerome is guilty of patchwork plagiarism because he used ideas from several different sources in his speech.
  - e. Jerome is guilty of global plagiarism because he did not develop his speech entirely from his own knowledge and experience.
36. To avoid plagiarism when using an Internet source in your speech, your textbook recommends keeping track of all of the following *except*
- a. the author or organization responsible for the document.
  - b. the date on which the document or site was last updated.
  - c. the comments the document has received on Google.
  - d. the date on which you accessed the document.
  - e. the title of the Internet document.
37. To avoid plagiarism when using information from an Internet document in your speech, your textbook recommends that you keep a record of
- a. the title of the document.
  - b. the author or organization responsible for the document.
  - c. the search engine you used to find the site.
  - d. all of the above.
  - e. a and b only.
38. When Sophia attended the first discussion section for her math class and heard her instructor begin speaking with an unfamiliar accent, she immediately decided, “I won’t learn anything from this teacher.” Sophia failed to uphold which guideline for ethical listening?
- a. Listen attentively.
  - b. Avoid prejudging the speaker.
  - c. Take accurate notes.
  - d. Support free speech.
  - e. Avoid name-calling.
39. The three guidelines for ethical listening discussed in your textbook are
- a. listen attentively, take accurate notes, and avoid prejudging the speaker.
  - b. support free speech, avoid name-calling, and listen attentively.
  - c. listen attentively, avoid prejudging the speaker, and support free speech.
  - d. take accurate notes, support free speech, and avoid name-calling.
  - e. avoid stereotyping the speaker, support free speech, and take accurate notes.

40. According to your textbook, the ethical obligations of listeners in a public speaking situation include
- maintaining the free and open expression of ideas.
  - judging the speaker on the basis of her or his prestige.
  - being courteous and attentive during the speech.
  - all of the above.
  - a and c only.
41. According to your textbook, the guidelines for ethical listening in a public speaking situation include
- maintaining the free and open expression of ideas.
  - judging the speaker on the basis of her or his prestige.
  - taking accurate notes of what the speaker says.
  - all of the above.
  - a and c only.
42. A listener's ethical obligations include
- being courteous and attentive during a speech.
  - agreeing with everything a speaker says.
  - maintaining the free and open expression of ideas.
  - all of the above.
  - a and c only.
43. According to your textbook, the ethical obligations of listeners include
- judging the speaker on the basis of his or her delivery.
  - listening to the speaker courteously and attentively.
  - maintaining the free and open expression of ideas.
  - all of the above.
  - b and c only.
44. A listener's ethical obligation to avoid prejudging a speaker means that a listener should
- agree with everything the speaker says.
  - strive to understand the speaker before criticizing his or her ideas.
  - focus on the speaker's delivery when responding to the speech.
  - all of the above.
  - a and c only.

## Short-Answer Questions

1. \_\_\_\_\_ is the branch of philosophy that deals with issues of right and wrong in human affairs.

Ethics

2. According to the ancient Roman rhetorician Quintilian, the ideal of ethical speechmaking is the \_\_\_\_\_ person speaking \_\_\_\_\_ .

good; well

3. The five guidelines in your textbook for ethical public speaking are

- a.
- b.
- c.
- d.
- e.

Make sure your goals are ethically sound.

Be fully prepared for each speech.

Be honest in what you say.

Avoid name-calling and abusive language.

Put ethical principles into practice.

4. Name two of the three reasons discussed in your textbook for avoiding name-calling and abusive language in public speeches:

- a.
- b.

It stereotypes and demeans the people being labeled.

Over time, it reinforces and encourages prejudice and hate crimes.

It silences opposing voices/prevents the free expression of ideas.

5. Representing someone else's information in a speech or paper as though it were your own is called \_\_\_\_\_ .

plagiarism

6. The three types of plagiarism discussed in your text are \_\_\_\_\_ , \_\_\_\_\_ , and \_\_\_\_\_ .  
 patchwork plagiarism  
 global plagiarism  
 incremental plagiarism
7. \_\_\_\_\_ plagiarism occurs when a speaker steals a speech entirely from another source and passes it off as his or her own.  
 Global
8. \_\_\_\_\_ plagiarism occurs when a speaker fails to give credit for particular parts of the speech that are borrowed from other people.  
 Incremental
9. \_\_\_\_\_ plagiarism occurs when a speaker copies passages from a few sources and strings them together in a speech.  
 Patchwork
10. To \_\_\_\_\_ is to restate or summarize an author’s ideas in one’s own words.  
 paraphrase
11. The three guidelines presented in your textbook for ethical listening are:
- a.
  - b.
  - c.
- Be courteous and attentive.  
 Avoid prejudging the speaker.  
 Maintain the free and open expression of ideas.

## Essay Questions

1. Briefly explain the following statement: “Public speaking is a form of power and therefore carries with it heavy ethical responsibilities.”
2. Identify and discuss four of the basic guidelines presented in your textbook for ethical speechmaking.

3. Briefly discuss the ethical importance of avoiding sexist, racist, and other forms of abusive language in a public speech.
4. Explain two reasons why it is important from an ethical standpoint for a public speaker to be fully prepared for each speech.
5. What are the three types of plagiarism discussed in your textbook? Give a hypothetical example of each type.
6. Explain the following statement: “Speechmaking is a two-way street. Just as public speakers have ethical responsibilities, so too do listeners.”
7. Identify and explain the three guidelines for ethical listening discussed in your textbook.
8. Explain the following statement: “It is important to keep in mind that ensuring a person’s freedom to express her or his ideas does not imply agreement with those ideas. You can disagree entirely with the message but still support the speaker’s right to express it.”