UNIT II: Study Guide

In preparation for the Unit II Test please define each term independently and recognize how they combine to create an overall understanding of class and unit content. Refer primarily to our readings, Unit II content contained on our class website, and class lecture notes. You may consult other resources to prepare for the test in an effort to gain a more general understanding of the material, but know that you will only be tested on how we discussed these terms in class.


6) “Embodied Knowing and Nonverbal Communication,” bodies are epistemic, epistemology, body epistemology, “Body Identity: Being,” nonverbal communication, chronemics, haptics, proxemics, artifacts, kinesics.

7) “The Informative Speech,” informative speaking, a speech to describe, a speech to instruct, a speech to explain, thesis, outline, “Knowledge is power. Information is liberating.” Organizational strategy: chronological, topical.

9) “Public Advocacy: Commitments and Responsibility,” public advocacy, Paulo Freire, problem-posing, reflexivity, praxis, listening as public advocacy, hegemony, dialogic communication, Toulmin model, logical fallacies, slippery slope reasoning, ad hominem attacks, non-sequitur.

10) “The Persuasive Speech,” speech to convince, speech to stimulate, speech to actuate, proposition of fact, proposition of value, proposition of value, outline, language, delivery, presentation aids, post hoc ergo propter hoc, appeal to tradition, either or fallacy, ad populum, Maslow’s hierarchy of needs: biological, safety, love, esteem, and self-actualization.