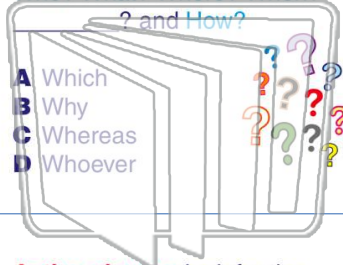




Name _____ Class _____ Date _____

1 Effective listeners take note of the **5 W's and How** in informational speeches: **Who? What? Where? When? ? and How?**



- A Which
- B Why
- C Whereas
- D Whoever

2 When taking notes during a speech, write only the **key words** of the speaker.

True or false?

- A true
- B false



3 **Active viewers** look for the _____ in an advertisement.

4 **Advertisers** try to appeal to the viewers' _____.

PREVIEW

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5 _____

7 _____



True or false?

- A true
- B false

_____ believes, about a particular subject.

True or false?

- A true
- B false

9 **Effective viewers** look for the _____ in a magazine or newspaper.

- A time
- B summary
- C date
- D opinions



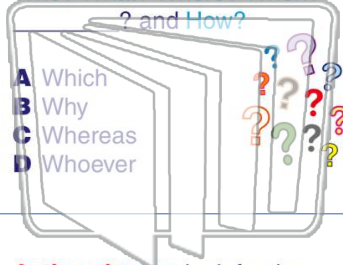
10 **Effective viewers** look for the _____ on exhibits.

- A ladders
- B lanterns
- C magazines
- D labels



Name _____ Class _____ Date _____

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PREVIEW

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7 _____ the speaker's **point of view**.

True or false?

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