

Question FBQ1 : _____ is the opposite of encoding.

Answer: Decoding

Question FBQ2 : We must _____ meaning, to communicate.

Answer: Share

Question FBQ3 : Persuasion allows us to _____ people and sell our views to them.

Answer: Influence

Question FBQ4 : Linkage theory says children can hardly differentiate between _____ and reality.

Answer: Fantasy

Question FBQ5 : The Catharsis Theory is also known as the _____ Theory.

Answer: Sublimation

Question FBQ6 : The decoder is also known as the _____ of the message.

Answer: Receiver

Question FBQ7 : The _____ Theory states that people seek out and remember information that provides cognitive support for their pre-existing attitudes and beliefs.

Answer: Reinforcement

Question FBQ8 : The Priming Theory focuses on _____ effects.

Answer: Media

Question FBQ9 : _____ influence the perception of the news on the audience; this form of agenda-setting not only tells what to think about, but also how to think about it. ^

Answer: Frames

Question FBQ10 : The _____ Theory states that Western nations dominate the media around the world which in return has a powerful effect on Third World Cultures by imposing on them Western views and therefore destroying their native cultures. ^

Answer: Cultural Imperialism

Question FBQ11 : The _____ Theories are mass communication theories which view the influence of mass media messages on individuals as limited or even trivial.

Answer: Limited Effects

Question FBQ12 : The _____ Theory suggests that people develop their own attitudes, opinions, and other internal states partly by observing their behaviour and concluding what attitudes that must have caused them.

Answer: Self-Perception

Question FBQ13 : The _____ Theory focuses on media regulation of information flow.

Answer: Gate Keeping

Question FBQ14 : The _____ Category Theory focuses on reaction against the powerful effects of the media.

Answer: Social

Question FBQ15 : Mass communication media have the capability to influence people to think based on the media concepts that have been presented to them. This is the _____ Theory.

Answer: Priming

Question FBQ16 : Giving out a message with too much information is known as _____.

Answer: information overload

Question FBQ17 : Social learning is also called _____ learning.

Answer: Observational

Question FBQ18 : The term "gate keeping" was coined by_____.

Answer: Kurt Lewin

Question FBQ19 : The Powerful Effects theories of mass communication believe that _____ is the main effect of the mass media.

Answer: Persuasion

Question FBQ20 : The _____ theory states that mediated propaganda conditioned the audience slowly over time.

Answer: Propaganda

Question FBQ21 : The _____ Theory assumes that mass media had a direct, immediate and powerful effect on its audiences. The theory likens the message to a bullet, fired from the "media gun "into the viewer's "head" with a powerful effect on the audience.

Answer: Hypodermic Needle

Question FBQ22 : _____ Theory in media pertains to how learning can be facilitated by mere observation of what is being presented through the media.

Answer: Social Learning

Question FBQ23 : _____ Theory of Public Opinion Formation assumes that everything the audience knows about their world is from the media, thus making the mass media public opinion formation. Â

Answer: Lippmann's

Question FBQ24 : In 1973 _____ developed a theory which assumes that humans do not have the free will to choose how they feel, act, think, and live. They react to what they see on TV because there is nothing else to compare it to besides their own lives, usually portrayed as less than what it should be.

Answer: Herb Schiller

Question FBQ25 : _____ Theory assumes that people of the same social category will respond to the mass communication message in more or less uniform ways.

Answer: Social Category

Question FBQ26 : The _____ theory asserts that information from the media moves in two distinct stages.

Answer: Two-Step Flow

Question FBQ27 : Things that get in the way of message transmission are sometimes called_____.

Answer: Noise

Question FBQ28 : Communication helps us create communities. True or False?
_____?

Answer: True

Question FBQ29 : The ____Theory assumes that peopleâ€™s reaction to mass media messages is modified by their informal social relationships with significant others like relations, friends, social groups etc.

Answer: Social Relationship

Question FBQ30 : Once a message is sent, it cannot be withdrawn; therefore communication is _____.

Answer: Irrevocable

Question FBQ31 : The _____ Theory focuses on the explanation of behavioural patterns. The theory explains how people acquire and maintain certain behavioural patterns, while also providing the basis for intervention strategies.

Answer: Social Cognitive

Question FBQ32 : The basic assumption of Normative theories is that the media tend to assume the form and coloration of the _____ in which it operates.

Answer: Society

Question FBQ33 : The effect of communication could be transient or_____.

Answer: Permanent

Question FBQ34 : Who controls communication? The source or the receiver?

Answer: The source

Question FBQ35 : Communication is _____, so it occurs in many forms and at different levels.

Answer: Complex

Question FBQ36 : A man who communicates with himself is engaged in ____ communication.

Answer: Intrapersonal

Question FBQ37 : In content analysis, what do we analyse, the source, the medium, the message or the receiver? _____

Answer: The message

Question FBQ38 : According to the _____ theory, the mass media mirror society but the mirror they present is an ambiguous one. The mass media reflect society as an organised group, while the audience members project their own individual reflections into the images presented.

Answer: reflective projective

Question FBQ39 : The Two-step Flow Theory was first introduced by _____, Bernard Berelson, and Hazel Gaudet

Answer: Paul Lazarsfeld

Question FBQ40 : Communication is evolving. It improves with time, experience and age. Therefore it is _____.

Answer: Dynamic

Question FBQ41 : The electronic media comprises all the mass media which rely on _____ to get their messages to their audiences.

Answer: Electric power

Question FBQ42 : Communication follows a specific process starting from the source, through the channel to the receiver and then the feedback. This shows that it is _____.

Answer: Systematic

Question FBQ43 : William Stephenson, a British psychologist in propounding the _____ theory explains that people use mass communication more as play than as work, more for pleasure and entertainment than for information and improvement.

Answer: Play

Question FBQ44 : The _____ theory focuses on awareness of an interaction partner. The theory measures communication media based on the degree of awareness of the other person in a communication interaction.

Answer: Social Presence

Question FBQ45 : According to Rogers, apart from the mass media, _____ also influence the adoption of innovations.

Answer: opinion leaders

Question FBQ46 : Time is a determinant of the context of communication. True or False ? _____.

Answer: True

Question FBQ47 : The purpose of the _____ Theory is to explain and determine what variables should be taken into consideration when trying to figure out why people act out aggressively or a direct or indirect consequence of mass mediated violence.

Answer: Aggressive Cue

Question FBQ48 : Communication provides satisfaction to the communicator; therefore it is _____.

Answer: Consummatory

Question FBQ49 : The effect of communication could be immediate, delayed or _____.
Answer: Intermittent

Question FBQ50 : Communication gives life meaning, it comes and ends with a person's life. This tells us that communication is _____.
Answer: Continuous

Question MCQ1 : Which is correct?
Answer: Mass communication is more complex than interpersonal communication

Question MCQ2 : The _____ drives communication and without it there will be no communication.
Answer: message

Question MCQ3 : _____ communication involves conversation with friends, peers, gossiping, etc.
Answer: Informal

Question MCQ4 : Communication can be intentional or unintentional. _____.
Answer: True

Question MCQ5 : One can withdraw a message after sending it.
Answer: False

Question MCQ6 : If you don't like someone, for example, you may have trouble hearing them. That is _____ interference.
Answer: emotional

Question MCQ7 : Communication occurs in many forms and at different levels. This shows that communication is _____.
Answer: complex

Question MCQ8 : _____ communication refers to communication between different institutions in the society.
Answer: Institutional

Question MCQ9 : The effectiveness of communication is assessed through _____.
Answer: feedback

Question MCQ10 : Communication through tone, pitch, is _____.
Answer: paralinguistics

Question MCQ11 : The context in which communication takes place can affect the entire process. _____.
Answer: True

Question MCQ12 : Communication follows a specific process; this shows that it is _____.
Answer: Systematic

Question MCQ13 : A long communication chain could constitute a barrier to communication. True or False? ____

Answer: True

Question MCQ14 : In content analysis we can investigate ____.

Answer: videos

Question MCQ15 : Communication provides satisfaction to the communicator. This shows that it is ____

Answer: consummatory

Question MCQ16 : ____ is a person's inner response to a message.

Answer: Meaning

Question MCQ17 : The purpose of any communication, more often than not, is in the mind of the ____.

Answer: source

Question MCQ18 : When the message of communication does not spur an immediate reaction on the receivers of the message, then the effect of communication is ____.

Answer: delayed

Question MCQ19 : The lack of ____ can constitute a barrier to communication.

Answer: provision for feedback

Question MCQ20 : If we want to know what makes a particular medium more potent than another, then we will conduct a ____.

Answer: media analysis

Question MCQ21 : Which is correct?

Answer: Communication will not take place if the message is not received.

Question MCQ22 : When the effect of communication is short-lived, it said to be ____.

Answer: transient

Question MCQ23 : A lecture in a lecture hall is ____ communication.

Answer: group

Question MCQ24 : ____ communication is the communication among people of common interest and perhaps, of the same social background.

Answer: Public

Question MCQ25 : ____ renders communication ineffective.

Answer: Noise

Question MCQ26 : Which is correct?

Answer: Responding is about the last lap of the communication process.

Question MCQ27 : What is your view?

Answer: Effect of communication refers to what communication does to those who engage in it, what it brings about in them and what those who engage in it do with it.

Question MCQ28 : Communication that is beyond just what the person is saying is known as ____.

Answer: metacommunication

Question MCQ29 : ____ is a very important role of communication, as it ranks highest on Abraham Maslow's "Hierarchy of Needs".

Answer: Self-Actualisation

Question MCQ 30 : ____ is communication through the use of space.

Answer: Proxemics

Question MCQ31 : What do you think?

Answer: The effect of communication leads to change in behaviour.

Question MCQ32 : Communication through tone, pitch is known as ____.

Answer: paralinguistics

Question MCQ33 : Use of touch to communicate feelings is ____.

Answer: haptics

Question MCQ34 : Identify your position.

Answer: In mass communication, audience members have a wide variety of choices.

Question MCQ35 : Mass communication is important for socialisation of people.

Answer: True

Question MCQ36 : Frequent exposure to mass media removes the urge for a higher standard of living from people.

Answer: False

Question MCQ37 : ____ is not an importance of mass communication.

Answer: Tension generation

Question MCQ38 : The "Watchman" function of communication is also known as the ____ function.

Answer: surveillance

Question MCQ39 : With instant access to media and information, we can collectively witness the same event taking place in real time somewhere else and rally round it; this is the ____ function of the mass media.

Answer: social mobilisation

Question MCQ40 : The mass media validates the positions and norms of particular individuals, movements, organisations or products. This is the ____ function of the mass media.

Answer: status conferral

Question MCQ41 : ____ is an example of a multiple step flow theory.

Answer: Diffusion of Innovations Theory

Question MCQ42 : ____ shows that the audience is active.

Answer: Uses and Gratification Theory

Question MCQ43 : The basis of media influence resides in the relationship between the larger social system, the media's role in that system and audience relationships to the media. This notion mirrors the ____ of mass communication.

Answer: Dependency Theory

Question MCQ44 : The mass media bring together all the different views of the groups of people in the society so that they can work hand in hand with one another, and people can develop informed views. This is the ____ function of the mass media.

Answer: Correlation

Question MCQ45 : The Dissonance Theory is an example of ____ of mass communication.

Answer: limited effects theories

Question MCQ46 : In the ____, communication is regarded as stories.

Answer: narrative paradigms

Question MCQ47 : One of these is not a function of theories.

Answer: They provide aesthetic value to researchers.

Question MCQ48 : A phenomenon is ____.

Answer: a thing

Question MCQ49 : One of these is not an attribute of a theory.

Answer: Psychological provocativeness

Question MCQ50 : One major criticism against mass media channels is that ____.