

FBQ1: Thoughts can be transferred from one person to another. True or False\_\_\_\_\_?  
Answer: \*True\*

FBQ2: Once we have organised our thoughts, we begin to choose words or images to express them. This is known as \_\_\_\_\_.  
Answer: \*encoding\*

FBQ3: Persuasion allows us to \_\_\_\_\_ people and sell our views to them.  
Answer: \*Influence\*

FBQ4: At this stage, the receiver can ask any questions and this also gives the sender the chance to realise if they have missed out any stages in the Communication Cycle. This is \_\_\_\_\_.  
Answer: \*Feedback\*

FBQ5: Communication involves at least \_\_\_\_\_ people  
Answer: \*Two\*

FBQ6: The decoder is also known as the \_\_\_\_\_ of the message.  
Answer: \*receiver\*

FBQ7: Information \_\_\_\_\_ means too much information.  
Answer: \*Overload\*

FBQ8: When anger hinders the communication process, it is \_\_\_\_\_ interference.  
Answer: \*emotional\*

FBQ9: In an email, spelling and grammatical errors constitutes a \_\_\_\_\_ barrier to communication.  
Answer: \*Physical\*

FBQ10: Lack of interest in the message is an encoding barrier. True or False? \_\_\_\_\_.  
Answer: \*False\*

FBQ11: In communication, content analysis refers to analysis of the \_\_\_\_\_.  
Answer: \*message\*

FBQ12: An analysis of the channel is known as \_\_\_\_\_ analysis.  
Answer: \*Media\*

FBQ13: Research conducted on the receivers of messages is known as \_\_\_\_\_ analysis.  
Answer: \*Audience\*

FBQ14: \_\_\_\_\_ disrupts the communication process and interferes with meaning.  
Answer: \*noise\*

FBQ15: Paralinguistics is communication through \_\_\_\_\_.  
Answer: \*tone\*

FBQ16: \_\_\_\_\_ is a person's inner response to a message.

Answer: \*Meaning\*

FBQ17: \_\_\_\_\_ communication is the communication among people of common interest and, perhaps, of same social background.

Answer: \*Public\*

FBQ18: The term "gate keeping" was coined by \_\_\_\_\_.

Answer: \*Kurt Lewin\*

FBQ19: Communication through changes in the human voice is known as \_\_\_\_\_.

Answer: \*Voclics\*

FBQ20: Haptics is the use of \_\_\_\_\_ to communicate feelings.

Answer: \*Touch\*

FBQ21: We rely on mass communication for news and information about our daily lives. This is the \_\_\_\_\_ function of mass communication.

Answer: \*surveillance\*

FBQ22: Mass communication helps in developing public opinion. This is its \_\_\_\_\_ function.

Answer: \*correlation\*

FBQ23: Mass communication validates the status of particular individuals, movements, organisations or products. This is its \_\_\_\_\_ function.

Answer: \*status conferral\*

FBQ24: In the year \_\_\_\_\_, Herb Schiller developed a theory which assumes that humans do not have the free will to choose how they feel, act, think, and live.

Answer: \*1973\*

FBQ25: \_\_\_\_\_ function addresses how the media present facts that we use to move through our society.

Answer: \*Correlation\*

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

Answer: \*Two-Step Flow\*

FBQ27: A good theory should be able to predict events. This is the attribute of \_\_\_\_\_.

Answer: \*predictive power\*

FBQ28: Communication helps us create communities. True or False? \_\_\_\_\_.

Answer: \*True\*

FBQ29: The \_\_\_\_\_ Theory assumes that people'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\*

FBQ30: A theory should be simple. This is the attribute of \_\_\_\_\_.

Answer: \*Parsimony\*

FBQ31: The \_\_\_\_\_ theory explains how people acquire and maintain certain behavioural patterns, while also providing the basis for intervention strategies.

Answer: \*Social Cognitive\*

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\*

FBQ33: The internal logic of a theory should be easily assessed without carrying out any test. This is the attribute of \_\_\_\_\_.

Answer: \*internal consistence\*

FBQ34: A good theory should be able to generate new hypotheses which will expand the horizons of knowledge. This is the attribute of \_\_\_\_\_.

Answer: \*heuristic provocativeness\*

FBQ35: Communication is complex in nature, so it occurs in many forms and at different levels. True or false \_\_\_\_\_?

Answer: \*True\*

FBQ36: A man who communicates with himself is engaged in \_\_\_\_\_ communication.

Answer: \*Intrapersonal\*

FBQ37: Theories can help us understand the society. True or False? \_\_\_\_\_.

Answer: \*True\*

FBQ38: According to the reflective projective theory, the mass media mirror society but the mirror they present is an ambiguous one. True or false \_\_\_\_\_?

Answer: \*True\*

FBQ39: The Two-step Flow Theory was first introduced by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet. True or false \_\_\_\_\_?

Answer: \*True\*

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

Answer: \*dynamic\*

FBQ41: In theory formulation, \_\_\_\_\_ is the inquiry stage.

Answer: \*conceptualisation\*

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\*

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\*

FBQ44: The \_\_\_\_\_ theory measures communication media based on the degree of awareness of the other person in a communication interaction.

Answer: \*Social Presence\*

FBQ45: According to Rogers, apart from the mass media, opinion leaders also influence the adoption of innovations. True or false \_\_\_\_\_?

Answer: \*True\*

FBQ46: Paradigm means Model. True or false \_\_\_\_\_.

Answer: \*True\*

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\*

FBQ48: Communication provides satisfaction to the communicator; therefore it is \_\_\_\_\_.

Answer: \*Consummatory\*

FBQ49: The effect of communication could be immediate, delayed or \_\_\_\_\_.

Answer: \*Intermittent\*

FBQ50: In \_\_\_\_ paradigms, communication is seen as stories.

Answer: \*Narrative\*

Multiple Choice Questions (MCQs):

MCQ1: Once a message is sent, it cannot be withdrawn. Only the intended meaning can be changed or modified. This means that communication is \_\_\_\_\_.

Answer: continuous

MCQ2: At the \_\_\_\_\_ stage, we think particularly about how we will communicate the information and to who we wish to communicate with.

Answer: Medium

MCQ3: \_\_\_\_ communication involves conversation with friends, peers, gossiping, etc.

Answer: Organisational

MCQ4: Communication provides satisfaction to the communicator. Therefore it is \_\_\_\_.

Answer: personal

MCQ5: Communication occurs in many forms and at different levels. This means that it is \_\_\_\_.

Answer: Complex

MCQ6: If you don't like someone, for example, you may have trouble hearing them. That is \_\_\_\_ interference.

Answer: physical

MCQ7: Insufficient knowledge of what you are talking about is \_\_\_\_ barrier to communication.

Answer: a channel

MCQ8: \_\_\_\_ communication refers to communication between different institutions in the society.

Answer: Organisational

MCQ9: The effectiveness of communication is assessed through \_\_\_\_.

Answer: feedback

MCQ10: Lack of interest in what someone is telling you could constitute \_\_\_\_ barrier to communication.

Answer: an emotional

MCQ11: The context in which communication takes place can affect the entire process. \_\_\_\_.

Answer: True

MCQ12: The purpose of any communication is usually in the mind of the.

Answer: Researcher

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

Answer: True

MCQ14: In content analysis we can investigate \_\_\_\_.

Answer: technological equipment

MCQ15: When the effect of communication is short-lived, then we say it is \_\_\_\_.

Answer: effective

MCQ16: \_\_\_\_ is a person's inner response to a message.

Answer: Psychographics

MCQ17: Communication through body movements is known as \_\_\_\_.

Answer: movemodynamics

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: Permanent

MCQ19: The lack of \_\_\_\_\_ can constitute a barrier to communication.

Answer: messages

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

Answer: potential research

MCQ21: Which is correct?

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

MCQ22: Communication that involves listening well or reading in between the lines to understand it is known as \_\_\_\_\_

Answer: voclics

MCQ23: A lecture in a lecture hall is \_\_\_\_\_ communication.

Answer: mass

MCQ24: \_\_\_\_\_communication is the communication among people of common interest and perhaps, of the same social background.

Answer: Organisational

MCQ25: \_\_\_\_\_ renders communication ineffective.

Answer: Elements

MCQ26: Which is correct?

Answer: Decoding occurs before the message gets to its destination.

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.

MCQ28: \_\_\_\_\_ is a significance of communication.

Answer: Slavery

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

Answer: Non- Verbal mode

MCQ30: \_\_\_\_\_ is communication through the use of space.

Answer: Kinesis

MCQ31: What do you think?

Answer: Knowledge of the subject matter is unimportant in the communication process.

MCQ32: What do you think? In mass communication, \_\_\_\_\_.

Answer: the audience has a great deal of choice

MCQ33: \_\_\_\_\_ is one of the criticisms against the mass media.

Answer: Damage to cultural traditions

MCQ34: Identify your position.

Answer: Theories are very important to communication.

MCQ35: Mass communication is important for socialisation of people.

Answer: True

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

Answer: True

MCQ37: \_\_\_\_\_ is not an importance of mass communication.

Answer: Information dissemination

MCQ38: The "Watchman" function of communication is also known as the \_\_\_\_\_ function.

Answer: surveillance

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: information

MCQ40: The audience of mass communication is \_\_\_\_\_.

Answer: heterogeneous

MCQ41: \_\_\_\_\_ is an example of a multiple step flow theory.

Answer: Cognitive Balance Theory

MCQ42: \_\_\_\_\_ shows that the audience is active.

Answer: Uses and Gratification Theory

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: Cultural Analysis

MCQ44: The Dissonance Theory is an example of \_\_\_\_\_ Theories of mass communication.

Answer: Powerful Effects

MCQ45: In dissonance Theory, any \_\_\_\_\_ in beliefs or interest is viewed as capable of causing psychological discomfort.

Answer: development

MCQ46: In the \_\_\_\_\_, communication is regarded as stories.

Answer: narrative paradigms

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

Answer: They help us solve practical problems.

MCQ48: A phenomenon is \_\_\_\_\_.

Answer: a strange occurrence

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

Answer: Parsimony

MCQ50: One major criticism against mass media channels is that \_\_\_\_\_.

Answer: they promote high moral standards