

FBQ1: Innovation decisions as a five process according to Rogers include knowledge, persuasion, decision, _____ and confirmation
Answer: *Implementation*

FBQ2: Studying _____ communication systems will help us to understand our culture , idiosyncrasies and peculiarities
Answer: *African*

FBQ3: Music and ritual are media of indigenous _____ in Nigeria
Answer: *communication*

FBQ4: African traditional communication systems, apart from transmitting information, is also used for _____ exchanges
Answer: *Social*

FBQ5: In traditional communication system, indigenous people are involved in choice of channel, _____ and development
Answer: *Message*

FBQ6: Appearance communicates about _____ and to some extent disposition and attitude to life?
Answer: *ethnic origin*

FBQ7: Verbal communication is an activity that is common to all cultures except in those cultures (if any) without a Language. True or false _____?
Answer: *True*

FBQ8: Non-verbal _____ is sharing meaning with others non linguistically
Answer: *Communication*

FBQ9: The modern mass media cannot serve well the communication need of the _____ people
Answer: *African*

FBQ10: The tone, intonation and _____ production amongst others could reveal the speakersâ€™ linguistic group or mother tongue.
Answer: *Sound*

FBQ11: That People seek out and remember _____ that provides cognitive support for their pre-existing attitudes is the notion underlying Reinforcement theory
Answer: *Information*

FBQ12: Verbal communication is divided into spoken communication
_____, narrative and mythological, and

Answer: *legend*

FBQ13: Education, information and _____ are part of the functions of

communication

Answer: *entertainment*

FBQ14: _____ is a set of arbitrary symbols matched with meaning and used by a group of people for communication

Answer: *Language*

FBQ15: We study _____ communication system to educate ourselves on the culture and heritage of the people.

Answer: *African*

FBQ16: The theory that focuses on the Western media domination of global mass communication is cultural _____

Answer: *Imperialism*

FBQ17: Traditional media have Force and _____

Answer: *Credibility*

FBQ18: _____ language is shrouded with elements of open secrecies

Answer: *Sign*

FBQ19: With the combination of modern mass media and traditional modes of communication the modern mass media can perfectly serve the communication need of African people. True or false _____?

Answer: *True*

FBQ20: Non-verbal communication refers to the mode of communication done with the _____ and does not involve the use of words.

Answer: *human body*

FBQ21: Symbolography is a form of non-verbal mode of communication. True or false _____?

Answer: *True*

FBQ22: Traditional communication channels are credible because they are familiar to the target audience and are also controlled locally. True or false _____?

Answer: *True*

FBQ23: Indigenous communication fosters a sense of belonging required for sustainable development. True or false _____?

Answer: *True*

FBQ24: Indigenous communication has a problem of explaining issues and illustrating in modern _____

Answer: *Language*

FBQ25: Indigenous communication thrives where indigenous forms of communication like the town announcer are used to disseminate _____

Answer: *Information*

FBQ26: _____ are media on which sound is produced through the vibration of membranes

Answer: *Membranophones*

FBQ27: _____ is a process by which a sender passes information to the decoder or receiver.

Answer: *Communication*

FBQ28: Socialization is not one of the functions of communication. True or false _____?

Answer: *False*

FBQ29: _____ refers to anything that interferes with communication or distorts the original meaning of communication intent.

Answer: *Noise*

FBQ30: The kind of barrier to communication would you call a generating plant that cannot allow you clearly understand your telephone conversation with a friend is _____ barrier

Answer: *Physical*

FBQ31: _____ communication gives meaning to life, as it comes and ends with a person's life

Answer: *Continuous*

FBQ32: McLuhan's postulation "the medium is the message" is now associated with and is an underlying principle of _____ theory

Answer: *Medium*

FBQ33: The dissemination of cultural and artistic products for the purpose of preserving the heritage of the past is called _____ Promotion

Answer: *Cultural*

FBQ34: The democratic participant media system gives individuals and minorities right of access to the media. True or false _____?

Answer: *True*

FBQ35: Uses and Gratification Theory presupposes that audience members actively seek out the mass media to _____ individual needs.

Answer: *Satisfy*

Multiple Choice Questions (MCQs):

MCQ1: African Communication System are studied to _____ people on the culture and heritage of Africa

Answer: Fail

MCQ2: African communication system promotes African _____

Answer: Culture

MCQ3: Which aspect of the culture of African people is found entrenched in the African communication system?

Answer: All of the options

MCQ4: By verbal mode, people meet _____ to discuss, act and take decisions.

Answer: back to back

MCQ5: The erosion of indigenous communication system by _____ and media endangers the survival of indigenous knowledge

Answer: Mathematics

MCQ6: Communication is the exchange of information and _____

Answer: Idea

MCQ7: Sign language is used to communicate with the _____ challenged

Answer: Aged

MCQ8: Modern mass media can be combined with the _____ mode of communication to serve the people better

Answer: traditional

MCQ9: People communicate through discussions and _____ as needs arise

Answer: Company

MCQ10: Characteristics of African traditional system are ubiquitous and _____

Answer: Credible

MCQ11: Indigenous communication encourages people oriented _____

Answer: Gladness

MCQ12: The reality of the existence of indigenous communication system in Nigeria shows that before the advent of modern means of communication there were _____ means of communication in Nigeria.

Answer: English

MCQ13: Yoruba traditional drums are also called the _____

Answer: Talking drum

MCQ14: _____ is communication through body movement

Answer: Kentoki

MCQ15: Ownership of the mass under the social responsibility system is _____

Answer: Owner

MCQ16: Functions of _____ are information, socialization, motivation,

education

Answer: Journalists

MCQ17: One of these is not a mode of traditional communication system captured by Wilson (1990):

Answer: Demonic Mode of Communication

MCQ18: A simple way to classify the mass media is to group them under _____ and _____ media.

Answer: Internet and non-internet

MCQ19: When a telephone conversation between a mother and her son is disrupted by noise from the generating plant, it is called _____ barrier to communication.

Answer: Physical

MCQ20: The _____ participant media system gives individuals and minorities right of access to the media

Answer: conventional

MCQ21: Uses and gratification Theory presupposes that audience members actively seek out the mass media to _____ individual needs

Answer: Envelop

MCQ22: _____ theory explains how ideas are spread

Answer: Uses and Gratification

MCQ 23: The Multiple Step Flow Theory is also called _____ of innovation

Answer: Diffusion

MCQ24: In Soviet Communist media system, the press is regarded as the _____ of the realmâ€™™

Answer: first estate

MCQ25: Icons are basically _____

Answer: Paints

MCQ26: One of the following is not an objectified example

Answer: Iron

MCQ27: Wooden drum is an example of _____

Answer: Membraneophone

MCQ28: Spot the odd one out.

Answer: Ikoro

MCQ 29: Gongs are appliances of instrumental _____ in traditional channel of communication

Answer: Slap

MCQ 30: ---- are media on which sound is produced through the vibration of membranes

Answer: Telephones

MCQ31: In African Society, Dance as a mode of communication is culture

Answer: Specific

MCQ32: Music and Dance are _____ communication devices

Answer: Executive

MCQ33: _____ is a song at the funeral of loved ones which is believed to enhance a smooth passage to the world beyond.

Answer: Praise

MCQ34: Pick the odd one out of the following.

Answer: Human

MCQ35: Communication is _____ because it comes and ends with a person's life

Answer: Lively