

reception

[MAC111] Communication is used as a tool to control our environment and to affect or influence other people it becomes____
transactional

[MAC111] Mass Communication represents the creation and sending of a ____
message to a large heterogeneous audience through the media
homogeneous

[MAC111] Which of the following is a characteristics of mass communication
impersonality

[MAC111] Communication is ____ because both the source and the receiver are having
an impact on one other
transactional

[MAC111] A gatekeeper does three major functions except
receiving

[MAC111] Which is not a nature of mass communication audience
homogeneous

[MAC111] ____is the point at which the source sees the need to communicate
stimulation

[MAC111] A common phenomenon that cuts across the daily activities of human being
is called
communication

[MAC111] communication is a process that involves the transmission of ____ from a
sender to the receiver
message

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