

mac111 List of Questions

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Q1 Which of these is not a type of film?

- ☐ Melodrama
- ☐ Villain
- ☐ Adventure
- ☐ Tragedy

Q2 Listening to netcasting while doing other things is referred to as ____

- ☐ double tasking
- ☐ audiocasting
- ☐ multicasting
- ☐ multitasking

Q3 All these are factors that determine the influence of the media except ____

- ☐ social categories
- ☐ Individual differences
- ☐ personal relationship
- ☐ media creativity

Q4 ____ was a magician that who used his magical techniques to manipulate effect in films?

- ☐ Eadweard Muybridge
- ☐ James Tucker
- ☐ Joseph Addison
- ☐ George Melies

Q5 The newspaper format for Publick Occurrences both Foreign and Domestick, was ____?

- ☐ Eadweard Muybridge
- ☐ James Tucker
- ☐ Joseph Addison
- ☐ George Melies

Q6 In the silent period, the early silent films relied on ____

- ☐ Mime
- ☐ epic
- ☐ photographs
- ☐ kinetoscope

Q7 Sound was introduced to motion picture in ____

- ☐ 1920
- ☐ 1923
- ☐ 1929
- ☐ 1930

Q8 The first man to demonstrate the practical application of radio waves was ____

- ☐ Alexander Popov
- ☐ Michael Faraday
- ☐ Henry Ward

- ☐ Mahlon Loomis

Q9 Electromagnetic induction was discovered by ____

- ☐ Henry Ward
- ☐ Mahlon Loomis
- ☒ Michael Faraday
- ☐ None of the options

Q10 Electromagnetic induction was discovered in ____

- ☒ 1831
- ☐ 1877
- ☐ 1900
- ☐ 1901

Q11 The first newspaper in Germany was published in ____

- ☐ 1607
- ☐ 1608
- ☒ 1609
- ☐ 1670

Q12 The first true newspaper in English was ____

- ☐ American Herald
- ☒ London Gazette
- ☐ American Times
- ☐ The Times

Q13 One of the notable landmark in the history printing is ____

- ☒ Perfection of Gutenberg printing technology
- ☐ Introduction of wooden block press by the chinese
- ☐ Discovery of movable clay type
- ☐ None of the options

Q14 Stages in relationship building starts and ends with ____ and ____.

- ☐ Intensification and Exploration
- ☐ Exploration and Formalisation
- ☐ Formalisation and Dissolution
- ☒ Exploration and Dissolution

Q15 Which of verbal and non-verbal communication gives a lot of feedback?

- ☐ Both
- ☐ Verbal
- ☒ Non-verbal
- ☐ None of the two

Q16 Which of these is not a form of written communication?

- ☐ Prescription
- ☐ Print
- ☒ Discussion
- ☐ Transcription

Q17 One of these is a demerit of oral communication

- ☐ nonpermanent
- ☒ undeniable
- ☐ It can be distorted
- ☐ None of the options

Q18 Which of these is not an advantage of oral communication?

- ☐ immediate feed
- ☒ it enriches the speaker thinking capacity
- ☐ it allows for immediate clarification
- ☐ It enriches interpersonal relationship

Q19 Monologue means ____

- ☐ Soliloquy
- ☐ Intra-personal communication
- ☐ Speech you make to yourself
- ☒ All of the options

Q20 ____ is a form of oral communication which involves speeches that are intended for reproduction in writing.

- ☒ Diction
- ☐ Monologue
- ☐ Idiolet
- ☐ Discussion

Q21 Which media theory explains the process by which television symbols dominate other sources of information?

- ☐ Knowledge Gap
- ☐ Agenda Setting
- ☒ Main Streaming
- ☐ Two-Step Flow

Q22 Which of these is not an element involved in Agenda setting of the media?

- ☐ Frequency of the reporting
- ☐ Degree of conflict generated in the reports
- ☐ Prominence given to the reports
- ☒ None of the options

Q23 ____ posits that the mass media determines the issues that are regarded as important at a given time in a particular environment

- ☒ Agenda Setting
- ☐ Framing theory
- ☐ Priming theory
- ☐ Normative theories

Q24 A mental recasting of a message so that its meaning is in line with a person's beliefs and attitudes is known as ____

- ☒ Selective perception
- ☐ Selective attention
- ☐ Selective exposure

- ☐ Selective retention

Q25 One of these cannot be considered as part of selective processes in Dissonance Theory.

- ☐ Exposure
- ☐ Attention
- ☐ Perception
- ☐ None of the options

Q26 Which of these is not among the Limited Effect theories of the media?

- ☐ Two-step Flow
- ☐ Magic Bullet
- ☐ Individual-Differences
- ☐ Dissonance

Q27 An example of All-powerful Media Effect theory is ____

- ☐ Democratic participant
- ☐ Social Responsibility
- ☐ Magic Bullet
- ☐ None of the options

Q28 The notion that average people are defenseless of the media influence is entrenched in ____ theory

- ☐ Normative
- ☐ Two-step Flow
- ☐ Three-step Flow
- ☐ All-Powerful Media Effect

Q29 Which of these is not a normative theory?

- ☐ Libertarian
- ☐ Soviet-Communist
- ☐ Authoritarian
- ☐ None of the options

Q30 Which of these statement is true about Libertarian media theory?

- ☐ It is practiced in many developed countries
- ☐ No country practice full libertarian media theory
- ☐ It has the similar characteristics with authoritarian media theory
- ☐ None of the options

Q31 The central focus of Social Responsibility media theory is ____

- ☐ Self-regulation
- ☐ Professionalism
- ☐ Controlled media
- ☐ None of the options

Q32 The Hutchins Commission on Freedom of the press was established in ____

- ☐ 1930
- ☐ 1935
- ☐ 1942
- ☐ 1947

Q33 Which of these is not among the principle of Soviet-Communist media theory?

- ☐ Mass culture
- ☐ Partiality
- ☐ Truthfulness
- ☐ Impatality

Q34 The relationship between the government and the media in a libatarian media theory is ____

- ☐ Vertical
- ☐ Horizontal
- ☐ Parallel
- ☐ Diagonal

Q35 In Libertarian media theory, press is seen as ____

- ☐ government agency
- ☐ anti-government body
- ☐ free market place
- ☐ None of the options

Q36 In authoritarian media theory, the media ____

- ☐ is independent
- ☐ enjoys free press
- ☐ is dependent
- ☐ enjoys immunity

Q37 The relationship between the government and the media in an authoritarian media theory is ____

- ☐ Vertical
- ☐ Horizontal
- ☐ Parallel
- ☐ Diagonal

Q38 Extracting meaning from the facts observed is ____ stage of the scientific process towards arriving at a theory.

- ☐ Operationalisation
- ☐ Observation
- ☐ Testing
- ☐ Analysis

Q39 ____ explains the modification in the communication theories to accommodate new facts

- ☐ Dynamism
- ☐ Heuristic potential
- ☐ Practical utility
- ☐ Internal consistency

Q40 If a communication theory is used to solve a real life problem, then it has ____

- ☐ Explanatory power
- ☐ Practical utility
- ☐ Heuristic potential
- ☐ Internal consistency

Q41 Hub Communication Model is ____

- ☐ Linear
- ☐ Triangular
- ☐ Interrogative
- ☐ Concentric circles

Q42 Which communication model emphasise overlap function between the source and the destination for communication to take place?

- ☐ Lasswell
- ☐ Shannon and Weaver
- ☐ Schramm
- ☐ None of the options

Q43 Which communication model reduces the communication process to a set of mathematical formular?

- ☐ Lasswell
- ☐ Shannon and Weaver
- ☐ Schramm
- ☐ None of the options

Q44 "What" in the Lasswell communication model is reffering to the ____

- ☐ message
- ☐ channel
- ☐ source
- ☐ reciever

Q45 Which of these communivcation models makes provision for Noise?

- ☐ Lasswell
- ☐ Shannon and Weaver
- ☐ Schramm
- ☐ None of the options

Q46 The Lasswell Communication Model is ____ in nature.

- ☐ analytical
- ☐ interrogative
- ☐ interpretative
- ☐ None of the options

Q47 The interference that keeps a message from being understood is regarded as ____

- ☐ Feedback
- ☐ Blockage
- ☐ Sound proof
- ☐ Noise

Q48 Which of the communication process takes place when a message is processed, understood and interpreted?

- ☐ Transmission
- ☐ Response
- ☐ Decoding
- ☐ Encoding

Q49 Which of these process of communication is in the best order?

- ☐ Transmission - Reception - Decoding - Response
- ☐ Transmission - Decoding - Response - Reception
- ☐ Reception - Decoding - Response - Transmission
- ☐ Decoding - Transmission - Response - Reception

Q50 The point at which the source sees the need to communicate is regarded as ____

- ☐ stimulation
- ☐ decoding
- ☐ assimilation
- ☐ provocation

Q51 Encoding of messages is a function performed by ____

- ☐ the audience
- ☐ message receiver
- ☐ message source
- ☐ All of the options

Q52 Communication as a process is ____

- ☐ cyclical
- ☐ dynamic
- ☐ recursive
- ☐ All of the options

Q53 One of these is not an attribute of communication.

- ☐ personal
- ☐ unplanned
- ☐ unrepeatable
- ☐ irreversible

Q54 Which of these is not a peculiar characteristic of mass communication?

- ☐ cost
- ☐ fidelity
- ☐ universality
- ☐ limited

Q55 "You cannot not communicate" means that communication is ____

- ☐ unimaginable
- ☐ irrelevant
- ☐ unavoidable
- ☐ irrevocable

Q56 Which of these is not among the major functions of the gatekeepers?

- ☐ reinterpreting
- ☐ expanding
- ☐ conceding
- ☐ reorganizing

Q57 Which of these is not a distinctive feature of mass communication?

- ☐ Personal presence
- ☐ Presence of gatekeepers

- ☐ Delayed feedback
- ☐ Limited sensory channels

Q58 Mass communication is a means of disseminating information or message to ____ audience

- ☐ heterogeneous
- ☐ anonymous
- ☐ large
- ☐ All of the options

Q59 Which of these is not a function of communication?

- ☐ cultural integration
- ☐ political development
- ☐ social interaction
- ☐ None of the options

Q60 The word "Communication" is from ____ language

- ☐ Greek
- ☐ Latin
- ☐ French
- ☐ None of the options

Q61 Which of these is a sport radio?

- ☐ Radio Continental
- ☐ VON
- ☐ Brilla FM
- ☐ Radio Nigeria

Q62 Which of these magazine is known for pure photo journalism?

- ☐ Tell
- ☐ The News
- ☐ Ovation
- ☐ All of the options

Q63 Editorial function of the media is otherwise known as ____ function

- ☐ Surveillance
- ☐ Entertainment
- ☐ Correlation
- ☐ None of the Options

Q64 Sound was introduced to motion picture in ____

- ☐ 1923
- ☐ 1927
- ☐ 1929
- ☐ 1930

Q65 Which of these is a community radio?

- ☐ Brilla FM
- ☐ Radio Continental
- ☐ Star FM
- ☐ None of the options

Q66 Documentary films are different from fictional films because they

- ☐ deal with real life situation
- ☐ with wildlife
- ☐ focus on individual and places
- ☐ None of the options

Q67 Which of the following statements about interpreting nonverbal codes is accurate?

- ☐ Non verbal cues have definite meanings
- ☐ Meanings are linked to specific nonverbal codes
- ☐ Non verbal codes provide precise clues about intention
- ☐ Single nonverbal cue can be interpreted in a variety of ways

Q68 Communication is ???instrumental??? means that_____

- ☐ it influences and control
- ☐ it satisfies
- ☐ it is ever-changing
- ☐ it cannot be reversed once given

Q69 An example of a government-owned newspaper is

- ☐ Tribune
- ☐ Herald
- ☐ Daily Independent
- ☐ Business Times

Q70 The following are advantages of oral communication except

- ☐ it is a learnable and improvable human activity
- ☐ it is a more accurate reflection of thought and attitude of the speaker
- ☐ it creates and sustains warm
- ☐ none of the options

Q71 The similarity between the meaning perceived by the receiver as conceived by the source is

- ☐ fidelity
- ☐ isomorphism
- ☐ isomorphism
- ☐ None of the options

Q72 ___ is the invasion of an indigenous people's culture, through mass media, by outside, powerful countries

- ☐ Cultural Imperialism
- ☐ Economic Imperialism
- ☐ Political Imperialism
- ☐ None of the Options

Q73 Who was the proponent of the play theory was

- ☐ William Shakespeare
- ☐ William Stephenson
- ☐ William Wilberforce
- ☐ None of the Options

Q74 Disruption in communication due to depression is called ____ noise

- ☐ Emotional
- ☐ Psychological
- ☐ Ecological
- ☐ None of the Options

Q75 The person who packages the message in a way that it can be communicated is the

- ☐ Source
- ☐ Encoder
- ☐ Designer
- ☐ Sender

Q76 Examples of narrowcast or non-broadcast media are

- ☐ Internet and television
- ☐ Cable TV and radio
- ☐ Film and radio
- ☐ Internet and Cable TV

Q77 The initiator of a communication message is ____.

- ☐ Source
- ☐ Channel
- ☐ Encoder
- ☐ Decoder

Q78 Which of the following characterizes persuasion?

- ☐ Forcing people to think or behave as you wish
- ☐ Tricking people to gain compliance
- ☐ Giving people the ability to choose
- ☐ All of the options

Q79 Self-awareness is developed through

- ☐ Communication with ourselves
- ☐ Communication with others
- ☐ The self-fulfilling prophecy
- ☐ options A and B

Q80 Which of the following is the advantage of studying communication?

- ☐ It will improve the way you see yourself
- ☐ It will improve the way others see you
- ☐ It will teach you life skills
- ☐ All of the options