

MAC115 List of Questions

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Q1 If improved through modification, African communication system can ❖❖❖..

- ☐ Become a unifying factor of all African people
- ☐ Be a strategic instrument for sustaining African cultural heritage
- ☐ All of the above
- ☐ None of the above.

Q2 ❖❖❖.. is a unifying language across West African Anglophone people.

- ☐ Pidgin
- ☐ English
- ☐ French
- ☐ Spanish

Q3 One of these does not convey the beauty of African communication system.

- ☐ They contain our culture and belief
- ☐ They bastardise our customs and traditions
- ☐ They embody our myths and legends
- ☐ They relate to our values, ethos and norms

Q4 Going back to African communication roots implies❖❖❖.

- ☐ Everyone embracing African language from childhood
- ☐ Embodying African languages into our school curricula
- ☐ Enactment of government policies on communication.
- ☐ All of the above

Q5 African traditional communication system can benefit from its modern counterpart through ❖❖❖.

- ☐ Harmonising their instruments
- ☐ Combined critical study of both of them
- ☐ All of the above
- ☐ None of the above

Q6 Street van announcement is an extension and modernisation of ❖❖❖..

- ☐ Radio broadcasts
- ☐ Television broadcasts
- ☐ Public address system
- ☐ Town crying

Q7 All except one cannot assist the growth of African communication system.

- ☐ Research
- ☐ More scholarly attention.
- ☐ Adoption of foreign languages.
- ☐ It❖❖❖s more and wider application

Q8 A major advantage of English over any Nigerian language is ❖❖❖❖❖.

- ☐ Appeal to audience

- ☐ Its use in commerce
- ☐ Size and spread of speakers
- ☐ Tools of application

Q9 ☐ ☐ ☐.. is the greatest means of beautification by Nigerian women.

- ☐ Colour
- ☐ Clothes
- ☐ Culture
- ☐ Facial marks

Q10 In Nigeria, the ☐ ☐.. use tribal marks more than other ethnic groups

- ☐ Yorubas
- ☐ Ijaws
- ☐ Ibos
- ☐ Hausas

Q11 Language is known by all but one of these

- ☐ Arbitrary symbols
- ☐ Matched with meaning
- ☐ Used for communication
- ☐ Means of hiding identity

Q12 Colour is very vital to ☐ ☐. in showcasing their image and identity

- ☐ Universities
- ☐ Federal ministries
- ☐ Corporate organisations
- ☐ Banks

Q13 PDP and APC ☐ ☐s umbrella and broom respectively ☐ ☐. codes of communication

- ☐ Floral
- ☐ graphics
- ☐ Objectificals
- ☐ symbolic

Q14 While Eid-el-fitri festival is religious, Iri-Ji festival is ☐ ☐..

- ☐ Cultural
- ☐ Political
- ☐ Social
- ☐ Economic

Q15 Nigeria made strong attempt at promoting Black Arts and Culture through

- ☐ New yam Festivals
- ☐ Eid-el-kabir Festivals
- ☐ FESTAC 1977
- ☐ Osun Oshogbo Festivals

Q16 _____ Is an Igbo musician who has done much to promote Nigeria unity

- ☐ Christie Igbokwe

- ☐ Onyeka Onwuenu
- ☐ Dora Akunyili
- ☐ Alele Williams

Q17 In both modern and traditional societies, music positively does all but one of these

- ☐ celebrate life and death
- ☐ promote war
- ☐ encourage and motivate
- ☐ mobilise and sensitise

Q18 In Igbo land ____ is a symbol of authority

- ☐ Obi
- ☐ OZO
- ☐ NZE
- ☐ Ikenga

Q19 Only one of these is not a Yoruba god

- ☐ Sango
- ☐ Amadioha
- ☐ Ogun
- ☐ Obatala

Q20 All except one is not a sign or signal

- ☐ handshake
- ☐ roadblock
- ☐ billboards
- ☐ gun shost

Q21 One of these does not prominently use the Ivory tusk

- ☐ Igbos
- ☐ Idoms
- ☐ Yorubas
- ☐ Annangs

Q22 Meanwhile, the Igbos use the Ivory tusk for ____

- ☐ salute kings/Obis
- ☐ welcome new members into NZE and OZO societies
- ☐ all of the above
- ☐ none of the above

Q23 Ivory Tusk is used in Ibibio land to all but one of these

- ☐ place injunctions
- ☐ settle quarrels
- ☐ drive away evil spirits
- ☐ announce calamities

Q24 Drumcommunication played a major role during ____ war of 1860 to 1865

- ☐ Abeokuta/Ife
- ☐ Akure/Ilesa

- ☐ Oshogbo/ Ondo
- ☐ Ibadan/Ijaye

Q25 One is not a well known Yoruba traditional musician

- ☐ Ebenezer Obey
- ☐ Victor Uwaifo
- ☐ King Sunny Ade
- ☐ IK Diro

Q26 The main use of Kola-nut is for ____

- ☐ divination
- ☐ decoration
- ☐ incarnatation
- ☐ delaration

Q27 "He who brings kola brings life" is a statement by ____

- ☐ Yorubas
- ☐ Igbos
- ☐ Hausas
- ☐ kanuris

Q28 While pigeons and Doves signify peace, vultures and Owls represent ____

- ☐ conflict
- ☐ bravery
- ☐ bad omen
- ☐ kinship

Q29 Costums and accessories communicate all but one of these

- ☐ level of healthiness
- ☐ place of origin
- ☐ royal status
- ☐ enhance beauty and dignity

Q30 One is not true about green leaves

- ☐ represents good and bad
- ☐ conveys life
- ☐ represents joy
- ☐ femine

Q31 Red coloured camwood is used by circumsied and birth giving women to signify ____

- ☐ joy
- ☐ announcement
- ☐ regeneration
- ☐ all of the above

Q32 Which is not among prominent colours

- ☐ White
- ☐ Brown
- ☐ Red

- ☐ Green

Q33 One is not verbal communication element

- ☐ tribal marks
- ☐ hairdo
- ☒ gesture
- ☐ tattoos

Q34 At their formative stage, children rely more on ____ communication

- ☐ verbal
- ☒ non-verbal
- ☐ semantics
- ☐ sarcism

Q35 All except one is not a part of body language

- ☒ intonation
- ☐ facial contortions
- ☐ walking
- ☐ gestures

Q36 Only one of these does aid in revealing a speaker's place of origin

- ☐ sound
- ☐ intonation
- ☐ tone
- ☒ style

Q37 Which one is not shortcoming of Africa traditional communication

- ☐ suitable terminologies
- ☐ occupation based
- ☒ massive outreach
- ☐ absence of documentation

Q38 One is not an attribute of Africa communication system

- ☐ reach
- ☐ channel credibility
- ☐ value
- ☒ knowledge

Q39 ____ is to blame for the neglect of Africa communication system

- ☐ democratic politics
- ☒ Western education
- ☐ Economic emancipation
- ☐ cultural heritage

Q40 Except one, others are signals used to demonstrate communication

- ☒ Satire
- ☐ flames
- ☐ smoke
- ☐ knots

Q41 When messages are modified, tailored or doctored in the mass media, we say it is _____

- ☐ emphasised
- ☒ mediated
- ☐ reinforced
- ☐ cultured

Q42 In _____ communication, no technological interface and mediation is required

- ☐ intra personal communication
- ☐ mass communication as Art
- ☒ interpersonal communication
- ☐ organisational communication

Q43 As an object of study, mass communication looks at all but one of these

- ☐ mass communication as science
- ☐ mass communication as Art
- ☒ mass communication as profession
- ☐ mass communication as skill

Q44 A United Nations organ charged with the responsibility of managing communication is _____

- ☒ UNESCO
- ☐ UNICEF
- ☐ UNIDO
- ☐ UNIMAID

Q45 In 1985, Francis Balle identified all but one of these as facets of social communication

- ☐ interpersonal communication
- ☒ community communication
- ☐ organisational communication
- ☐ mass communication

Q46 Research into the effects of television in America intensified in the _____

- ☐ 1940s and 1950s
- ☐ 1950s and 1960s
- ☒ 1960s and 1970s
- ☐ 1970s and 1980s

Q47 Self-dissatisfaction can lead to _____ in the individual

- ☒ value change
- ☐ social judgment
- ☐ aggressive cues
- ☐ reinforcement behavior

Q48 One of these does not lead to aggressive/violent behaviour

- ☐ social roles
- ☐ personality features
- ☐ cultural norms/values
- ☒ persuasive

Q49 Violence is most attributed to _____

- ☐ internet
- ☐ radio
- ☒ television
- ☐ Newspaper

Q50 Complaints about media violence are mainly against two media

- ☐ newspapers and magazines
- ☒ Television and films
- ☐ Billboards and Cinema
- ☐ Radio and internet

Q51 _____ theory involves two stage process: receiver judging attitude and making adjustment

- ☐ political judgment theory
- ☐ scientific judgment theory
- ☒ social judgment theory
- ☐ critical judgment theory

Q52 Value change theory employs _____ technique

- ☐ accuracy
- ☐ fairness
- ☐ Honesty
- ☒ Feedback

Q53 who are sources of the Psychodynamic and the socio-cultural models

- ☐ Burgoon and Ruffner
- ☒ Bradley and Baran
- ☐ DeFleur and Ball-Rokeash
- ☐ Wimmer and Dominick

Q54 _____ emphasizes the interest of the information disseminator

- ☒ propaganda
- ☐ persuasion
- ☐ social change
- ☐ value change

Q55 Roger Brown, a _____ made distinction between persuasion and propaganda

- ☒ British
- ☐ American
- ☐ Canadian
- ☐ Australian

Q56 Definition of persuasion emphases _____

- ☐ conscious intent
- ☒ subtle forcefulness
- ☐ message transmission
- ☐ behavioural influence

Q57 One is not a feature of the information society theory

- ☐ surveillance society perspective
- ☐ post-industrial society perspective
- ☐ Pre-communist society perspective
- ☐ declining public sphere perspective

Q58 Information society theory is dominated by the emergence of _____

- ☐ Empiricism
- ☐ internet
- ☐ Economy
- ☐ European Union

Q59 _____ Is anchored on experience and logic

- ☐ Myth
- ☐ dogma
- ☐ philosophy
- ☐ theory

Q60 _____ is a matter of social agreement

- ☐ Analogy
- ☐ philosophy
- ☐ dogma
- ☐ myth

Q61 Which of these is not an example of idiophones?

- ☐ Wooden drum
- ☐ Pot drum
- ☐ Skin drum
- ☐ Bell

Q62 All except one is not a floral used in African communication

- ☐ Palm fronds
- ☐ Banana leaves
- ☐ Calabash
- ☐ kola

Q63 . ❖❖❖. is produced in the West, celebrated in the East and eaten in the North

- ☐ Kola
- ☐ Yam
- ☐ Cocoa
- ☐ Palm oil

Q64 One is not true about iconographic communication devices

- ☐ Used in African societies
- ☐ Usage only authorised by traditional rulers
- ☐ Often are peculiar to their settings
- ☐ Transmit messages to their audience

Q65 One is not an example of objectified communication

- ☐ Kola-nut

- ☐ Cow-tail
- ☐ Feather
- ☐ Palm frond

Q66 Among areas of similarities between the two media systems are these but one

- ☐ Information have sources
- ☐ Channels are used
- ☐ Reach far and wide
- ☐ Audiences exist

Q67 Which of modern and African media systems have greater influence on the audience?

- ☐ Modern media
- ☐ African communication
- ☐ Both of the systems
- ☐ None of the two

Q68 While modern system of communication is ♦?♦.. its African counterpart is not

- ☐ Institutionalised
- ☐ Politicised
- ☐ Economised
- ☐ Adulterated

Q69 One does not include the features of African media system

- ☐ Valuable and appropriate
- ☐ Messages may subject to many understanding
- ☐ Reach the right audience
- ☐ Channels are credible

Q70 This course advocates for all but one of these♦?♦.

- ☐ Africa♦??s rich media culture should be studied
- ☐ Both modern and African media should co-exist
- ☐ Modern communication should be discarded
- ☐ Africans♦?? psychographic and demographic diversity should be harnessed

Q71 Only one of these is a foreign exponent of African communication

- ☐ Ugboajah
- ☐ Wilson
- ☐ Hatchen
- ☐ Ibagere

Q72 This course contends that ♦?♦..

- ☐ African mode of communication before now was very effective
- ☐ Africa♦??s diverse people have very rich culture
- ☐ With concerted efforts African culture can be salvaged
- ☐ All of the above

Q73 One is not an impediment to African communication system

- ☐ . Modernisation is more in favour of the West

- ☐ Western culture is tolerant of Africa's
- ☐ Replacement of indigenous system with Western modes
- ☐ Urbanisation deals a great blow on African communication modes

Q74 One of these does relate to African communication system

- ☐ Indigenous to Africa
- ☐ Superior to others
- ☐ Rooted in the environment
- ☐ Anchored on the people's traditions

Q75 All but one is not a component of culture.

- ☐ Behaviour
- ☐ Language
- ☐ Rituals
- ☐ Technology

Q76 Culture is necessary for a healthy society.

- ☐ Cordial
- ☐ Healthy
- ☐ Rich
- ☐ Clean

Q77 According Olulade (1998), traditional communication involve but one of these

- ☐ Relies on professional expertise
- ☐ Social conventions and practice
- ☐ Communication modes and systems
- ☐ Mixture of various elements

Q78 Except for one, others are qualities of African communication system

- ☐ . Uses symbols to enhance effectiveness
- ☐ Understood by members of a community
- ☐ Uses technology
- ☐ Appeals to local language, culture and beliefs

Q79 All but one is not a function of communication

- ☐ Information
- ☐ Education
- ☐ Disaffection
- ☐ Socialisation

Q80 One of these does not fall with the elements of communication

- ☐ Sender
- ☐ Message
- ☐ Receiver
- ☐ Symbol