

## MAC212 List of Questions

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**Q1 Wilson (1990:281-282) captures six modes of traditional communicating system and these are:**

- ☐ Instrumental Mode of Communication; Demonstrative Mode of Communication; Iconographic Mode of Communication; Extra-Mundane Mode of Communication; Visual Mode of Communication; Institutional Mode of Communication,
- ☐ The town crier or gong man; The Hornman; The story teller; The minstrel; Traditional leaders; Social groups
- ☐ Transmitter; Feedback; the message; the medium; Receiver; the response
- ☐ Intrapersonal communication; Interpersonal communication; International communication; Group communication; Mass communication; face-to-face communication

**Q2 Feedback is**

- ☐ based on your understanding of the audience
- ☐ the stimulus for transmission
- ☐ a respond to stimulus
- ☐ the reaction or reply to the message

**Q3 Self-concept means approaching the communication endeavor with**

- ☐ A measured communication behaviour
- ☐ consciously or unconsciously bringing his personality to bear on his communication endeavours
- ☐ an ability to be neutral or at least positive to the message
- ☐ confidence and not inferiority complex

**Q4 For any meaningful communication to take place, the source would need to**

- ☐ create an atmosphere conducive to communicate with the receiver
- ☐ use the appropriate stress pattern
- ☐ must be able to pronounce or write words or segments correctly
- ☐ ensure that his intonation is in conformity with the standard one

**Q5 All the following are examples of the print media except**

- ☐ Comics
- ☐ Jotters
- ☐ Books
- ☐ Newspapers

**Q6 ThisDay Newspaper and AIT are respectively examples of \_\_\_\_\_ and \_\_\_\_\_ media?**

- ☐ Print and newspaper,
- ☐ Print and electronic,
- ☐ Digital and television,
- ☐ Radio and electronic

**Q7 Non ♦??verbal communication comprises all of these except:**

- ☐ Action,
- ☐ Tactile communication,
- ☐ Sign
- ☐ Screaming

**Q8 Communication can be defined as all of these except**

- ☐ Any means by which a thought is transferred from one person to another,
- ☐ A process by which people share and impart information to others,
- ☐ The giving of understandable information and receiving and understanding the message,
- ☐ The expansion of information and ideas in geographical locations

**Q9 These are the basic features of a theory except**

- ☐ Social,
- ☐ Economy,
- ☐ Dynamism,
- ☐ Intellectual rigour

**Q10 Apart from the traditional or conventional functions of the mass media, the mass media also perform other numerous functions except**

- ☐ Status Conferral,
- ☐ Indignation,
- ☐ Surveillance,
- ☐ Transmission of cultural heritage

**Q11 The following is not one of the traditional functions of the mass media**

- ☐ Information,
- ☐ Entertainment,
- ☐ Education,
- ☐ Surveillance

**Q12 What is the first popular mass medium?**

- ☐ Books,
- ☐ Newspapers,
- ☐ Television,
- ☐ Radio

**Q13 One of these is not a characteristic of trado-communication system**

- ☐ Its communication process is tiresome,
- ☐ its communication process is tedious in nature,
- ☐ Its communication system is unlimited to divers groups,
- ☐ Its communication system is restricted to a homogenous group

**Q14 Joint government and private ownership of the media is a joint venture between the government and private businessmen and this is very common in**

- Europe,
- America,
- Nigeria,
- Canada

**Q15 Herbert Altschull cited in Lamidi et al (2008) insisted that an independent press cannot exist because**

- the press is still inhibited by endogenous and exogenous problems like economic challenges, technological impotency, censorship and social mishaps,
- Nigerian journalists have no challenging issues to attack,
- the news organs are agents of the people who exercise political and economic control,
- the fire of the media seem to have been quenched

**Q16 Some people believe that the Nigerian press was borne and nurtured**

- in the waters of colonialism,
- With the growth of political awareness by Africans,
- With leaders advocating for development journalism,
- Through improvements in the training of professionals and communication research

**Q17 In order to ensure good communication skills, a source must**

- view relationships and events as dynamic
- have a good command of the language he chooses to communicate in
- active and transient in nature
- heterogeneous in composition and posture

**Q18 Human communication falls into two broad categories namely**

- Intrapersonal and interpersonal
- Symbolic and spoken
- Verbal and non-verbal
- Group and mass communication

**Q19 According to Chappel & Read (1984:1) communication is**

- Means the sharing of meaning
- Any means by which a thought is transferred from one person to another,
- The process by which one person (or a group) shares and imparts information,
- Serves as an instrument of social interaction

**Q20 The term communication is derived from**

- the Latin word, communicate
- the Greek word common
- from the French word communicate
- the Latin word common

**Q21 One of the following is not a characteristic of the mass media as identified by Weaver cited in Daramola (2000)**

- media is designed for, distributed to and consumed by mass audiences
- they are a detailed form of information dissemination
- they are sole disseminators of news
- characterized by speed with which they gather information and frequency with which they distribute it

**Q22 One of the first and primary functions of the mass media is Information dissemination which is to**

- teach the people by imparting knowledge
- make the people laugh and forget their sorrows
- affect and reflect the culture of society
- create awareness on the part of the people

**Q23 The magazine type usually written in a very literary style for highly educated or sophisticated members of the society is called**

- Specialized Magazine
- Class Magazine
- General Interest Magazine
- Junk (Soft Sell) Magazine

**Q24 A newspaper in terms of format can be categorized into two namely**

- Standard and tabloid
- Magazine and tabloid
- Weekly and daily
- Morning and evening

**Q25 The broadcast media have the ability to affect humans in all these ways but one:**

- The mind,
- Emotions,
- Transmission,
- Actions

**Q26 The electronic media technique can be divided into these except one**

- Injunction,
- Production,
- Transmission,
- Reception

**Q27 Readers Digest is an example of**

- General interest magazine,
- Specialized magazine,
- Literary magazine,
- Junk magazine

**Q28 One of these is common to both traditional and modern forms of mass communication:**

- ☐ Wider in their concepts,
- ☐ Sophisticated in their processes,
- ☐ Dynamic in their operations,
- ☐ They can re-engineer the society

**Q29 The primary function of the mass media system is to**

- ☐ preserve and refine information
- ☐ provide information to several millions of people
- ☐ re-engineer the society ♦??s communication modes
- ☐ shape people ♦??s attitude and direct their behaviour

**Q30 The major source of information and ideas in modern society is**

- ☐ the internet
- ☐ telephones
- ☐ the mass media
- ☐ satellites

**Q31 Iconographic Mode of Communication consists of the use of floral media which is**

- ☐ a mode believed to take place between the living and the dead, or between the living and the supernatural or Supreme Being
- ☐ the use of colours and dressing, appearance and general comportment to communicate certain feelings and attitudes
- ☐ the use of certain traditional institutions symbolically
- ☐ the use of selected floral of the local vegetation for the purpose of communicating specific meanings or ideas to members of the community

**Q32 Demonstrative Mode of Communication consists of**

- ☐ cryptic representation in the form of writing (pseudo-writing) made on surfaces (hard or soft)
- ☐ the use of music and signal in communicating with the people
- ☐ idiophones, aerophones, membranophones and symbology
- ☐ the use of objects (objectified communication) and floral media

**Q33 Why do we study theories?**

- ☐ to make us know our theorist,
- ☐ to expose the past to us,
- ☐ to help us in managing reality,
- ☐ to limit predictions

**Q34 These are the basic features of a theory except**

- ☐ social,
- ☐ economy,
- ☐ dynamism,
- ☐ intellectual rigour

**Q35 Which of these is not a traditional or conventional function of the mass media?**

- ☐ Status Conferral,
- ☐ Information
- ☐ Education
- ☐ Entertainment

**Q36 According to Daramola (2003:99), broadcast media differ from print media in the following ways except:**

- ☐ Print media appeal to the eye while broadcast appeal to both the eye and ear.
- ☐ Print media reaches a large number of people, while broadcast does not.
- ☐ Print is always in written form, while broadcast is always in oral form.
- ☐ Print media is more detailed than broadcast media.

**Q37 The Nigerian Press Council works through how many committees**

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

**Q38 All but one is the function of the Nigerian Press Council**

- ☐ Enquire into complaints about the press and the conduct of any person or organisation towards the press,
- ☐ Foster the achievement and maintenance of high professional standard by the Nigerian Press Council,
- ☐ Restrain research into contemporary press development,
- ☐ Review developments likely to restrict the flow of information and advice on measures aimed at remedying such developments

**Q39 The major reason for putting in place press councils is**

- ☐ To maintain the character of the press in accordance with the highest professional and commercial standards,
- ☐ To maintain people ♦??s attitudes, beliefs and practices,
- ☐ To describe knowledge of press activities in the country,
- ☐ To ensure that there is no freedom of press in the society press serves

**Q40 Which of the following is not true about press freedom?**

- ☐ Press freedom is limited in the overall interest of the society,
- ☐ Nigeria does not have limitations to press freedom,
- ☐ There is no absolute press freedom anywhere in the world,
- ☐ All of the above

**Q41 Communication can be defined as all of these except**

- ☐ Any means by which a thought is transferred from one person to another,
- ☐ A process by which people share and impart information to others,
- ☐ The giving of understandable information and receiving and understanding the message,
- ☐ The expansion of information and ideas in geographical locations

**Q42 What is verbal communication**

- ☐ It is communication through the use of words,
- ☐ It is a form of communication which is carried out without speech,
- ☐ It is communication that uses signs and symbols,
- ☐ It is communication among people

**Q43 One of the following is not a characteristic of the mass media as identified by Weaver cited in Daramola (2000)**

- ☐ media is designed for, distributed to and consumed by mass audiences
- ☐ they are a detailed form of information dissemination
- ☐ they are sole disseminators of news
- ☐ characterized by speed with which they gather information and frequency with which they distribute it

**Q44 The Nigerian Press Council works through how many committees**

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**Q45 Which of the following is not one of the purposes of media governance as outlined by McQuail (2005:234)**

- ☐ promotion of press censorship and cultural inclusiveness
- ☐ setting technical and infrastructural standards;
- ☐ meeting international obligations, including observance of human rights;
- ☐ encouraging media accountability.

**Q46 One of the following is not part of the contemporary class structure of Nigeria**

- ☐ Bourgeoisie
- ☐ landers
- ☐ Proletariat
- ☐ peasantry

**Q47 Which Committee of the NPC undertakes training of journalists on behalf of the Council?**

- ☐ The Complaint Committee
- ☐ Research and Documentation Committee
- ☐ Rights and Privileges Committee
- ☐ Registration and Disciplinary Committee

**Q48 The office of the Executive Secretary of the Nigerian Press Council, on receipt of a complaint, should make a preliminary report to the Complaints Committee within \_\_\_\_\_ hours.**

- ☐ 24
- ☐ 38
- ☐ 48
- ☐ 58

**Q49 The major feature of culture are the following except**

- ☐ learned,
- ☐ shared,
- ☐ symbolic,
- ☐ none of the above

**Q50 i) what people ate, ii) what they talked, iii) what they did, iv) The manner they treated their dead, v) the manner they treated their environment. Which of these options is not contained in Rodney's argument on culture?**

- ☐ (I-ii),
- ☐ (iii&v),
- ☐ (i,ii&iv),
- ☐ (i,ii&iv)

**Q51 Culture plays an important role in the**

- ☐ society,
- ☐ community,
- ☐ town,
- ☐ life

**Q52 The following is not part of the communication process**

- ☐ Noise,
- ☐ Element,
- ☐ Message,
- ☐ medium

**Q53 The basic assumption of the Authoritarian Media Theory is that**

- ☐ the media tend to be subordinated to state power,
- ☐ it believes that an individual should be free to publish what he or she likes,
- ☐ the media assumes the form and coloration of the society in which it operates,
- ☐ while the press should be free, it must nonetheless be responsible

**Q54 In the characteristics of a theory, dynamism involves ensuring that theories are**

- ☐ always a step behind reality
- ☐ subject to change in the light of new facts
- ☐ accounts for many pertinent cases with a few statements
- ☐ testable, verifiable and systematic

**Q55 Wilbur Schramm (cited in Folarin 1998) defines theory as a \_\_\_\_\_ which enables us to**

- ☐ To stress the intellectual rigour and remove mediocrity
- ☐ Distinguish eventful from non eventful
- ☐ Separate traditional methods from modern ones
- ☐ Separate scientific statements from unscientific ones

**Q56 According to Harrold Lasswell as cited in Sambe (2004) one of the functions of the mass media is surveillance which means its ability to**

- ☐ transmit knowledge, values and social norms from one generation to another
- ☐ bestow prestige on people who attempt to remain well informed about events in their community
- ☐ inform the society by keeping watch on the activities of government
- ☐ select, evaluate and interpret news

**Q57 One of these is not a medium of mass communication**

- ☐ Books
- ☐ Newspapers
- ☐ Remote control
- ☐ Radio

**Q58 The print media is that which involve all the following except**

- ☐ Pressing of ink on paper,
- ☐ Sense of sight,
- ☐ Literacy,
- ☐ Sound

**Q59 Mass media can be broadly classified into**

- ☐ Print and newspaper,
- ☐ Print and electronic,
- ☐ Newspaper and television,
- ☐ Radio and electronic

**Q60 Which of these is a type of communication?**

- ☐ Locomotive,
- ☐ Interaction,
- ☐ Verbal,
- ☐ Information

**Q61 Iconographic Mode of Communication consists of the use of floral media which is**

- ☐ a mode believed to take place between the living and the dead, or between the living and the supernatural or Supreme Being
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**Q63 An overview of the Nigerian press can be appreciated through the following eras except**

- ☐ Colonial era,
- ☐ Industrialization era,
- ☐ Post-independence era,
- ☐ The present era

**Q64 The broadcast media have the ability to affect humans in all these ways but one:**

- ☐ The mind,
- ☐ Emotions,
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- ☐ to maintain the character of the press in accordance with the highest professional and commercial standards,
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- ☐ to describe knowledge of press activities in the country,
- ☐ to ensure that there is no freedom of press in the society

**Q68 The mass media can be controlled through indirect control of the media structures. Which of these is not one of these structures?**

- ☐ Management Structure
- ☐ Finance
- ☐ News flow
- ☐ Barter programmes

**Q69 What is verbal communication**

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**Q70 The contemporary class structure of Nigeria has all but one of the following**

- ☐ Bourgeoisie,
- ☐ Proletariat,
- ☐ Peasantry,
- ☐ Landers

**Q71 The Research and Documentation Committee undertakes on behalf of the Council an important aspect of its function in relation to journalists♦??**

- ☐ Visiting,
- ☐ screening,
- ☐ training,
- ☐ none of the above

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**Q74 \_\_\_\_\_ means that the mass media is to inform and provide information to the society by keeping watch on the activities of government**

- ☐ Surveillance,
- ☐ Investigative,
- ☐ Watchful,
- ☐ Interpretative

**Q75 A function of the mass media as the bestowal of prestige on people is referred to as**

- ☐ Prestige bestowal,
- ☐ Status bestowal,
- ☐ Prestige conferral,
- ☐ Status conferral

**Q76 The primary function of the mass media is to**

- ☐ Entertain,
- ☐ Inform,
- ☐ Educate,
- ☐ Critic

**Q77 One of the following is not a characteristic of the mass media as identified by Weaver cited in Daramola (2000)**

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