

Question: In content analysis the researcher analyses the

Answer: (B) message

Question: can be a barrier to communication

Answer: (D) Lack of knowledge

Question: communication refers to communication between different organisations

Answer: (C) Institutional

Question: Formal communication follows channels

Answer: (C) established

Question: is the set of responses we have to any stimulus or message

Answer: (B) Meaning

Question: Communication that produces attitudinal change shows that the effect of communication is

Answer: (C) permanent

Question: In communication the must be mutually understood by the participants

Answer: (A) symbols

Question: Communication takes place in a

Answer: (A) context

Question: In media analysis the researcher analyses the

Answer: (D) channel

Question: Communications helps us to others

Answer: influence

Question: Communication allows us to find that will help us

Answer:information

Question: Communication is

Answer:continuous

Question: Communication is

Answer:reciprocal

Question: communication follows established channels

Answer:Formal

Question: Communication improves with time experience and age it is

Answer:dynamic

Question: Communication is a sent message cannot be withdrawn

Answer:irrevocable

Question: Too much information can hinder communication

Answer:TRUE

Question: Passing a message through many receivers can hinder communication

Answer:TRUE

Question: Feedback is to communication

Answer:important

Question: The effect of communication can be delayed

Answer:TRUE

Question: communication is communication between different units in an establishment

Answer:Organisational

Question: communication is among people of common interest the same background

Answer: Public

Question: Kinesis is an example of communication

Answer: non verbal

Question: is communication through tone pitch etc

Answer:Paralinguistics

Question: Theof communication determines other things that will happen in the process

Answer:context

Question: Communication is to the mobilisation required to develop a country

Answer:important

Question: Audience of mass communication messages has a no choice of media programmes

Answer:FALSE

Question: Frequent exposure to mass media can create the urge for a higher standard of living

Answer:TRUE

Question: addresses how the media present facts that we use to move through our society

Answer:Correlation

Question: In performing their functions the media attract criticism from the

Answer:public

Question: The greater the number of phenomena a theory explains the morethe theory

Answer:powerful

Question: Simple theories are usually preferred to complex ones This the attribute of

Answer:parsimony

Question: Theories can be used to solve practical problems

Answer:TRUE

Question: The most central concept in the various definitions of theory is the word

Answer:phenomenon

Question: Theory formulation follows established process

Answer:scientific

Question: A theory is an explanation while a model is

Answer:a representation

Question: In narrative paradigms communication is essentially seen as

Answer:stories

Question: The mass communication audience is

Answer:anonymous

Question: The Theory is an example of limited effects

Answer:Dissonance

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Question: In paradigms communications is essentially seen as stories

Answer:narrative

Question: A mass media message may be ineffective owing to the audience

Answer:attitude

Question: effects model believes that persuasion is the main effect of the mass media

Answer:Powerful

Question: is influenced by our thinking patterns

Answer: Perception

Question: Media serve as watchman this is the function of

Answer: surveillance

Question: Mass communication is mostly way

Answer: one

Question: is a significance of communication

Answer: Liberation

Question: Developing public opinion This is the function of the mass media

Answer: correlation

Question: A good theory should be able to events

Answer: predict

Question: The term feedback is borrowed from the field of

Answer: D Engineering

Question: Q1 The following are media, culture society theories except one

Answer: culture imperialism theory

Question: Q2 The democratic and development media theories have their roots in

Answer: African underdeveloped nations

Question: Q3 The principal assumption of libertarian media theory are

Answer: the media is the free market of ideas where everybody is free to obtain and impact information

Question: Q4 ___ theory promotes top-down-flow approach of communication

Answer: authoritarianism

Question: Q5 The traditional normative theories include all but one in the option

Answer: development media theory

Question: Q6 Normative press theories describe ___

Answer: the way an ideal media system should be controlled and operated by the government, authority, leader and public

Question: Q7 Pick out the odd item from the list

Answer: mass society theory

Question: Q8 Symbolic interactionism argues that

Answer: people give things meaning and that meaning controls their behaviour

Question: Q9 One of the following is the argument of dependency theory

Answer: society depend on the media as much as the media depend on the society

Question: Q10 That the mass may not be successful all the time in telling people what to think about but they stunningly tell them what to think about is an explanation of ___ theory

Answer: agenda setting theory

Question: Q11 ___ Theory explains the fact that Mass media audience select and consume media messages based on what interests them and the benefit they hope to get

Answer: uses and gratification

Question: Q12 The following are assumptions of the mass society theorye except _____

Answer: average people can be powerfully influenceed by the media

Question: Q13 The era of mass society theory focused on

Answer: on the idea that mass media have corrupting influences that undermine the social order and that people are defenseless against the media

Question: Q14 Bittner believes that one reason why mass media messages cannot have uniform effect on all members of mass media audience is because

Answer: there are individual difference

Question: Q15 Individual difference theory is premised on the assumption that

Answer: no two individuals are exactly the same

Question: Q16 Pick the odd item from the list

Answer: mass communciation

Question: Q17 __ defined coherence as the degree to which a story makes sense structurally

Answer: Fisher 1987

Question: Q18 One in the option does not affect story's narrative fidelity

Answer: question of language skill

Question: Q19 ___ is a pattern, model or an example of something

Answer: paradigm

Question: Q20 ___ is an objective assessment of identified data

Answer: analysis

Question: Q21 That Communication is reciprocal implies _____

Answer: communicaiton is a two way affair

Question: Q22 Communicaiton requires __ to take place

Answer: sender and receiver only

Question: Q23 Our choices in chossing communciation codes are influenced by all but one in the option

Answer: behaviour

Question: Q24 The process which involves all the acts of transmitting messages to channels which link people to the languages and symbolic code which are used to transmit such message according to Ugboajah refers to ___

Answer: communication

Question: Q25 ___ theory explains that people always assume a link between mass mediated fantasy and concrete reality

Answer: linkage

Question: Q26 The cultural imperialism theory was developed in

Answer: 1973

Question: Q27 Okunna believe that individuals use ___ to protect their held beliefs and behaviours from media influences

Answer: selective process

Question: Q28 One in the option is among the select process

Answer: selective remembrance

Question: Q29 ___ focuses on how mass communication media effect behaviour

Answer: reinforcement theory

Question: Q30 Pick the odd one in the option

Answer: reductive theory

Question: Q31 The mass media are more likely to reinforce the existing attitudes and lifestyles of members of the media audience, than

Answer: to change them

Question: Q32 All but one in the option is not a step involved in modeling process

Answer: conceptualization

Question: Q33 The result of ___ experiment tend to support the social learning theory

Answer: Bobo the doll

Question: Q34 ___ theory of mass communication is said to be "counterintuitive" in nature

Answer: self-perception theory

Question: Q35 Media priming can be achieved through one of the following

Answer: calling attention to some matters while ignoring others

Question: Q36 Media images stimulate related thoughts in the minds of audience members is the assumption of

Answer: priming theory

Question: Q37 ___ theory assumes that the mass media draw the public attention to certain topics, decide where people think about and the journalists select the topics

Answer: agenda setting theory

Question: Q38 ___ propounded the gatekeeping theory

Answer: Kurt Lewin

Question: Q39 Lasswell, 1971, is of the opinion that

Answer: the world wide economic depression and political strife had made people particularly vulnerable to propaganda

Question: Q40 Sublimation theory is also known as _____

Answer: catharsis theory

Question: Q41 Pick the odd one from the options

Answer: media richness theory

Question: Q42 ___ theory focuses on media regulation of information flow

Answer: gatekeeping

Question: Q43 ___ focuses on the Western media domination of global mass communication

Answer: cultural imperialism theory

Question: Q44 The assumption that the mass media could reach a very large group of people directly and uniformly to influence change in thought, attitude and behaviour is associated with

Answer: hypodermic needle theory

Question: Q45 All in the option except one is not example of Behavioural theories

Answer: social support

Question: Q46 ___ refers to the factors that can affect a person's behaviour

Answer: environment

Question: Q47 The foundation of two step flow theory is associated with all these persons except

Answer: Paul Lazarsfeld and Katz

Question: Q48 The term personal influence was coined to refer

Answer: to the process intervening between the media's direct message and the audience's ultimate reaction to that message

Question: Q49 That people's reaction to mass media messages is modified by their formal social relationship with significant others is the assumption of

Answer: social relationship theory

Question: Q50 The social category theory exists as a reaction against

Answer: powerful effect of the media

Question: Q51 Pick out the odd item from the option

Answer: media violence

Question: Q52 Competing cognitions according to the proponents of cognitive dissonance theory include the following except

Answer: behaviour

Question: Q53 The effect of mass media communication on the audience members is not only in matters of public opinion on political issues but also in all of the following options except one

Answer: personal social status

Question: Q54 __ theory focuses on awareness of an interactive partner

Answer: social presence

Question: Q55 All of the following are the basic principles of cognitive dissonance theory except ____

Answer: dissonance also result when individuals change what media message they listen or view or read because of their social status

Question: Q56 __ theory focuses on the exchange of assistance through social relationship

Answer: social support

Question: Q57 Choose the odd of three ways to eliminate dissonance

Answer: changing the consonants added to dissonance

Question: Q58 __ is the proponent of reflective projective theory

Answer: Lee Loew-Vinger

Question: Q59 _____ theory views mass media as the mirror of the society

Answer: reflective projective theory

Question: Q60 Pick from the option the one that is not attribute of a theory

Answer: immortal power

Question: Q61 The first stage in the process of theory formulation is the

Answer: conceptualisation

Question: Q62 The type of Communication from lower level of management to higher level is regarded as _____

Answer: upward communication

Question: Q63 Theory has all but one of the following attributes

Answer: orderliness in procedure

Question: Q64 One of these has nothing to do with the definition of theory

Answer: Onwubere

Question: Q65 A statement that purports to account for or characterize phenomena refers to

Answer: theory

Question: Q66 The watchdog function of the mass media is carried out through

Answer: surveillance of the environment

Question: Q67 Pick out the odd item from the option

Answer: reach large audience

Question: Q68 Communication with the use space refers to

Answer: proxemics

Question: Q69 Effect of communication can be on all of the following except

Answer: individual

Question: Q70 The level at which communication takes place determines the kind or scope of effect that communication will have

Answer: True

Question: Q71 The response of the receiver to the source message is

Answer: feedback

Question: Q72 Communication is primarily controlled by

Answer: source

Question: Q73 The statement "Who says what in which channel to whom and with what effect" is attributed to _____

Answer: Harold Lasswell

Question: Q74 Communication is dynamic this implies that

Answer: it changes from one communication setting to the next

Question: Q75 Encoding barriers to communication include all but one in the option

Answer: physical distraction

Question: Q76 A lover's inability to fully understand a love letter from a bossom friend as a result of joy inherent in his/her language can be classified as _____

Answer: emotional interference to communication

Question: Q77 Communication is complex implies

Answer: communicaiton occurs in many forms and at different levels

Question: Q78 Communciate without any specific goal in mind is refered to as

Answer: unintentional

Question: Q79 Communication messages flow in which of the following order

Answer: sender → transmitter → decoder → receiver

Question: Q80 According to Lauden, theory can be used to solve these type of problems except

Answer: systematic problems