Test Bank for Communication in Everyday Life A Survey of Communication 3rd Duck

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Chapter 2: Histories and Contexts of Communication
Test Bank

Multiple Choice

1. In many colleges and universities, departments related to communication studies draw which of the following with regard to numbers of majors?
a. Equal to other disciplines
b. The fewest number of majors
c. The largest number of majors
d. No majors—communication classes used only as elective classes
Ans: C
Focus Question: How did the modern communication discipline develop?
Answer Location: Future of Communication and the Relational Perspective
Difficulty Level: Hard

2. Which of the following is an assumption of the social scientific approach?
a. The Truth exists.
b. The Truth must be hidden from others.
c. The Truth does not exist.
d. The ongoing Truth will never be known.
Ans: A
Focus Question: What is the social scientific approach to communication?
Answer Location: Assumptions
Difficulty Level: Easy

3. Which of the following is a disadvantage/criticism of the social scientific approach?
a. The approach focuses too much on including age and socioeconomic status in research.
b. Education is heavily emphasized when selecting participants.
c. Race, religion, sexuality, and other characteristics of participants are not always taken into account.
d. College students are rarely invited to participate.
Ans: C
Focus Question: What is the social scientific approach to communication?
Answer Location: Culturally Insensitive
Difficulty Level: Medium

4. When respondents in a research study tell the researcher what they think will make them “look good” to the researcher, it is known as the _____.
a. social desirability effect
b. self-fulfilling prophecy effect
c. negative-attitude effect
d. socio-egocentric effect
Ans: A
Focus Question: What is the social scientific approach to communication?

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Answer Location: Participant Accuracy
Difficulty Level: Medium

5. Grounded theory is often used by which of the following?
a. Social scientific approach
b. Grounded approach
c. Interpretivist approach
d. Critical approach
Ans: C
Focus Question: What is the interpretivist approach to communication?
Answer Location: Methods
Difficulty Level: Medium

6. The decision development perspective would be studied in which area of communication?
a. Group communication
b. Interpersonal communication
c. Media communication/mass media
d. Rhetorical criticism
Ans: A
Focus Question: What are some of the major areas of study in the communication discipline?
Answer Location: Group Communication
Difficulty Level: Hard

7. Which statement about political communication is correct?
a. Due to the temporary nature of their work, campaign staff members are unable to form relationships.
b. Candidates cannot strive for positive relationships with voters.
c. Political communication scholars sometimes study voter behavior.
d. Political communication scholars have no way to study the talk about political issues among friends, family, and acquaintances.
Ans: C
Focus Question: What are some of the major areas of study in the communication discipline?
Answer Location: Political Communication
Difficulty Level: Medium

8. The study of the persuasive effect of writing history in particular ways and the reasons why particular reports and analyses are offered by specific authors is known as which of the following?
a. Ethnography
b. Historiography
c. Genealogy

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d. Rhetorical studies
Ans: B
Focus Question: How did the modern communication discipline develop?
Answer Location: The Challenges of Writing History
Difficulty Level: Hard

9. The first documented essay on communication was addressed to Kagemni, son of Pharaoh Huni, in approximately what year?
a. 300 BCE
b. 3000 CE
c. 300 CE
d. 3000 BCE
Ans: D
Focus Question: How did the modern communication discipline develop?
Answer Location: The Development of a Discipline
Difficulty Level: Easy

10. The National Association of Academic Teachers of Public Speaking later became which of the following?
a. International Communication Association
b. National Communication Association
c. American Communication Association
d. Global Communication Association
Ans: B
Focus Question: How did the modern communication discipline develop?
Answer Location: The Development of a Discipline
Difficulty Level: Easy

13. Which is one of the two most important tasks of academic associations noted in Chapter 2?
a. Collect membership dues
b. Have local social gatherings
c. Publish academic journals
d. Discredit other associations
Ans: C
Focus Question: How did the modern communication discipline develop?
Answer Location: The Development of a Discipline
Difficulty Level: Easy

14. The earliest focus of the communication discipline was which of the following?
a. Public speaking, debate, and performance
b. Mass communication
c. Interpersonal communication
d. Group communication
Ans: A
Focus Question: How did the modern communication discipline develop?

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Answer Location: The Emergence of Areas of Study
Difficulty Level: Medium

15. The study of rhetoric began in which of the following?
a. Interpersonal communication
b. Public address
c. Critical approach
d. Media studies
Ans: B
Focus Question: How did the modern communication discipline develop?
Answer Location: Rhetoric and Rhetorical Criticism
Difficulty Level: Easy

16. Which of the following became an area of study for mass media scholars only in the early decades of the previous century?
a. Television
b. Newspapers
c. Radio
d. Books
Ans: C
Focus Question: How did the modern communication discipline develop?
Answer Location: Mass Communication
Difficulty Level: Medium

17. Which of the following is true about writing the history of a discipline?
a. A history of a discipline is one of many ways of reporting research developments.
b. There is a single history for any discipline.
c. There is only one “true” history for a discipline.
d. All histories are written from the same vantage point.
Ans: A
Focus Question: How did the modern communication discipline develop?
Answer Location: The Challenges of Writing History
Difficulty Level: Medium

Multiple Response

1. CHOOSE ALL THAT APPLY. Which members of society are perceived as having a greater ability to impose their values and establish the nature of taken-for-granted aspects of society?
a. Women
b. Men
c. White people
d. Heterosexuals
Ans: B, C, D
Focus Question: What is the critical approach to communication?
Answer Location: Assumptions

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Difficulty Level: Medium

2. CHOOSE ALL THAT APPLY. One method used by those taking a critical approach involves the analysis of texts. Which ones might be considered for analysis?
a. Transcripts of interactions
b. Television
c. Music
d. Movies
Ans: A, B, C, D
Focus Question: What is the critical approach to communication?
Answer Location: Methods
Difficulty Level: Easy

3. CHOOSE ALL THAT APPLY. Which of the following would be considered part of cultural communication?
a. Intracultural communication
b. Cross-cultural communication
c. Critical cultural communication
d. Intercultural communication
Ans: A, B, C, D
Focus Question: What are some of the major areas of study in the communication discipline?
Answer Location: Cultural Communication
Difficulty Level: Medium

4. CHOOSE ALL THAT APPLY. Family communication studies can include which of these areas?
a. Conflict
b. Violence
c. Celebrations
d. Groupthink
Ans: A, B, C
Focus Question: What are some of the major areas of study in the communication discipline?
Answer Location: Family Communication
Difficulty Level: Medium

5. CHOOSE ALL THAT APPLY. Persuasion can also be called which of the following?
a. Coercion
b. Brainwashing
c. Discouragement
d. Manipulation
e. Propaganda
Ans: A, B, D, E
Focus Question: What are some of the major areas of study in the communication discipline?

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Answer Location: Persuasion
Difficulty Level: Hard

6. CHOOSE ALL THAT APPLY. Rhetoric studies all influences on communication, including which of the following?
a. Media content
b. Technology
c. Architecture
d. Politics
Ans: A, B, C, D
Focus Question: How did the modern communication discipline develop?
Answer Location: Coming Together (Kind of) as Communication Studies
Difficulty Level: Medium

7. CHOOSE ALL THAT APPLY. Which ones are methods typically used in the interpretivist approach to communication?
a. Experiments
b. Interviews
c. Textual Analysis
d. Participant observation
Ans: B, C, D
Focus Question: What is the interpretivist approach to communication?
Answer Location: Methods
Difficulty Level: Medium

True/False

1. A history of a discipline is the one correct view of that history.
Ans: F
Focus Question: How did the modern communication discipline develop?
Answer Location: The Challenges of Writing History
Difficulty Level: Easy

2. Historiography studies the persuasive effect of writing history in particular ways.
Ans: T
Focus Question: How did the modern communication discipline develop?
Answer Location: The Challenges of Writing History
Difficulty Level: Easy

3. One key goal of research is to make developments and corrections to our understanding.
Ans: T
Focus Question: How did the modern communication discipline develop?
Answer Location: The Challenges of Writing History
Difficulty Level: Easy

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4. The first formally organized professional association in communication was the World Communication Association.
Ans: F
Focus Question: How did the modern communication discipline develop?
Answer Location: The Development of a Discipline
Difficulty Level: Medium

5. Aristotle and Socrates taught communication to the sons of wealthy citizens.
Ans: T
Focus Question: How did the modern communication discipline develop?
Answer Location: Rhetoric and Rhetorical Criticism
Difficulty Level: Medium

6. Rhetorical criticism is not limited to public address.
Ans: T
Focus Question: What are some of the major areas of study in the communication discipline?
Answer Location: Rhetorical Criticism
Difficulty Level: Medium

7. The methods used in the critical approach are very different from those used in interpretivist approaches.
Ans: F
Focus Question: What is the critical approach to communication?
Answer Location: Methods
Difficulty Level: Medium

8. A critical approach avoids studying power within societal groups.
Ans: F
Focus Question: What is the critical approach to communication?
Answer Location: Critical Approach
Difficulty Level: Easy

9. Researchers using the interpretivist approach primarily seek to understand and describe communication experience.
Ans: T
Focus Question: What is the interpretivist approach to communication?
Answer Location: Interpretivist Approach
Difficulty Level: Easy

10. Storytelling is not one of the areas studied in family communication.
Ans: F
Focus Question: What are some of the major areas of study in the communication discipline?
Answer Location: Family Communication
Difficulty Level: Easy

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Short Answer

1. What is the main advantage of the social scientific approach?
Ans: The main advantage of the social scientific approach is its ability to explain patterns of observation theoretically and to derive new predictions from previous work.
Focus Question: What is the social scientific approach to communication?
Answer Location: Advantages
Difficulty Level: Easy

2. Why do interpretivist approaches reject the idea that research can ever be value free?
Ans: Researchers are seen as personally interpreting whatever is being studied, based upon their own knowledge and perspectives. From this point of view, neutrality cannot exist, so no researcher can ever be truly objective.
Focus Question: What is the interpretivist approach to communication?
Answer Location: Assumptions
Difficulty Level: Medium

3. When it comes to instruction and learning as the focus of communication education, what area of study has received perhaps the most attention?
Ans: The area of communication apprehension, which has recently been extended to several other areas such as the qualities of leadership and group cohesion, has received much attention in the study of communication education.
Focus Question: What are some of the major areas of study in the communication discipline?
Answer Location: Communication Education and Instructional Communication
Difficulty Level: Hard

4. Textual analysis conducted as part of interpretivist research frequently takes what form?
Ans: It frequently takes the form of conversation analysis or discourse analysis.
Focus Question: What is the interpretivist approach to communication?
Answer Location: Textual Analysis
Difficulty Level: Medium

5. Describe at least one disadvantage to the social scientific approach.
Ans: Research methods are often culturally insensitive, not taking into account differences in race, religion, gender, sexuality, education, national origin, age, socioeconomic status, and so on. (Other disadvantages are multiple variables, restrictive nature of constructing questionnaires, participant accuracy and convenient [but nonrepresentative] samples.)
Focus Question: What is the social scientific approach to communication?
Answer Location: Disadvantages
Difficulty Level: Medium

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6. What are the two primary methods used in the social scientific approach to studying communication?
Ans: The social scientific approach primarily uses experiments or questionnaires/surveys to study communication.
Focus Question: What is the social scientific approach to communication?
Answer Location: Methods
Difficulty Level: Easy

Essay

1. Briefly explain the importance of associations, such as the National Communication Association, including two of their most important functions.
Ans: Associations give a discipline presence in the academic community. They hold conferences where scholars can learn about the research being conducted by other scholars in the discipline, and they publish academic journals that contain research articles.
Focus Question: How did the modern communication discipline develop?
Answer Location: The Development of a Discipline
Difficulty Level: Medium

2. Provide a brief explanation regarding the rise of interpersonal communication within the academic setting.
Ans: Interpersonal communication has grown in popularity among both undergraduate and graduate students in recent years. The area now focuses on close personal relationships rather than simply two people talking with one another. Interpersonal communication enjoys a place of prominence in the discipline.
Focus Question: How did the modern communication discipline develop?
Answer Location: Coming Together (Kind of) as Communication Studies
Difficulty Level: Medium

3. Briefly explain the view of the social scientific approach and the types of research methods often used in data collection by social scientists.
Ans: The social scientific approach views the world as objective, causal, and predictable. Researchers work to describe communication activity and to discover connections between phenomena or causal patterns. This approach tends to employ laboratory experiments and questionnaires/surveys and works to find precise measurements of behavior, with the emphasis on statistical numerical analysis of the data collected.
Focus Question: What is the social scientific approach to communication?
Answer Location: Social Scientific Approach
Difficulty Level: Easy

4. Provide a brief explanation of the two types of observation-based nonquantitative data collection that may be used by interpretivist researchers (direct observation and participant observation).
Ans: Interpretivist researchers may apply grounded theory as they conduct their

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research, using direct observation and participant observation (ethnography). With direct observation, the researcher does not interact with the participants being studied, but with participant observation, the researcher interacts with the participants without changing what would occur naturally.
Focus Question: What is the interpretivist approach to communication?
Answer Location: Methods; Direct Observation and Participant Observation
Difficulty Level: Medium

5. Explain how people in groups in real life rarely have zero history with one another and what that means for the group.
Ans: People generally enter groups with preexisting relationships. Those relationships influence both interactions and decision making. When group members do have little shared history (for example, in laboratory studies), they often generate relational alliances or develop adversarial relationships in the group.
Focus Question: What are some of the major areas of study in the communication discipline?
Answer Location: Group Communication
Difficulty Level: Medium

6. Describe the social desirability effect and why it could be detrimental.
Ans: Participants may not always be honest about the answers provided to researchers. Frequently, people who respond tell a researcher what they think he or she wants to hear or what they think makes themselves look good. This could be detrimental because researchers do not get a completely honest response and the results could be skewed. For example, one study found that people use twice as much media as they report using on surveys and questionnaires.
Focus Question: What is the social scientific approach to communication?
Answer Location: Participant Accuracy
Difficulty Level: Hard

7. Unlike the social scientific approach, the data used in interpretivist research tend not to be quantitative or number-based. Describe what type of non-quantitative data is involved in interpretivist research.
Ans: The data used in interpretivist research are actually symbolic activity. These data might include, for example, nonverbal behaviors when interviewing or words spoken when interacting with an enemy. The nonverbal behaviors and words used in each situation would then be analyzed.
Focus Question: What is the interpretivist approach to communication?
Answer Location: Data
Difficulty Level: Medium

8. Scholars taking the critical approach to communication try to uncover hidden or explicit power within a societal group. Explain why this is important to the study of communication.
Ans: Oppression and advantage are transacted or exercised through communication, as well as through other means. Some groups of people have greater opportunities to

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express and convey their thoughts, feelings, and experiences, while other groups of people are repressed and have limited opportunities to be heard or recognized. The critical approach to the study of communication assumes that there is a built-in structure in society that gives advantage to one set of people rather than another, and it seeks to identify the hidden but formidable symbolic structures and practices that create or uphold advantage, inequity, or oppression of some groups in favor of others.
Focus Question: What is the critical approach to communication?
Answer Location: Critical Approach/Assumptions
Difficulty Level: Hard

9. What is the challenge of scholars who undertake the critical approach to communication?
Ans: One of the problems faced by the critical approach is the criticism that it is giving itself power and the right to identify the nature of inequality and how it might be challenged. Therefore, the challenge of critical scholars is dealing with those questions of how they know they are correct and what gives them the right to make such judgments.
Focus Question: What is the critical approach to communication?
Answer Location: Disadvantages
Difficulty Level: Medium

10. Describe at least one disadvantage of the interpretivist approach to communication.
Ans: One disadvantage of the interpretivist approach involves believing the researcher. If people view things differently, who is to say that the researcher's observations and conclusions are accurate? Researchers using interpretivist methods may import their own values and understanding when studying the communication of others. (Other disadvantages are its limited scope of understanding and time-consuming process.)
Focus Question: What is the interpretivist approach to communication?
Answer Location: Disadvantages
Difficulty Level: Medium

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