

## Chapter 2

### The Field of Communication from Historical and Contemporary Perspectives

- I—Recognize the meaning of a concept
- II—Remember something about a concept
- III—Apply a concept to a situation

#### MULTIPLE CHOICE

1. The study of communication is more than \_\_\_\_\_ years old. [p. 23, II]
  - a. 3000
  - b. 4100
  - c. 5000
  - d. 3200
  - e. \*2500
  
2. Why was Plato suspicious of rhetoric? [p. 23, II]
  - a. \*The possibility of its misuse to manipulate and deceive.
  - b. All citizens might learn how to speak persuasively.
  - c. It would be the demise of the Academy.
  - d. It was too difficult for the average person to learn.
  - e. He was suspicious for all of the above reasons.
  
3. The first known theorists and teachers of rhetoric or persuasive speaking were \_\_\_\_\_. [p. 23, I]
  - a. Corax and Isocrates
  - b. Isocrates and Plato
  - c. \*Corax and Tisias
  - d. Isocrates and Tisias
  - e. Plato and Tisias
  
4. According to Aristotle, with of the following is NOT a persuasive “proof”? [p. 24, I]
  - a. logos
  - b. pathos
  - c. ethos
  - d. \*tanthos
  - e. all of the above are “proofs”

5. Stuart has just started preparing a speech for his communication class. He has selected a topic and is thinking about the kind of arguments, reasoning and evidence he might use in his speech. Stuart is focusing on which canon of public speaking? [p. 24, III]
  - a. \*logos
  - b. organization
  - c. pathos
  - d. ethos
  - e. delivery
  
6. The study of communication, power, and empowerment, especially as it relates to the issue of who is and who is not allowed to speak in a society, is strongly influenced by which philosopher? [p. 26, II]
  - a. John Dewey
  - b. Plato
  - c. George Herbert Mead
  - d. \*Michel Foucault
  - e. Kenneth Burke
  
7. Scholars use quantitative research methods to gather information in which of the following forms? [p. 28, II]
  - a. ethnography
  - b. textual
  - c. \*numerical
  - d. symbolic
  - e. syntactical
  
8. Louise has prepared a brief questionnaire to find out how satisfied her clients are with the service she has been providing them. She is engaging in which kind of quantitative research method? [p. 28, III]
  - a. experiment
  - b. \*survey
  - c. textual analysis
  - d. historical analysis
  - e. descriptive statistics
  
9. Independent and dependent variables are components of which type of quantitative research method? [p. 28, II]
  - a. \*experiment
  - b. survey
  - c. textual analysis
  - d. historical analysis
  - e. descriptive statistics

10. Textual analysis is an example of which type of research approach? [p. 29, II]
- \*qualitative
  - survey
  - critical
  - quantitative
  - historical
11. Gary is conducting an organizational communication study by using two different methodologies. He is giving the employees a questionnaire and he is also reviewing the minutes of the company's Board meetings over the past three years. Gary's research approach is a good example of: [p. 30, III]
- distributive methodology
  - quantitative research
  - \*triangulation
  - qualitative research
  - hybrid methodology
12. Which of the following is an area of study in the discipline of communication? [pp. 31–37, II]
- interpersonal communication
  - public communication
  - organizational communication
  - mass communication
  - \*all of the above are areas of study in the field of communication
13. Organizational culture can best be defined as \_\_\_\_\_. [p. 34, I]
- understanding of the power hierarchy within an organization
  - understanding personal relationships on the job
  - understanding how to better productivity in an organization
  - \*understanding an organization's identity and codes of thought and action
  - all of the above are definitions of organizational culture
14. Whiteness studies are examples of research conducted in which field of communication study? [p. 37, II]
- Organizational Communication Studies
  - Mass Communication Studies
  - Performance Studies
  - Public Communication Studies
  - \*Intercultural Communication Studies

15. The early 20<sup>th</sup> century philosopher John Dewey taught that communication was important \_\_\_\_\_. [p. 24, II]
- to communicate wants and desires
  - to create good systems of mass media
  - to train reporters to ask the right type of questions
  - to protect the first amendment rights of Americans
  - \*to express progressive thought through citizen participation
16. Qualitative research methods \_\_\_\_\_. [p. 29, II]
- often use statistics to measure effects
  - focus on media ratings
  - are the best form of audience measurement
  - \*provides non-numerical knowledge about communication
  - all of the above
17. Scholars identify and challenge communication practices that oppress, marginalize, or otherwise harm individuals and social groups in \_\_\_\_\_ research. [p. 29, II]
- quantitative
  - \*critical
  - organizational
  - operational
  - interpersonal
18. Rhetorical criticism is \_\_\_\_\_. [p. 30, II]
- \*the process of examining a text to see how it works communicatively
  - the study of the history of the field of communication
  - unwanted critical feedback
  - the study of persuasive nonverbal communication
  - quantitative research
19. Aisha wanted to understand what lawyers looked for when they selected juries. She spent hours observing attorneys question potential jurors for upcoming trials to see if she could identify patterns. This type of research is called \_\_\_\_\_. [p. 29, III]
- quantitative
  - \*textual analysis
  - historical
  - critical
  - triangulation

20. Cell phones, Face Book, My Space, and Twitter have helped transform how we think and process information. This reflects a primary area of the modern communication discipline referred to as \_\_\_\_\_. [p. 35, II]
- intrapersonal interaction
  - group and team discussion
  - intercultural Phenomena
  - mass communication
  - \*mediated communication

### **TRUE/FALSE**

- Communication is a relatively new area of academic study. [p. 23, II] F
- Sophists were known for their extraordinary concern for the ethical character of argument. [p. 24, II] F
- Pathos is the proof that appeals to listeners' emotions. [p. 24, I] T
- Ethos is proof based on logic and reasoning. [p. 24, I] F
- John wants to understand more about how communication influenced and was impacted by the Civil Rights Movement. He decides to study Martin Luther King, Jr's "I have a dream speech." This is known as ethnographic research. [p. 29, III] F
- Critical scholars attempt to identify and challenge communication practices that oppress, marginalize, or otherwise harm individuals or social groups. [ p. 29, I] T
- Researchers in the field of organizational communication sometimes study personal relationships people have in professional settings. [p. 34, II] T
- The study of movies and films is not a part of any of the fields of communication study. [p, 35, II] F
- Media sometimes reinforce cultural stereotypes about race and ethnicity. [p. 35, II] T
- Effective communication principles are the same across all cultures. [p. 36, II] F

### **IDENTIFICATION**

- \_\_\_\_\_ were teachers of rhetoric who boasted they could teach people how to win arguments by using gimmicks. [p. 24, I]  
Sophists

2. \_\_\_\_\_ is a type of quantitative research in which researchers control the context and what happens in it. [p. 28, I]  
Experiment
3. Communication with ourselves, or self-talk, is called \_\_\_\_\_. [p. 31, I]  
intrapersonal communication
4. Three themes that unify diverse areas in the field of communication are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. [pp. 38–39, II]  
Symbolic activities; meaning; ethics
5. \_\_\_\_\_ \_\_\_\_\_ aims to understand how particular texts work. [pp. 30–31, II]  
rhetorical criticism
6. \_\_\_\_\_ communication is communication between people. [pp. 31–32, II]  
interpersonal
7. Studying \_\_\_\_\_ communication increases our insight into different cultures' communication styles and meanings. [p. 36, II]  
intercultural
8. \_\_\_\_\_ are arbitrary, ambiguous, and abstract representations of other phenomena. [p. 38, II]  
symbols
9. Studying phenomena in multiple ways is called \_\_\_\_\_. [p. 30, I]  
triangulation
10. Some organizations think of themselves as family. This is a reflection of their \_\_\_\_\_  
\_\_\_\_\_. [p. 34, III]  
organizational culture

## **ESSAY**

1. Discuss the three main types of communication research. Give specific examples of each type of research and discuss why each of the three types of research is important.
2. According to the textbook, the field of communication is quite broad. As fully as you can, describe five of the areas of study and teaching in modern communication. Explain what topics each field focused on and give examples.
3. Explain how symbolic activities can be seen at the heart of interpersonal, public, small group, and mass media areas of communication.