

Chapter 1

A First Look at Communication

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

MULTIPLE CHOICE

1. Given any typical day, how often does a person communicate? [p. 2, II]
 - a. roughly 15-20 times a day
 - b. *continually throughout the day
 - c. less than 5 times a day
 - d. roughly 100-200 times a day
 - e. roughly 200-300 times a day

2. Author Julia Wood mentions which of the following factors affect her point of view in the textbook? [pp. 2–3, II]
 - a. being a woman
 - b. her research and reading the research of others
 - c. being from a middle income family
 - d. being white
 - e. *all of these factors affect her point of view in the textbook

3. According to surveys of companies, the most important quality they look for in a job applicant is _____. [p.7, II]
 - a. technical skill
 - b. a degree from an accredited university
 - c. *the ability to communicate effectively
 - d. practical experience
 - e. a willingness to relocate

4. Communication skills are vital to civic life because _____. [pp. 8–10, II]
 - a. *our society is socially diverse in nature
 - b. personal disclosures are important
 - c. the connection between communication and identity
 - d. communication directly influences our well-being
 - e. all of the above are reasons why communication is vital to civic life

5. The process nature of communication means _____. [p.10, I]
 - a. a given interaction has a definite beginning and ending
 - b. what happens in one encounter has little impact on other encounters we have
 - c. communication rarely, if ever, changes
 - d. *our interactions with others are ongoing and dynamic
 - e. we can stop communicating

6. The statement that communication is systemic means that _____. [p. 11, I]
 - a. symbols construct our meanings
 - b. communication changes over time
 - c. there is a content level and a literal
 - d. it is studied in an organized manner
 - e. *the various parts affect each other

7. The openness of a system is _____. [p. 14, I]
 - a. the extent to which a system strives to sustain equilibrium
 - b. the extent of interaction within a system
 - c. *the extent to which a system affects and is affected by outside factors and processes
 - d. the extent of absolute balance in a system
 - e. the extent to which someone is willing to communicate

8. The literal meaning of a message is referred to as _____. [p. 13, I]
 - a. relational level of meaning
 - b. connotative level of meaning
 - c. bypassed meaning
 - d. *content level of meaning
 - e. inferential level of meaning

9. Symbols can be described as _____. [p. 13, I]
 - a. appropriate verbal and nonverbal behaviors
 - b. *abstract, arbitrary, and ambiguous representations of other things
 - c. a group of interrelated parts that affect one another
 - d. figures which cause absolute balance in a system
 - e. anything that interferes with the intended meaning of communication

10. Jane knocked on the door of her friend's house. She wanted to talk with her friend about a disagreement they had earlier in the day. When her friend answered the door, she said "May I come in? The content level of Jane's request was _____. [p. 15, III]
 - a. she found her friend approachable
 - b. * she wanted her friend's permission to enter
 - c. she was disappointed in her friend's action
 - d. she should have talked to her friend earlier
 - e. she will have a hard time talking to her about the issue

11. The most simplistic communication models are _____. [p. 14, II]
- transactional
 - interactional
 - *linear
 - bifocal
 - directional
12. The major distinction between the linear and interactive models of communication is _____. [p. 14, II]
- the linear model allows for the concept of noise interfering with communication
 - the interactive model includes both a source and receiver
 - the interactive model allows for the concept of noise interfering with communication
 - the linear model identifies a distinct message
 - *the interactive model includes feedback, or a response to the message
13. Bart tries to concentrate during a particularly difficult lecture, but finds that he is more focused on the instructor's unique dialect and delivery style. This is an example of _____. [p. 14, III]
- *noise
 - feedback
 - transaction
 - social diversity
 - both a and c
14. George Herbert Mead's statement that humans are talked into humanity means _____. [p. 5, II]
- people have to be calmed into acting with civility
 - *we gain our personal identity by interacting with others
 - by communicating people automatically become human
 - only humans can talk
 - none of the above
15. Communication in personal relationships _____. [pp. 6–7, II]
- helps solve problems
 - involves personal disclosures
 - sustains the daily rhythms of intimate connections
 - *all of the above
 - a and b
16. Communication is _____. [pp. 10–13, II]
- a process
 - systematic
 - symbolic
 - *all of the above
 - none of the above

17. The content level of meaning _____. [p. 13, II]
- is always verbal
 - is language
 - *is the literal message
 - is psychological
 - is cultural
18. The relationship level of meaning _____. [p. 13, II]
- is the connection between symbols and things
 - focuses on the meaning of sounds only
 - *expresses the relationship between communicators
 - is not a process
 - is only found in verbal expression
19. Harold Laswell constructed a(n) _____ model of communication. [p. 14, I]
- circular
 - cubic
 - qualitative
 - *linear
 - reified
20. Wilbur Schramm constructed a(n) _____ model of communication. [pp. 14–15, I]
- round
 - flat
 - *interactive
 - proactive
 - deterministic

TRUE/FALSE

- People who communicate well have an advantage in their personal, social, and professional life. [pp. 5–8, II] T
- Communicating with other people promotes personal health. [p. 5, II] T
- Communication is vital for maintaining civic engagement in societies, unless they are democratic and pluralistic. [pp. 8–9, II] F
- In communication systems all parts of a system interact and affect each other. [pp. 11, II] T
- Homeostasis is a state of equilibrium with a system. [p. 12, I] T
- A living system can sustain absolute equilibrium. [p. 12, II] F

7. We have direct access to the thoughts and feelings of those with whom we communicate. [p. 13, II] F
8. Linear models capture the process character of communication. [p. 14, II] F
9. In the transactional model of communication, each person participates simultaneously as a sender and receiver of messages. [p. 15-16, I] T
10. Communication research is a vital and growing field of work. [p. 16, II] T

IDENTIFICATION

1. The abstract, arbitrary, and ambiguous representations we use to represent our experience are _____ . [p. 13, I]
symbols
2. _____ is anything that interferes with the intended meaning of communication. [p. 14, I]
noise
3. The earliest models of communication which described communication as one-way, are known as _____ models. [p. 14, II]
linear
4. _____ is the response we have to a message. [p. 14, I]
feedback
5. The _____ model of communication best represents communication as a shared and complex process. [p. 15-16, I]
Transactional
6. A process is _____ and _____. [p. 10, I]
ongoing; dynamic
7. A _____ consists of interrelated parts that affect one another. [p. 11, I]
system
8. _____ is the extent to which a system affects and is affected by outside factors and processes. [p. 12, I]
openness
9. Systems seek a state of equilibrium, or _____. [p. 12, I]
homeostasis

10. Abstract, arbitrary, and ambiguous representations of other things are _____. [p. 13, I] symbols

ESSAY

1. Define communication. Identify and describe the four key features of communication.
2. According to Wood, the study of communication is valuable for four major reasons. Identify and describe each of them.
3. Define the content and relational levels of meaning in communication. Provide an example of each level of meaning and explain how they work together.
4. Compare and contrast the three generations (or types) of models of communication discussed in Chapter One. State which model you think is best and explain your reasons for your choice.
5. Chapter One defined communication as systemic. Explain what this means and why it is important for thinking about interaction in a socially diverse society. Provide concrete examples of system principles you discuss in your response.

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 20th 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
- _____ is a type of quantitative research in which researchers control the context and what happens in it. [p. 28, I]
Experiment
- 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.