

Chapter 1: Communication in the 21st Century Test Bank

Multiple Choice

1. Today, there is deep permeation of communication, technology, and media in our daily lives, as part of the _____ Age.

- a. Communication
- b. Information
- c. Technology
- d. Digital

Ans: A

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: The Communication Age

Difficulty Level: Medium

2. You and your neighbor Brienne are liking and sharing one another's posts on Facebook, when all of a sudden Brienne knocks on your door to talk about her reaction to your latest post. This is an example of _____.

- a. divergence
- b. social connection
- c. convergence
- d. digital relations

Ans: C

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: The Communication Age

Difficulty Level: Hard

3. People for whom technologies already existed when they were born are referred to as _____.

- a. millennials
- b. virtual pioneers
- c. digital natives
- d. digital immigrants

Ans: C

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: The Communication Age

Difficulty Level: Easy

4. People who have learned and adopted digital technologies later in life, as opposed to being exposed to those technologies during childhood, are known as _____.

- a. digital immigrants
- b. media amateurs
- c. digital natives
- d. computer immigrants

Ans: A

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: The Communication Age

Difficulty Level: Easy

5. A disadvantage of the permeation of communication, technology, and media into everyday life involves _____.

- a. being able to instantly access information
- b. easily staying in touch with friends
- c. the convenience and efficiency of having readily available technology for communicating
- d. the availability of communication technologies while driving

Ans: D

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: The Communication Age

Difficulty Level: Medium

6. Maria just purchased a new cell phone and is struggling to understand how to download apps. Juan, Maria's son, has been downloading apps for years and teaches his mother how to do so. According to the text, Juan can be considered a _____, while Maria can be considered a _____.

- a. tech savant; novice
- b. digital instructor; digital learner
- c. digital native; digital immigrant

d. digital immigrant; digital native

Ans: C

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: The Communication Age

Difficulty Level: Hard

7. One benefit of studying communication is _____.

- a. It can have a positive impact on our relationships with others.
- b. It can help us get higher paying jobs.
- c. It can make others like us better.
- d. It can help us persuade and control others.

Ans: A

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: The Communication Age

Difficulty Level: Medium

8. _____ is the collaborative process of using messages to create and participate in social reality.

- a. Text messaging
- b. A group dynamic
- c. Communication
- d. Collaboration

Ans: C

KEY: Learning Objective: 1-2: Define Communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication Defined

Difficulty Level: Easy

9. Our social realities emerge through _____.

- a. our unique identities
- b. our interactions with others
- c. our past histories
- d. our educational experiences

Ans: B

KEY: Learning Objective: 1-2. Define Communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Communication Defined

Difficulty Level: Medium

10. When individuals communicate over time, they use past messages to influence the nature and interpretation of present and future messages. This demonstrates how communication _____.

- a. is collaborative
- b. involves messages
- c. is creative
- d. is a process

Ans: D

KEY: Learning Objective: 1-2. Define Communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Communication Is a Process

Difficulty Level: Medium

11. _____ refers to the notion that communication requires the involvement of others.

- a. "Communication involves messages"
- b. "Communication is collaborative"
- c. "Communication is participatory"
- d. "Communication is a process"

Ans: B

KEY: Learning Objective: 1-2. Define Communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Communication Is Collaborative

Difficulty Level: Medium

12. Communication is a "we" activity in which people work jointly to create and share meaning. This best demonstrates that communication _____.

- a. is a process
- b. is collaborative
- c. involves messages
- d. is static

Ans: B

KEY: Learning Objective: 1-2. Define Communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension
Answer Location: Communication Is Collaborative
Difficulty Level: Medium

13. Using a system of symbols, signs, and gestures to share meaning with others reflects which aspect of communication?
- a. Communication is creative.
 - b. Communication is collaborative.
 - c. Communication is a process.
 - d. Communication involves messages.

Ans: D

KEY: Learning Objective: 1-2. Define Communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication Involves Messages

Difficulty Level: Easy

14. Being labeled a *loser* may alter a person's perceptions and reinforce self-destructive behaviors, taking part in and shaping his or her social reality. This best demonstrates that communication _____.

- a. is collaborative
- b. involves messages
- c. is participatory
- d. is creative

Ans: D

KEY: Learning Objective: 1-2. Define Communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: Communication Is Creative

Difficulty Level: Medium

15. Our ability to both *create* and *participate in* social realities reflects _____.

- a. the making and doing functions the ancient Greeks referred to as poiesis and praxis
- b. the inspiration for communication metaphors
- c. how communication allows us to entertain, persuade, and inform one another
- d. an interpretation of communication as an instrument that helps us accomplish things

Ans: A

KEY: Learning Objective: 1-2. Define Communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication Is Participatory
Difficulty Level: Easy

16. Communication in which individuals are physically or bodily present during interactions is known as _____ communication.

- a. mass
- b. mediated
- c. face-to-face
- d. personal

Ans: C

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Contexts of Communication

Difficulty Level: Easy

17. Communication interactions that take place through some type of technology such as a telephone, e-mail, or text message are known as _____ communication.

- a. mass
- b. mediated
- c. face-to-face
- d. digital

Ans: B

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Contexts of Communication

Difficulty Level: Easy

18. If Maya calls her mother on the phone and shares her day's experience, she is engaged in which type of communication?

- a. face-to-face
- b. mediated
- c. distance
- d. cognitive

Ans: B

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Contexts of Communication
Difficulty Level: Hard

19. Jorge walks across the street and “checks in” on his neighbor each day. Which type of communication are Jorge and his neighbor engaged in?
- a. mediated
 - b. personal
 - c. distance
 - d. face-to-face

Ans: D

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Contexts in Communication

Difficulty Level: Hard

20. Interpersonal communication can best be defined as _____.
- a. communication with or between persons
 - b. communication with oneself
 - c. communication to the general public
 - d. communication using technology

Ans: A

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Interpersonal Communication

Difficulty Level: Easy

21. Which example best reflects interpersonal communication?
- a. reading a news update on a university website
 - b. resolving a conflict with a spouse
 - c. listening to your favorite songs with a friend
 - d. giving a presentation to a group of college students

Ans: B

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: Interpersonal Communication

Difficulty Level: Medium

22. Responding to a friend's Facebook post reflects which type of communication context?

- a. small group
- b. intrapersonal
- c. public
- d. interpersonal

Ans: D

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Interpersonal Communication

Difficulty Level: Hard

23. Three students are studying together for an upcoming examination. Which communication context best describes this group?

- a. small group
- b. interpersonal
- c. public
- d. mass

Ans: A

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Small Group Communication

Difficulty Level: Hard

24. A group of four students in Marco's English class decide to get together after class to brainstorm topics for their final papers. In what type of communication are Marco and his classmates engaging?

- a. interpersonal
- b. mediated
- c. public
- d. small Group

Ans: D

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Contexts of Communication

Difficulty Level: Hard

25. Communication that involves one person speaking to many is called _____.

- a. interpersonal communication
- b. public communication
- c. mass communication
- d. mediated communication

Ans: B

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Public Communication

Difficulty Level: Easy

26. A teacher giving a lecture to a class is an example of which communication context?

- a. public
- b. mass
- c. interpersonal
- d. masspersonal

Ans: A

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Public Communication

Difficulty Level: Hard

27. _____ communication involves transmission of messages through various media to a distant audience with limited interaction between the producer of a message and his or her audience.

- a. Mediated
- b. Masspersonal
- c. Mass
- d. Public

Ans: C

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Mass Communication

Difficulty Level: Medium

28. You and your sister have started your own company called “Yummy Dog Treats.” Your local newspaper publishes an article about it. Which type of communication is this?

- a. mass
- b. masspersonal
- c. public
- d. mediated

Ans: A

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Mass Communication

Difficulty Level: Hard

29. Using social media sites such as Instagram and Facebook to create and maintain interpersonal relationships reflects which type of communication?

- a. mediated
- b. masspersonal
- c. mass
- d. interpersonal

Ans: B

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Masspersonal Communication

Difficulty Level: Medium

30. Masspersonal communication is best reflected in which example?

- a. the Obama campaign using text messages to announce campaign decisions
- b. the number of Facebook posts you had in one day
- c. the nightly news on a television channel you flipped to
- d. an engagement announcement at your parents’ house

Ans: A

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: Masspersonal Communication

Difficulty Level: Medium

31. Jared proposes to his girlfriend over the radio while he is working the late shift as a DJ. What type of communication is Jared engaged in?

- a. public communication
- b. mass communication
- c. interpersonal communication
- d. masspersonal communication

Ans: D

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Masspersonal Communication

Difficulty Level: Hard

32. Metaphors can best be described as _____.

- a. one-way linear communication between two different concepts
- b. comparisons of something unfamiliar to something familiar
- c. social constructions of reality
- d. communication exchanges

Ans: B

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: Communication Metaphors

Difficulty Level: Medium

33. What is the benefit of using metaphors to understand communication?

- a. Metaphors make studying communication more interesting.
- b. Metaphors help us paint vivid word pictures about communication.
- c. Metaphors allow us to perceive and talk about communication in new ways.
- d. Metaphors promote more ethical communication.

Ans: C

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: Communication Metaphors

Difficulty Level: Medium

34. Which communication metaphor is the earliest model of communication?

- a. transmission

- b. interaction
- c. transaction
- d. social construction

Ans: A

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication as Transmission

Difficulty Level: Easy

35. Communication as _____ views communication as a one-way transfer of information in which a source sends a message through a channel or a medium to a receiver.

- a. transaction
- b. interaction
- c. transmission
- d. social construction

Ans: C

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication as Transmission

Difficulty Level: Easy

36. Communication as transmission describes communication as a _____ transfer of information.

- a. linear, one-way
- b. linear, two-way
- c. circular, one-way
- d. circular, two-way

Ans: A

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication as Transmission

Difficulty Level: Easy

37. Distractions or other things that interfere with our attempts to communicate are known as _____.

- a. noise
- b. feedback
- c. distractors

d. metaphors

Ans: A

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication as Transmission

Difficulty Level: Easy

38. The interaction metaphor views communication as a(n) _____.

- a. linear, one-way transfer of information
- b. two-way process of reciprocal action
- c. series of communication accomplishments
- d. ongoing process of social construction of reality

Ans: B

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Communication as Interaction

Difficulty: Medium

39. Feedback can be defined as _____.

- a. noise that interrupts conversations
- b. a linear, one-way flow of conversation
- c. the communicator's perception of the speaking situation
- d. a receiver's response to a sender's message

Ans: D

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication as Interaction

Difficulty Level: Easy

40. According to the interaction metaphor, each of us brings our own attitudes, perceptions, and backgrounds to communication interactions. This is known as our _____.

- a. attitudes, values, and beliefs
- b. communication predispositions
- c. fields of experience
- d. frames of mind

Ans: C

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental

Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication as Interaction

Difficulty Level: Easy

41. Which communication metaphor emerged as a way to acknowledge that people accomplish something in communication beyond merely sending and receiving messages?

- a. transmission
- b. interaction
- c. transaction
- d. social construction

Ans: C

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental

Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication as Transaction

Difficulty Level: Easy

42. In what way is the social construction metaphor different than the transaction metaphor?

- a. The transaction metaphor views the receiver as a passive and the social construction metaphor does not.
- b. The social construction metaphor examines the feedback loop and the transaction metaphor does not.
- c. The social construction metaphor expands the transaction metaphor and stresses the way social realities are constructed through communication.
- d. The transaction metaphor views the sender and receiver as separate and disconnected while the social construction metaphor views them as linked.

Ans: C

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental

Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: Communication as Transaction

Difficulty Level: Medium

43. The primary difference between content and relationship messages is best described as _____.

- a. content messages focus on what is said and relationship messages tell something about the relationship
- b. content messages are brief while relationship messages are complex
- c. relationship messages are culturally bound while content messages are not

d. all messages have a content dimension, but not all messages have a relationship dimension

Ans: A

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: Communication as Transaction

Difficulty Level: Medium

44. The _____ dimension of a message refers to how a message is said and what it implies about the relationship between the participants.

- a. content
- b. relationship
- c. communal
- d. public

Ans: B

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication as Transaction

Difficulty Level: Easy

45. The _____ metaphor assumes that people create their social realities through communication interactions with others.

- a. interaction
- b. transaction
- c. social construction
- d. transmission

Ans: C

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Communication as Social Construction

Difficulty Level: Medium

46. Magnus's teacher suggested he should be a nurse because he was always genuinely concerned for the physical and mental well-being of others. Magnus began believing he would become a nurse, based on his teacher's and others feedback. Magnus's teacher's influence on him to become a nurse falls under the _____ communication metaphor.

- a. transmission
- b. transaction

- c. interaction
- d. social construction

Ans: D

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Communication as Social Construction

Difficulty Level: Hard

47. Communication _____ reflects our ability to communicate in a personally effective yet socially appropriate manner.

- a. competence
- b. effectiveness
- c. ethics
- d. perception

Ans: A

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Knowledge

Answer Location: Communication Competence

Difficulty Level: Easy

48. Codes of conduct that tell us what is right or wrong in any communication context is(are) called _____.

- a. ethics
- b. values
- c. principles
- d. scripts

Ans: A

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Knowledge

Answer Location: Communication Ethics

Difficulty Level: Easy

49. Ethical communication _____.

- a. is most important when working in groups
- b. helps us control our communication interactions
- c. separates good from bad speakers
- d. enhances the well-being of individuals and society

Ans: D

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of

communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Analysis

Answer Location: Communication Ethics

Difficulty Level: Medium

50. According to the communication philosopher and ethicist Jürgen Habermas, ethical communication is that which promotes _____.

- a. dependence and freedom
- b. autonomy and responsibility
- c. freedom and exemption
- d. groupthink and empowerment

Ans: B

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Comprehension

Answer Location: Communication Ethics

Difficulty Level: Medium

51. According to Habermas, manipulation propaganda, and extreme censorship are unethical because they rob people of their _____.

- a. responsibility
- b. self-respect
- c. autonomy
- d. connection

Ans: C

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Knowledge

Answer Location: Communication Ethics

Difficulty Level: Easy

52. Ethical communication requires that we be held accountable for the welfare of others and for the consequences of our own actions. This is known as _____.

- a. responsibility
- b. self-respect
- c. autonomy
- d. ethical connection

Ans: A

KEY: Learning Objective: 1-5: Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics.

REF: Cognitive Domain: Knowledge

Answer Location: Communication Ethics
Difficulty Level: Easy

53. When an individual feels his or her right to make choices has been taken away, he or she no longer has _____.
a. responsibility
b. interaction
c. connection
d. autonomy

Ans: D

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Comprehension

Answer Location: Communication Ethics

Difficulty Level: Medium

54. The primary ethical concern in the transmission metaphor of communication involves _____.
a. opportunities for responsible feedback
b. the personal character of the sender and message integrity
c. how our message impacts those around us
d. an appreciation and understanding of agency and constraint

Ans: B

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Comprehension

Answer Location: Evaluating Ethical Communication

Difficulty Level: Medium

55. The primary ethical concern in the interaction metaphor of communication involves _____.
a. opportunities for responsible feedback
b. the personal character of the sender and message integrity
c. how our message impacts those around us
d. an appreciation and understanding of agency and constraint

Ans: A

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Comprehension

Answer Location: Evaluating Ethical Communication

Difficulty Level: Medium

56. The primary ethical concern in the transaction metaphor of communication involves _____.

- a. opportunities for responsible feedback
- b. the personal character of the sender and message integrity
- c. how our message impacts those around us
- d. an appreciation and understanding of agency and constraint

Ans: C

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Comprehension

Answer Location: Evaluating Ethical Communication

Difficulty Level: Medium

57. The primary ethical concern in the social construction metaphor of communication involves _____.

- a. opportunities for responsible feedback
- b. the personal character of the sender and message integrity
- c. how our message impacts those around us
- d. an appreciation and understanding of agency and constraint

Ans: D

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Comprehension

Answer Location: Evaluating Ethical Communication

Difficulty Level: Medium

58. Viewing communication as a process of social construction requires an appreciation of both _____ (the power and freedom to use communication to create the social realities we desire) and _____ (the limitations inherent in our social realities).

- a. agency; constraint
- b. democracy; law
- c. possibility; danger
- d. voice; control

Ans: A

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Comprehension

Answer Location: Evaluating Ethical Communication

Difficulty Level: Medium

59. Bridget carefully considers her word choices when communicating with a coworker who is 10 years younger than she. She wants to make sure that her coworker does not see her as condescending or inappropriate in her language. Bridget's ethical consideration of her word choices best reflects which communication metaphor?

- a. transmission
- b. transaction
- c. social construction
- d. interaction

Ans: C

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Application

Answer Location: Evaluating Ethical Communication

Difficulty Level: Hard

60. Agency and constraint must both be appreciated when viewing communication through the _____ metaphor.

- a. transmission
- b. interaction
- c. social construction
- d. transaction

Ans: C

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Comprehension

Answer Location: Evaluating Ethical Communication

Difficulty Level: Medium

TRUE/FALSE

1. Convergence can lead to negative communication experiences such as feeling easily distracted and overcommitted.

Ans: T

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: The Communication Age

Difficulty Level: Medium

2. In the Communication Age, we maintain both a bodily and digital existence.

Ans: T

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: The Communication Age

Difficulty Level: Easy

3. Multitasking allows us to be free from distractions and the feeling that we are spread too thin.

Ans: F

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: The Communication Age

Difficulty Level: Medium

4. The ability to access information and people “on demand” helps us avoid social problems.

Ans: F

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: The Communication Age

Difficulty Level: Medium

5. According to employers, communication skills are the most valuable skills employees can possess.

Ans: T

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: The Communication Age

Difficulty Level: Easy

6. Communication has the ability to shape and create new social realities, but only for those individuals who are persuasive speakers.

Ans: F

KEY: Learning Objective: 1-2. Define communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Communication Is Creative

Difficulty Level: Medium

7. The Greeks referred to the functions of communication as *poiesis* and *praxis*.

Ans: T

KEY: Learning Objective: 1-2. Define communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Communication Is Participatory

Difficulty Level: Easy

8. Mediated communication can include writing a letter, calling someone on the phone, and text messaging.

Ans: T

KEY: Learning Objective: 1-2. Define communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Contexts of Communication

Difficulty Level: Easy

9. Face-to-face communication can also be seen as mediated communication since communication is mediated through the body.

Ans: T

KEY: Learning Objective: 1-2. Define Communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Contexts of Communication

Difficulty Level: Medium

10. Public communication is defined as a situation in which a person delivers a message to an audience.

Ans: T

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Public Communication
Difficulty Level: Easy

11. A pair or dyad is considered a small group.

Ans: F

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Knowledge

Answer Location: Small Group Communication

Difficulty Level: Easy

12. The transmission metaphor expands the role of communicators beyond sender-receivers to joint creators of our larger shared social worlds.

Ans: F

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Communication as Transmission

Difficulty Level: Medium

13. The interaction model of communication treats senders and receivers as separate and disconnected.

Ans: T

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Communication as Interaction

Difficulty Level: Medium

14. The attitudes, perceptions, and background an individual brings to communication are collectively referred to as that person's field of experience.

Ans: T

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Communication as Interaction

Difficulty Level: Medium

15. The social construction metaphor describes participants as simultaneous senders–receivers linked in relationship to one another.

Ans: F

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Communication as Social Construction

Difficulty Level: Medium

16. The first model of communication described communication as one-way transfer of information.

Ans: T

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Comprehension

Answer Location: Metaphors Matter

Difficulty Level: Medium

17. Communication competence is achieved when we communicate in personally effectively and socially appropriate ways.

Ans: T

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Knowledge

Answer Location: Communication Competence

Difficulty Level: Easy

18. The social realities we construct can constrain or limit our abilities to perceive others and frame events.

Ans: T

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Knowledge

Answer Location: Evaluating Ethical Communication

Difficulty Level: Easy

19. Engagement refers to the power of communication to link and relate us to people, communities, social institutions, and cultures.

Ans: F

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Comprehension

Answer Location: Connecting and Engaging in Communication
Difficulty Level: Medium

20. Communication activism is a form of engagement used to support social change in communities.

Ans: T

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Knowledge

Answer Location: Connecting and Engaging in Communication

Difficulty Level: Easy

SHORT ANSWER

1. How has the relationship between face-to-face and mediated communication changed with the digital-native generation?

Ans: Face-to-face and mediated communication used to be treated as distinct and separate modes of interaction, and now they are intimately connected because we may use both face-to-face and mediated messages at the same time to build and maintain relationships.

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: The Communication Age

Difficulty Level: Medium

2. What is the difference between a digital native and a digital immigrant?

Ans: Digital natives are people for whom technologies such as computers, cell phones, video games, and digital cameras already existed when they were born. Digital immigrants, those a little older than digital natives, are people who have adopted and learned digital technologies later in life.

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: The Communication Age

Difficulty Level: Medium

3. What technologies may have existed for digital natives when they were born that did not exist for digital immigrants?

Ans: Cell phones, personal computers, computerized video games, digital cameras,

and the Internet are examples of technologies that were likely available when digital natives were born.

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: The Communication Age

Difficulty Level: Medium

4. Explain how social realities are formed through communication.

Ans: When people interact (communicate) with others, they learn to see through world through a set of social judgements that members of a group agree upon. Communication allows us to continue to change and grow in our thinking about the world.

KEY: Learning Objective: 1-2. Define Communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Communication Defined

Difficulty Level: Hard

5. Rajiv and Natalie met at a fraternity party and engaged in small talk. The next day, Rajiv friended Natalie on Facebook and texted her to ask her on a date. How would you classify their interactions with respect to types of communication used so far in their relationship?

Ans: Their interpersonal communication started out face to face at the fraternity party, and then it moved onto mediated communication the following day using text and social media.

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Contexts of Communication

Difficulty Level: Hard

6. Which type of communication historically has tended to be the most impersonal in nature and why?

Ans: Mass communication is the most impersonal because it is produced by few and directed toward large and diverse audiences. It is typically transmitted through electronic and print media and includes television, radio, newspapers, and magazines.

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: Mass Communication

Difficulty Level: Medium

7. Describe what feedback is in the interaction metaphor and why feedback is beneficial.

Ans: Feedback refers to a receiver's response to a sender's message. Because of feedback, senders are able to adapt their messages in real time to increase chances of communication success.

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: Communication as Interaction

Difficulty Level: Medium

8. Explain the importance of the content and relationship dimensions in the transaction model of communication.

Ans: The content dimension refers to the surface-level meaning or what is said in its simplest form, and the relationship dimension refers to how a message is stated, which always conveys something about the relationship between participants. It is important to note that content is largely perceived in the context of the relationship of the participants and how messages have been conveyed in the relationship previously.

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Communication as Transaction

Difficulty Level: Hard

9. What ethical standards must be upheld when viewing communication through the transmission metaphor?

Ans: The message must be honest and truthfully represent the real state of affairs. The personal character of the sender and the factual integrity of the message are of utmost importance.

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Analysis

Answer Location: Evaluating Ethical Communication

Difficulty Level: Medium

10. Provide an example of how people can become involved in communication activism.

Ans: One example is using direct, energetic action (picketing, Facebook group, fundraiser, etc.) to increase awareness of a social issue that needs change for an individual, a group, an organization, or a community.

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Application

Answer Location: Connecting and Engaging in Communication

Difficulty Level: Hard

ESSAY

1. What is convergence? List one advantage and one disadvantage of communication convergence in the Communication Age.

Ans: Convergence refers to the coming together of the many forms of technologically mediated and face-to-face communication. One advantage is the positive potential for connecting and engaging afforded by the massive increase in the number and types of opportunities to connect with others. One disadvantage is that as we multitask to take full advantage of technology, media, and communication, we may feel easily distracted, overcommitted, or spread too thin, effectively scattering our potential.

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: The Communication Age

Difficulty Level: Medium

2. Explain how studying communication benefits you *outside* of your immediate relationship.

Ans: Studying communication helps you become an active participant in democratic society. It also can help drive social change and reform because you become a skilled listener and can analyze others' communication effectively. Furthermore, communication skills are critical to building healthy and vibrant communities. Finally, studying communication can help one effectively evaluate media and develop media literacy.

KEY: Learning Objective: 1-1. Describe the nature and characteristics of the Communication Age.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: The Benefits of Studying Communication

Difficulty Level: Hard

3. Describe what is meant by “communication makes and does.” How are these concepts related to the Greeks’ notion of *poiesis* and *praxis*?

Ans: Communication is used to construct (make) our social realities. Social realities emerge through social interaction. Communication can actually alter our perceptions of the world and be used as an instrument to accomplish tasks (does) such as persuading, informing, supporting, and entertaining. It involves both creation and participation and is dual natured. These concepts are related to the Greeks’ notion of *praxis* (how communication can be used as an instrument to accomplish things) since *praxis* is related to how we use communication in our social worlds. *Poiesis* (meaning the creation of new realities) relates to the “makes” part of communication since communication is creative, always changing, and shapes our ongoing understanding of social reality.

KEY: Learning Objective: 1-2. Define Communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Communication is Participatory

Difficulty Level: Hard

4. Describe masspersonal communication. Provide an example of masspersonal communication.

Ans: Masspersonal communication occurs when a person uses a mass-communication context for interpersonal communication or when a person uses an interpersonal-communication context for mass communication. Answers may vary, but one historical example is when President Obama was the first presidential nominee to unveil his vice-presidential pick (mass communication) through social media and e-mail blasts (through an interpersonal context).

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Masspersonal Communication

Difficulty Level: Hard

5. Describe, through an example, how each of the following forms of communication might be practiced in your college experience: interpersonal, small group, public, mass, and masspersonal.

Ans: Interpersonal may include conversations, e-mails, and phone calls with roommates, professors, and teammates. Small group may include group projects in classes, strategies in a sports team, and fundraisers in clubs and organizations. Public communication might be seen at a commencement address or in a public-speaking class. Mass communication might occur through a college radio or

television station. Masspersonal communication could be departments and organizations, Facebook pages, Twitter sites, or Instagram.

KEY: Learning Objective: 1-3. Identify the various contexts within which communication occurs.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Contexts of Communication

Difficulty Level: Hard

6. Explain the difference between the Communication as Interaction and Communication as Transaction metaphors. Which metaphor helps you understand the communication process better? Why?

Ans: The Communication as Interaction metaphor uses the elements of the transmission model and adds two important elements: feedback and fields of experience. The interaction metaphor shows us how communication is a two-way process of reciprocal action between two unique individuals. This metaphor, however, still sees the sender and receiver as separate and disconnected. The Communication as Transaction metaphor attempts to address this issue. This metaphor does away with the idea that the sender and receiver are separate and disconnected. Instead, the transaction model introduces the idea that people are connected through communication and that they accomplish something beyond merely transmitting information. Instead, participants are simultaneous senders and receivers who are linked in relationship to one another. Student answers will vary on the second half of the question. Students may, however, explain that transaction metaphor helps them see the complex nature of communication, especially since the transaction metaphor introduces the idea of content and relationship dimensions of messages. Students may explain how all messages have both content and relationship levels of meaning. This advances our understanding of what we should say to whom in particular situations.

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Communication as Interaction

Difficulty Level: Hard

7. Explain the Communication as Social Construction metaphor. Provide an example of the power of communication as seen through this metaphorical lens.

Ans: The Communication as Social Construction metaphor assumes that we become who we are in relation to others through communication and that the process of communication is the chief means by which we build the social world. Communication as Social Construction expands upon the insights of the other models. One example of the power of communication as social construction is in labeling practices with

children. For example, research demonstrates that labeling children academically gifted (even when they aren't!) has dramatic effects. Teachers and parents treat such children differently, the children think of themselves differently, and most importantly, the children actually achieve better academic results.

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Application

Answer Location: Communication as Social Construction

Difficulty Level: Hard

8. Explain why communication metaphors are important to study. What benefits do we gain from understanding communication through a metaphoric lens?

Ans: Communication metaphors matter because they acknowledge the sheer power of communication. Each metaphor builds on the last and recognizes the influences on communication and how dramatic the impact of communication is on all individuals. It is important to understand how the metaphor one chooses to adopt can be applied to real-life situations. For example, communication as transmission may be viewed as useful in a corporate e-mail, which is linear by nature, but not in a meaningful personal conversation between loved ones that depends on fields of experience and social realities surrounding the situation. The benefit we gain from using metaphors to understand communication is that metaphors help us explore and process complex aspects of communication by comparing these complexities to other familiar concepts and ideas.

KEY: Learning Objective: 1-4. Describe metaphors used to describe communication.

TOP: NCA Core Competency: 6. Identifying and Explaining Fundamental Communication Processes

REF: Cognitive Domain: Analysis

Answer Location: Metaphors Matter

Difficulty Level: Medium

9. What is communication competence? Give an example of how you can become a more competent communicator in the university classroom.

Ans: Communication competence refers to the ability to communicate in personally effective yet socially appropriate ways. In other words, to be competent communicators, we must balance our own goals with the needs and expectations of others, given the social circumstances. Students can be competent communicators in the classroom by understanding effective ways of talking to the professor both in- and outside the classroom. For example, if a student plans to be absent from class, it is expected that they will inform the instructor of that absence. A good way to do that is through face-to-face communication during class or through e-mail. A student who is absent without telling the instructor why he or she is absent may send an unintentional message that he or she doesn't want to be in class. Students can also be more competent communicators by using appropriate formal e-mail messages. This can be done by using salutations or greetings in their e-mail, and also by ending

with a closing and their name. Instructors may find it rude or too informal when a student sends an e-mail with no greeting or "Dear Dr. Jones." While text messaging may be considered less formal, there are still expectations for how students should address instructors. Knowing these expectations can increase the likelihood of the student being seen as a competent communicator in the classroom.

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Application

Answer Location: Communication Competence

Difficulty Level: Hard

10. Explain why the study of communication ethics is important. What are the benefits of studying and understanding communication ethics?

Ans: The topic of communication ethics is important because ethical communication enhances the well-being of individuals and society. As communicators, we must concern ourselves with the ethical responsibilities of living in a democratic society. We must also consider communication ethics in the workplace, the family, the classroom, and the professions. Our increasingly technological, global, and multicultural society requires us to be ever more sensitive to the impact of the words we choose, the images we portray, and the stereotypes we hold. When we understand the importance of ethics in a variety of communication contexts, we can build stronger and healthier relationships across all types of communication interactions.

KEY: Learning Objective: 1-5. Explain the importance of considering the ethics of communication.

TOP: NCA Core Competency: 2. Practicing Communication Ethics

REF: Cognitive Domain: Analysis

Answer Location: Communication Ethics

Difficulty Level: Medium