

Test Bank

Which of the following are key characteristics of how theories work?

- A) They make predictions
- B) They offer explanations
- C) They answer questions
- D) All of the above

(Answer: D, page 6)

The description of how general or widely a theory may be applied is called:

- A) Appropriateness
- B) Parsimony
- C) Scope
- D) Openness

(Answer: C, page 10)

A theory's ability to generate new research ideas about its subject is called:

- A) Scope
- B) Openness
- C) Heuristic value
- D) Practicality

(Answer: C, page 11)

A "clean" theory that is relatively easy to understand is said to have a good deal of:

- A) Authority
- B) Validity
- C) Openness
- D) Parsimony

(Answer: D, page 11)

Match the letter of the term with the statement that defines it best:

___ Research-based knowledge (correct answer: C)

___ Experiential Knowledge (correct answer: A)

___ Authoritative Knowledge (correct answer: B)

A. Learning about something by participating in it

B. Learning about something by taking someone's word for it

C. Learning about something by making systematic observations of it. (Box 1.2 on p. 7)

Match the letter of the term with the statement that defines it best:

___ Communication science: (Answer: C)

___ Interpretative theory: (Answer: D)

___ Critical theory: (Answer: B)

___ Normative theory: (Answer: A)

A) An attempt to describe how things should be according to an ideal standard of social values.

B) Analysis that seeks to reform media systems that are part of the power establishment

C) Testable theories that explain phenomena associated with production, processing and effects of communication symbols

D) Subjective interpretation of meaning from words, symbols and their contexts

(from pullout box on page 10)

References

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