

Chapter 1: Getting Started in Communication

Multiple Choice Questions

1. Communication models that view all communicators as responsible for sharing meaning are known as

- A. transactional.
- B. ethnocentric.
- C. individualistic.
- D. expressive.

Answer: A; Page ref: 5-6; Skill: conceptual; Objective: 1.1

Topic: Communication Is a Transactional Process

2. Jennifer tells Susan, “I’ll see you in the cafeteria at 7:00.” Susan arrives at 7:00 in the morning, but she learns later that Jennifer intended to meet her for dinner at 7:00 p.m. Who is responsible for this unsuccessful communication?

- A. Jennifer
- B. Susan
- C. Both Jennifer and Susan
- D. Neither Jennifer nor Susan

Answer: C; Page ref: 6; Skill: applied; Objective: 1.1

Topic: Communication Is a Transactional Process

3. When a single speaker gives an oral presentation to an audience, the context is _____ communication.

- A. mass
- B. public
- C. group
- D. interpersonal

Answer: B; Page ref: 7; Skill: factual; Objective: 1.1

Topic: Communication Occurs in a Context

4. As Beth walks into class to take a midterm exam, she is nervous, but she says to herself, “You know you studied hard, so you will do just fine.” Beth’s self-talk is an example of

- A. a dyad.
- B. multiple dyads.
- C. interpersonal communication.
- D. intrapersonal communication.

Answer: D; Page ref: 7; Skill: applied; Objective: 1.1

Topic: Communication Occurs in a Context

5. When people communicate, they negotiate the meanings of symbols. This means that communicators

- A. argue.
- B. use charades to act out meanings.
- C. determine shared meanings.
- D. are verbal.

Answer: C; Page ref: 8; skill: factual; Objective: 1.1

Topic: Communication Involves Negotiated Meanings of Symbols

6. Which of the following are examples of verbal symbols to communicate the fact that you are tired?

- A. The statement, "I am very tired"
- B. A loud yawn
- C. Closing your eyes
- D. Putting your head down on the desk

Answer: A; Page ref: 8; Skill: applied; Objective: 1.1

Topic: Communication Involves Negotiated Meanings of Symbols

7. Which of the following statements is true about shared understanding in communication?

- A. Agreement is the primary goal of communication.
- B. The goal is for all parties to perceive, as clearly and accurately as possible, the ideas they intend to communicate.
- C. Sharing ideas is more important than sharing emotions.
- D. Speakers do not have to worry about effectively choosing symbols because meaning can be negotiated afterwards.

Answer: B; Page ref: 9; Skill: conceptual; Objective: 1.1

Topic: Communication Involves Shared Understanding

8. When Rosa has to ask her boss a question, she would rather send a text-message than ask the question face-to-face. This illustrates the principle that

- A. communication contexts produce different levels of anxiety for different people.
- B. if we are confident in one communication situation, that confidence will carry over to other types of situations.
- C. oral communication always produces more anxiety than does written communication.
- D. verbal communication always produces more anxiety than does nonverbal communication.

Answer: A; Page ref: 9; Skill: applied; Objective: 1.1

Topic: Communication Involves Shared Understanding

9. What is the main difference between Schramm's interaction model of communication and the action model that came before it?

- A. The interaction model views communication as a circular process involving feedback.
- B. The interaction model emphasizes the role of context.
- C. The interaction model recognizes that feedback is often simultaneous.
- D. The interaction model does not include the element of noise.

Answer: A; Page ref: 12; Skill: conceptual; Objective: 1.2

Topic: Communication Models: A Brief Overview

10. Watching a movie at the theater, Kayla realizes she is cold. She thinks, “It’s freezing in here,” and she prepares to whisper this in her classmate’s ear. Kayla is the

- A. sender encoding a message.
- B. receiver decoding a message.
- C. sender decoding a message.
- D. receiver providing feedback.

Answer: A; Page ref: 12; skill: applied; Objective: 1.2

Topic: Communication Models: A Brief Overview

11. When Kate asks Michael a question, he replies in a sarcastic tone. This sound of his voice is

- A. verbal code.
- B. nonverbal code.
- C. an olfactory channel.
- D. a gustatory channel.

Answer: B; Page ref: 15; Skill: applied; Objective: 1.3

Topic: Elements of the Transaction Communication Model

12. Which of the following statements is true of face-to-face communication?

- A. The more important the message, the more important it is to use the face-to-face channel.
- B. The face-to-face channel is best for simple messages.
- C. The face-to-face channel is problematic because it does not allow for immediate feedback.
- D. The face-to-face channel provides verbal but not nonverbal codes.

Answer: A; Page ref: 16; Skill: factual; Objective: 1.3

Topic: Elements of the Transaction Communication Model

13. Distractions that interfere with communication are referred to as

- A. encoding.
- B. decoding.
- C. channels.
- D. noise.

Answer: D; Page ref: 18; Skill: factual; Objective: 1.3

Topic: Elements of the Transaction Communication Model

14. When we talk to people and observe their behavior, which of the following are visible to us?

- A. universal human needs
- B. verbal and nonverbal symbols
- C. cultural rules
- D. cultural norms

Answer: B; Page ref: 21; Skill: factual; Objective: 1.4

Topic: Communication and Culture

15. Which of the following are standards of behavior that are written down or otherwise spelled out explicitly?

- A. norms
- B. rules
- C. contexts
- D. semantics

Answer: B; Page ref: 22; Skill: factual; Objective: 1.4

Topic: Communication and Culture

16. When Elisa visits England, people there think she has terrible table manners because she holds her knife in her right hand to cut food, following the American custom. Their judgment of Elisa is

- A. ethnocentric.
- B. high-context.
- C. low-context.
- D. individualistic.

Answer: A; Page ref: 23; Skill: applied; Objective: 1.4

Topic: Communication and Culture

17. When people communicate because they enjoy the interaction, they are _____ communicators.

- A. instrumental
- B. androgynous
- C. homogenous
- D. expressive

Answer: A; Page ref: 23; Skill: factual; Objective: 1.4

Topic: Communication and Gender

18. Jeremy tells his mother that he's afraid he will fail his chemistry class. She recommends that he contact his professor immediately. Her advice is

- A. typically feminine.
- B. instrumental communication.
- C. expressive communication.
- D. mediated.

Answer: B; Page ref: 23; Skill: applied; Objective: 1.4

Topic: Communication and Gender

19. Today's college students most frequently use which technology?

- A. Laptop computers
- B. Desktop computers
- C. Cell phones
- D. Game consoles

Answer: C; Page ref: 25; skill: factual; Objective: 1.4

Topic: Communication and Technology

20. Kristy texts Ivor: “Will you meet me for lunch?” Ivor is in a hurry, so he only has time to text back one word: “no.” When Kristy receives this short message, she wonders if Ivor is angry with her. This illustrates the idea that

- A. Verbal code can be difficult to decode accurately.
- B. The more codes operating in a channel, the more chances exist for communication breakdown.
- C. CMCs convey nonverbal code.
- D. CMCs are rich medium channels.

Answer: a; Page ref: 25; Skill: applied; Objective: 1.4

Topic: Communication and Technology

21. _____ is/are a system of moral principles that governs the conduct of people in relationship to others.

- A. Ethics
- B. Laws
- C. Rules
- D. Honesty

Answer: A; Page ref: 25; Skill: factual; Objective: 1.4

Topic: Communication and Ethics

22. Byron does not care for Tanisha’s new hairstyle, but he tells her he likes it. This type of white lie is considered

- A. unethical in every situation.
- B. unethical in every culture.
- C. a lesser ethical violation in the United States than hurting someone’s feelings.
- D. harmful to relationships.

Answer: C; Page ref: 26; Skill: applied; Objective: 1.4

Topic: Communication and Ethics

23. Which of the following is not listed in your book as a skill of competent communicators?

- A. learning to speak a foreign language
- B. communicating ethically
- C. listening effectively
- D. maintaining successful relationships

Answer: A; Page ref: 28; Skill: Factual; Objective: 1.5

Topic: Competent Communicators

24. Don realizes that he often loses his temper with his son, making his son nervous around him. When Don realizes he should speak to his son more calmly, he is exhibiting which skill of competent communicators?

- A. Avoiding defensiveness
- B. Reframing
- C. Self-monitoring
- D. Analyzing the speech audience

Answer: C; Page ref: 28; Skill: Applied; Objective: 1.5

Topic: Competent Communicators

25. Empowered communication refers to

- A. the self-confidence that arises from learning effective communication.
- B. participating in enriching professional, social, and civic activities.
- C. greater understanding of your motivations, feelings, and capabilities.
- D. enhanced professional success.

Answer: A; Page ref: 29; Skill: factual; Objective: 1.5

Topic: Benefits of Studying Communication

26. In his Gettysburg address, Abraham Lincoln spoke of “government of the people, by the people, for the people,” implying that Americans have a responsibility to communicate with our elected officials. Readiness to heed Lincoln’s words is which benefit of studying communication?

- A. empowered participation
- B. improved citizenship
- C. increased self-awareness
- D. enhanced relationships

Answer: B; Page ref: 32; Skill: applied; Objective: 1.6

Topic: Communication and Your Career

Completion Questions

1. A symbol communicated via the spoken word is _____.

Answer: verbal; Page ref: 8; Skill: factual; Objective 1.1

Topic: Communication Involves Negotiated Meanings of Symbols

2. The _____ model of communication introduced the idea of feedback.

Answer: interaction; Page ref: 12; Skill: factual; Objective 1.2

Topic: Communication Models: A Brief Overview

3. _____ is the process the sender uses in selecting verbal and nonverbal symbols to create a message.

Answer: encoding; Page ref: 14; Skill: factual; Objective: 1.3

Topic: Elements of the Transaction Communication Model

4. The means or method of transmitting the code, which could include media such as radio or television, is known as _____.

Answer: channel; Page ref: 16; Skill: factual; Objective: 1.3

Topic: Elements of the Transaction Communication Model

5. _____ noise refers to factors connected to thoughts or emotions (such as worry) that impede effective communication.

Answer: psychological; Page ref: 20; Skill: factual; Objective: 1.3

Topic: Elements of the Transaction Communication Model

6. Computer-mediated communication (CMC) is considered a _____ medium channel because it carries only one code and does not convey nonverbal messages.

Answer: lean; Page ref: 25; Skill: factual; Objective: 1.4

Topic: Communication and Technology

7. A culture in which people's understanding of messages is based less on the words spoken and more on the communication context is a _____ - context culture.

Answer: high; Page ref: 22; Skill: factual; Objective: 1.4

Topic: Communication and Culture

8. _____ are groups of people bound by shared values, beliefs, attitudes, rules, and norms that interact with those of the larger culture.

Answer: co-cultures; Page ref: 21; Skill: factual; Objective: 1.4

Topic: Communication and Culture

9. An example of a rich medium channel is _____.

Answer: television or face-to-face communication; Page ref: 24; Skill: applied; Objective: 1.4

Topic: Communication and Technology

10. A system of moral principles governing people's behavior as they relate to others is known as _____.

Answer: "ethics;" Page ref: 25; Skill: factual; Objective: 1.4

Topic: Communication and Ethics

Essay Questions

1. Using the transactional model, describe a recent telephone conversation you had. Briefly define each element of the communication process and then provide an example from that conversation to illustrate each element. To start, who was the sender, and who was the receiver?

Answer: Students must demonstrate a clear knowledge of the transactional model: definitions and examples of sender, receiver, message, frame of reference, code, channel, feedback, and noise. Answers should also refer to encoding and decoding

Page ref: 11-12; Skill: applied; Objective: 1.3

Topic: Elements of the Transaction Communication Model

2. Briefly describe an experience you had when a cultural difference led to a communication problem. Why do you think this problem occurred? Briefly discuss the role of the following: semantic noise; rules, norms, attitudes, beliefs and values; high vs. low context; and ethnocentrism.

Answer: Good answers should begin with scenarios such as a misunderstanding, a frustrating interaction, or the formation of a negative judgment, but the description of the experience should be less than 50% of the answer. Answers should show that a student can understand and accurately apply each term: semantic noise; rules, norms, attitudes, beliefs and values; high vs. low context; and ethnocentrism

Page ref: 20, 22-23; Skill: applied; Objective: 1.4

Topic: Communication and Culture

3. When Ann confides in Maria that she is angry at her husband, Maria could give an expressive response or an instrumental response. Define both types of response. Note which is more often associated with men and which with women. Then provide a specific example of each response that Maria might give in this situation.

Answer: Instrumental communicators (men, most often) try to accomplish a goal or solve a problem. An example for this situation might be, "I recommend that you wait until you're both calm and then tell him why you're angry." Expressive communicators (women, most often) try to build and maintain harmonious relationships while also creating an enjoyable experience. An example might be, "I'm so sorry to hear this. You must feel awful about it. Do you want to tell me all about what happened? I'm here to listen."

Page ref: 23; Skill: applied; Objective: 1.4

Topic: Communication and Gender

4. Define communication context, considering both the narrow and broad perspectives. To explain the role of context in communication, define rules and norms and discuss how each can affect communication. Provide examples.

Answer: Context refers to the situation in which a communication event takes place and can be viewed from a narrow perspective (the time, place, or physical or social environment in which the communication occurs) or a broad perspective (e.g. intrapersonal, interpersonal, group or public communication). Rules are explicit standards of acceptable behavior while norms are implied. For example, if the teacher has made a classroom rule about text-messaging, students may lose participation points for doing so. On the other hand, if no rule is in place but the teacher expects polite behavior, he or she might become annoyed with students who act rudely by text-messaging while in class.

Page ref: 6-8, 18; Skill: applied; Objective: 1.1

Topic: Communication Occurs in a Context; Context

5. Your textbook lists skills of competent communicators. Which four will be the most useful to you? Consider the skills you need at home, at work, or in college. Briefly describe those four skills and give specific reasons why they will be especially useful.

Answer: The text notes these competencies: accept responsibility for one's communication behavior; communicate ethically; achieve shared meaning in differing cultural, gender, technological, and ethical situations; use verbal and nonverbal symbols effectively; listen effectively; apply successful interpersonal skill; create and maintain successful relationships, effectively participate in and lead teams to solve problems and manage conflict, and speak effectively.

Page ref: 28-29; Skill: applied; Objective: 1.6

Topic: Competent Communicators

Chapter 2: Using Perception to Understand Self and Others

Multiple Choice Questions

1. When the brain is selecting stimuli from all those that surround us, _____ are most likely to be selected.

- A. stimuli that do not change
- B. stimuli that are less intense
- C. stimuli that are novel or unexpected
- D. stimuli that do not move

Answer: C; Page ref: 40; Skill: factual; Objective: 2.1

Topic: Step 1: Selecting Available Data

2. Donna takes an exam and doesn't think she did well. When the teacher returns the exam, Donna mistakenly thinks the "A" at the top of the paper is an "F." Her misperception is due primarily to

- A. selective distortion.
- B. paying attention to two stimuli at once.
- C. multi-tasking.
- D. laws of organization.

Answer: A; Page ref: 40; Skill: applied; Objective: 2.1

Topic: Step 1: Selecting Available Data

3. The second step in the perceptual process is _____ data.

- A. selecting
- B. interpreting
- C. gathering
- D. organizing

Answer: D; Page ref: 42; Skill: factual; Objective: 2.1

Topic: Step 2: Organizing Data into a Usable Form

4. At a party where you don't know anybody, you meet a group of women who are standing together. Later, you meet one of these women, and you picture the group with whom she stood at the party. You are using which law of organization?

- A. proximity
- B. similarity
- C. closure
- D. ambiguity

Answer: A; Page ref: 42; Skill: applied; Objective: 2.1

Topic: Step 2: Organizing Data into a Usable Form

5. As you drive, a car that passes you is going very fast and swerving between lanes. Suddenly, you hear another car's horn. You assume the horn was in response to the dangerous driving you witnessed. Your assumption is referred to as

- A. selection of stimuli.
- B. organization of data.
- C. interpretation of data.
- D. ambiguous figures.

Answer: C; Page ref: 44-45; Skill: applied; Objective: 2.1

Topic: Step 3: Interpreting the Data by Adding Meaning and Making Predictions

6. Some studies suggest that women have a more finely tuned sense of smell than men do. If this is true, then this would be which factor affecting perception?

- A. organizational
- B. selective distortion
- C. psychological
- D. physiological

Answer: D; Page ref: 45-46; Skill: applied; Objective: 2.2

Topic: Physiological Factors in Perceptual Errors

7. After a stressful day at the office, Angela is annoyed when she walks into her house and finds her son playing loud music. He is surprised that she finds the music loud. Angela's perception of the music is affected by which factors?

- A. psychological
- B. physiological
- C. co-culture
- D. stereotyping

Answer: A; Page ref: 46; Skill: applied; Objective 2.2

Topic: Psychological Factors in Perceptual Errors

8. The degree to which you see yourself as valuable and worthwhile is self-_____.

- A. image
- B. esteem
- C. concept
- D. stereotype

Answer: B; Page ref: 47; Skill: factual; Objective: 2.3

Topic: Self-Concept Defined

9. Which of the following is true of Barnlund's theory of self-orientation?

- A. When two people communicate, four entities are actually communicating.
- B. Self-concept is irrelevant.
- C. Each person communicates from within an understanding of who he or she is.
- D. Reflected appraisal refers to our self-image.

Answer: C; Page ref: 50; Skill: conceptual; Objective: 2.3

Topic: Barnlund's "6-Person" Concept: A "Self" Orientation