FBQ1: Communication process involves the transmission of \_\_\_\_\_\_\_ from sender to receiver

Answer: Message

FBQ2: The term “Communication” is from the Latin word \_\_\_\_\_\_

Answer: COMMUNIS

FBQ3: Exchange of culture and values is a function of communication known as\_\_\_\_\_\_\_\_\_

Answer: Social-Cultural Integration

FBQ4: \_\_\_\_\_\_\_\_\_ grouped definitions of communication into three major areas

Answer: Severin and Tankard (1980)

FBQ5: \_\_\_\_\_\_\_\_\_ is the dissemination of information/message through a medium to a large heterogeneous audience

Answer: Mass communication

FBQ6: The presence of the \_\_\_\_\_\_\_\_ means that messages sent do not reach the audience in raw form

Answer: Gatekeeping

FBQ7: \_\_\_\_\_\_\_ is the point at which the source sees the need to communicate

Answer: Stimulation

FBQ8: Processing, understanding and interpreting a message by the receiver is called \_\_\_\_\_\_\_

Answer: Encoding

FBQ9: \_\_\_\_\_\_\_\_ is the response or reaction of the receiver to the message sent

Answer: Feedback

FBQ10: \_\_\_\_\_\_ Noise is when the environment keeps the message from being heard or understood

Answer: Physical

FBQ11: In Laswellian model, “to whom” refers to the\_\_\_\_\_\_\_

Answer: receiver

FBQ12: Which communication model shows communication process as circular, dynamic and ongoing?\_\_\_\_\_\_\_\_

Answer: The Hub Model

FBQ13: According to \_\_\_\_\_\_, a theory enables us to make sense out of a disturbing situation

Answer: Kaplan

FBQ14: \_\_\_\_\_\_\_\_ is the oldest press theory

Answer: Authoritarian Media Theory

FBQ15: Which theory sees the audience as influencing the media by being selective in their media use? \_\_\_\_\_

Answer: Uses and gratifications theory

FBQ16: The correlation function of mass communication is otherwise known as \_\_\_\_\_\_ function of the press

Answer: Opinion

FBQ17: Communication by word of mouth is called\_\_\_\_\_\_\_\_\_

Answer: Oral communication

FBQ18: The type of communication mostly learnt during childhood is\_\_\_\_\_\_\_\_\_

Answer: Non-verbal

FBQ19: \_\_\_\_\_\_\_\_ are examples of body language involving use of body movements that directly translate into words

Answer: Emblems

FBQ20: Conveying messages through the eyes by way of contact, blink or eye movement is called\_\_\_\_\_\_\_\_

Answer: Oculesics

FBQ21: The kind of communication in which the sender is at the same time the receiver is called\_\_\_\_\_

Answer: Intrapersonal

FBQ22: The type of communication that occurs on one-on-one basis usually in an informal, unstructured setting is called\_\_\_\_\_\_\_\_\_\_

Answer: Interpersonal communication

FBQ23: Dyadic is a method of communication that involves \_\_\_\_\_\_\_\_ people only

Answer: Two

FBQ24: \_\_\_\_\_ is the communication between two or more countries/nations

Answer: International communication

FBQ25: Books, newspapers and magazines are examples of \_\_\_\_\_ media

Answer: print

FBQ26: Development of books started with the invention of \_\_\_\_\_\_

Answer: Writing

FBQ27: The Italian daily bulletin Acta Diurna means\_\_\_\_\_\_

Answer: Actions of the day

FBQ28: The first magazine was believed to have been established in the year\_\_\_\_\_\_\_\_

Answer: 1704

FBQ29: Early books were made of\_\_\_\_\_

Answer: vellum

FBQ30: There are\_\_\_\_\_\_ periods in the history of books

Answer: Four

FBQ31: \_\_\_\_\_\_\_ is when the author of a book doubles as the publisher

Answer: Self-publisher

FBQ32: Textbooks, learning materials and teachers’ guide are example of \_\_\_\_\_\_\_\_\_\_ books

Answer: educational

FBQ33: The first step in book publishing is\_\_\_\_\_\_\_\_

Answer: Submission by author or agent

FBQ34: Two important predecessors of radio were telegraph and \_\_\_\_\_\_\_\_\_\_

Answer: Telephone

FBQ35: The most influential medium is\_\_\_\_\_\_\_\_\_

Answer: Television

FBQ36: \_\_\_\_\_\_\_\_\_ is a medium of communication that contains audio and visual and is acted upon by people to make it close to reality

Answer: Film

FBQ37: Comedy usually has a \_\_\_\_\_\_\_\_\_\_\_ ending

Answer: Happy

FBQ38: Script writer creates the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Answer: Screenplay

FBQ39: What is the full meaning of WWW? \_\_\_\_\_\_\_

Answer: World Wide Web

FBQ40: Internet is worldwide accessible series of interconnected \_\_\_\_\_\_ networks

Answer: computer

FBQ41: The idea of “global village” was propounded by \_\_\_\_\_\_

Answer: Marshall McLuhan

FBQ42: Internet radio was born in the year\_\_\_\_\_\_\_

Answer: 1995

FBQ43: Online newspaper is also called\_\_\_\_\_\_\_\_

Answer: web newspaper

FBQ44: “Webzines” is another name for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Answer: Online magazine

FBQ45: News agencies are example of \_\_\_\_\_\_\_\_\_\_\_

Answer: adjuncts

FBQ46: What is the full meaning of AFP?

Answer: Agence France Presse

FBQ47: Reuters is owned by\_\_\_\_\_\_\_\_

Answer: British government

FBQ48: What does NAN stand for? \_\_\_\_\_\_\_

Answer: News Agency of Nigeria

FBQ49: Public Relations is NOT a management function. True or false

Answer: False

FBQ50: Advertising is derived from the \_\_\_\_\_\_\_\_ word ad vertere

Answer: Latin

MCQ1: \_\_\_\_\_\_\_\_\_\_ defines communication as any means by which thought is transferred from one person to another

Answer: Folarin (2003)

MCQ2: The communication function that is concerned with how people relate with other people is referred to as \_\_\_\_\_\_\_\_\_\_

Answer: Social interaction

MCQ3: Functional meanings of communication involve which of the following?

Answer: All of the options

MCQ4: \_\_\_\_\_\_\_\_ defines mass communication as messages communicated through a mass medium to a large number of people

Answer: Bittner

MCQ5: Which of the following is not a feature of mass communication?

Answer: Quick feedback

MCQ6: Which of the following is not true about the nature of mass communication audience?

Answer: It is small

MCQ7: Simultaneity of mass communication audience means\_\_\_\_\_\_\_\_

Answer: the audience can all be reached at the same time

MCQ8: \_\_\_\_\_\_ refers to the exactitude with which a medium reproduces the original physical dimensions of messages being sent across

Answer: Fidelity

MCQ9: Communication is not static. This means it is\_\_\_\_\_\_\_\_\_

Answer: Dynamic

MCQ10: The process of communication begins with\_\_\_\_\_\_\_\_\_\_\_\_

Answer: Stimulation

MCQ11: The person who begins the communication process is\_\_\_\_\_\_\_\_\_\_

Answer: The source

MCQ12: \_\_\_\_\_\_\_\_\_\_\_ comes from within as result of poor mental attitude, emotional stress, etc

Answer: Psychological noise

MCQ13: \_\_\_\_\_\_\_\_ called the study of communication “rhetoric”

Answer: Aristotle

MCQ14: Shannon’s model of communication’s isolated\_\_\_\_\_\_\_\_\_ which was later added by Weaver

Answer: Feedback

MCQ15: The “H” in HUB model stands for\_\_\_\_\_\_\_\_\_

Answer: Hiebert

MCQ16: The process of arriving at theory consists of \_\_\_\_\_\_\_ stages

Answer: Eight

MCQ17: In the scientific method, theory provides the logical support while research provides the \_\_\_\_\_\_\_\_support

Answer: Empirical

MCQ18: Which of the following theories does not belong to the normative category?

Answer: Mass society theory

MCQ19: According to \_\_\_\_\_\_\_\_\_ theory, mass media determines issues that are regarded as important at a given time in a given society

Answer: Agenda setting

MCQ20: Social learning theory encompasses\_\_\_\_\_\_\_\_ to explain how people learn through observation

Answer: 1 &amp; 2

MCQ21: Which of the following categories of people are not likely to patronize entertainment media?

Answer: The old

MCQ22: The following are disadvantages of oral communication except\_\_\_\_\_\_\_\_

Answer: It cannot be easily denied

MCQ 23: Functions of non-verbal communication in relation to verbal communication include which of the following?\_\_\_\_\_\_

Answer: All of the above

MCQ24: Functions of interpersonal communication include\_\_\_\_\_\_\_\_

Answer: All of the above

MCQ25: Communication among people from different cultural backgrounds is called\_\_\_\_\_

Answer: Cross-cultural communication

MCQ26: Information-rich nations are mostly\_\_\_\_\_\_

Answer: Western capitalist nations

MCQ27: Major international news agencies in the world include the following except\_\_\_\_\_\_\_\_

Answer: NAN

MCQ28: Gutenberg perfected printing technology in the year\_\_\_\_\_\_\_\_

Answer: 1446

MCQ 29: The first true newspaper in English was\_\_\_\_\_\_\_\_\_\_\_

Answer: London Gazette

MCQ 30: Benjamin Harris made the first attempt at establishing a newspaper in \_\_\_\_\_\_

Answer: America

MCQ31: Among the factors responsible for mass circulation of magazines in America is\_\_\_\_\_\_\_

Answer: All of the above

MCQ32: The last period in the history of books is \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Answer: 16th to 17th century

MCQ33: Radio waves were discovered by\_\_\_\_\_\_

Answer: Henrich Hertz

MCQ34: Michael Faraday discovered electromagnetic induction in\_\_\_\_\_

Answer: 1831

MCQ35: The word television is a hybrid of two words from\_\_\_\_\_\_\_\_\_\_\_\_

Answer: Greek and Latin

MCQ36: The first demonstration of colour transmission took place in \_\_\_\_\_\_\_\_\_

Answer: 1928

MCQ37: The introduction of \_\_\_\_\_\_\_\_ to motion pictures made musical genres possible

Answer: sound

MCQ38: Films that terrify and invoke strange experiences that are difficult to explain are called\_\_\_\_\_

Answer: Horror films

MCQ39: The plot in which a hero finally destroys the villain is a feature of\_\_\_\_\_\_

Answer: Adventure

MCQ40: \_\_\_\_\_\_\_ is the film function that helps people purge negative emotions

Answer: Catharsis

MCQ41: The \_\_\_\_\_\_\_\_\_is responsible for the provision of all materials needed for a film production

Answer: Production manager

MCQ42: Make-up is applied on actors in order to\_\_\_\_\_\_\_\_

Answer: 1 &amp; 2

MCQ 43: Online media is also called\_\_\_\_\_\_\_

Answer: new media

MCQ44: The internet is a product of \_\_\_\_\_\_\_ military aimed at enhancing defense

Answer: US

MCQ45: Which of the following statements is not true about “online-only newspaper”?

Answer: It must have a print version

MCQ46: The followings are national news agencies except\_\_\_\_\_\_\_\_\_

Answer: Agence France Presse

MCQ47: Two names associated with the emergence of Public Relations are Ivy Better Lee and \_\_\_\_\_\_\_

Answer: Edward Bernays

MCQ48: Public Relations activities can number up to \_\_\_\_\_\_\_\_

Answer: 15

MCQ49: Growth of modern advertising is attributable to which of the following forces?

Answer: All of the above

MCQ50: Which of the options is not a theory of media effect?

Answer: Agenda setting theory