Question FBQ1 : \_\_\_\_\_\_\_\_is the opposite of encoding.  
Answer: Decoding  
  
Question FBQ2 : We must \_\_\_\_\_\_\_\_\_\_\_ meaning, to communicate.  
Answer: Share  
  
Question FBQ3 : Persuasion allows us to \_\_\_\_\_\_\_ people and sell our views to them.  
Answer: Influence  
  
Question FBQ4 : Linkage theory says children can hardly differentiate between \_\_\_\_and reality.  
Answer: Fantasy  
  
Question FBQ5 : The Catharsis Theory is also known as the \_\_\_\_\_\_Theory.  
Answer: Sublimation  
  
Question FBQ6 : The decoder is also known as the \_\_\_\_\_\_\_\_ of the message.  
Answer: Receiver  
  
Question FBQ7 : The \_\_\_\_ Theory states that people seek out and remember information that provides cognitive support for their pre-existing attitudes and beliefs.  
Answer: Reinforcement  
  
Question FBQ8 : The Priming Theory focuses on \_\_\_ effects.  
Answer: Media  
  
Question FBQ9 : \_\_\_\_influence the perception of the news on the audience; this form of agenda-setting not only tells what to think about, but also how to think about it.    
Answer: Frames  
  
Question FBQ10 : The \_\_\_\_\_\_ Theory states that Western nations dominate the media around the world which in return has a powerful effect on Third World Cultures by imposing on them Western views and therefore destroying their native cultures.    
Answer: Cultural Imperialism  
  
Question FBQ11 : The\_\_\_\_\_\_ Theories are mass communication theories which view the influence of mass media messages on individuals as limited or even trivial.  
Answer: Limited Effects  
  
Question FBQ12 : The \_\_\_\_\_\_\_Theory suggests that people develop their own attitudes, opinions, and other internal states partly by observing their behaviour and concluding what attitudes that must have caused them.  
Answer: Self-Perception  
  
Question FBQ13 : The \_\_\_\_\_Theory focuses on media regulation of information flow.  
Answer: Gate Keeping  
  
Question FBQ14 : The\_\_\_\_\_ Category Theory focuses on reaction against the powerful effects of the media.  
Answer: Social  
  
Question FBQ15 : Mass communication media have the capability to influence people to think based on the media concepts that have been presented to them. This is the \_\_\_\_\_\_\_\_\_Theory.  
Answer: Priming  
  
Question FBQ16 : Giving out a message with too much information is known as \_\_\_\_\_\_\_.  
Answer: information overload  
  
Question FBQ17 : Social learning is also called \_\_\_\_ learning.  
Answer: Observational  
  
Question FBQ18 : The term “gate keeping” was coined by\_\_\_\_.  
Answer: Kurt Lewin  
  
Question FBQ19 : The Powerful Effects theories of mass communication believe that\_\_\_\_\_\_ is the main effect of the mass media.  
Answer: Persuasion  
  
Question FBQ20 : The \_\_\_\_\_\_theory states that mediated propaganda conditioned the audience slowly over time.  
Answer: Propaganda  
  
Question FBQ21 : The\_\_\_\_ Theory assumes that mass media had a direct, immediate and powerful effect on its audiences. The theory likens the message to a bullet, fired from the "media gun "into the viewer's "head" with a powerful effect on the audience.  
Answer: Hypodermic Needle  
  
Question FBQ22 : \_\_\_\_\_Theory in media pertains to how learning can be facilitated by mere observation of what is being presented through the media.  
Answer: Social Learning  
  
Question FBQ23 : \_\_\_\_\_\_\_\_ Theory of Public Opinion Formation assumes that everything the audience knows about their world is from the media, thus making the mass media public opinion formation.    
Answer: Lippmann’s  
  
Question FBQ24 : In 1973\_\_\_\_\_developed a theory which assumes that humans do not have the free will to choose how they feel, act, think, and live. They react to what they see on TV because there is nothing else to compare it to besides their own lives, usually portrayed as less than what it should be.  
Answer: Herb Schiller  
  
Question FBQ25 : \_\_\_\_ Theory assumes that people of the same social category will respond to the mass communication message in more or less uniform ways.  
Answer: Social Category  
  
Question FBQ26 : The \_\_\_\_\_\_\_\_\_\_\_ theory asserts that information from the media moves in two distinct stages.  
Answer: Two-Step Flow  
  
Question FBQ27 : Things that get in the way of message transmission are sometimes called\_\_\_\_.  
Answer: Noise  
  
Question FBQ28 : Communication helps us create communities. True or False? \_\_\_\_\_\_\_\_\_\_\_\_\_\_?  
Answer: True  
  
Question FBQ29 : The \_\_\_\_Theory assumes that people’s reaction to mass media messages is modified by their informal social relationships with significant others like relations, friends, social groups etc.  
Answer: Social Relationship  
  
Question FBQ30 : Once a message is sent, it cannot be withdrawn; therefore communication is \_\_\_\_\_\_\_\_\_.  
Answer: Irrevocable  
  
Question FBQ31 : The \_\_\_\_\_ Theory focuses on the explanation of behavioural patterns. The theory explains how people acquire and maintain certain behavioural patterns, while also providing the basis for intervention strategies.  
Answer: Social Cognitive  
  
Question FBQ32 : The basic assumption of Normative theories is that the media tend to assume the form and coloration of the \_\_\_\_\_\_\_\_\_\_ in which it operates.  
Answer: Society  
  
Question FBQ33 : The effect of communication could be transient or\_\_\_\_.  
Answer: Permanent  
  
Question FBQ34 : Who controls communication? The source or the receiver? \_\_\_\_\_\_\_\_\_  
Answer: The source  
  
Question FBQ35 : Communication is \_\_\_\_, so it occurs in many forms and at different levels.  
Answer: Complex  
  
Question FBQ36 : A man who communicates with himself is engaged in \_\_\_ communication.  
Answer: Intrapersonal  
  
Question FBQ37 : In content analysis, what do we analyse, the source, the medium, the message or the receiver? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Answer: The message  
  
Question FBQ38 : According to the \_\_\_\_\_\_\_ theory, the mass media mirror society but the mirror they present is an ambiguous one. The mass media reflect society as an organised group, while the audience members project their own individual reflections into the images presented.  
Answer: reflective projective  
  
Question FBQ39 : The Two-step Flow Theory was first introduced by \_\_\_\_\_\_, Bernard Berelson, and Hazel Gaudet  
Answer: Paul Lazarsfeld  
  
Question FBQ40 : Communication is evolving. It improves with time, experience and age. Therefore it is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  
Answer: Dynamic  
  
Question FBQ41 : The electronic media comprises all the mass media which rely on \_\_\_\_\_\_\_\_\_to get their messages to their audiences.  
Answer: Electric power  
  
Question FBQ42 : Communication follows a specific process starting from the source, through the channel to the receiver and then the feedback. This shows that it is \_\_\_\_.  
Answer: Systematic  
  
Question FBQ43 : William Stephenson, a British psychologist in propounding the \_\_\_ theory explains that people use mass communication more as play than as work, more for pleasure and entertainment than for information and improvement.  
Answer: Play  
  
Question FBQ44 : The\_\_\_\_theory focuses on awareness of an interaction partner. The theory measures communication media based on the degree of awareness of the other person in a communication interaction.  
Answer: Social Presence  
  
Question FBQ45 : According to Rogers, apart from the mass media,\_\_\_\_ also influence the adoption of innovations.  
Answer: opinion leaders  
  
Question FBQ46 : Time is a determinant of the context of communication. True or False ? \_\_\_\_.  
Answer: True  
  
Question FBQ47 : The purpose of the \_\_\_Theory is to explain and determine what variables should be taken into consideration when trying to figure out why people act out aggressively or a direct or indirect consequence of mass mediated violence.  
Answer: Aggressive Cue  
  
Question FBQ48 : Communication provides satisfaction to the communicator; therefore it is \_\_\_\_\_.  
Answer: Consummatory  
  
Question FBQ49 : The effect of communication could be iimmediate, delayed or \_\_\_\_\_.  
Answer: Intermittent  
  
Question FBQ50 : Communication gives life meaning, it comes and ends with a person’s life. This tells us that communication is \_\_\_\_.  
Answer: Continuous  
  
Question MCQ1 : Which is correct?  
Answer: Mass communication is more complex than interpersonal communication  
  
Question MCQ2 : The\_\_\_\_ drives communication and without it there will be no communication.  
Answer: message  
  
Question MCQ3 : \_\_\_\_communication involves conversation with friends, peers, gossiping, etc.  
Answer: Informal  
  
Question MCQ4 : Communication can be intentional or unintentional.\_\_\_\_\_.  
Answer: True  
  
Question MCQ5 : One can withdraw a message after sending it.  
Answer: False  
  
Question MCQ6 : If you don’t like someone, for example, you may have trouble “hearing” them.That is \_\_\_\_ interference.  
Answer: emotional  
  
Question MCQ7 : Communication occurs in many forms and at different levels. This shows that communication is \_\_\_\_.  
Answer: complex  
  
Question MCQ8 : \_\_\_\_\_communication refers to communication between different institutions in the society.  
Answer: Institutional  
  
Question MCQ9 : The effectiveness of communication is assessed through \_\_\_\_.  
Answer: feedback  
  
Question MCQ10 : Communication through tone, pitch, is \_\_\_\_\_\_  
Answer: paralinguistics  
  
Question MCQ11 : The context in which communication takes place can affect the entire process.\_\_\_.  
Answer: True  
  
Question MCQ12 : Communication follows a specific process; this shows that it is\_\_\_\_.  
Answer: Systematic  
  
Question MCQ13 : A long communication chain could constitute a barrier to communication. True or False? \_\_\_\_  
Answer: True  
  
Question MCQ14 : In content analysis we can investigate \_\_\_\_\_.  
Answer: videos  
  
Question MCQ15 : Communication provides satisfaction to the communicator. This shows that it is \_\_\_\_  
Answer: consummatory  
  
Question MCQ16 : \_\_\_\_ is a person's inner response to a message.  
Answer: Meaning  
  
Question MCQ17 : The purpose of any communication, more often than not, is in the mind of the \_\_\_.  
Answer: source  
  
Question MCQ18 : When the message of communication does not spur an immediate reaction on the receivers of the message, then the effect of communication is \_\_\_\_\_.  
Answer: delayed  
  
Question MCQ19 : The lack of \_\_\_\_ can constitute a barrier to communication.  
Answer: provision for feedback  
  
Question MCQ20 : If we want to know what makes a particular medium more potent than another, then we will conduct a\_\_\_\_.  
Answer: media analysis  
  
Question MCQ21 : Which is correct?  
Answer: Communication will not take place if the message is not received.  
  
Question MCQ22 : When the effect of communication is short-lived, it said to be \_\_\_\_.  
Answer: transient  
  
Question MCQ23 : A lecture in a lecture hall is \_\_\_\_\_ communication.  
Answer: group  
  
Question MCQ24 : \_\_\_\_\_communication is the communication among people of common interest and perhaps, of the same social background.  
Answer: Public  
  
Question MCQ25 : \_\_\_\_ renders communication ineffective.  
Answer: Noise  
  
Question MCQ26 : Which is correct?  
Answer: Responding is about the last lap of the communication process.  
  
Question MCQ27 : What is your view?  
Answer: Effect of communication refers to what communication does to those who engage in it, what it brings about in them and what those who engage in it do with it.  
  
Question MCQ28 :  Communication that is beyond just what the person is saying is known as\_\_\_.  
Answer: metacommunication  
  
Question MCQ29 : \_\_\_ is a very important role of communication, as it ranks highest on Abraham Maslow's ‘‘Hierarchy of Needs’’.  
Answer: Self-Actualisation  
  
Question MCQ 30 : \_\_\_ is communication through the use of space.  
Answer: Proxemics  
  
Question MCQ31 : What do you think?  
Answer: The effect of communication leads to change in behaviour.  
  
Question MCQ32 :  Communication through tone, pitch is known as \_\_\_\_\_.  
Answer: paralinguistics  
  
Question MCQ33 : Use of touch to communicate feelings is \_\_\_\_\_.  
Answer: haptics  
  
Question MCQ34 : Identify your position.  
Answer: In mass communication, audience members have a wide variety of choices.  
  
Question MCQ35 : Mass communication is important for socialisation of people.  
Answer: True  
  
Question MCQ36 : Frequent exposure to mass media removes the urge for a higher standard of living from people.  
Answer: False  
  
Question MCQ37 : \_\_\_\_ is not an importance of mass communication.  
Answer: Tension generation  
  
Question MCQ38 : The "Watchman" function of communication is also known as the \_\_\_ function.  
Answer: surveillance

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Question MCQ39 : With instant access to media and information, we can collectively witness the same event taking place in real time somewhere else and rally round it; this is the \_\_\_\_ function of the mass media.  
Answer: social mobilisation  
  
Question MCQ40 : The mass media validates the positions and norms of particular individuals, movements, organisations or products. This is the \_\_\_\_\_\_ function of the mass media.  
Answer: status conferral

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Question MCQ41 : \_\_\_ is an example of a multiple step flow theory.  
Answer: Diffusion of Innovations Theory  
  
Question MCQ42 : \_\_\_\_ shows that the audience is active.  
Answer: Uses and Gratification Theory  
  
Question MCQ43 :  The basis of media influence resides in the relationship between the larger social system, the media’s role in that system and audience relationships to the media. This notion mirrors the \_\_\_\_\_ of mass communication.  
Answer: Dependency Theory  
  
Question MCQ44 : The mass media bring together all the different views of the groups of people in the society so that they can work hand in hand with one another, and people can develop informed views. This is the \_\_\_ function of the mass media.  
Answer: Correlation

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Question MCQ45 : The Dissonance Theory is an example of \_\_\_\_ of mass communication.  
Answer: limited effects theories  
  
Question MCQ46 : In the \_\_\_\_, communication is regarded as stories.  
Answer: narrative paradigms  
  
Question MCQ47 : One of these is not a function of theories.  
Answer: They provide aesthetic value to researchers.  
  
Question MCQ48 : A phenomenon is \_\_\_\_.  
Answer: a thing  
  
Question MCQ49 : One of these is not an attribute of a theory.  
Answer: Psychological provocativeness  
  
Question MCQ50 : One major criticism against mass media channels is that \_\_\_\_.  
Answer: they exaggerate certain issues