Communication Research Methods in Postmodern Culture A Revisionist Approach 2nd edition Leslie Test Bank

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Chapter 2—Understanding Culture and Research

Quiz Items

Short Answer

1. What branch of philosophy is concerned with the origin, nature, limits, methods, and justification of human knowledge?
2. Sir Isaac Newton developed a set of principles for scientific investigation. This approach is still used by social science researchers today. What is it?
3. What is the message conveyed by The Parable of the Elephant?
4. What is the scientific idea that matter and energy can only be changed from ordered to disordered, usable to unusable, or available to unavailable?
5. Why do postmodernists distrust reality?
6. In what ways do postmodernists see our world as disordered?
7. What is a metanarratrive?
8. Draw the four step communication model presented in Chapter 2.
9. What two ethical principles should guide communication research?
10. What is an IRB and what does it do?

Exam Items

Matching

Note to students: None of the items below will be used more than once; some items may not be used at all.

A. Epistemology
B. Mechanical World Paradigm
C. Entropy law
D. Parable of the Elephant
E. Metanarratives
F. Agenda setting
G. Skeptical postmodernism
H. Informed consent
I. Positivism
J. Affirmative postmodernism

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K. A communication model
L. Contemporary technology

1. Usually contains several elements, including message and medium.
2. The notion that matter and energy move from an ordered to a disordered state.
3. Present social science research thinking that only science can reveal truth and reality.
4. Concerned with the origin, nature, limits, and methods of human knowledge.
5. According to postmodernists, a major contributor to disorder in today's culture.
6. Developed by Isaac Newton, this became the model that dominated research in the modern period.
7. The view that, although contemporary culture has problems, there is reason to be hopeful and optimistic.
8. The ways people have of organizing and deriving meaning from experience.
9. The right of a research participant to know the project's purpose and to agree to be part of it.
10. The view that fragmentation, disintegration, and meaningless characterize contemporary culture.

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Short Answer

1. Epistemology
2. Mechanical World Paradigm
3. A whole is more than the sum of its parts; we cannot know the whole by examining its parts (or something similarly stated)
4. Entropy law; the Second Law of Thermodynamics
5. Science and reason no longer capable of revealing truth and reality; no absolute reality (or something similarly stated)
6. Social media and technology, cell phones, threat of terrorism (or any other current issue that contributed to a less ordered culture, e.g., politics)
7. A way of organizing and deriving meaning from human experience.
8. Originator-message-medium-receiver
9. Honesty and respect (or other appropriate responses)
10. Institutional Review Board; examines proposed research projects to ensure human subjects are protected from harm.

Matching

1.K; 2.C; 3. I; 4.A; 5. L; 6. B; 7. J; 8. E; 9. H; 10. G

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