Communication Mosaics 8th edition Wood Test Bank

SKU: 9781305403581-TEST-BANK

Name:_____ Class:_____ Date:_____

Chapter 2: The Field of Communication from Historical and Contemporary Perspectives

1. The study of communication is more than _____ years old.
   a. 3000
   b. 4100
   c. 5000
   d. 3200
   e. 2500

ANSWER: e
POINTS: 1

2. Why was Plato suspicious of rhetoric?
   a. The possibility of its misuse to manipulate and deceive.
   b. All citizens might learn how to speak persuasively.
   c. It would be the demise of the Academy.
   d. It was too difficult for the average person to learn.
   e. He was suspicious for all of the above reasons.

ANSWER: a
POINTS: 1

3. The first known theorists and teachers of rhetoric or persuasive speaking were _____.
   a. Corax and Isocrates
   b. Isocrates and Plato
   c. Corax and Tisias
   d. Isocrates and Tisias
   e. Plato and Tisias

ANSWER: c
POINTS: 1

4. According to Aristotle, with of the following is NOT a persuasive “proof”?
   a. logos
   b. pathos
   c. ethos
   d. tanthos
   e. all of the above are “proofs”

ANSWER: d
POINTS: 1

5. Stuart has just started preparing a speech for his communication class. He has selected a topic and is thinking about the kind of arguments, reasoning and evidence he might use in his speech. Stuart is focusing on which canon of public speaking?
   a. logos
   b. organization

Copyright Cengage Learning. Powered by Cognero.

Communication Mosaics 8th edition Wood Test Bank

c. pathos
d. ethos
e. delivery

ANSWER: a
POINTS: 1

6. The study of communication, power, and empowerment, especially as it relates to the issue of who is and who is not allowed to speak in a society, is strongly influenced by which philosopher?
a. John Dewey
b. Plato
c. George Herbert Mead
d. Michel Foucault
e. Kenneth Burke

ANSWER: c
POINTS: 1

7. Scholars use quantitative research methods to gather information in which of the following forms?
a. ethnography
b. textual
c. numerical
d. symbolic
e. syntactical

ANSWER: c
POINTS: 1

8. Louise has prepared a brief questionnaire to find out how satisfied her clients are with the service she has been providing them. She is engaging in which kind of quantitative research method?
a. experiment
b. survey
c. textual analysis
d. historical analysis
e. descriptive statistics

ANSWER: b
POINTS: 1

9. Independent and dependent variables are components of which type of quantitative research method?
a. experiment
b. survey
c. textual analysis
d. historical analysis
e. descriptive statistics

Copyright Cengage Learning. Powered by Cognero.

Communication Mosaics 8th edition Wood Test Bank

ANSWER: a
POINTS: 1

10. Textual analysis is an example of which type of research approach?
    a. qualitative
    b. survey
    c. critical
    d. quantitative
    e. historical

ANSWER: a
POINTS: 1

11. Gary is conducting an organizational communication study by using two different methodologies. He is giving the employees a questionnaire and he is also reviewing the minutes of the company's Board meetings over the past three years. Gary's research approach is a good example of:
    a. distributive methodology
    b. quantitative research
    c. triangulation
    d. qualitative research
    e. hybrid methodology

ANSWER: c
POINTS: 1

12. Which of the following is an area of study in the discipline of communication?
    a. interpersonal communication
    b. public communication
    c. organizational communication
    d. mass communication
    e. all of the above are areas of study in the field of communication

ANSWER: e
POINTS: 1

13. Organizational culture can best be defined as _____.
    a. understanding of the power hierarchy within an organization
    b. understanding personal relationships on the job
    c. understanding how to better productivity in an organization
    d. understanding an organization's identity and codes of thought and action
    e. all of the above are definitions of organizational culture

ANSWER: d
POINTS: 1

14. Whiteness studies are examples of research conducted in which field of communication study?

Copyright Cengage Learning. Powered by Cognero.

Communication Mosaics 8th edition Wood Test Bank

a. Organizational Communication Studies
b. Mass Communication Studies
c. Performance Studies
d. Public Communication Studies
e. Intercultural Communication Studies

ANSWER: e
POINTS: 1

15. The early 20th century philosopher John Dewey taught that communication was important _____.
a. to communicate wants and desires
b. to create good systems of mass media
c. to train reporters to ask the right type of questions
d. to protect the first amendment rights of Americans
e. to express progressive thought through citizen participation

ANSWER: e
POINTS: 1

16. Qualitative research methods _____.
a. often use statistics to measure effects
b. focus on media ratings
c. are the best form of audience measurement
d. provides non-numerical knowledge about communication
e. all of the above

ANSWER: d
POINTS: 1

17. Scholars identify and challenge communication practices that oppress, marginalize, or otherwise harm individuals and social groups in _____ research.
a. quantitative
b. critical
c. organizational
d. operational
e. interpersonal

ANSWER: b
POINTS: 1

18. Rhetorical criticism is _____.
a. the process of examining a text to see how it works communicatively
b. the study of the history of the field of communication
c. unwanted critical feedback
d. the study of persuasive nonverbal communication

Copyright Cengage Learning. Powered by Cognero.

Communication Mosaics 8th edition Wood Test Bank

e. quantitative research

ANSWER: a
POINTS: 1

19. Aisha wanted to understand what lawyers looked for when they selected juries. She spent hours observing attorneys question potential jurors for upcoming trials to see if she could identify patterns. This type of research is called _____.

a. quantitative
b. textual analysis
c. historical
d. critical
e. triangulation

ANSWER: b
POINTS: 1

20. Cell phones, Face Book, My Space, and Twitter have helped transform how we think and process information. This reflects a primary area of the modern communication discipline referred to as _____.

a. intrapersonal interaction
b. group and team discussion
c. intercultural Phenomena
d. mass communication
e. mediated communication

ANSWER: e
POINTS: 1

21. Communication is a relatively new area of academic study.

a. True
b. False

ANSWER: False
POINTS: 1

22. Sophists were known for their extraordinary concern for the ethical character of argument.

a. True
b. False

ANSWER: False
POINTS: 1

23. Pathos is the proof that appeals to listeners' emotions.

a. True
b. False

ANSWER: True
POINTS: 1

Copyright Cengage Learning. Powered by Cognero.

Communication Mosaics 8th edition Wood Test Bank

24. Ethos is proof based on logic and reasoning.
    a. True
    b. False
ANSWER: False
POINTS: 1

25. John wants to understand more about how communication influenced and was impacted by the Civil Rights Movement. He decides to study Martin Luther King, Jr's "I have a dream speech." This is known as ethnographic research.
    a. True
    b. False
ANSWER: False
POINTS: 1

26. Critical scholars attempt to identify and challenge communication practices that oppress, marginalize, or otherwise harm individuals or social groups.
    a. True
    b. False
ANSWER: True
POINTS: 1

27. Researchers in the field of organizational communication sometimes study personal relationships people have in professional settings.
    a. True
    b. False
ANSWER: True
POINTS: 1

28. The study of movies and films is not a part of any of the fields of communication study.
    a. True
    b. False
ANSWER: False
POINTS: 1

29. Media sometimes reinforce cultural stereotypes about race and ethnicity.
    a. True
    b. False
ANSWER: True
POINTS: 1

30. Effective communication principles are the same across all cultures.
    a. True
    b. False
ANSWER: False

Copyright Cengage Learning. Powered by Cognero.

Communication Mosaics 8th edition Wood Test Bank

Chapter 2: The Field of Communication from Historical and Contemporary Perspectives

POINTS: 1

31. _____ were teachers of rhetoric who boasted they could teach people how to win arguments by using gimmicks.
ANSWER: Sophists
POINTS: 1

32. _____ is a type of quantitative research in which researchers control the context and what happens in it.
ANSWER: Experiment
POINTS: 1

33. Communication with ourselves, or self-talk, is called _____.
ANSWER: intrapersonal communication
POINTS: 1

34. Three themes that unify diverse areas in the field of communication are _____, _____, and _____.
ANSWER: Symbolic activities; meaning; ethics
POINTS: 1

35. _____ _____ aims to understand how particular texts work.
ANSWER: rhetorical criticism
POINTS: 1

36. _____ communication is communication between people.
ANSWER: interpersonal
POINTS: 1

37. Studying _____ communication increases our insight into different cultures' communication styles and meanings.
ANSWER: intercultural
POINTS: 1

38. _____ are arbitrary, ambiguous, and abstract representations of other phenomena.
ANSWER: symbols
POINTS: 1

39. Studying phenomena in multiple ways is called _____.
ANSWER: triangulation
POINTS: 1

40. Some organizations think of themselves as family. This is a reflection of their _____ _____.
ANSWER: organizational culture

Copyright Cengage Learning. Powered by Cognero.

Communication Mosaics 8th edition Wood Test Bank

Chapter 2: The Field of Communication from Historical and Contemporary Perspectives

POINTS: 1

41. Discuss the three main types of communication research. Give specific examples of each type of research and discuss why each of the three types of research is important.
ANSWER: No answer provided.
POINTS: 1

42. According to the textbook, the field of communication is quite broad. As fully as you can, describe five of the areas of study and teaching in modern communication. Explain what topics each field focused on and give examples.
ANSWER: No answer provided.
POINTS: 1

43. Explain how symbolic activities can be seen at the heart of interpersonal, public, small group, and mass media areas of communication.
ANSWER: No answer provided.
POINTS: 1

Copyright Cengage Learning. Powered by Cognero.

Communication Mosaics 8th edition Wood Test Bank