

PURPOSIVE COMMUNICATION  
MIDTERM EXAMINATION  
1<sup>ST</sup> Semester, Academic Year 2025-2026

Name: \_\_\_\_\_  
Course/Year: \_\_\_\_\_

Score: \_\_\_\_\_

Date: \_\_\_\_\_

General Instruction: Read each item carefully and encircle the letter of the correct answer. Avoid erasures and selecting more than one answer. Review your work before submitting it. Good luck!

1. Which part of the communication process refers to the person who interprets the encoded message?  
A. Source  
B. Channel  
C. Receiver  
D. Feedback
2. The Latin term *communicare* means "to make ideas common."  
A. True  
B. False
3. Which statement BEST describes the principle of **clarity** in communication?  
A. Using long words to impress the audience  
B. Avoiding fuzzy language and jargon  
C. Showing politeness in communication  
D. Crafting messages that are creative and entertaining
4. Which of the following is **NOT** an ethical consideration in communication?  
A. Upholding integrity  
B. Respecting diversity and privacy  
C. Observing freedom of expression responsibly  
D. Falsifying information to protect others
5. A teacher adjusts her explanation of a complex topic by using simpler terms so her freshmen class can understand. Which principle of effective communication is she applying?  
A. Consideration  
B. Courtesy  
C. Captivating  
D. Creativity
6. When a manager gives employees a chance to voice their opinions during a meeting is promoting **access to communication**, an ethical practice.  
A. True  
B. False
7. Which of the following situations BEST illustrates a **mechanical barrier** to communication?  
A. A student misunderstands a joke due to cultural differences  
B. A poor internet connection disrupts an online class  
C. A heated argument prevents a person from listening  
D. A speaker uses unfamiliar jargon
8. Which among the following is **not part of the basic components** of the communication process?  
A. Encoding  
B. Channel  
C. Interference  
D. Accountability
9. A public speaker delivers a persuasive speech but exaggerates statistics to strengthen arguments.  
Which ethical principle is violated?  
A. Be open-minded  
B. Respect diversity  
C. Value truth  
D. Observe freedom of expression
10. A diplomat speaking at an international forum chooses words carefully to avoid offending cultural groups. Which principle is BEST reflected here?  
A. Concreteness  
B. Creativity  
C. Cultural Sensitivity  
D. Conciseness
11. Which of the following BEST defines globalization in the context of communication?  
A. Communication limited within a country's borders  
B. Assimilation among nations supported by technology and trade  
C. The elimination of cultural identity through global trade  
D. Political agreements among governments only
12. Which is **NOT** a cultural barrier to effective global communication?  
A. Teamwork and collaboration  
B. Language differences  
C. Discrimination and harassment  
D. Cultural relativism
13. A Filipino engineer presenting in Germany avoids idioms and uses clear visuals to aid understanding. Which communication strategy is he applying?  
A. Review communication principles  
B. Consider language needs  
C. Analyze message received  
D. Apply high-context style
14. Which of the following scenarios BEST illustrates **high-context communication**?  
A. A Japanese executive uses indirect hints instead of saying "no" directly.  
B. An American student openly disagrees with a professor's opinion.  
C. A German diplomat presents data with straightforward numbers and facts.  
D. A Filipino lawyer uses English legal terms in court.
15. Eliminating personal biases and prejudices is an essential guideline for enhancing multicultural communication competence.  
A. True  
B. False
16. Who introduced the concept of the **Three Concentric Circles of World Englishes**?  
A. Randolph Quirk



- B. Edgar Schneider  
C. David Crystal  
D. Braj Kachru
17. The Inner Circle includes the USA, UK, Canada, Australia, and New Zealand.  
A. True  
B. False
  18. Which circle in Kachru's model includes countries like the Philippines, Malaysia, and Singapore?  
A. Inner Circle  
B. Outer Circle  
C. Expanding Circle  
D. Core Circle
  19. Which statement BEST explains why Philippine English is considered legitimate?  
A. It ignores American English completely.  
B. It has codified grammatical, lexical, and syntactic features accepted in its speech community.  
C. It is identical to British English.  
D. It contains no errors at all.
  20. Choose the sentence that reflects standard (Inner Circle) English.  
A. "The results will result to confusion."  
B. "The results will result in confusion."  
C. "The results result by confusion."  
D. "The results are result into confusion."
  21. Which sentence is correct in standard (Inner Circle) English?  
A. "She has already graduated last year."  
B. "She graduated last year."  
C. "She was already graduated last year."  
D. "She already graduated last year."
  22. Which example BEST shows phonological influence of Outer or Expanding Circle Englishes?  
A. Filipinos saying go ahead to mean "leave now"  
B. Singaporeans using missy to mean "nurse"  
C. Nigerians pronouncing success as suc'cess  
D. Malaysians saying slambar to mean "relax"
  23. Which of the following sentences demonstrates a structural feature of Philippine English?  
A. "She was here already yesterday."  
B. "She studied here yesterday."  
C. "She has been here yesterday."  
D. "She will study here tomorrow."
  24. A linguist claims that when "errors" are consistently used by educated speakers, they become features of a standard variety. Which scholar supports this idea?  
A. Bautista  
B. Crystal  
C. Kachru  
D. Gonzalez
  25. Unique features of Philippine English, once codified, should automatically be labeled as "mistakes."  
A. True  
B. False
  26. Which of the following is one of the five key concepts of media literacy?  
A. Media messages are always objective  
B. Media has no effect on society  
C. Media have embedded values and points of view  
D. Media messages cannot be interpreted differently


27. The term "text" in media literacy refers only to written words, not sounds, graphics, or images.  
A. True  
B. False
28. A political campaign ad uses dramatic music and visuals to persuade viewers. Which key concept does this situation illustrate?  
A. Media messages are constructed using a creative language with its own rules  
B. All media messages are neutral  
C. Media messages cannot influence values  
D. Media always represent reality accurately
29. Analyzing a TV drama by asking whose perspectives are missing is an example of examining the values and points of view embedded in media.  
A. True  
B. False
30. A student reads an online article that claims a new product cures diseases but cites no credible sources. As a media-literate evaluator, what should the student do?  
A. Share the article immediately  
B. Accept it because it is online  
C. Cross-check the claim with reliable references before believing it  
D. Ignore all health-related articles
31. Multimedia presentations are always delivered through print handouts only.  
A. True  
B. False
32. Multimedia presentations may include text, graphics, photographs, audio, animation, and video.  
A. True  
B. False
33. Knowing your audience helps ensure that the presentation matches their needs and level of understanding.  
A. True  
B. False
34. The main purpose of checking technical issues like font size and contrast is to make the presentation more entertaining rather than readable.  
A. True  
B. False
35. Using a video clip from an online source in a presentation without citation is acceptable in educational settings.  
A. True  
B. False
36. In making slides, it is best to keep only one main idea per slide for clarity.  
A. True  
B. False
37. Using dark red text on a black background demonstrates poor use of contrast in slide design.  
A. True  
B. False
38. Overusing transitions and animations improves the clarity of information in a multimedia presentation.  
A. True  
B. False



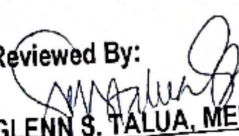
39. A presentation that uses consistent design, easy-to-read fonts, and organized ideas is considered effective.  
A. True  
B. False
40. A multimedia presentation that lacks citations for borrowed materials still reflects ethical and effective communication.  
A. True  
B. False
41. What is the main goal of informative communication?  
A. To persuade the audience  
B. To entertain the audience  
C. To inform the audience without changing behavior  
D. To confuse the audience
42. Which of the following is an example of persuasive communication?  
A. A weather forecaster reporting the day's temperature  
B. A newscaster reporting an earthquake  
C. A student explaining how plants grow  
D. A criminal lawyer convincing the jury with arguments
43. According to Aristotle, which are the three primary forms of proof?  
A. Logos, Pathos, Mythos  
B. Ethos, Pathos, Logos  
C. Logos, Kairos, Mythos  
D. Ethos, Logos, Mythos
44. Informative communication helps reduce ignorance by?  
A. Sharing relevant and novel information  
B. Changing emotions  
C. Persuading people to act  
D. Using fallacies
45. Why does persuasive communication carry a higher ethical obligation?  
A. It appeals to feelings and requires strong audience commitment  
B. It always avoids using emotions  
C. It focuses only on statistics  
D. It ignores credibility
46. Argumentative communication relies primarily on:  
A. Factual reasoning and sound proof  
B. Emotional manipulation  
C. Entertaining stories  
D. Myths and legends only
47. A teacher explaining how photosynthesis works without asking students to act on the information is practicing?  
A. Persuasive communication  
B. Informative communication  
C. Argumentative communication  
D. Entertaining communication
48. A campaign ad highlighting a candidate's credibility and values to gain voters' trust is an example of?  
A. Argumentative communication  
B. Informative communication  
C. Persuasive communication  
D. Entertaining communication
49. A student using false statistics in a debate demonstrates?  
A. Persuasive communication  
B. Effective argumentative communication  
C. Informative communication  
D. Defective argumentation
50. Spotting a "slippery slope" argument in a debate is an example of recognizing:  
A. Persuasive appeal  
B. Effective communication  
C. Defective reasoning  
D. Informative delivery
51. Which of the following is FALSE about persuasive communication?  
A. It provides a choice among options  
B. It appeals to emotions  
C. It disregards the speaker's credibility  
D. It requires audience commitment
52. How does argumentative communication differ from persuasive communication?  
A. It focuses more on emotions  
B. It uses sound reasoning and factual proof  
C. It is less structured  
D. It avoids logical analysis
53. A speaker combining informative and persuasive communication depending on audience needs is?  
A. Ineffective  
B. Misleading  
C. Adaptable and effective  
D. Unethical
54. Ethical communication requires avoiding which of the following?  
A. Misuse of facts  
B. Proper citation of sources  
C. Strong reasoning  
D. Credibility building
55. A persuasive message that manipulates emotions without factual support is?  
A. Ethical  
B. Ineffective and unethical  
C. Always valid  
D. Informative
56. Public speaking is best described as a what?  
A. A casual conversation with friends  
B. A structured, deliberate way of speaking to inform, influence, or entertain  
C. Reading a book aloud to yourself  
D. Speaking only without preparation
57. Memorized speech delivery is excellent for short messages but can also be used in oratorical and declamation contests.  
A. True  
B. False
58. Public speaking always requires memorizing the entire speech word for word.  
A. True  
B. False
59. Why is reading from a manuscript sometimes considered less effective?  
A. It is always shorter in length  
B. It may reduce naturalness and eye contact  
C. It never requires preparation  
D. It eliminates errors completely
60. Which of the following is NOT a recognized mode of speech delivery?  
A. Manuscript

- B. Memorized  
C. Extemporaneous  
D. Written composition
61. Maintaining eye contact with your audience helps build connection and credibility.  
A. True  
B. False
62. Practicing your speech multiple times can help reduce nervousness during delivery.  
A. True  
B. False
63. Which sentence correctly applies the concept of extemporaneous speaking?  
A. The teacher read every line word-for-word from a paper.  
B. The student forgot lines from his memorized piece.  
C. The lecturer used an outline and created sentences while speaking.  
D. The host prepared a script and stuck to it word for word.
64. Impromptu speaking usually ensures well-organized and well-prepared thoughts.  
A. True  
B. False
65. Which mode of speech delivery requires the speaker to create sentences in real time, guided by an outline?  
A. Manuscript  
B. Extemporaneous  
C. Impromptu  
D. Memorized
66. Sentence: "*Reading from a manuscript need no preparation because the text is already complete.*" Which correction makes the sentence grammatically correct?  
A. Replace *need* with *needs*  
B. Replace *is* with *are*  
C. Replace *already* with *still*  
D. No correction needed
67. If your audience seems distracted, it might be because your speech lacks engagement or clarity.  
A. True  
B. False
68. Which speech delivery method would be LEAST appropriate for a State of the Nation Address (SONA)?  
A. Reading from a manuscript  
B. Memorized  
C. Extemporaneous  
D. Impromptu
69. Combining stories, visuals, and gestures in a speech can make it more engaging.  
A. True  
B. False
70. A speaker who forgets lines during a memorized speech but smoothly shifts to extemporaneous delivery demonstrates adaptability in public speaking.  
A. True  
B. False

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