

# Practice Questions Test 3

1. \_\_\_\_\_ are messages that have 2 or more equally plausible yet vague meanings:

- a. Equivocal message
- b. Lying
- c. Conflict
- d. Ethos

2. \_\_\_\_\_ is the apology where you realize you were wrong:

- a. I'm at fault
- b. I regret it
- c. I apologize but not really
- d. Blanket

3. "I understand how bad you feel right now, but don't worry. I am sure you will find someone even better before long." This is an example of:

- a. Irrelevant response
- b. Interrupting
- c. Supportive
- d. Analyzing

4. \_\_\_\_\_ goal is to attract attention to a product or service with the intent of persuading the viewing public to make a purchase:

- a. Pathos
- b. Logos
- c. Noncommercial advertising
- d. Commercial advertising

5. You see a painting you do not like. You respond "it's a beautiful painting, I love it." This is an example of:

- a. A true, clear message
- b. A false, clear message
- c. A true, equivocal message
- d. A false, equivocal message

6. Farmer Joe's cow got into the strawberry patch and his milk turned into strawberry milk according to the gossip magazine Gossip girls and boys. You didn't believe it until you saw the same article in CNN and Fox news. This is because of:

- a. ethics
- b. sponsorship effect
- c. identification
- d. distinction

7. When you are using the strategy of homophily, you are using the strategy of:

- a. identification
- b. polarization
- c. pathos
- d. ethos

8. In a speech, you quote Dr. Art Vandale, a noted architect, discussion of how hurricanes have caused buildings to become stronger. This would be:

- a. fact
- b. statistic
- c. illustration
- d. testimony from authority

9. Tina wanted to buy a Barbie doll because she thought it was the best toy in the world and it would be her friend for life. This is which category of pathos:

- a. saint
- b. sinner
- c. idol
- d. abomination

10. Tom hit his brother and his mother made him apologize. This is an example of which type of apology:

- a. forced
- b. I regret it
- c. I sympathize
- d. I'm at fault

11. Tina's dog died. Tom tells her "I am so sorry your dog died." This is an example of:

- a. forced
- b. I regret it
- c. I sympathize
- d. I'm at fault

12. "I'm sorry but it is really your fault for not paying attention" is an example of which apology:

- a. apology excuse
- b. I regret it
- c. I sympathize
- d. I'm at fault

13. Tom went on a job interview. He told the interviewer he had 2 years experience but he only had 6 months. He lied to:

- a. acquire resources
- b. protect resources
- c. present a competent image
- d. increase social desirability

14. Beverly told Adam "don't worry. you don't have to come home. If Grampa dies, you can remember the good times." This is an example of which compliance gaining strategy:

- a. esteem
- b. guilt
- c. debt
- d. threat

15. Beverly told Adam "If you don't come home to see your Grampa, I will cut off your allowance."  
This is an example of which compliance gaining strategy:

- a. esteem
- b. guilt
- c. debt
- d. threat

16. Beverly got her feelings hurt. She overheard Adam telling Erica "don't tell mom. She isn't going to figure it out." She thought he was calling her "dumb" but he was really coming home to surprise everyone. This is an example of which type of conflict:

- a. Disagreement over matters of fact
- b. misinterpretation of another's intent
- c. scarcity of resources
- d. Individual differences

17. Erica said I'm sorry for whatever I did to upset you. This is:

- a. bad ethos
- b. being a side stream listener
- c. blanket apology
- d. impervious response

18. Beverly was glad she didn't call Adam names. This would have started a  
n)

- a. ego conflict
- b. pseudo conflict
- c. collaboration
- d. compromise

19. Beverly was telling Barry she was upset. Barry kept saying "Uh-huh" while reading the newspaper. This is an example of:

- a. Non immediacy
- b. discounting
- c. tangential
- d. Irrelevant

20. Lisa was speeding (and she didn't realize it). She got pulled over by the cop. She stopped when she saw the cop because the cop has:

- a. reward power
- b. legitimate power
- c. expert power
- d. reward power

21. Everyone loves the Goldberg TV show. The real life Goldberg mom Beverly was coming to speak at LSU. Students and moms came to listen because she has:

- a. reward power
- b. legitimate power
- c. expert power
- d. Referent power

22. Her son Dr. Barry Goldberg came because he thinks he is the best son in the world. He tells everyone what a wonderful son he is. This is the self presentation strategy of:

- a. intimidator
- b. self-promoter
- c. supplicator
- d. exemplifier

23. Her son Adam Goldberg does everything right. He is the perfect son everyone wants to be like. He uses which self presentation strategy:

- a. intimidator
- b. self-promoter
- c. supplicator
- d. exemplifier

24. Victoria was upset because the cat scratched her. She decided she hated all cats. Which fallacy is she guilty of:

- a. ad hominem
- b. either or
- c. false cause
- d. hasty generalization

25. Kara wanted to go to the circus for her birthday. Everyone agreed because it was her special day. This is which conflict resolution strategy:

- a. accommodation
- b. competition
- c. collaboration
- d. compromise

26. Tara wanted to go to the beach for spring break but Liz wanted to go to Dollywood. This is an example of which type of simple conflict:

- a. scarcity of resources
- b. Individual differences
- c. inappropriate behavior
- d. ego conflict

27. Tommy failed a test. Tina told him " I understand you are upset but I am sure you will do better next time." This is an example of which confirming response:

- a. advising
- b. supportive
- c. analyzing
- d. endorsement

28. Tommy told his dad he failed the test. The dad responded with uh huh, and kept reading the newspaper. This is an example of which type of disconfirming response:

- a. non-immediacy
- b. tangential
- c. interrupting
- d. analyzing

29. Alex wanted Cane's for supper. He asked his mom. His mom doesn't like to feed her kids fast food at night. She believes it isn't good for you. He told her that he made an A on his science test. She believed that this was a good reward for his test. Alex is trying to appeal to his mother's:

- a. internal constraints
- b. external constraints
- c. hidden interests
- d. external interests

30. SNL had Dan Cranshaw appear on SNL after Pete Davidson insulted him. They wanted to apologize to him. However, they really did not want to lose any viewers. Losing viewers would be a:

- a. internal constraints
- b. external constraints
- c. hidden interests
- d. external interests

31. George Bush told other countries that after 911 they were either with the United states or the terrorists. This is an example of:

- a. Polarization
- b. Criticized audience
- c. the sophists
- d. rhetorical goal

32. In the previous example, the terrorists would be:

- a. empirical audience
- b. criticized audience
- c. target audience
- d. evoked audience

33. LSU asks the fans to wear gold to the gold game. If the fans wore gold, they were a member of:

- a. empirical audience
- b. criticized audience
- c. target audience
- d. evoked audience

## Answers

1. A
2. A
3. C
4. D
5. B
6. B
7. A
8. D
9. C
10. A
11. C
12. A
13. C
14. B
15. D
16. B
17. C
18. A
19. A
20. B
21. D
22. B
23. D
24. D
25. A
26. B
27. B
28. A
29. A
30. C
31. A
32. B
33. D