

FBQ1: Communication process involves the transmission of _____ from sender to receiver

Answer: Message

FBQ2: The term "Communication" is from the Latin word _____

Answer: COMMUNIS

FBQ3: Exchange of culture and values is a function of communication known as _____

Answer: Social-Cultural Integration

FBQ4: _____ grouped definitions of communication into three major areas

Answer: Severin and Tankard (1980)

FBQ5: _____ is the dissemination of information/message through a medium to a large heterogeneous audience

Answer: Mass communication

FBQ6: The presence of the _____ means that messages sent do not reach the audience in raw form

Answer: Gatekeeping

FBQ7: _____ is the point at which the source sees the need to communicate

Answer: Stimulation

FBQ8: Processing, understanding and interpreting a message by the receiver is called _____

Answer: Encoding

FBQ9: _____ is the response or reaction of the receiver to the message sent

Answer: Feedback

FBQ10: _____ Noise is when the environment keeps the message from being heard or understood

Answer: Physical

FBQ11: In Laswellian model, "to whom" refers to the _____

Answer: receiver

FBQ12: Which communication model shows communication process as circular, dynamic and ongoing? _____

Answer: The Hub Model

FBQ13: According to _____, a theory enables us to make sense out of a disturbing situation

Answer: Kaplan

FBQ14: _____ is the oldest press theory

Answer: Authoritarian Media Theory

FBQ15: Which theory sees the audience as influencing the media by being selective in their media use? _____

Answer: Uses and gratifications theory

FBQ16: The correlation function of mass communication is otherwise known as _____ function of the press

Answer: Opinion

FBQ17: Communication by word of mouth is called _____

Answer: Oral communication

FBQ18: The type of communication mostly learnt during childhood is _____

Answer: Non-verbal

FBQ19: _____ are examples of body language involving use of body movements that directly translate into words

Answer: Emblems

FBQ20: Conveying messages through the eyes by way of contact, blink or eye movement is called _____

Answer: Oculistics

FBQ21: The kind of communication in which the sender is at the same time the receiver is called _____

Answer: Intrapersonal

FBQ22: The type of communication that occurs on one-on-one basis usually in an informal, unstructured setting is called _____

Answer: Interpersonal communication

FBQ23: Dyadic is a method of communication that involves _____ people only

Answer: Two

FBQ24: _____ is the communication between two or more countries/nations

Answer: International communication

FBQ25: Books, newspapers and magazines are examples of _____ media

Answer: print

FBQ26: Development of books started with the invention of _____

Answer: Writing

FBQ27: The Italian daily bulletin Acta Diurna means _____

Answer: Actions of the day

FBQ28: The first magazine was believed to have been established in the year _____

Answer: 1704

FBQ29: Early books were made of _____

Answer: vellum

FBQ30: There are _____ periods in the history of books

Answer: Four

FBQ31: _____ is when the author of a book doubles as the publisher

Answer: Self-publisher

FBQ32: Textbooks, learning materials and teachers' guide are example of _____ books

Answer: educational

FBQ33: The first step in book publishing is _____

Answer: Submission by author or agent

FBQ34: Two important predecessors of radio were telegraph and _____

Answer: Telephone

FBQ35: The most influential medium is _____

Answer: Television

FBQ36: _____ is a medium of communication that contains audio and visual and is acted upon by people to make it close to reality

Answer: Film

FBQ37: Comedy usually has a _____ ending

Answer: Happy

FBQ38: Script writer creates the _____
Answer: Screenplay

FBQ39: What is the full meaning of WWW? _____
Answer: World Wide Web

FBQ40: Internet is worldwide accessible series of interconnected _____
networks
Answer: computer

FBQ41: The idea of "global village" was propounded by _____
Answer: Marshall McLuhan

FBQ42: Internet radio was born in the year _____
Answer: 1995

FBQ43: Online newspaper is also called _____
Answer: web newspaper

FBQ44: "Webzines" is another name for _____
Answer: Online magazine

FBQ45: News agencies are example of _____
Answer: adjuncts

FBQ46: What is the full meaning of AFP?
Answer: Agence France Presse

FBQ47: Reuters is owned by _____
Answer: British government

FBQ48: What does NAN stand for? _____
Answer: News Agency of Nigeria

FBQ49: Public Relations is NOT a management function. True or false
Answer: False

FBQ50: Advertising is derived from the _____ word ad vertere
Answer: Latin

MCQ1: _____ defines communication as any means by which thought is
transferred from one person to another
Answer: Folarin (2003)

MCQ2: The communication function that is concerned with how people relate with
other people is referred to as _____
Answer: Social interaction

MCQ3: Functional meanings of communication involve which of the following?
Answer: All of the options

MCQ4: _____ defines mass communication as messages communicated through a
mass medium to a large number of people
Answer: Bittner

MCQ5: Which of the following is not a feature of mass communication?
Answer: Quick feedback

MCQ6: Which of the following is not true about the nature of mass communication
audience?
Answer: It is small

MCQ7: Simultaneity of mass communication audience means _____
Answer: the audience can all be reached at the same time

MCQ8: _____ refers to the exactitude with which a medium reproduces the original physical dimensions of messages being sent across
Answer: Fidelity

MCQ9: Communication is not static. This means it is_____
Answer: Dynamic

MCQ10: The process of communication begins with_____
Answer: Stimulation

MCQ11: The person who begins the communication process is_____
Answer: The source

MCQ12: _____ comes from within as result of poor mental attitude, emotional stress, etc
Answer: Psychological noise

MCQ13: _____ called the study of communication "rhetoric"
Answer: Aristotle

MCQ14: Shannon's model of communication's isolated_____ which was later added by Weaver
Answer: Feedback

MCQ15: The "H" in HUB model stands for_____
Answer: Hiebert

MCQ16: The process of arriving at theory consists of _____ stages
Answer: Eight

MCQ17: In the scientific method, theory provides the logical support while research provides the _____support
Answer: Empirical

MCQ18: Which of the following theories does not belong to the normative category?
Answer: Mass society theory

MCQ19: According to _____ theory, mass media determines issues that are regarded as important at a given time in a given society
Answer: Agenda setting

MCQ20: Social learning theory encompasses_____ to explain how people learn through observation
Answer: 1 & 2

MCQ21: Which of the following categories of people are not likely to patronize entertainment media?
Answer: The old

MCQ22: The following are disadvantages of oral communication except_____
Answer: It cannot be easily denied

MCQ 23: Functions of non-verbal communication in relation to verbal communication include which of the following?_____
Answer: All of the above

MCQ24: Functions of interpersonal communication include_____
Answer: All of the above

MCQ25: Communication among people from different cultural backgrounds is called_____
Answer: Cross-cultural communication

MCQ26: Information-rich nations are mostly_____

Answer: Western capitalist nations

MCQ27: Major international news agencies in the world include the following except_____

Answer: NAN

MCQ28: Gutenberg perfected printing technology in the year_____

Answer: 1446

MCQ 29: The first true newspaper in English was_____

Answer: London Gazette

MCQ 30: Benjamin Harris made the first attempt at establishing a newspaper in _____

Answer: America

MCQ31: Among the factors responsible for mass circulation of magazines in America is_____

Answer: All of the above

MCQ32: The last period in the history of books is _____

Answer: 16th to 17th century

MCQ33: Radio waves were discovered by_____

Answer: Henrich Hertz

MCQ34: Michael Faraday discovered electromagnetic induction in_____

Answer: 1831

MCQ35: The word television is a hybrid of two words from_____

Answer: Greek and Latin

MCQ36: The first demonstration of colour transmission took place in _____

Answer: 1928

MCQ37: The introduction of _____ to motion pictures made musical genres possible

Answer: sound

MCQ38: Films that terrify and invoke strange experiences that are difficult to explain are called_____

Answer: Horror films

MCQ39: The plot in which a hero finally destroys the villain is a feature of_____

Answer: Adventure

MCQ40: _____ is the film function that helps people purge negative emotions

Answer: Catharsis

MCQ41: The _____is responsible for the provision of all materials needed for a film production

Answer: Production manager

MCQ42: Make-up is applied on actors in order to_____

Answer: 1 & 2

MCQ 43: Online media is also called_____

Answer: new media

MCQ44: The internet is a product of _____ military aimed at enhancing defense

Answer: US

MCQ45: Which of the following statements is not true about "online-only newspaper"?

Answer: It must have a print version

MCQ46: The followings are national news agencies except_____

Answer: Agence France Presse

MCQ47: Two names associated with the emergence of Public Relations are Ivy Better Lee and _____

Answer: Edward Bernays

MCQ48: Public Relations activities can number up to _____

Answer: 15

MCQ49: Growth of modern advertising is attributable to which of the following forces?

Answer: All of the above

MCQ50: Which of the options is not a theory of media effect?

Answer: Agenda setting theory