

FBQ1: Exposure to the mass media can ---- the behaviour of rural people for a better standard of living.

Answer: change

FBQ2: People --- their living from mass communication.

Answer: earn

FBQ3: The ----- channels are the oldest of all media of mass communication.

Answer: print media

FBQ4: The ----- channels are the most popular media of mass communication.

Answer: broadcast

FBQ5: ----- people cannot access the print media channels of mass communication.

Answer: Illiterate

FBQ6: The ---- media depend on electric power to transmit messages to the audience.

Answer: electronic

FBQ7: This transmission of mass advertising to people's cell phones from the Internet is a form of mass communication. True or False? -----

Answer: True

FBQ8: In the society, the mass media carefully watch what goes on and report this in the news. This is the ---- function of the mass media.

Answer: surveillance

FBQ9: Communication brings together all the different views of the groups of people in the society so that they can work hand in hand with one another. This is the----- function of the mass media.

Answer: Correlation

FBQ10: Mass media provide us with an escape from daily routines and problems. We often turn to media in our leisure time to escape from boredom and obtain relief from the predictability of our everyday lives. This is the ---- function of the mass media.

Answer: entertainment

FBQ11: Communication which is done without the use of words is----- communication

Answer: non-verbal

FBQ12: Media organisations as "gate keepers" means that they tell only part of the truth. True or False?-----

Answer: True

FBQ13: Newspapers, magazines, books, pamphlets and comics are forms of ---- media.

Answer: print

FBQ14: Communication using words is called----- communication.

Answer: verbal

FBQ15: The mass media, siding with political parties or showing disdain to certain government functionaries, at times, is known as-----.

Answer: media bias

FBQ16: When the media largely consider their commercial interest more than what common people expect from them on pure professional grounds; this is known as -----.

Answer: commercialism

FBQ17: It is ethical for the media to show photos of slain persons dipped in a

pool of blood, or headlines which describe a crime in most horrible details.  
True or False?-----.  
Answer: False

FBQ18: A good theory should be able to give plausible explanation for the -----  
it was constructed to explain.  
Answer: phenomenon

FBQ19: Apart from providing explanation, a good theory should be able to-----  
events.  
Answer: predict

FBQ20: The internal logic of a theory should be easily assessed without carrying  
out any test. This means that a good theory should achieve-----.  
Answer: internal consistence

FBQ21: A good theory should be able to generate new hypotheses which will expand  
the horizons of knowledge. This is the attribute of-----.  
Answer: heuristic provocativeness

FBQ22: A good theory should be able to stand the test of time. It should be a  
statement or proposition that can stand for a long time without being flawed.  
This is the attribute of-----.  
Answer: durability

FBQ23: The first and primary function of the mass media is dissemination  
of-----.  
Answer: information

FBQ24: Theories should provide acceptable answers to questions. Do you agree or  
disagree? -----.  
Answer: Agree

FBQ25: The term ''feedback'' is borrowed from the field of -----.  
Answer: engineering

FBQ26: The "diffusion of information" is borrowed from-----.  
Answer: chemistry

FBQ27: What do you call the receiver's response to the source's message?  
-----  
Answer: Feedback

FBQ28: A---- is anything we can observe directly through our senses or  
indirectly through our mind.  
Answer: phenomenon

FBQ29: Theories help us to ----- facts. ( discover OR conceal)  
Answer: discover

FBQ30: The basic assumption of Normative theories is that the media tend to  
assume the form and coloration of the----- in which they operate.  
Answer: society

FBQ31: The Free Press theory is also the----- theory.  
Answer: Libertarian

FBQ32: In-----paradigms, all meaningful communication is a form of  
storytelling or giving a report of events.  
Answer: narrative

FBQ33: Individuals are able to distinguish what makes a story legitimate by  
using what Walter Fisher refers to as -----.  
Answer: narrative rationality

FBQ34: Fisher defined----- as the degree to which a story makes sense structurally.

Answer: Coherence

FBQ35: Generally, mass communication theories enable us to understand behaviours of the mass audience. True or False

Answer: True

FBQ36: While some theorists say the mass media audience is passive, others say that the audience is-----.

Answer: active

FBQ37: The mass media communicators communicate to an unspecified audience. Members of the audience generally are not known to one another, in addition to their being unknown to the communicator who sends all of them message. The communicator knows he or she has a large audience, but who they and who make up the audience is largely a matter guess work and intuition on the part of the mass communicator. This shows that the audience is-----.

Answer: anonymous

FBQ38: The Dissonance Theory is an example of -----theories of mass communication.

Answer: Limited Effects

FBQ39: The audience of mass communication is physically separated in space and time from one another. The audience is also separated from the communicator in space and time. This shows the -----characteristic of the audience.

Answer: scattered

FBQ40: We are exposed to very many mass media messages or information daily from both the print and electronic media, but our choice on which message to receive, is known as-----.

Answer: selective attention

FBQ41: ----- predicts that people will interpret messages in a manner consistent with their pre-existing attitudes and beliefs.

Answer: Selective perception

FBQ42: The-----theory which was developed in the 16th and 17th century Europe (England) stemmed from the absolute power of the monarch. Here the state is actually the master. Those who control the government have the monopoly of the truth and of information approach.

Answer: Authoritarian Media

FBQ43: Ownership and control of the media should be seen as a kind of stewardship, that is they should serve and promote the interest of the public. Hence, the press should be open to anyone who has something to say. This is the ----- media theory.

Answer: Social Responsibility

FBQ44: The audience members of mass communication messages have diverse backgrounds. This shows that the audience is-----in nature.

Answer: heterogeneous

FBQ45: The Liberation and Latitude Theory is one of the four theories of the press. True or False? -----

Answer: False

FBQ46: The----- theory explains why people often feel the need to conceal their opinions, preferences or views, especially when they fall within the minority of a group.

Answer: spiral of silence

FBQ47: The----- theory focuses on how knowledge is distributed in the society and the mass media's role in the distribution. The theory posits that as the infusion of mass media information into a social system increases, higher socioeconomic status segments tend to acquire this information faster than lower socioeconomic-status population segments so that the gap in knowledge between the two tends to increase rather than decrease.

Answer: Knowledge Gap

FBQ48: -----theories are theories that express how the mass media "ought to or can be expected to operate under a prevailing set of conditions and values".

Answer: Normative

FBQ49: The----- Theory argues that when confronted by new or conflicting information, people experience a kind of mental discomfort and as a result, reduce this discomfort through selective processes.

Answer: Dissonance

FBQ50: -----retention is rooted in the capacity of members of mass media audience to retain or discard mass media messages or information.

Answer: Selective

MCQ1: Communications helps us to ----- others

Answer: create communities

MCQ2: Communications helps us to ----- others

Answer: influence

MCQ3: It is -----that communication has certain characteristics.

Answer: true

MCQ4: Verbal and non-verbal communication can occur together.-----

Answer: True

MCQ5: -----communication follows established channels.

Answer: Formal

MCQ6: Horizontal communication occurs-----.

Answer: within the same level

MCQ7: Communication is-----

Answer: irrevocable

MCQ8: -----can be a barrier to communication.

Answer: Insensitivity to the receiver

MCQ9: -----messages can hinder communication.

Answer: Conflicting

MCQ10: Elements of the communication process are -----.

Answer: interdependent

MCQ11: ----- can be a decoding barrier in communication.

Answer: Lack of interest

MCQ12: The ----- of communication is the originator.

Answer: source

MCQ13: In communication, signs and symbols give expression to -----.

Answer: content

MCQ14: The receiver is also known as the -----.

Answer: audience

MCQ15: .Having a purpose is a communication activity.-----

Answer: True

MCQ16: ----- is translating our purpose into symbols that can be understood by others.

Answer: Encoding

MCQ17: ... is a person's inner response to a message

Answer: Meaning

MCQ18: ---- helps the originator of communication to re-structure his subsequent messages, if need be.

Answer: Feedback

MCQ19: In communication, sharing of meaning is-----

Answer: important

MCQ20: ----- helps to complete communication.

Answer: Feedback

MCQ21: What do you think?

Answer: Communication theorists try to explain what happens in the communication process.

MCQ22: Which is correct?

Answer: Effects of communication can be considered from various angles.

MCQ23: What do you think?

Answer: We can expect communication to lead to change in behaviour.

MCQ24: The---- is the central element of communication around which every other thing revolves.

Answer: message

MCQ25: What is your position?

Answer: Without receiving the message, there cannot be any decoding.

MCQ26: For the interpersonal mediated type of communication, decoding ----- immediately

Answer: does not occur

MCQ27: What do you think?

Answer: Most animals communicate with each other in some way.

MCQ28: When a man is reasoning within himself, it is-----communication.

Answer: intrapersonal

MCQ29: In group communication, feedback is -----.

Answer: immediate

MCQ30: Organisational communication is----- in offices.

Answer: important

MCQ31: Communication between the Broadcasting Organisation of Nigeria (BON) and Manufacturers Association of Nigeria (MAN) can be referred to as -----.

Answer: Institutional communication

MCQ32: Human communication includes music, pictorial arts and theatre.

Answer: True

MCQ33: ----- is communication through use of time.

Answer: Haptics

MCQ34: ----- is communication through body movements.

Answer: Kinesis

MCQ35: ---- - is communication through the use of space.

Answer: Proxemics

MCQ36: ----- is a determinant of the context of communication.

Answer: Time

MCQ37: What do you think?

Answer: The number of participants in a given communication can determine the context.

MCQ38: What is your view?

Answer: The venue of communication can give an insight into the context of that communication.

MCQ39: Indicate your view.

Answer: We can hardly separate communication from anything we do.

MCQ40: Communication ----- for self-actualisation.

Answer: is important

MCQ41: Communication is ----- for mass mobilisation in the country.

Answer: necessary

MCQ42: When people know the truth they become free. This shows that communication--- people.

Answer: liberates

MCQ43: What do you think?

Answer: Mass communication is more complex than interpersonal communication.

MCQ44: Indicate your stand.

Answer: Audience members of mass communication messages have a variety of media channels to view or listen to.

MCQ45: The audience of mass communication is---- .

Answer: heterogeneous

MCQ46: Which is correct?

Answer: Mass communication influences society.

MCQ47: Exposure to mass media can change the way people think.

Answer: True

MCQ48: Mass communication is a ----- type of communication.

Answer: one to many

MCQ49: Mass communication can raise our standard of living. ----

Answer: True

MCQ50: Mass communication is -----for socialisation of people

Answer: important