

CHAPTER 1: CONNECTING PROCESS AND PRINCIPLES

MULTIPLE CHOICE

- 1) Which of the following principles helps provide a foundation for understanding communication?
- A) Communication is moral.
 - B) Communication is natural.
 - C) Communication is systemic.
 - D) Communication is linear.
 - E) Communication is based on language.

Answer: C; Page: 15; Difficulty: 1; Skill: Factual

- 2) The statement, "Communication is a process" implies that
- A) the function of communication seldom changes.
 - B) communication is ongoing and ever changing.
 - C) communication is best understood as a series of step-by-step actions.
 - D) communication is generally transmitted through electronic means.
 - E) social systems are merely contexts in which communication occurs.

Answer: B; Pages 14-15; Difficulty: 2; Skill: Conceptual

- 3) According to the text, the essential components of communication are
- A) symbols, understanding, purpose, ideas, opinions, nonverbals, and reaction.
 - B) radio, television, Internet, symbols, and gender.
 - C) source, message, interference, channel, receiver, feedback, environment, and context.
 - D) source, destination, interaction, and correlation.
 - E) symbols, understanding, communication, and communicant.

Answer: C; Page 19; Difficulty: 1; Skill: Factual

- 4) The principles of effective composition and speech delivery were first studied by
- A) social scientists after the conclusion of WWII.
 - B) religious leaders during the European "Middle Ages."
 - C) the rhetoricians of ancient Greece and Rome.
 - D) media theorists after the advent of radio and mediated political debates.
 - E) followers of Buddha, who advised his disciples to avoid "harsh speech."

Answer: C; Page 5; Difficulty: 1; Skill: Factual

- 5) Speech communication is a diverse discipline involving a range of behaviors and situations. The common thread connecting all of these behaviors and situations is
- A) classical rhetoric.
 - B) public speaking.
 - C) interpersonal communication.
 - D) human symbolic interaction.
 - E) organizational behavior.

Answer: D; Page 6; Difficulty: 2; Skill: Conceptual

- 6) The classical rhetorician who noted that communication needed to be presented by "a good man speaking well" was
- A) Caesar.
 - B) Aristotle.
 - C) Quintillian.
 - D) Corax.
 - E) Plato.

Answer: C; Page 10; Difficulty: 1; Skill: Factual

- 7) Your textbook discusses the relationship between communication and ethics. One principle discussed is that unethical communication
- A) can be easily discovered by the audience.
 - B) is virtuous.
 - C) is always ineffective.
 - D) may, in fact, constitute effective communication.
 - E) makes use of ethos.

Answer: D; Page 10; Difficulty: 1; Skill: Factual

- 8) Aristotle, a classical Greek rhetorician, argued that communication was most effective when a speaker's character, or _____, was engaged in presenting truth.
- A) telos (purpose)
 - B) ethos (ethical appeal)
 - C) pathos (emotional appeal)
 - D) logos (logical appeal)
 - E) kairos (effective timing)

Answer: B; Pages 9-10; Difficulty: 1; Skill: Factual

- 9) When individuals are involved in a simultaneous communication process, they are involved in
- A) encoding.
 - B) an interaction.
 - C) decoding.
 - D) a transaction.
 - E) reception.

Answer: D; Page 16; Difficulty: 1; Skill: Factual

- 10) "The whole is greater than the sum of its parts" is a quotation that best illustrates the principle that communication is
- A) overt.
 - B) intentional.
 - C) a process.
 - D) systemic.
 - E) transactional.

Answer: D; Page 15; Difficulty: 2; Skill: Conceptual

- 11) Although communication can be considered both transactional and interactional, the prime function of the communication source/sender is to
- A) send the intended message.
 - B) serve only as the sender.
 - C) initiate the message.
 - D) decode and evaluate the message.
 - E) respond.

Answer: C; Page 19; Difficulty: 1; Skill: Factual

- 12) The Internet has made it much easier for people to access all types of information. Unfortunately, this has led to a greater tendency for some people to
- A) conduct research in libraries.
 - B) use ethical communication.
 - C) plagiarize.
 - D) enhance their credibility using verifiable sources.
 - E) build ethos.

Answer: C; Page 9; Difficulty: 2; Skill: Conceptual

- 13) Feedback is an essential component of the communication process because
- A) it helps to explain the importance of effective communication.
 - B) it eliminates noise during the communication interaction.
 - C) the accuracy of communication can decrease as a result of feedback.
 - D) it is what encodes the message.
 - E) it serves as a corrective device.

Answer: E; Page 23; Difficulty: 1; Skill: Conceptual

- 14) Effective communication skills
- A) are inherited from your parents.
 - B) are learned over time through instruction and practice.
 - C) are mainly important for those who have jobs in the media.
 - D) will guarantee that the communicator's goals are morally correct.
 - E) are best learned through classroom instruction.

Answer: B; Page 29; Difficulty 2; Skill: Conceptual

- 15) Which of the following statements about culture and communication is most accurate?
- A) Some cultures need to improve the way they communicate.
 - B) Due to technology, we no longer need to be concerned about improving the understanding of people from different cultures.
 - C) Culture illustrates the linear nature of communication.
 - D) Culture rarely becomes an element of communication.
 - E) The way in which people communicate is primarily a function of culture.

Answer: E; Pages 10-11; Difficulty: 2; Skill: Conceptual

- 16) Radio, television, telephone, and the World Wide Web are all examples of
- A) mediated communication.
 - B) intrapersonal communication.
 - C) public communication.
 - D) performance studies.
 - E) group communication.

Answer: A; Page 26; Difficulty: 1; Skill: Conceptual

- 17) After finishing a lecture on thermodynamics, Arleen compliments Dr. Phen by saying, "Sir, that was a 'bad' lecture," to which Dr. Phen responds, "Why, what was wrong with it?" Which of the following statements about communication best illustrates Dr. Phen's response?
- A) The ability to communicate is learned.
 - B) Communication is a good thing.
 - C) Meanings are in people.
 - D) More communication would solve the problem.
 - E) Words have meaning.

Answer: C; Page 28; Difficulty: 3; Skill: Applied

- 18) Becky decides to translate her feelings of anger into words and communicate them to Brent. In doing so, Becky enacts the process of
- A) receiving. B) decoding. C) encoding. D) sending. E) reacting.

Answer: C; Pages 20-21; Difficulty: 2; Skill: Applied

- 19) Josh and Mark take turns exchanging information about their plans for the day during their morning chat over coffee. Their conversation best demonstrates that communication is
- A) unintentional.
B) interactive.
C) ethical.
D) cognitive.
E) multicultural.

Answer: B; Page 16; Difficulty: 2; Skill: Applied

- 20) An important principle related to the basic elements of communication is that you
- A) act as a source first, then as a receiver.
B) intentionally choose whether you want to be a source or a receiver.
C) act as a receiver first, then as a source.
D) are responsible for selecting the feedback.
E) are simultaneously a source and a receiver.

Answer: E; Page 22; Difficulty: 1; Skill: Conceptual

- 21) Kristen had a disagreement with Paul and told him that he was an idiot. Later, while apologizing, Kristen asked Paul to "forget that little comment." Kristen does not realize that
- A) oral communication is irreversible.
B) we have a natural ability to communicate.
C) quantity means quality.
D) meaning is in the words we use.
E) communication is a cure-all.

Answer: A; Page 29; Difficulty: 2; Skill: Applied

- 22) Your boss walks by you in the hall, gives you a report, and says, "I need you to have a summary of that report done ASAP." You take the report home overnight, summarize it, and give it to your boss the next morning. Your boss takes the summary and complains to you, "I'm disappointed that you did not get it to me by when I told you to." This example illustrates the myth that
- A) we have a natural ability to communicate.
B) communication is a cure-all.
C) communication is reversible.
D) meaning is in the words we use.
E) quantity means quality.

Answer: D; Page 28; Difficulty: 3; Skill: Applied

- 23) After receiving an email from her boyfriend stating that their relationship was over, Erin began translating the message into her own thoughts. This process is known as
- A) encoding.
B) internalizing.
C) responding.
D) decoding.
E) remembering.

Answer: D; Page 22; Difficulty: 2; Skill: Conceptual

- 24) "I don't know why I bother taking a communication class! I simply do not have the knack for communicating very well, and will never improve!" This statement best illustrates which of the following misconceptions about communication?
- A) quantity for quality
 - B) meanings in people
 - C) meanings in words
 - D) natural ability to communicate
 - E) communication is a cure-all

Answer: D; Page 29; Difficulty: 3; Skill: Applied

- 25) As a communication source, an individual
- A) controls the channels by which the message will be mediated.
 - B) determines the meaning of what is to be communicated.
 - C) decodes the message into meaning.
 - D) often assigns meaning to unintentional behaviors.
 - E) is primarily responsible for sending feedback.

Answer: B; Pages 19-20; Difficulty: 1; Skill: Factual

- 26) Thinking of communication as a "cure-all" is a myth because
- A) communication is used unethically most of the time.
 - B) sometimes communication can create more problems than it solves.
 - C) communication is irreversible.
 - D) the act of communicating does carry some guarantees.
 - E) communication is a panacea.

Answer: B; Page 28; Difficulty: 2; Skill: Conceptual

- 27) During his telephone interview with IBM, Aaron answers a series of questions from Angela, a supervisor in the marketing department. What type of communication best describes their conversation?
- A) intrapersonal communication
 - B) performance studies
 - C) mediated communication
 - D) public speaking
 - E) group communication

Answer: C; Page 26; Difficulty: 1; Skill: Conceptual

- 28) "Communication is a personal event" describes what type of communication?
- A) intrapersonal
 - B) telepathy
 - C) interpersonal
 - D) relational
 - E) integrative

Answer: A; Page 25; Difficulty: 2; Skill: Factual

- 29) According to the text, interpersonal communication must involve
- A) intrapersonal communication.
 - B) a clear goal.
 - C) mediation.
 - D) dyadic communication.
 - E) face-to-face communication.

Answer: D; Page 25; Difficulty: 1; Skill: Factual

- 30) Which of the following statements best illustrates the point made in the textbook about whether or not communication is reversible?
- A) Listeners will often let you take back something you say.
 - B) Listeners may forgive and forget an angry statement.
 - C) Speakers are given wide latitude in correcting their mistakes.
 - D) Speakers rarely need to worry about things said as long as they act naturally and don't spend much time planning their message.
 - E) Speakers must explain and compensate for improper statements.
- Answer: E; Page 29; Difficulty: 2; Skill: Conceptual*

TRUE/FALSE

- 1) Communications refers to the process by which we create and share meanings.
Answer: ☐ True ☒ False
Page 5; Difficulty: 1; Skill: Factual
- 2) Communication includes both intentional and unintentional messages.
Answer: ☐ True ☒ False
Page 18; Difficulty: 1; Skill: Factual
- 3) Communication that is not intended is usually nonverbal.
Answer: ☐ True ☒ False
Page 19; Difficulty: 1; Skill: Factual
- 4) Individuals who are high in communication competence will most likely have a narrow repertoire of communication behaviors.
Answer: ☒ True ☐ False
Page 29; Difficulty: 2; Skill: Conceptual
- 5) Communication is a natural ability.
Answer: ☒ True ☐ False
Page 29; Difficulty: 1; Skill: Factual
- 6) Unethical communication is equivalent, or the same as, ineffective communication behavior.
Answer: ☒ True ☐ False
Page 10; Difficulty: 2; Skill: Conceptual
- 7) What we need to improve our relationships is more communication.
Answer: ☒ True ☐ False
Page 28; Difficulty: 2; Skill: Conceptual
- 8) Sam touches Taylor's hand and she thinks to herself, "I wonder if that means he might ask me out on a date." Taylor is engaging in intrapersonal communication about this event.
Answer: ☐ True ☒ False
Page 25; Difficulty: 2; Skill: Applied
- 9) An interview is a type of interpersonal communication.
Answer: ☐ True ☒ False
Page 25; Difficulty: 1; Skill: Factual

- 10) New forms of communication technology have increased the challenges associated with both presenting and receiving communication.

Answer: ☒ True False

Page 12; Difficulty: 1; Skill: Factual

SHORT ANSWER

- 1) What does it mean to say that the communication process is a system?

Answer: *It involves a series of actions that has no beginning or end and is constantly changing.*

Page 14; Difficulty: 1; Skill: Conceptual

- 2) What does transactional mean?

Answer: *The exchange of information in which both parties act simultaneously as senders and receivers and engage in encoding and decoding at the same time.*

Page 16; Difficulty: 2; Skill: Conceptual

- 3) Briefly explain why it is important to know that communication can be both intentional and unintentional.

Answer: *A person can purposely send a message to a receiver and they can also send a message that was not received, although they may not have intended it to be sent.*

Page 18; Difficulty: 3; Skill: Conceptual

- 4) Define context. What is the role of context in communication?

Answer: *Context refers to the circumstances or situation in which communication occurs. The context we are in affects what we say, how we say it and what type of communication should be used.*

Page 24; Difficulty: 2; Skill: Conceptual

- 5) Discuss some trends resulting in an increasingly multicultural society.

Answer: *People move from place to place more frequently; increases in Hispanic, black, and Asian American populations and decline or stable percentage for whites; 50-100% or more students with different native languages in several portions of the U.S.; increase in students whose first language is not English*

Pages 10-11; Difficulty 3; Skill: Factual

- 6) What does a message consist of?

Answer: *A message consists of words, grammar, organization of thoughts, physical appearance, body movement, voice, aspects of the person's personality and self-concept, and personal style. Environment and noise can also shape a message.*

Page 21; Difficulty 2; Skill: Factual

- 7) Define 'channel.' Provide an example to illustrate your definition.

Answer: *A channel is the route by which messages flow between sources and receivers. Examples will vary but should include a description and use of a specific channel.*

Page 22; Difficulty: 3; Skill: Applied

- 8) Identify two classical rhetoricians who provided suggestions concerning ethics and communication.

Answer: *Aristotle and Quintilian*

Page 10; Difficulty: 1; Skill: Factual

- 9) Identify two ways that demographic changes in our culture will affect communication.
Answer: (1) Increased knowledge, flexibility, and sensitivity are necessary, and (2) requires patience, understanding and respect.
Page 11; Difficulty: 1; Skill: Factual
- 10) Explain and provide a brief example for why "transmitting" does not accurately describe communication.
Answer: Transmitting assumes that the message is understood in the manner the receiver intended just through the act of communicating.
Pages: 3-4; Difficulty: 3; Skill: Applied
- 11) Define the term communication.
Answer: The simultaneous sharing and creating of meaning through human symbolic action
Page 5; Difficulty: 1; Skill: Factual
- 12) How can communication be unintentional? Provide an example of unintentional communication.
Answer: A message can be unintentional if it was not meant to be sent or if it was not intended for the individual who received it.
Page 18; Difficulty: 3; Skill: Applied
- 13) What are the roles of the receiver in the communication process?
Answer: Analyzing and interpreting the message
Page 22; Difficulty: 1; Skill: Factual
- 14) Define feedback, and briefly explain the advantages and disadvantages of feedback.
Answer: Feedback is the response to a message that the receiver sends to the source. Feedback allows the sender to determine if the message was understood as intended. It also allows the sender to correct any errors and misconceptions. Additional advantages suggest that when feedback increases, reception of information is enhanced. Disadvantages include that it takes time to provide feedback and people must be willing to clarify misconceptions when they occur.
Page 23; Difficulty: 3; Skill: Conceptual
- 15) In what ways does environment affect communication?
Answer: It can affect the nature and quality of the communication in that the attitudes, feelings, perceptions and relationships of the communicators can be influenced by factors of the location in which the communication event occurs (e.g., place, size, color, temperature etc.).
Page 23; Difficulty: 2; Skill: Conceptual
- 16) Explain the difference between external and internal interference. Provide examples of each to illustrate your answer.
Answer: External influence is caused by physical things, such as noise caused by someone's cell phone ringing, tapping their pen on the desk or a room that is too cold. Internal interference refers to psychological noise, such as thinking about what else you have to that day, someone using distracting hand gestures that make you preoccupied with evaluating their behaviors than their verbal message. Examples will vary.
Page 22; Difficulty: 2; Skill: Applied
- 17) Explain why "communication will cure all problems" is a misconception.
Answer: Communication cannot solve all of our problems; it can help reduce our problems.
Page 28; Difficulty: 1; Skill: Conceptual

- 18) Discuss the difference between viewing communication as a natural ability versus viewing communication as an ability we learn.

Answer: Viewing communication as a natural ability assumes that we were born with or without the ability to communicate effectively. Viewing communication as a skill that is learned allows us to practice and improve our abilities.

Page 29; Difficulty: 2; Skill: Conceptual

- 19) List and explain the four types of communication discussed in the text.

Answer: Intrapersonal communication: understanding information within ourselves. Interpersonal communication: creating and sharing of meaning between people in a relationship. Public communication: messages transmitted from one person who speaks to a group of people who listen. Mediated/mass communication: communicating with or to a large number of people and mediated communication refers to any communication transmitted by some kind of mechanistic means.

Pages 24-27; Difficulty: 2; Skill: Conceptual

- 20) Can unethical communication actually be effective communication? Explain your answer.

Answer: Yes, because even though we may persuade someone to do something unethical, the communication was still effective because they engaged in the requested behavior but the communication is not appropriate or virtuous.

Page 10; Difficulty: 2; Skill: Applied

ESSAY

- 1) The Association for Communication Administration defines the communication discipline as a body of research, study and application focusing on "how, why, and with what effects people communicate through spoken language and associated nonverbal messages." Central to this definition is the concept of human symbolic interaction. Discuss what *human symbolic interaction* is and why it is central to the study of communication. Finally, provide an example of how you use human symbolic interaction in your life.

Answer: Human symbolic interaction is the use of a language system, including words and nonverbal communication, to express thoughts, feelings, beliefs, attitudes, customs, and ideas. All human communication occurs in and through symbolic interaction. Symbolic interaction is the common thread that unifies the practice of communication in all facets of our lives, including (but not limited to) interpersonal communication, communication within groups, organizations, and cultures, and communication observed in the media. Symbolic interaction is central to communication because symbols allow us to express meaning. Without a shared system of symbols to interact with, communication would be impossible. Examples could vary from student to student. Any form of interaction would be appropriate. In general, examples should illustrate how we use shared language and/or nonverbal communication to express meaning.

Pages 5-6; Difficulty: 2; Skill: Applied

- 2) Human communication includes various types of communication encounters. Your textbook identifies four types of communication in Chapter 1. The first objective in your essay is to explain what intrapersonal, interpersonal, public, and mass/mediated communication are. As part of your explanation, you should define the terms and provide an example. Second, you should explain differences between the three types of communication.

Answer: Intrapersonal communication is a process of "mental dialogue" or communication with ourselves. When we think about what we are perceiving, when we monitor and evaluate our own behaviors, when we plan a message, and when we form impressions of others' messages we are engaging in intrapersonal communication.

Interpersonal communication is the informal exchange of information between two or more people. Interpersonal communication can be dyadic in nature (e.g., communication with a friend), can be an interview situation (e.g., a structured and formal exchange of information between a small number of people), or can be a small group interaction (e.g., a group of students discussing how to solve a critical thinking problem).

Public communication occurs when information is transmitted from one person to a number of individuals who listen. The most widely used form of public communication is a speech. Examples of public communication are the Presidential Inaugural Address, a parent voicing a complaint to the local school board, or a student giving a presentation in class.

Mass/mediated communication is a type of communication transmitted via some kind of mechanic means, such as television, radio, Internet, etc. Additionally, mass communication allows a communicator to reach many locations from a single location. Unlike intrapersonal, interpersonal, and public communication, with mass communication the speaker need not be present at the immediate speaking situation.

The fundamental difference between intrapersonal communication and other forms of communication is that intrapersonal occurs within ourselves whereas the other forms of communication are between people. Interpersonal communication differs from public communication in the following ways: (1) interpersonal communication is more transactional, (2) public communication is more highly structured, and (3) public speaking is more formal. Interpersonal communication differs from mass communication in that the sender and receiver may not be aware of the speaking environments of each other and therefore are removed from context.

Pages 24-27; Difficulty: 3; Skill: Applied

- 3) Over the last several years, the most dramatic changes in communication have occurred as a result of technological advances. E-mail, the Internet, Twitter, Facebook and other technologies have made communication both easier and harder. In this essay, discuss ways in which technology helps communication be more effective and also ways in which technology has made communication more difficult. Provide examples to illustrate your answer.

Answer: Technology helps communication because it figuratively makes the world a smaller place. Individuals are able to use e-mail and the Internet to experience nearly "real time" communication with people across the world, and can experience events happening on the other side of the globe. Moreover, these communication technologies have reduced the cost of long distance communication. Whereas an international telephone call would have cost quite a bit 10-15 years ago, an e-mail to a friend in Japan is now, for the most part, free. This increase in technology is not without problems. The sheer volume of communication we are bombarded with in our daily lives can be overwhelming. Also, people must take time to learn how to use these new communication technologies before they can become "communicators of the 21st century."

Pages 11-14; Difficulty: 3; Skill: Applied

- 4) You attend a party sponsored by a student organization on your campus. At that party you are introduced to Michelle, and you immediately "hit it off" with her. Does this meeting signal the "beginning" of your communication with Michelle? You should develop a clear answer to this question and explain your answer.

Answer: No. Communication is a process that has no beginning or ending. Communication encounters take place within a "flow" of life. If you meet someone at a party there are certain events that caused you to go to that party, some of which could have taken place years before (e.g., if the party was sponsored by a religious organization and your religious values were developed since childhood). Although the actual verbal conversation with Michelle may have begun at the party, your communication with her is part of a never ending (or beginning) process.

Pages 14-15; Difficulty: 3; Skill: Applied

- 5) In our culture as well as the global culture, the study of changes in population trends and characteristics is called demography. Recent demographic trends indicate that the world in general and United States in particular, are experiencing rapid demographic changes. What are some of these demographic trends and how will they affect communication in the future? Provide examples to illustrate your answer.

Answer: The United States is becoming culturally diverse. One example of this trend is the fact that by the year 2020, 46 percent of those enrolled in American schools will be people of color. Moreover, many individuals enrolled in American schools will speak English as a second language. These trends will have dramatic effects on the ways we communicate with one another. For example, the infusion of other cultures will change our language system as well as the meaning we assign to various nonverbal behaviors.

Pages 10-11; Difficulty: 2; Skill: Conceptual