

Test Bank

for

Berko/Wolvin/Wolvin/Aitken

Communicating: A Social, Career, and Cultural Focus

Twelfth Edition

Prepared by

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PEARSON

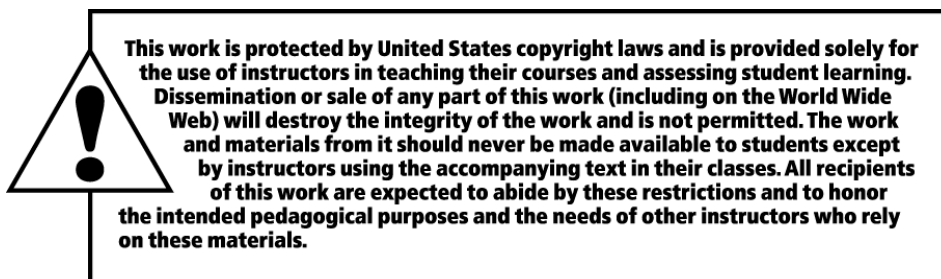
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Table of Contents

<u>1 The Human Communication Process</u>	3
1.1 MULTIPLE CHOICE.....	3
1.2 TRUE/FALSE.....	7
1.3 SHORT ANSWER QUESTIONS	9
1.4 ESSAY QUESTIONS.....	9
<u>2 Foundations of Verbal Language</u>	10
2.1 MULTIPLE CHOICE.....	10
2.2 TRUE/FALSE.....	13
2.3 SHORT ANSWER QUESTIONS	15
2.4 ESSAY QUESTIONS.....	15
<u>3 Nonverbal Communication</u>	Error! Bookmark not defined.
3.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
3.2 TRUE/FALSE.....	Error! Bookmark not defined.
3.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
3.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>4 Listening</u>	Error! Bookmark not defined.
4.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
4.2 TRUE/FALSE.....	Error! Bookmark not defined.
4.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
4.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>5 The Self and Perception</u>	Error! Bookmark not defined.
5.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
5.2 TRUE/FALSE.....	Error! Bookmark not defined.
5.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
5.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>6 Interpersonal and Electronically Mediated Communication</u>	Error! Bookmark not defined.
6.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
6.2 TRUE/FALSE.....	Error! Bookmark not defined.
6.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
6.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>7 Interpersonal Skills and Conflict Management</u>	Error! Bookmark not defined.
7.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
7.2 TRUE/FALSE.....	Error! Bookmark not defined.
7.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
7.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>8 The Interview</u>	Error! Bookmark not defined.
8.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
8.2 TRUE/FALSE.....	Error! Bookmark not defined.
8.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
8.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>9 The Concepts of Groups</u>	Error! Bookmark not defined.
9.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
9.2 TRUE/FALSE.....	Error! Bookmark not defined.
9.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.

9.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>10 Participating in Groups</u>	Error! Bookmark not defined.
10.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
10.2 TRUE/FALSE.....	Error! Bookmark not defined.
10.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
10.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>11 Public Speaking: Planning the Message</u>	Error! Bookmark not defined.
11.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
11.2 TRUE/FALSE.....	Error! Bookmark not defined.
11.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
11.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>12 Public Speaking: Developing the Message.....</u>	Error! Bookmark not defined.
12.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
12.2 TRUE/FALSE.....	Error! Bookmark not defined.
12.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
12.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>13 Public Speaking: Structuring the Message</u>	Error! Bookmark not defined.
13.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
13.2 TRUE/FALSE.....	Error! Bookmark not defined.
13.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
13.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>14 Public Speaking: The Informative Speech.....</u>	Error! Bookmark not defined.
14.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
14.2 TRUE/FALSE.....	Error! Bookmark not defined.
14.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
14.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>15 Public Speaking: The Persuasive Speech</u>	Error! Bookmark not defined.
15.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
15.2 TRUE/FALSE.....	Error! Bookmark not defined.
15.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
15.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.
<u>16 Public Speaking: Presenting the Message.....</u>	Error! Bookmark not defined.
16.1 MULTIPLE CHOICE.....	Error! Bookmark not defined.
16.2 TRUE/FALSE.....	Error! Bookmark not defined.
16.3 SHORT ANSWER QUESTIONS	Error! Bookmark not defined.
16.4 ESSAY QUESTIONS.....	Error! Bookmark not defined.

1 The Human Communication Process

1.1 MULTIPLE CHOICE

1. Summer break was over and it was time for Stacy to go back to school. She thought her first class was a torture, as it was simply a teacher lecturing to the class the whole time. The teacher was performing what type of communication? (p. 4, applied)
 - A. intrapersonal communication
 - B. interpersonal communication
 - C. public communication *
 - D. selective communication

2. You will be studying abroad in Tokyo, Japan next year. You know a little of the Japanese language. When you interact with those who are native of Tokyo, you will be engaging in _____ communication. (p. 22, factual)
 - A. intercultural *
 - B. intracultural
 - C. multicultural
 - D. bicultural

3. When communicators adapt to the setting, persons present, and purposes of the communication, they are illustrating which essential aspect of communication listed in the text? (p. 5, factual)
 - A. Communication is *continuous*.
 - B. Communication is *contextual*. *
 - C. Communication is *irreversible*.
 - D. Comprehension is *communicable*.

4. “What? I can’t hear you! The static on this cell phone is a killer, and you are breaking up. Call me later and maybe I will be able to understand you then.” The static in this phone conversation would be considered as what kind of noise? (p. 9, applied)
 - A. environmental *
 - B. semantic
 - C. organizational
 - D. physiological-impairment

5. When there is a winter storm warning in effect, the weather team comes on the television and tells the public their predictions and expectations. This best represents which communication model? (p. 14, applied)
 - A. transactional
 - B. important
 - C. linear *
 - D. interactional

6. Another word for multiculturalism, a movement recognizing that individuals should be able to maintain their distinctive cultural identities and still be part of a larger group, is _____. (p. 23, applied)
- A. intraculturalism
 - B. pluralism *
 - C. the melting pot
 - D. ethnocentrism
7. Jenny began dating in high school. The first time she was invited to his parents' house for dinner, she was served goat meat, a delicacy from Akmed's culture. Jenny was disgusted and told them that they were wrong for eating goat. Jennie was exhibiting _____. (p. 24, applied)
- A. multiculturalism
 - B. ethnocentrism *
 - C. racism
 - D. none of the above
8. Those who come from cultures other than yours, with whom you do not identify, are your _____. (p. 25, applied)
- A. cool group
 - B. in-group
 - C. out-group *
 - D. no group
9. If you travel to New York and go into a restaurant and ask for a "pop," your server may not know what to bring for you. This is an example of _____ noise. (p. 9, applied)
- A. environmental
 - B. physiological
 - C. semantic *
 - D. syntactical
10. A religiously conservative audience might not be able to listen to a speech about the benefits of domestic partnership (a marriage-type agreement between same-sex couples). What type of noise would they be experiencing? (p. 11, applied)
- A. semantic
 - B. syntactical
 - C. organizational
 - D. cultural *
11. A fight with your significant other right before class makes it difficult for you to listen to the professor's lecture. This is an example of _____ noise. (p. 11, applied)
- A. psychological *
 - B. organizational
 - C. semantic
 - D. syntactical

12. In which model of communication do communicators simultaneously process messages? (p. 17, factual)
- A. linear model
 - B. transactional *
 - C. interactional
 - D. monochannel
13. Communicating with oneself, including such things as thought processing and personal decision making is called _____ communication. (p. 3–4, factual)
- A. interpersonal
 - B. transpersonal
 - C. intrapersonal *
 - D. impersonal
14. When we take an idea and put it into a message form, we _____ it. (p. 6, factual)
- A. encode *
 - B. decode
 - C. feedback
 - D. channel
15. Which communication model best represents daily face-to-face communication? (p. 17, conceptual)
- A. linear
 - B. interactional
 - C. transactional *
 - D. channel
16. Your perceptual filter most affects which of the following? (p. 5, factual)
- A. encoding and decoding abilities *
 - B. context
 - C. memory
 - D. your age
17. Ethics is the systematic study of what should be the grounds and principles for right and wrong human behavior. Which of the following statements is true regarding communication ethics? (p. 29–30, conceptual)
- A. Because of the First Amendment issues, most speech communication instructors and theorists have little concern about ethical speaking.
 - B. Audiences bear the full responsibility for making wise decisions in communication situations.
 - C. It is impossible either to list or gain acceptance for universal moral standards. *
 - D. All of the above are true.
18. Which of the following is false regarding freedom of speech in the United States? (p. 27–28, conceptual)

- A. The First Amendment to the constitution bans Congress from passing laws abridging the freedom of speech.
 - B. An argument against limitations on freedom of speech centers on the idea that speech codes leave the judgment of whether the speech is good or bad to the speech code enforcer.
 - C. Freedom of speech is an absolute and unambiguous concept. *
 - D. All of the above are false.
19. Which region has the vast majority of the human population on Earth? (p. 25, factual)
- A. Europe
 - B. North America
 - C. Asia *
 - D. South America
20. Pat and Jose are classmates, but Pat gets mad when Jose speaks Spanish with Lupe, another classmate, saying “This is America, everybody must speak only in English.” Pat’s attitude is likely to create which problem in communication with Jose and Lupe? (p. 11, conceptual)
- A. cultural noise *
 - B. environmental noise
 - C. feedforward
 - D. physiological noise
21. Which of the following is true? (p. 15–16, conceptual)
- A. Feedback is a factor in the linear model.
 - B. Television is an example of transactional communication.
 - C. The main difference between the interactional and transactional model is that the former occurs sequentially, and the latter occurs simultaneously. *
 - D. The linear model is taught to represent most interpersonal interactions.
22. The difference between communication being dynamic and communication being interactive is that _____. (p. 4–5, conceptual)
- A. dynamic cannot be undone, while interactive never stops.
 - B. dynamic is a constant state of change, while interactive is a constant state of reaction to both others and the self. *
 - C. dynamic is not being able to be undone, while interactive is a constant state of reaction to others.
 - D. there is no real difference, as they are synonyms.
23. A Harvard Medical School study of 2000 patients found that the most important factor affecting patients’ trust in doctors was _____. (p. 2, factual)
- A. the doctor’s knowledge of medicine
 - B. the décor of the doctor’s office
 - C. the presence of a medical school diploma displayed in the office
 - D. doctors’ communication skills *

24. Stress, frustration, and irritation during communication are associated with _____. (p. 11, factual)
- A. psychological noise *
 - B. normal reactions to the communicative context
 - C. the linear model of communication
 - D. in-group interactions
25. “That question was totally random!” To decode this statement correctly, one must consider both the _____. (p. 5, applied)
- A. frame of reference and channel
 - B. channel and source
 - C. frame of reference and context *
 - D. context and channel
26. Communication does NOT occur in a vacuum; rather, it is a cycle of actions and reactions. The tenet that best fits this notion is that communication is _____. (p. 5, conceptual)
- A. dynamic
 - B. irreversible
 - C. interactive *
 - D. dialogic
27. You talk to your friends differently than you talk to your parents. This is because communication is _____. (p. 5, factual)
- A. dynamic
 - B. irreversible
 - C. interactive
 - D. contextual *
28. As of 2010, approximately _____ percent of the U.S. population uses the Internet. (p. 19, factual)
- A. 25
 - B. 50
 - C. 80 *
 - D. 95
29. All of the following are behaviors of an ethical speaker EXCEPT _____. (p. 30, conceptual)
- A. does not knowingly expose the audience to falsehoods or half-truths
 - B. presents the truth as it is understood
 - C. uses only subtle forms of coercion when necessary *
 - D. raises the listeners’ level of expertise by supplying necessary support

1.2 TRUE/FALSE

1. Ideally, public communication involves not only public speaking, but social media based communication such as Twitter and Facebook. (p. 2)
 - A. True *
 - B. False
2. The image of the “melting pot” illustrates the idea of multiculturalism. (p. 22–23)
 - A. True
 - B. False *
3. Intrapersonal communication refers to communication that takes place between two or more persons who establish a communicative relationship. (p. 3–4)
 - A. True
 - B. False *
4. If a communication system is functioning, then it is a good system. (p. 13)
 - A. True
 - B. False *
5. Media images can influence how we dress and communicate. (p. 19)
 - A. True *
 - B. False
6. The vast majority of Fortune 1000 companies value teamwork ability as an essential skill in employees. (p. 3)
 - A. True *
 - B. False
7. The transactional model of communication occurs when a source encodes and sends a message to a receiver, who then decodes the message and sends feedback. For transactional communication, this happens simultaneously. (p. 17)
 - A. True *
 - B. False
8. Ethnocentrism can be decreased through travel and intercultural encounters. (p. 26)
 - A. True *
 - B. False
9. Television operates through the linear model of communication. (p. 14–15)
 - A. True *
 - B. False
10. Cultural relativism professes that individuals should judge another culture by its context and not by comparing one culture to another. (p. 26)
 - A. True *
 - B. False

11. Results have shown that media exposure has only negative effects on children. (p. 19–20)
 - A. True
 - B. False *
12. “Semantics” refers to the meaning of a word. (p. 9)
 - A. True *
 - B. False
13. A culture consists of individuals who have a shared system of interpretation. (p. 22)
 - A. True *
 - B. False

1.3 SHORT ANSWER QUESTIONS

1. Explain how ethnocentrism is related to how in-groups interact with out-groups.
2. How much does a competent communicator need to know about other cultures? Explain.
3. Explain the difference between communication and speech. Give specific examples of each.
4. Identify three factors that comprise your perceptual filter.
5. The book identifies seven different types of noise. Choose three of them, and explain each one with a specific example from your life experiences.

1.4 ESSAY QUESTIONS

1. Discuss the positive and negative impacts of media, such as television and the Internet, have on communication in our lives.
2. According to the text, communication is dynamic, continuous, irreversible, interactive, and contextual. Pick three of the five concepts and explain them using terminology and examples from the communication or social science discipline.
3. Identify, compare, and contrast the three models of communication. Give specific examples to support each model.

2 Foundations of Verbal Language

2.1 MULTIPLE CHOICE

1. Which theory attempts to explain language acquisition at its earliest stages in an individual's life? (p. 38, factual)
 - A. Language-Explosion Theory *
 - B. Cybernetic Processing Theory
 - C. Significant-Other Theory
 - D. Uncertainty Reduction Theory

2. Keisha has a mathematics exam tomorrow. For the test, she needs to know many formulas to solve problems that will appear on the test. As she sits at her desk, trying to memorize these formulas, which part of the brain is being used? (p. 37, applied)
 - A. cortex *
 - B. aorta
 - C. fibula
 - D. none of the above

3. Adults with a weak language base most likely had which experience? (p. 38, conceptual)
 - A. They grew up in a bilingual household.
 - B. They were not spoken to or read to as much as their peers when they were children. *
 - C. They do not watch television.
 - D. They speak more than one language.

4. During the President's State of the Union Address, she discussed problems the United States is facing, such as the unemployment and rising economic inequality. Before the speech, the media reported that what the President focused on in her speech would determine whether people would still support her. What type of language did the President use to gain the public's support? (p. 43, applied)
 - A. cognitive
 - B. identifying
 - C. phatic
 - D. rhetorical *

5. Jim is from New York and decided to attend college in Maryland. When he arrived, he noticed that natives of the Maryland area pronounced many words differently from him. Which two elements was he experiencing? (p. 45, applied)
 - A. language and slang
 - B. dialect and accent *
 - C. slang and accent
 - D. accent and language

6. Maria asked one of her classmates, Tonya, to explain how to do an assignment that was due in class for next week. Tonya responded by saying, "Um, I really don't know. I guess

- you are supposed to just write an essay about your future plans and *stuff like that.*” What are the words in italics called? (p. 50, applied)
- A. confusion phrases
 - B. inarticulates *
 - C. ambiguities
 - D. none of the above
7. The theory that holds how a person understands the world and behaves in it—based on the language a person speaks—is called _____. (p. 40, applied)
- A. Linguistic Relativity Hypothesis *
 - B. Language-Explosion Theory
 - C. Significant-Other Theory
 - D. Acquired Telecommunication Theory
8. Which city has the most language diversity in the world? (p. 36, factual)
- A. Beijing
 - B. New York City *
 - C. Chicago
 - D. Paris
9. The Linguistic Relativity Hypothesis is also known as the _____. (p. 40, factual)
- A. Sapir-Whorf Hypothesis *
 - B. Language-Explosion Theory
 - C. Language-Instinct Theory
 - D. none of the above
10. The theory that centers on the principle that our understandings of self is built by those who react to and comment on our language, actions, ideas, beliefs, and mannerisms. (p. 39, factual)
- A. Significant-Other Theory *
 - B. Language-Explosion Theory
 - C. Language-Instinct Theory
 - D. Social Construction of Reality Theory
11. Pennsylvania Dutch is an example of a(n) _____ language. (p. 36, factual)
- A. official
 - B. influential
 - C. slang
 - D. disappearing *
12. Which of the following is NOT offered in the text as an explanation for the origins of human language? (p. 35, factual)
- A. Mutations 200,000 years ago gave us more control over mouth and throat muscles.
 - B. Humans and our ancestors have always had language. *
 - C. Human ancestors developed language through involuntary grunts and gestures.

- D. Speech is based on mental reflexes.
13. The ability to retrieve a word from your mental storage and understand what it means is an example of the _____. (p. 37, factual)
- A. Needs Drive Theory
 - B. Significant-Other Theory
 - C. cybernetic process *
 - D. information processing program
14. The study of sounds, structure, and rules of human language is known as _____. (p. 39, factual)
- A. phonetics
 - B. semantics
 - C. linguistics *
 - D. syntax
15. “Nice to meet you” is an example of _____ language. (p. 42, applied)
- A. emotive
 - B. phatic *
 - C. rhetorical
 - D. cognitive
16. _____ language is used to convey information, and it is primarily denotative. (p. 43, factual)
- A. Cognitive *
 - B. Phatic
 - C. Rhetorical
 - D. Identifying
17. _____ language is used to express the feelings, attitudes, and emotions of the speaker, such as a person who describes a movie as “suspenseful.” (p. 42, factual)
- A. Emotive *
 - B. Phatic
 - C. Cognitive
 - D. Identifying
18. Saying, “Suren asked the question” instead of “he asked the question” is an example of _____ language. (p. 43, factual)
- A. emotive
 - B. identifying *
 - C. phatic
 - D. rhetorical
19. When a word has more than one meaning it exhibits _____. (p. 44, applied)
- A. cognitive effects
 - B. vagueness

- C. ambiguity *
 - D. denotative meaning
20. A social or regional variation that includes pronunciation, vocabulary, grammar, and prosody, is known as a(n) _____. (p. 45, factual)
- A. accent
 - B. semantic
 - C. dialect *
 - D. slang
21. Within the United States the same sandwich would be called “Hoagie,” “Italian,” “Bomber,” “Grinder,” “Hero” or “Sub” depending on the region. This variability is called _____. (p. 45, factual)
- A. slang
 - B. accent
 - C. inarticulates
 - D. dialect *
22. Which of the following is true regarding language? (p. 42, conceptual)
- A. Words in and of themselves are inherently meaningful.
 - B. Most words are interpreted the same way by different people.
 - C. A sender should attempt to use language as precisely as possible to reduce misunderstanding and thus avoid semantic noise. *
 - D. Connotative meanings are the direct, explicit meanings of words.
23. What percentage of U.S. States currently has an *English-only* policy? (p. 45, factual)
- A. 60 percent *
 - B. 10 percent
 - C. none
 - D. 100 percent
24. Which of the following has the comparatively highest prestige in society? (p. 45, factual)
- A. slang
 - B. non-standard dialect
 - C. inarticulates
 - D. standard dialect *

2.2 TRUE/FALSE

1. English is the legal language of the United States. (p. 45)
 - A. True
 - B. False *
2. Languages are comprised solely of verbal symbols. (p. 39)
 - A. True

- B. False *
3. Vagueness refers to when words have more than one meaning. (p. 44)
A. True
B. False *
4. Spanglish has been described as, “Spanish with a quick detour for a few English words and some fractured syntax.” (p. 48)
A. True *
B. False
5. English is the most influential language in the world. (p. 36)
A. True
B. False *
6. Connotations involve how people feel about a word, and therefore vary widely. (p. 41)
A. True *
B. False
7. Denotations’ meanings are the direct, explicit meanings of words such as those found in a dictionary. (p. 40)
A. True *
B. False
8. Those who speak a nonstandard dialect may find themselves at a disadvantage when it comes to hiring, salary, and promotion decisions. (p. 45, 49)
A. True *
B. False
9. All cultures categorize colors the same way and recognize a universal number of colors due to the construction of the human eye. (p. 40)
A. True
B. False *
10. According to the text, doublespeak is an unconscious use of language. (p. 44)
A. True
B. False *
11. The language of the Piraha tribe of Brazil only has words for the numbers “one” and “two.” Three or more are subsumed under a word meaning “many.” In a study, they were unable to understand concepts for four or more. This study provided support for the theory of linguistic relativity. (p. 40)
A. True *
B. False

12. Though some say that there is no such thing as “Standard American English,” most contend that it is the generally accepted pattern of pronunciation, semantics, and syntax. (p. 45–46)
 - A. True *
 - B. False
13. The word “cool,” meaning something that is alluring, is an example of slang. (p. 47)
 - A. True
 - B. False *
14. Words in and of themselves are inherently meaningful. (p. 39)
 - A. True
 - B. False *

2.3 SHORT ANSWER QUESTIONS

1. Define and contrast a dialect and slang. In addition, give an example of each.
2. Give examples of the socioeconomic challenges speakers of Nonstandard English face compared with their peers who speak Standard English.
3. Is Standard American English descriptive or prescriptive? Explain.
4. Explain how both an alphabetically based language, such as English, and a pictographically based language, such as Chinese, can be symbolic.
5. Define doublespeak and give an example.

2.4 ESSAY QUESTIONS

1. The text provides two theories on how we acquire our language, values, and beliefs. Briefly name and describe both theories. Then, using yourself as an example, explain how your language, values, and beliefs were acquired.
2. Explain which is more important to you, the message sent or the message received. Based on your response, identify one goal you would like to achieve as a communicator this semester.
3. Define the Linguistic Relativity Hypothesis, (also called Sapir-Whorf Hypothesis), and give an example of its operation.