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CHAPTER 1

Human Communication

1.1 MULTIPLE CHOICE

Ans: a
Page: 4
Difficulty: 1

- 1
1. A study of human resource managers listed _____ as the *most* important skill area for obtaining jobs and advancing in a career.
- a. oral communication skills
 - b. written communication skills
 - c. listening skills
 - d. computer skills
 - e. proficiency in your field of study

Ans: d
Page: 4
Difficulty: 2

3. A study by the U.S. national Association of Colleges and Employers listed _____ as the *least* important skill area for career preparation in college.
- a. oral communication skills
 - b. written communication skills
 - c. listening skills
 - d. computer skills
 - e. proficiency in your field of study

Ans: e
Page: 4
Difficulty: 1

4. You generate meaning when you
- a. speak.
 - b. write.
 - c. create visual images.
 - d. listen, read, and react to messages.
 - e. do all of the above.

Ans: d
Page: 4
Difficulty: 2

5. When you ask the question, “Do I analyze and evaluate the meaning of the multiple and complex messages that bombard us every day in an ever-changing world?” which kind of communication is the focus of your question?
- a. personal
 - b. professional
 - c. intercultural
 - d. intellectual
 - e. societal

Ans: e
Page: 4
Difficulty: 2

6. When you ask the question, “Do I critically analyze and appropriately respond to public and mediated messages that affect the quality of our own and other people’s lives?” which kind of communication is the focus of your question?
- a. personal
 - b. professional
 - c. intercultural
 - d. intellectual
 - e. societal

Ans: c
Page: 5
Difficulty: 1

7. Your textbook presents seven key elements of effective communication. The first element on that list is
- Purpose.
 - Others.
 - Self.
 - Content.
 - Expression.

Ans: e
Page: 5
Difficulty: 2

8. Your textbook presents seven key elements of effective communication. The last (7th) element on that list is
- Purpose.
 - Others.
 - Self.
 - Content.
 - Expression.

Ans: d
Pages: 5-10
Difficulty: 2

9. Which key element of effective communication is represented in the following question: How can I adapt to the communication circumstances and setting?
- Self
 - Others
 - Content
 - Context
 - Structure

Ans: c
Pages: 5-10
Difficulty: 2

10. Which key element of effective communication is represented in the following question: What do you want others to know, think, believe, feel, or do as a result of communicating with them?
- Self
 - Others
 - Purpose
 - Content
 - Structure

Ans: e
Pages: 5-10
Difficulty: 2

11. Which key element of effective communication is represented in the following question: What channels are most appropriate given your purpose, the other communicators, and the context?
- Others
 - Purpose
 - Content
 - Structure
 - Expression

Ans: c
Page: 6
Difficulty: 2

12. Josh realizes that his presentation to a group of young men at a juvenile detention center will be difficult. He decides that they are more likely to take his advice if he shares past experiences from his own juvenile run-ins with the law. What element of communication has Josh taken into account as he prepares his talk?
- Expression
 - Structure
 - Others

- Ans: e
Page: 6
Difficulty: 2
13. According to your textbook's definition of culture, which of the following groups of people meet this definition?
- a. Nigerians
 - b. Mormons
 - c. African Americans
 - d. Navaho tribal members
 - e. all of the above
- Ans: c
Page: 7
Difficulty: 1
14. According to your textbook, _____ communication refers to the interaction of three or more interdependent people who interact for the purpose of achieving a common goal.
- a. intrapersonal
 - b. interpersonal
 - c. group
 - d. presentational
 - e. mediated
- Ans: b
Page: 7
Difficulty: 1
15. In which interactional context does a limited number of people, usually two, interact for the purpose of sharing information, accomplishing a specific goal or maintaining a relationship?
- a. logistical communication
 - b. interpersonal communication
 - c. group communication
 - d. presentational communication
 - e. mediated communication
- Ans: e
Page: 8
Difficulty: 2
16. Your _____ context refers to the emotional and cultural environment in which you live and communicate.
- a. logistical
 - b. interactional
 - c. group
 - d. mediated
 - e. psychosocial
- Ans: a
Page: 8
Difficulty: 3
17. The psychosocial context of communication includes
- a. the cultural environment in which you live.
 - b. the place where you will be interacting with others.
 - c. the setting and occasion of a communicative act.
 - d. the number of people with whom you communicate.
 - e. none of the above.

Ans: c
Page: 8
Difficulty: 1

18. The logistical context of communication refers to
- the cultural environment in which you live.
 - your emotional history, personal experiences, and cultural background.
 - the time, place, setting, and occasion in which you will interact with others.
 - whether communication occurs one-to-one, in groups, or between a speaker and an audience.
 - interpersonal, group, and presentational communication.

Ans: e
Page: 8
Difficulty: 2

19. Which of the following statements supports the textbook statement about the importance of content as a basic element of communication?
- Humans are unique in their ability to communicate an open-ended volume of concepts.
 - Human language is symbolic.
 - Humans have the unique ability to generate meaning by combining letters and/or sounds.
 - Humans can invent new words, say sentences that have never been said before, and communicate new ideas.
 - All of the above

Ans: a
Page: 9
Difficulty: 2

20. Media Richness Theory examines how the qualities of different media affect communication. Which of the following media is the richest?
- face-to-face communication
 - email communication
 - mediated communication
 - broadcast communication
 - vocal communication

Ans: b
Page: 9
Difficulty: 2

21. The key element of *structure* in communication refers to
- the information itself.
 - the way in which you arrange the content of a message into a coherent message.
 - the symbolic nature of human language.
 - the circumstances and setting in which communication occurs.
 - the ways in which you understand and interpret messages from others.

Ans: e
Pages: 10
Difficulty: 2

22. The key element *expression* asks:
- Which channels are most appropriate given your purpose and content?
 - What skills will improve your ability to deliver your message?
 - How effectively do you convey and listen to verbal and nonverbal messages?
 - How can practice help you prepare to communicate effectively?
 - All of the above

Ans: e

23. Which of the following channels do we use to express a message?

Page: 10
Difficulty: 1

- a. sight
- b. sound
- c. taste and smell
- d. touch
- e. all of the above

Ans: b
Page: 11-12
Difficulty: 2

24. Linear models of communication
- a. include the concepts of noise and feedback.
 - b. function in only one direction: a source creates a message and sends it through a channel to reach a receiver.
 - c. recognize that we send and receive messages simultaneously.
 - d. illustrate the interrelationships among the key elements and guiding principles of effective communication.
 - e. all of the above.

Ans: c
Page: 12
Difficulty: 2

25. A corporate CEO relates that when he fumbled his way through a speech and started to ramble, he noticed that he was losing listeners and then became even more unnerved. The CEO was reacting to
- a. encoding.
 - b. the channel.
 - c. feedback.
 - d. noise.
 - e. the context.

Ans: b
Page: 12
Difficulty: 3

26. Randy watches the Super Bowl game with his friends at a neighborhood party. Lucky Levar has tickets and goes to the game. When they see each other the next day, Randy complains that it was “no contest” while Levar thinks the game was thrilling. What is the most likely communication-related reason Randy and Levar experienced the game differently?
- a. They supported different teams.
 - b. They received the game through different *channels*.
 - c. There was more *noise* at the Super Bowl party.
 - d. Fan *feedback* was missing at the Super Bowl party.
 - e. Randy and Levar always disagree about football.

Ans: b
Page: 12
Difficulty: 2

27. If you are thinking about your upcoming vacation plans rather than listening carefully to your friend’s problem, you are preoccupied by
- a. encoding.
 - b. internal noise.
 - c. external noise.
 - d. internal feedback.
 - e. external feedback.

Ans: e
Pages: 12
Difficulty: 2

28. The encoding process can be described as
- a. the way you feel about others.
 - b. the process of minimizing internal noise.
 - c. effective listening.
 - d. converting a “code” sent by someone else into a meaningful message.
 - e. the decision-making process by which you create messages that

Ans: c
Page: 12
Difficulty: 2

generate meaning.

29. As you are making a presentation you notice that audience members are scowling and talking to one another as you speak. What component of the communication process are you noticing?
- source
 - message
 - feedback
 - noise
 - channel

Ans: e
Pages: 12-13
Difficulty: 2

30. In what way are transactional models of communication uniquely different from linear and interactive models?
- They function in only one direction—source to receiver.
 - They include the concept of noise and feedback.
 - They recognize that communication is not an unobstructed one-way street the requires feedback between communicators.
 - They recognize that encoding requires decision making to create a meaning message.
 - They recognize that we send and receive messages at the same time within specific contexts.

Ans: c
Page: 13
Difficulty: 2

31. Which key element of communication is affected by noise in the following example: “When no one signed up to volunteer for the soup kitchen, Wendell realized he set his goal in a way that asked them to donate too much of their valuable time.”
- self
 - context
 - purpose
 - structure
 - channel

Ans: d
Page: 14
Difficulty: 2

32. Which key element of communication is affected by noise in the following example: “Telling stories can be a great way to entertain others unless you ramble on and one without making a point or coming to some sort of conclusion.”
- self
 - context
 - others
 - structure
 - channel

Ans: a
Page: 14
Difficulty: 2

33. Statements that describe, explain, and/or predict events and behavior are
- theories.
 - strategies.
 - skills.
 - resources.
 - rules.

Ans: b
Page: 14
Difficulty: 2

34. _____ are the specific plans of action you select to help you communicate your intended message effectively.
- Theories
 - Strategies
 - Skills
 - Resources
 - Rules

Ans: b
Page: 15
Difficulty: 2

35. According to Stephen Covey, an enduring habit (such as effective listening) is the intersection of
- theories, strategies, and skills.
 - knowledge, skill, and desire.
 - self, others, and purpose.
 - principles, practice, and perseverance.
 - encoding, decoding, and messages.

Ans: d
Pages: 16
Difficulty: 1

36. Theories answer *why*; strategies answer *what*; skills answer *how*; and ethics answers _____ questions.
- who*
 - where*
 - when*
 - whether*
 - all of the above

Ans: a
Page: 16
Difficulty: 2

37. In Latin, the word *credo* means
- “I believe.”
 - “I mean.”
 - “I am.”
 - “I create.”
 - “I accuse.”

Ans: d
Page: 16
Difficulty: 2

38. Which principle in the National Communication Association Credo for Ethical Communication is violated if a close friend shares your most intimate secrets with people you don't know or like?
- We advocate truthfulness, accuracy, honesty, and reason as essential to the integrity of communication.
 - We strive to understand and respect other communicators before evaluating and responding to their messages.
 - We promote access to communication resources and opportunities as necessary to fulfill human potential.
 - We advocate sharing information, opinions, and feelings when facing significant choices while also respecting privacy and confidentiality.
 - We are committed to the courageous expression of personal conviction in pursuit of fairness and justice.

Ans: a
Page: 16
Difficulty: 2

39. Which principle in the National Communication Association Credo for Ethical Communication is violated if a political party knowingly misrepresents a bill before Congress to the public in order to frighten or mislead people into opposing that bill?
- We advocate truthfulness, accuracy, honesty, and reason as essential to the integrity of communication.
 - We strive to understand and respect other communicators before

- evaluating and responding to their messages.
- c. We promote access to communication resources and opportunities as necessary to fulfill human potential.
 - d. We advocate sharing information, opinions, and feelings when facing significant choices while also respecting privacy and confidentiality.
 - e. We are committed to the courageous expression of personal conviction in pursuit of fairness and justice.

1.2 TRUE/FALSE

Ans: false
Page: 4
Difficulty: 2

1. T F In the textbook’s definition of *communication*, the term *context* refers to the predominant characteristics, attitudes, and behavior of the communicators.

Ans: true
Page: 4
Difficulty: 1

2. T F Colleagues who express respect for one another and argue constructively are more likely to enjoy productive interactions at work.

Ans: true
Page: 4
Difficulty: 2

3. T F Intellectual communication refers to how you analyze and evaluate the meaning of multiple and complex messages in an ever-changing world.

Ans: false
Page: 4
Difficulty: 2

4. T F In a national study, employers were asked to rate the skills they seek in the college graduates they hire. The top three skills were (in order of preference): (1) written communication skills, (2) oral communication skills, and (3) computer skills.

Ans: true
Page: 5
Difficulty: 2

5. T F A process is a set of constantly changing actions, elements, and functions that bring about a result.

Ans: false
Page: 5
Difficulty: 3

6. T F As is the case in scientific disciplines, communication studies focus on discovering and sharing “laws” that explain predictable outcomes under the same conditions.

Ans: false
Pages: 5-10
Difficulty: 1

7. T F The guiding principle “Determine your purpose” refers to how well you understand, respect, and adapt to others when you communicate.

Ans: true
Pages: 5-10
Difficulty: 1

8. T F The following question applies to the key communication element of *self*: “What is your ethical responsibility as a communicator?”

Ans: true
Pages: 5-10
Difficulty: 2

9. T F The guiding principle “Practice Skillful Expression” refers to how well you deliver a presentation, how well you dress for an important interview, and how well you present PowerPoint slides.

Ans: true

10. T F Given the textbook’s definition of culture, a rancher from Texas

Page: 6 Difficulty: 1		and a microbiologist from Massachusetts may represent different cultures.
Ans: true Pages: 8 Difficulty: 2	11. T F	In a general sense, some communication occurs whether you intend it or not.
Ans: false Pages: 8 Difficulty: 1	12. T F	The four interactional contexts identified in your textbook are self, others, purpose, and content.
Ans: true Page: 8-9 Difficulty: 2	13. T F	Because human language is symbolic, we create new words and say sentences that have never been said before.
Ans: true Page: 9 Difficulty: 2	14. T F	Your sense of smell is a communication channel.
Ans: true Page: 10 Difficulty: 2	15. T F	Face-to-face communication is the richest medium of communication because you can see and respond instantly to others.
Ans: false Page: 10 Difficulty: 2	16. T F	According to Media Richness Theory, Twitter is one of the richest communication media because you can see and respond instantly and simultaneously to others.
Ans: false Page: 11-12 Difficulty: 2	17. T F	The earliest type of communication model, known as the interactive communication model, functions only in one direction.
Ans: true Page: 12 Difficulty: 2	18. T F	The concept of <i>feedback</i> refers to any verbal or nonverbal response you can see or hear from others.
Ans: true Page: 12 Difficulty: 2	19. T F	The concept of <i>external noise</i> in communication models can include a police siren outside the window or an uncomfortably warm room.
Ans: false Page: 12 Difficulty: 3	20. T F	The concept of <i>internal noise</i> in communication models can include the temperature and odors inside a room that interfere with your ability to be an attentive and effective communicator.
Ans: true Page: 12-13 Difficulty: 2	21. T F	If you ask a Muslim friend to join you for lunch during the month of Ramadan, the “noise” that prevents you from achieving your purpose is that you don’t know or have forgotten that Muslim’s fast all day during that holy month.
Ans: true	22. T F	Encoding refers to the decision-making process you use to

Page: 12
Difficulty: 2

create and send messages that generate meaning.

Ans: true
Page: 12-13
Difficulty: 2

23. T F A soft speaking voice can create noise in a communication transaction.

Ans: true
Page: 12-13
Difficulty: 2

24. T F In a transactional model of communication, we send and receive messages at the same time.

Ans: false
Pages: 14
Difficulty: 2

25. T F Whereas theories help you understand *how* to communicate, strategies and skills help you understand *what* and *why* to communicate.

Ans: true
Page: 15
Difficulty: 2

26. T F Stephen R. Covey, author of *The Seven Habits of Effective People*, states that a genuine habit requires knowledge, skills, and desire.

Ans: true
Page: 16
Difficulty: 2

27. T F Whereas communication theories ask *why*, ethical communication asks *whether*.

Ans: true
Page: 16
Difficulty: 1

28. T F The National Communication Association Credo for Ethical Communication advocates that you promote a climate of caring and mutual understanding that respects others.

Ans: false
Page: 16
Difficulty: 2

29. T F The National Communication Association Credo for Ethical Communication advocates that you endorse freedom of expression only when the message avoids hurting or embarrassing another person.

1.3 ESSAY

1. Why does oral communication top the list in most studies of the skills employers seek in recent college graduates? Why is it ranked higher than computers skills or proficiency in a field of study?

Page: 4

Difficulty: 2

2. According to your textbook, *communication* is the process of using verbal and nonverbal messages to generate meaning within and across various contexts, cultures, and channels. Explain what the definition means when it refers to *contexts*, *cultures*, and *channels*. Use examples to demonstrate your understanding of these three terms.

Pages: 4, 5-10

Difficulty: 22

3. Your textbook presents seven key elements and guiding principles of effective communication. List the seven elements and a statement describing each guiding principle.
Page: 5
Difficulty: 3
4. Provide at least three reasons why, according to Media Richness Theory, face-to-face communication is the richest communication medium.
Page: 9
Difficulty: 3
5. What is the difference between mediated communication and mass communication?
Page: 7
Difficulty: 2
6. Explain the textbook's statement, "Symbols are *not* the things they represent," and its significance in the communication process.
Page: 9
Difficulty: 3
7. Identify and explain three significant characteristics of a transactional communication model that makes it different from linear and interactive communication models.
Page: 11-13
Difficulty: 3
8. Describe the transactional model of human communication. You may use an illustration to assist you in describing the models.
Pages: 12-13
Difficulty: 3
9. What are the differences between the encoding and decoding process in communication? How do your own unique characteristics and attitudes affect these processes?
Pages: 12
Difficulty: 2
10. Explain how noise can affect all seven key elements of effective communication. Provide an example for each key element
Page: 12
Difficulty: 3
11. In your opinion, why do self and others share the core or central position in the transactional communication process?
Page: 12-13
Difficulty: 2
12. Define and distinguish between external and internal noise as discussed as a communication concept in the textbook.
Page: 13-14

Difficulty: 2

13. Define and briefly discuss the roles of theories, strategies, and skills in the communication process. How do these three elements relate to the goal of making communication an effective habit?

Pages: 14-15

Difficulty: 3

14. Stephen Covey, author of *The 7 Habits of Highly Effective People*, describes the value of transforming effective principles in enduring habits. He writes that the three intersecting components of an enduring habit are knowledge, skill, and desire. Use listening to provide an example of each component.

Page: 15

Difficulty: 3

15. The National Communication Association Credo for Ethical Communication endorses nine principles of ethical communication that should be practiced by effective communicators. In your own words, summarize the central ideas of three principles in the NCA Credo. You do not have to recall the exact wording of the principles. Rather, describe the qualities characteristic of an ethical communicator as expressed in these three principles.

Page: 16

Difficulty: 2

CHAPTER 2

Understanding Yourself

2.1 MULTIPLE CHOICE

Ans: e
Page: 22
Difficulty: 2

1. Self-awareness, an understanding of your core identity, is
 - a. the keystone of emotional intelligence.
 - b. the ability to monitor your feelings from moment to moment in order to provide psychological insight.
 - c. the ability to identify your true feelings.
 - d. having a strong sense of how you really feel about your personal decisions.
 - e. all of the above.

Ans: c
Page: 22
Difficulty: 2

2. Which of the following concepts about *self* focuses on the extent to which you are aware of your thoughts and feelings *and* have the ability to modify how you present yourself?
 - a. self-concept
 - b. self-disclosure
 - c. self-monitoring
 - d. self-fulfilling prophecies
 - e. self-esteem

Ans: d
Page: 22
Difficulty: 2

3. Which of the following items describes people who are high self-monitors? They
 - a. feel awkward in the company of others.
 - b. have never been good at games like charades.
 - c. can only argue for ideas in which they already believe.
 - d. can change their behavior to suit different people and situations.
 - e. do not change their opinions or behaviors to please others or win their favor.

Ans: d
Pages: 22-23
Difficulty: 2

4. Which source of self-concept significantly affects whether you remember high school as one of the best or worst times of your life?
 - a. how well you self-monitor
 - b. how well you self-disclose
 - c. how you have been influenced by your roles and rewards
 - d. how your past experiences have a tendency to distort memories
 - e. how you respond to significant others

Ans: b
Page: 22
Difficulty: 2

5. Which of the following influences is the most powerful determinant of your self-concept?
 - a. self-awareness
 - b. the influence of others
 - c. past experiences
 - d. cultural background
 - e. self-monitoring

Ans: a
Page: 24
Difficulty: 2

6. Which of the following statements is a self-appraisal?
- a. I'm a really good dancer.
 - b. I'm a second grade teacher.
 - c. I think my boss is really angry with me.
 - d. I came in third in the writing contest.
 - e. I'm feeling angry..

Ans: c
Pages: 24
Difficulty: 3

7. Which two forms of self-appraisal can help us minimize our tendency to engage in self-deception about who we are?
- a. whether we see ourselves as successful or unsuccessful
 - b. our roles and rewards
 - c. actual performance and social comparison
 - d. self-awareness and self-monitoring
 - e. past experience and cultural background

Ans: e
Page: 25
Difficulty: 2

8. In order to maintain a positive self-concept we often try to make ourselves look good by
- a. attributing success to our own abilities and failure to external factors.
 - b. viewing evidence depicting us unfavorably as flawed.
 - c. forgetting negative feedback and remembering positive feedback.
 - d. comparing ourselves to others who will make us look good.
 - e. doing all of the above.

Ans: e
Pages: 26
Difficulty: 3

9. The answer to all of the following questions can help you avoid self-fulfilling prophecies *except*:
- a. What predictions am I making about my behavior?
 - b. Are the predictions I make about my behavior justified?
 - c. Am I doing anything to elicit the predicted response?
 - d. What other behaviors could help me avoid fulfilling my prophecy?
 - e. Why can't I compete with others who do the predicted behavior?

Ans: c
Page: 27
Difficulty: 2

10. If you are willing to stand up for yourself in appropriate ways to fulfill your needs, you are practicing
- a. self-acceptance.
 - b. self-responsibility.
 - c. assertiveness.
 - d. purposeful-living.
 - e. personal integrity.

Ans: e
Page: 27
Difficulty: 2

11. If you behave in ways that are consistent with your values and beliefs, you are practicing
- a. self-acceptance.
 - b. self-concept.
 - c. self-talk.
 - d. purposeful-living.
 - e. personal integrity.

Ans: d
Page: 27
Difficulty: 2

12. Which answer is the best example of positive self-talk replacing the following example of a negative self-talk statement? "I think I'm going to fail this test question about strategies for improving self-esteem."

Ans: a
Page: 27
Difficulty: 2

- a. This test is too difficult and too long for me to finish in the amount of time I've been given to take it.
- b. I should have read the textbook more carefully.
- c. The instructor didn't tell us self-talk would be on the test.
- d. I understand the concept of self-esteem and should be able to figure out the right answers.
- e. This is a well-written exam that demonstrates the complex challenge of understanding self.

13. The textbook list of strategies for improving your self-esteem provides an exception to each strategy. What is the exception for the strategy "Practice self-acceptance"?

- a. But not as an excuse
- b. But don't try to control everything
- c. But respect the needs of others
- d. But understand and respect others
- e. But listen to others too

Ans: e
Page: 27
Difficulty: 2

14. The textbook list of strategies for improving your self-esteem provides an exception to each strategy. What is the exception for the strategy "Practice positive self-talk"?

- a. But not as an excuse
- b. But don't try to control everything
- c. But respect the needs of others
- d. But understand and respect others
- e. But listen to others too

Ans: d
Page: 27
Difficulty: 1

15. The *Know Thy Self: Assess Your Self Esteem* feature in your textbook identifies beliefs that affect how you see yourself. Which of the following statements would indicate a low self-esteem?

- a. On the whole, I'm satisfied with myself.
- b. I feel that I have a number of good qualities.
- c. I am able to do things as well as most other people.
- d. I feel useless at times.
- e. I take a positive attitude toward myself.

Ans: a
Page: 29
Difficulty: 2

16. If Emma daydreams while her instructor is lecturing, what stage has she skipped in the three-step perceptual process?

- a. selection
- b. organization
- c. interpretation
- d. synthesis
- e. evaluation

Ans: b
Pages: 29
Difficulty: 3

17. You go to a lunch meeting with Hannah and immediately notice that she is missing an earring, that she isn't wearing her usual professional make-up, and that she's breathing hard when she sits down. What part of the perception process have you used?

- a. the Figure-Ground principle
- b. selection
- c. organization

Ans: a
Pages: 29
Difficulty: 2

- d. interpretation
- e. evaluation

18. If you dye a strawberry blue it will likely smell and taste strange. Which concept does this illustrate?

- a. our senses affect our perception
- b. our senses affect how we organize information
- c. our senses affect our selection
- d. our sense affect the proximity principle
- e. our senses affect the simplicity principle

Ans: b
Pages: 31
Difficulty: 3

19. A new family in town has joined a local church and enrolled their children in the Sunday morning religious school. Members welcome the family by inviting the parents to join the adult prayer group on Wednesdays. The parents explain that they are not very religious, but have joined the church because they believe in providing a religious education for their children. What perceptual principle explains this scenario?

- a. proximity principle
- b. similarity principle
- c. closure principle
- d. simplicity principle
- e. selection principle

Ans: d
Pages: 31
Difficulty: 3

20. While waiting to buy movie tickets, Brent sees three friends leaving the theatre. They are laughing hysterically. Brent assumes that the film must be very funny. What organizational principle of perception is Brent using?

- a. Peter principle
- b. simultaneous principle
- c. closure principle
- d. simplicity principle
- e. complexity principle

Ans: b
Page: 31
Difficulty: 3

21. In Chapter 2, there is a graphic of a triangle depicting a chicken, a cow, and grass. Asians are more likely to pair the cow and the grass because they

- a. are more focused on what they eat.
- b. perceive the world in terms of relationships.
- c. perceive the world in terms of categories and subcategories, such as animals and examples of animals.
- d. are less sensitive to context.
- e. have no word for chicken.

Ans: e
Page: 32
Difficulty: 2

22. Which key element of effective communication is represented in the perception checking guidelines when you ask the following question: How do your perceptions affect the way you choose communication channels and deliver your message?

- a. Structure
- b. Context
- c. Purpose

Ans: e
Page: 33
Difficulty: 1

- d. Others
- e. Expression

Ans: c
Page: 33
Difficulty: 2

23. Which of the following answers best represents a significant factor that influences your interpretation of people or events?
- a. past experience
 - b. knowledge
 - c. expectations and attitudes
 - d. relational involvement
 - e. all of the above

Ans: c
Page: 33
Difficulty: 2

24. Which answer best explains why Valerie loved the film *Avatar* while Vincent thought it was dumb?
- a. Valerie is a woman and Vincent is a man.
 - b. Valerie is a Democrat and Vincent is a Republican.
 - c. Valerie and Vincent have different perceptions.
 - d. Valerie and Vincent do not communicate well.
 - e. Valerie and Vincent are sister and brother.

Ans: c
Page: 33-4
Difficulty: 1

25. All of the following steps can help you apply the Golden Rule *except*
- a. understand how other people may perceive a situation, particularly if their perceptions differ from your own.
 - b. imagine how you might feel if placed in another person's situation
 - c. do unto others as *you* believe they deserve.
 - d. try to find solutions that would be appropriate from someone else's perspective.
 - e. make decisions and act based on what you think would be right if you were in the other person's situation or place.
26. The fear or anxiety associated with either real or anticipated communication with another person or persons is referred to as
- a. self-concept.
 - b. feedback.
 - c. communication apprehension.
 - d. social tension.
 - e. confidence.

Ans: e
Page: 33-34
Difficulty: 2

27. The two most common fears among North Americans are
- fear of death and fear of financial difficulties.
 - fear of heights and fear of public speaking.
 - fear of snakes and fear of death.
 - fear of heights and fear of financial difficulties.
 - fear of snakes and fear of public speaking.

Ans: b
Page: 33-34
Difficulty: 3

28. Communication scholar James McCroskey makes all of the following claims about the nature of communication apprehension *except*:
- it permeates every facet of an individual's life.
 - it is a learned trait, one that is conditioned through reinforcement of a child's communication behavior.
 - it affects major decisions such as career and housing choices.
 - it is probably the most important factor in causing ineffective communication.
 - it is a relatively permanent personality trait, an inborn neurobiological function.

Ans: d
Page: 35
Difficulty: 2

29. Carlos is about to make an important presentation. He admits he is very nervous and hopes that he remembers to avoid saying "and uh" or "um" as he speaks. Which of the following fears probably underlies his communication apprehension?
- fear of failure
 - fear of the unknown
 - fear of others
 - fear of breaking the rules
 - fear of the spotlight

Ans: e
Page: 35
Difficulty: 1

30. Why are many people confident when asked to sing in a choir, but nervous when asked to sing solo?
- fear of failure
 - fear of the unknown
 - fear of others
 - fear of breaking the rules
 - fear of the spotlight

Ans: b
Page: 38
Difficulty: 2

31. Your friend experiences very high levels of communication apprehension. You know this is true because you hear her say things like "I know I'll bomb on the oral report" or "I can't stand up for myself when I talk to Jim or Barbara." Which of the following strategies would you recommend to help your friend reduce her communication apprehension?
- relaxation
 - cognitive restructuring
 - visualization
 - systematic desensitization
 - practice

Ans: c
Page: 38
Difficulty: 2

32. When using systematic desensitization as a method of reducing communication apprehension, you begin by trying to relax while visualizing a nonthreatening communicative act. Which of the following situations would be a good choice for your initial visualization?
- You are introducing yourself to a group in which you are the only new member.
 - You have been appointed the chairperson of a meeting.
 - You are having a casual conversation with a coworker before a meeting.
 - You have been asked to make a presentation, but do not have enough time to prepare.
 - Your boss has just asked you a difficult question.

Ans: e
Page: 38
Difficulty: 2

33. The Personal Report of Communication Apprehension measures a person's feelings about
- group communication.
 - communicating in meetings.
 - interpersonal communication.
 - public speaking.
 - all of the above.

2.2 TRUE/FALSE

Ans: true
Page: 22
Difficulty: 2

1. T F Your self-concept changes throughout your lifetime.

Ans: false
Page: 22
Difficulty: 2

2. T F Throughout your lifetime, your self-concept is a relatively permanent characteristic of who you are.

Ans: false
Page: 22
Difficulty: 3

3. T F In his book, *Emotional Intelligence*, Daniel Goldman identifies self confidence as the first and most fundamental emotional competency: the keystone of emotional intelligence.

Ans: true
Page: 22-23
Difficulty: 2

4. T F According to your textbook, the influence of other people is a more powerful determinant of self-concept than self-awareness or past experiences.

Ans: false
Page: 22-23
Difficulty: 2

5. T F According to your textbook self-awareness is a more powerful determinant of self-concept than the influence of others.

Ans: true
Page: 23
Difficulty: 2

6. T F Your culture plays a significant role in determining your self-concept. For example, most Western cultures emphasize the value of independence, whereas East Asian cultures emphasize the value of group membership.

Ans: true
Page: 24

7. T F Self-appraisals are evaluations of your self-concept in terms of

Difficulty: 1		your abilities, attitudes, and behaviors.
Ans: true Page: 26 Difficulty: 1	8. T F	Self-monitoring is sensitivity to your own behavior and others' reactions as well as the ability to modify how you present yourself.
Ans: false Page: 26 Difficulty: 2	9. T F	Research notes that self-fulfilling prophecies largely explain why, in general, girls do better at mathematics than boys do.
Ans: false Page: 26 Difficulty: 2	10. T F	Researchers claim that violent people often act the way they do because they suffer from <i>low</i> self-esteem.
Ans: true Page: 27 Difficulty: 1	11. T F	Strategies for improving your self-esteem include practicing self-acceptance, self-responsibility, and self-assertiveness.
Ans: false Page: 28 Difficulty: 2	12. T F	The three components of perception are assertiveness, personal integrity, and positive self-talk.
Ans: true Page: 29 Difficulty: 1	13. T F	When you are warm you are more likely to both trust others and considered to be trustworthy yourself.
Ans: false Page: 29 Difficulty: 1	14. T F	Wearing a rough fabric can influence a meeting outcome more positively than if you were wearing something soft.
Ans: true Page: 31 Difficulty: 1	15. T F	The closure principle of perception explains why we often fill in missing elements to form a more complete impression of an object, person, or event.
Ans: false Page: 31 Difficulty: 2	16. T F	The simplicity principle of perception explains why the closer objects, events, and people are to one another, the more likely you will perceive them as belonging together.
Ans: true Page: 32 Difficulty: 2	17. T F	In terms of the key communication element <i>self</i> , perception checking involves assessing how your personal biases, level of self-awareness, and cultural background affects your perceptions.
Ans: false Page: 32 Difficulty: 2	18. T F	In terms of the key communication element <i>structure</i> , perception checking involves assessing how psychosocial, logistical, and interactional communication contexts affect your perceptions and the perceptions of others.

Ans: false
Page: 33-34
Difficulty: 2

Ans: true
Page: 33-34
Difficulty: 2

Ans: true
Page: 35
Difficulty: 1

Ans: false
Page: 36
Difficulty: 2

Ans: false
Page: 36
Difficulty: 2

Ans: true
Page: 36
Difficulty: 3

19. T F According to researcher James McCroskey, communication apprehension is not a permanent personal trait and that it can be eliminated by taking a good public speaking course.
20. T F You may be able to reduce your level of communication apprehension by thoroughly preparing for a communication situation which can transform the unfamiliar into something familiar.
21. T F Many researchers claim that the fear of a negative evaluation is the number one cause of communication anxiety.
22. T F You may be able to reduce your level of communication apprehension by concentrating on yourself—how you sound and look—rather than on your message.
23. T F Cognitive restructuring is a relaxation and visualization technique that involves learning to relax while visualizing various communication situations.
24. T F Daniel Goleman notes that practice can improve performance because simulating an act is—to your brain—the same as performing it.

2.3 ESSAY

1. Chapter 2, *Understanding Your Self*, examines how what you think about yourself affects how well you communicate. Define the following terms in your own words and indicate how these concepts interact with one another in terms of influencing the way you express your thoughts and emotions: (a) self-concept, (b) self-awareness, (c) self-monitoring, and (d) self-esteem.

Pages: 22-28

Difficulty: 3

2. Describe the differences between people who are high and low in self-monitoring. Also explain the advantages and disadvantages of being a high or low self-monitor.

Page: 22

Difficulty: 3

3. The influence of other people is a powerful determinant of your self-concept. Identify and explain three such influences. Provide examples to illustrate the ways in which these influences affect self-concept.

Page: 22-23

Difficulty: 2

4. Discuss the ways in which your culture and background affect your self-concept.

Pages: 22-23

Difficulty: 2

5. Scholars disagree on whether online communication harms or promotes the development of self-concept. Describe the two sides in this disagreement. Choose one of these positions and defend your beliefs about the effects of online communication on a person's self-concept.
Page: 25
Difficulty: 3
6. According to your textbook, in order to maintain a positive self-concept we engage in several behaviors, such as believing that our good traits are unusual while our faults are common among many people. Describe three other ways in which we try to make ourselves look good.
Page: 25
Difficulty: 3
7. What is a self-fulfilling prophecy? Provide two examples to demonstrate your understanding of this concept. Provide two questions you should ask yourself if you want to avoid the self-fulfilling prophecy trap.
Pages: 26-27
Difficulty: 3
8. Your textbook lists five strategies for improving self-esteem as well as exceptions to each strategy. For example, practice positive self-talk, *but* listen to others, too. List and describe two more strategies and describe the exception to each strategy.
Page: 27
Difficulty: 3
9. Your textbook discusses how our senses influence each other. Provide five examples of how physical sensations affect your perceptions of other people.
Page: 29
Difficulty: 2
10. Your textbook discusses four perception principles—proximity, similarity, closure, and simplicity—that influence how you organize or categorize information. Choose and explain two of those principles. Demonstrate your understanding by providing examples of how these principles affect human communication behavior.
Pages: 31
Difficulty: 3
11. Perception-checking requires you to become aware of how you select, organize, and interpret sensory stimuli; whether you consider alternative interpretations; and whether you try to verify your perceptions with others. Discuss how applying the seven key elements of effective communication to the perception-checking guidelines is a way to improve your perception. Provide examples to illustrate your understanding of perception-checking.
Page: 32-
Difficulty: 3
12. Why does the Ethical Communication feature in your textbook claim that “The Golden Rule Does *Not* Always Apply?”
Page: 33
Difficulty: 2

13. Your textbook describes several sources of communication apprehension. Identify three sources and explain why and how these factors contribute to a person's individual level of communication anxiety.

Page: 35

Difficulty: 2

14. Your textbook offers several strategies for becoming a more confident communicator. Describe two of the strategies that, in your opinion, would help *you* reduce speaking anxiety. Why did you select these two strategies?

Page: 36

Difficulty: 2

15. Your textbook describes three methods that can help you relax, re-think, and re-vision the way you think about communication and communication apprehension. Describe two of these strategies and explain why they work.

Pages: 36

Difficulty: 3

16. What was your score on the Personal Report of Communication Apprehension? Are you a low, average, or high apprehensive? Was your overall score a surprise? Why or why not? Was your score for any of the subcategories—group discussion, meetings, interpersonal conversations, public speaking—surprising? Why or why not?

Page: 37

Difficulty: 2

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