

# ch1

Student: \_\_\_\_\_

1. The source must decode a message before it can be sent.  
True False
2. Positive feedback encourages the communication behavior in progress.  
True False
3. Semantic noise occurs when a word or phrase means something different to the source than to the receiver.  
True False
4. Mechanical noise is more likely to occur in interpersonal communication settings than in other communication settings.  
True False
5. As noise increases, so does message fidelity.  
True False
6. Communicators in an interpersonal communication setting have more channels available to them than do people in a machine-assisted interpersonal communication setting.  
True False
7. Machine-assisted interpersonal communication allows the source and receiver to be separated by time and space.  
True False
8. In machine-assisted interpersonal communication, feedback is often limited to one channel, and is often difficult.  
True False
9. Machine-assisted interpersonal communication is easy to differentiate from mass communication.  
True False
10. The job of the gatekeeper is to help eliminate mechanical noise.  
True False
11. In both Internet-based and traditional mass communication, the source usually knows a great deal about the receiver.  
True False
12. Using the Internet, many sources can communicate with many receivers.  
True False
13. The word "media" is the plural form of the singular word "medium."  
True False
14. Over time, mass communication will become less and less segmented.  
True False
15. Online communications that use special techniques involving participation, conversation and sharing are called social media.  
True False

16. When Kanye West is in a studio recording a CD, he is engaged in the process of:
- A. encoding
  - B. messaging
  - C. decoding
  - D. sourcing
  - E. channel-use
17. Which of the following allows the audience increased control of what they want to see/hear and when?
- A. VCR
  - B. DVR
  - C. blogs
  - D. music downloads
  - E. all of these
18. The television program *Survivor* is an example of a:
- A. source
  - B. encoder
  - C. message
  - D. channel
  - E. receiver
19. Which of these is an example of negative feedback?
- A. getting a raise because you developed a new product
  - B. earning an A after studying very hard
  - C. getting a standing ovation after a good performance
  - D. talk radio host hanging up on a caller.
  - E. none of these
20. Feedback is most limited in which communication setting?
- A. interpersonal
  - B. machine-assisted interpersonal
  - C. mass
  - D. encoding-assisted mass
  - E. gatekeeper-based
21. The differences between mass communication and machine assisted communication:
- A. are not always all that clear
  - B. are blurred by the Internet
  - C. are blurred by the World Wide Web
  - D. all of these
  - E. none of these
22. Which of the following is NOT a characteristic of machine-assisted interpersonal communication?
- A. encoding becomes less important
  - B. source and receiver may be separated by space
  - C. source and receiver may be separated by time
  - D. it may give permanence to the message
  - E. it relies on technology
23. The mass communication audience is large, heterogeneous and
- A. geographically scattered
  - B. anonymous to one another
  - C. self-defined
  - D. all of these
  - E. none of these

24. Which of the following is a media vehicle?
- A. the *New York Times*
  - B. the television industry
  - C. the radio industry
  - D. the film industry
  - E. all of these
25. What factors are making traditional mass media business models obsolete?
- A. technological
  - B. economical
  - C. social
  - D. all of these
  - E. none of these
26. Which of the following is true of traditional mass communication organizations?
- A. They have multiple gatekeepers.
  - B. They are expensive to operate.
  - C. They exist to make a profit.
  - D. They are very competitive.
  - E. All of these.
27. Which of these statements is true?
- A. Web sites need a large staff
  - B. many Web sites bypass gatekeepers
  - C. start-up costs for Web sites are generally high
  - D. Web sites exist to make a profit
  - E. all of these
28. Which of the following serves as a gatekeeper?
- A. assignment editor deciding what story to cover
  - B. broadcast technician monitoring the signal fidelity
  - C. recording engineer setting up the studio
  - D. none of these
  - E. all of these
29. Which of the following is a force behind the fractionalization or segmentation of the mass audience?
- A. more media to choose from
  - B. time has become a scarce commodity
  - C. a switch from mass marketing to target marketing
  - D. all of these
  - E. none of these
30. AOL's merger with Time Warner is an example of:
- A. operational convergence
  - B. device convergence
  - C. symbiotic convergence
  - D. consolidation convergence
  - E. corporate convergence
31. A cell phone with an integrated navigation system is an example of:
- A. operational convergence
  - B. device convergence
  - C. symbiotic convergence
  - D. consolidation convergence
  - E. corporate convergence

32. Which media industry is expected to continue hiring the most employees ?
- A. cable TV
  - B. ad agencies
  - C. magazines
  - D. Internet
  - E. none of these
33. "Everything. Everywhere" is a goal of companies using:
- A. multiple platforms
  - B. hypertext
  - C. PDAs
  - D. DVRs
  - E. all of these
34. Which of the following has increased the mobility of the mass media?
- A. PDAs
  - B. iPods
  - C. cell phones
  - D. laptop computers
  - E. all of these
35. An example of social media that best exemplifies collaboration is
- A. a blog
  - B. a news Web site that asks for opinions
  - C. a wiki
  - D. Facebook
  - E. none of these

## ch1 Key

1. The source must decode a message before it can be sent.  
**FALSE**
  2. Positive feedback encourages the communication behavior in progress.  
**TRUE**  
*Dominick - Chapter 01 #1*
  3. Semantic noise occurs when a word or phrase means something different to the source than to the receiver.  
**TRUE**  
*Dominick - Chapter 01 #2*
  4. Mechanical noise is more likely to occur in interpersonal communication settings than in other communication settings.  
**FALSE**  
*Dominick - Chapter 01 #3*
  5. As noise increases, so does message fidelity.  
**FALSE**  
*Dominick - Chapter 01 #4*
  6. Communicators in an interpersonal communication setting have more channels available to them than do people in a machine-assisted interpersonal communication setting.  
**TRUE**  
*Dominick - Chapter 01 #5*
  7. Machine-assisted interpersonal communication allows the source and receiver to be separated by time and space.  
**TRUE**  
*Dominick - Chapter 01 #6*
  8. In machine-assisted interpersonal communication, feedback is often limited to one channel, and is often difficult.  
**TRUE**  
*Dominick - Chapter 01 #7*
  9. Machine-assisted interpersonal communication is easy to differentiate from mass communication.  
**FALSE**  
*Dominick - Chapter 01 #8*
  10. The job of the gatekeeper is to help eliminate mechanical noise.  
**FALSE**  
*Dominick - Chapter 01 #9*
  11. In both Internet-based and traditional mass communication, the source usually knows a great deal about the receiver.  
**FALSE**  
*Dominick - Chapter 01 #10*
  12. Using the Internet, many sources can communicate with many receivers.  
**TRUE**  
*Dominick - Chapter 01 #11*
  13. The word "media" is the plural form of the singular word "medium."  
**TRUE**  
*Dominick - Chapter 01 #12*
  14. Over time, mass communication will become less and less segmented.  
**FALSE**  
*Dominick - Chapter 01 #13*
- Dominick - Chapter 01 #14*

15. Online communications that use special techniques involving participation, conversation and sharing are called social media.  
**TRUE**
16. When Kanye West is in a studio recording a CD, he is engaged in the process of:  
**A.** encoding  
B. messaging  
C. decoding  
D. sourcing  
E. channel-use  
*Dominick - Chapter 01 #15*
17. Which of the following allows the audience increased control of what they want to see/hear and when?  
A. VCR  
B. DVR  
C. blogs  
D. music downloads  
**E.** all of these  
*Dominick - Chapter 01 #16*
18. The television program *Survivor* is an example of a:  
A. source  
B. encoder  
**C.** message  
D. channel  
E. receiver  
*Dominick - Chapter 01 #17*
19. Which of these is an example of negative feedback?  
A. getting a raise because you developed a new product  
B. earning an A after studying very hard  
C. getting a standing ovation after a good performance  
**D.** talk radio host hanging up on a caller.  
E. none of these  
*Dominick - Chapter 01 #18*
20. Feedback is most limited in which communication setting?  
A. interpersonal  
B. machine-assisted interpersonal  
**C.** mass  
D. encoding-assisted mass  
E. gatekeeper-based  
*Dominick - Chapter 01 #19*
21. The differences between mass communication and machine assisted communication:  
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C. are blurred by the World Wide Web  
**D.** all of these  
E. none of these  
*Dominick - Chapter 01 #20*
22. Which of the following is NOT a characteristic of machine-assisted interpersonal communication?  
**A.** encoding becomes less important  
B. source and receiver may be separated by space  
C. source and receiver may be separated by time  
D. it may give permanence to the message  
E. it relies on technology  
*Dominick - Chapter 01 #21*

23. The mass communication audience is large, heterogeneous and
- A. geographically scattered
  - B. anonymous to one another
  - C. self-defined
  - D.** all of these
  - E. none of these

*Dominick - Chapter 01 #23*

24. Which of the following is a media vehicle?
- A.** the *New York Times*
  - B. the television industry
  - C. the radio industry
  - D. the film industry
  - E. all of these

*Dominick - Chapter 01 #24*

25. What factors are making traditional mass media business models obsolete?
- A. technological
  - B. economical
  - C. social
  - D.** all of these
  - E. none of these

*Dominick - Chapter 01 #25*

26. Which of the following is true of traditional mass communication organizations?
- A. They have multiple gatekeepers.
  - B. They are expensive to operate.
  - C. They exist to make a profit.
  - D. They are very competitive.
  - E.** All of these.

*Dominick - Chapter 01 #26*

27. Which of these statements is true?
- A. Web sites need a large staff
  - B.** many Web sites bypass gatekeepers
  - C. start-up costs for Web sites are generally high
  - D. Web sites exist to make a profit
  - E. all of these

*Dominick - Chapter 01 #27*

28. Which of the following serves as a gatekeeper?
- A.** assignment editor deciding what story to cover
  - B. broadcast technician monitoring the signal fidelity
  - C. recording engineer setting up the studio
  - D. none of these
  - E. all of these

*Dominick - Chapter 01 #28*

29. Which of the following is a force behind the fractionalization or segmentation of the mass audience?
- A. more media to choose from
  - B. time has become a scarce commodity
  - C. a switch from mass marketing to target marketing
  - D.** all of these
  - E. none of these

*Dominick - Chapter 01 #29*

30. AOL's merger with Time Warner is an example of:
- A. operational convergence
  - B. device convergence
  - C. symbiotic convergence
  - D. consolidation convergence
  - E.** corporate convergence

*Dominick - Chapter 01 #30*

31. A cell phone with an integrated navigation system is an example of:
- A. operational convergence
  - B.** device convergence
  - C. symbiotic convergence
  - D. consolidation convergence
  - E. corporate convergence

*Dominick - Chapter 01 #31*

32. Which media industry is expected to continue hiring the most employees ?
- A. cable TV
  - B. ad agencies
  - C. magazines
  - D.** Internet
  - E. none of these

*Dominick - Chapter 01 #32*

33. "Everything. Everywhere" is a goal of companies using:
- A.** multiple platforms
  - B. hypertext
  - C. PDAs
  - D. DVRs
  - E. all of these

*Dominick - Chapter 01 #33*

34. Which of the following has increased the mobility of the mass media?
- A. PDAs
  - B. iPods
  - C. cell phones
  - D. laptop computers
  - E.** all of these

*Dominick - Chapter 01 #34*

35. An example of social media that best exemplifies collaboration is
- A. a blog
  - B. a news Web site that asks for opinions
  - C.** a wiki
  - D. Facebook
  - E. none of these

*Dominick - Chapter 01 #35*



# ch1 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 01	35