

4-2 Quiz: Communication Theory

Student's Name

Institutional Affiliation

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Sample Quiz Questions and Answers

(Note: The correct answers are mentioned below each question)

Quiz Questions**Question 1**

Which theory asserts that media has a direct and powerful influence on audiences?

- A) Uses and Gratifications Theory
- B) Spiral of Silence
- C) Agenda Setting Theory
- D) Hypodermic Needle Theory

Correct Answer: D

Question 2

What does the Encoding/Decoding model of communication propose?

- A) Receivers play an active role in interpreting messages.
- B) Communication is only effective when messages are encoded clearly.
- C) Feedback is irrelevant in the communication process.
- D) Messages are universally understood in the same way.

Correct Answer: A

Question 3

Which of the following best describes the concept of 'noise' in the communication process?

- A) The physical volume at which a message is delivered
- B) Unwanted interference in the communication process
- C) The clarity of the message that is being sent

D) The medium through which the message is transmitted

Correct Answer: B

Question 4

The idea that the language people use shapes their understanding of the world around them is the core of which theory?

A) Cognitive Dissonance Theory

B) Sapir-Whorf Hypothesis

C) Social Penetration Theory

D) Uncertainty Reduction Theory

Correct Answer: B

Question 5

Which theory explains how people use media to fulfill specific needs or desires?

A) Media Richness Theory

B) Uses and Gratifications Theory

C) Spiral of Silence

D) Social Judgment Theory

Correct Answer: B

Question 6

What does the Spiral of Silence theory focus on?

A) The process of opinion formation

B) The influence of media on public opinion

C) The tendency of people to remain silent when they feel their views are in the minority

D) The enhancement of public speaking skills

Correct Answer: C

Question 7

Which communication theory is primarily concerned with how people explain the causes of behavior?

A) Attribution Theory

B) Cognitive Dissonance Theory

C) Expectancy Violations Theory

D) Relational Dialectics Theory

Correct Answer: A

Question 8

Which of the following is NOT a stage in Tuckman's group development model?

A) Forming

B) Storming

C) Norming

D) Performing

E) Answering

Correct Answer: E

Question 9

The theory that suggests close relationships are formed by a gradual process of self-disclosure is known as:

A) Social Exchange Theory

B) Social Penetration Theory

C) Interaction Adaptation Theory

D) Relational Dialectics Theory

Correct Answer: B

Question 10

What principle does the Agenda-Setting Theory primarily focus on?

A) Media tells us what to think

B) Media tells us what to think about

C) Media confirms our existing beliefs

D) Media challenges our existing beliefs

Correct Answer: B

Feel free to use these questions to test your understanding of communication theories as you prepare for the 4-2 Quiz in your course.