

4-2 Quiz: Communication Theory

Student's Name

Institutional Affiliation

5-1 Quiz: Communication and Technology

Sample Quiz Questions and Answers

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

Quiz Questions

Question 1

Which theory discusses the medium's influence on the nature of the message?

- A) Communication Accommodation Theory
- B) Media Richness Theory
- C) Marshall McLuhan's Medium Theory
- D) Social Presence Theory

Correct Answer: C

Question 2

What does the term 'digital divide' refer to?

- A) The gap between those who have access to modern information and communication technology and those who do not.
- B) The difference in communication styles between digital and non-digital platforms.
- C) The division of media channels into digital and analog.
- D) The global distribution of digital media.

Correct Answer: A

Question 3

Which concept is central to understanding how social media platforms impact personal relationships?

- A) Cognitive dissonance

- B) Media richness
- C) Network externalities
- D) Social network analysis

Correct Answer: D

Question 4

What is the primary focus of the Uses and Gratifications Theory in the context of new media?

- A) Analyzing how media messages are encoded and decoded
- B) Understanding why individuals choose specific media sources to satisfy specific needs
- C) Examining the effects of media messages on audience behavior
- D) Studying the governmental control over media

Correct Answer: B

Question 5

How has technology primarily influenced organizational communication?

- A) By limiting the channels of communication
- B) By facilitating real-time, global communication
- C) By enforcing traditional communication methods
- D) By decreasing overall communication effectiveness

Correct Answer: B

Question 6

Which technology has had the most significant impact on media convergence?

- A) The printing press
- B) The internet
- C) Television

D) Radio

Correct Answer: B

Question 7

What role does technology play in the context of media globalization?

- A) It limits the spread of cultural products.
- B) It enhances the distribution of local media to a global audience.
- C) It prevents cross-cultural communication.
- D) It strictly regulates media content.

Correct Answer: B

Question 8

Which of the following best describes "computer-mediated communication"?

- A) Communication that occurs through computer networks, including email and instant messaging.
- B) Face-to-face communication enhanced by digital presentations.
- C) Any communication that involves the use of a computer, even offline.
- D) Communication about computers and technology.

Correct Answer: A

Question 9

In the context of communication technology, what does "synchronous communication" mean?

- A) Communication that happens in real-time, such as video calls.
- B) Communication that is recorded and sent later, like emails.
- C) The use of traditional media like newspapers for communication.

D) Analyzing communication patterns over time.

Correct Answer: A

Question 10

What impact has social media had on political communication?

A) It has reduced the impact of political campaigns.

B) It has made political communication more transparent and direct.

C) It has eliminated traditional media from political discourse.

D) It has decreased public interest in politics.

Correct Answer: B