

MAC111 List of Questions

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Q1 Which of these is not a type of film?

- Melodrama
- Villain
- Adventure
- Tragedy

Q2 Listening to netcasting while doing other things is referred to as ____

- double tasking
- audiocasting
- multicasting
- multitasking

Q3 All these are factors that determine the influence of the media except ____

- social categories
- Individual differences
- personal relationship
- media creativity

Q4 ____ was a magician that who used his magical techniques to manipulate effect in films?

- Eadweard Muybridge
- James Tucker
- Joseph Addison
- George Melies

Q5 The newspaper format for Publick Occurrences both Foreign and Domestick, was ____?

- Eadweard Muybridge
- James Tucker
- Joseph Addison
- George Melies

Q6 In the silent period, the early silent films relied on ____

- Mime
- epic
- photographs
- kinetoscope

Q7 Sound was introduced to motion picture in ____

- 1920
- 1923
- 1929
- 1930

Q8 The first man to demonstrate the practical application of radio waves was ____

- Alexander Popov
- Michael Faraday
- Henry Ward
- Mahlon Loomis

Q9 Electromagnetic induction was discovered by ____

- Henry Ward
- Mahlon Loomis
- Michael Faraday
- None of the options

Q10 Electromagnetic induction was discovered in ____

- 1831
- 1877
- 1900
- 1901

Q11 The first newspaper in Germany was published in ____

- 1607
- 1608
- 1609
- 1670

Q12 The first true newspaper in English was ____

- American Herald
- London Gazette
- American Times
- The Times

Q13 One of the notable landmark in the history printing is ____

- Perfection of Gutenberg printing technology
- Introduction of wooden block press by the chinese
- Discovery of movable clay type
- None of the options

Q14 Stages in relationship building starts and ends with ____ and ____.

- Intensification and Exploration
- Exploration and Formalisation
- Formalisation and Dissolution
- Exploration and Dissolution

Q15 Which of verbal and non-verbal communication gives a lot of feedback?

- Both
- Verbal
- Non-verbal
- None of the two

Q16 Which of these is not a form of written communication?

- Prescription
- Print
- Discussion
- Transcription

Q17 One of these is a demerit of oral communication

- nonpermanent
- undeniable
- It can be distorted
- None of the options

Q18 Which of these is not an advantage of oral communication?

- immediate feed
- it enriches the speaker thinking capacity
- it allows for immediate clarification
- It enriches interpersonal relationship

Q19 Monologue means ____

- Soliloquy
- Intra-personal communication
- Speech you make to yourself
- All of the options

Q20 ____ is a form of oral communication which involves speeches that are intended for reproduction in writing.

- Diction
- Monologue
- Idiolet
- Discussion

Q21 Which media theory explains the process by which television symbols dominate other sources of information?

- Knowledge Gap
- Agenda Setting
- Main Streaming
- Two-Step Flow

Q22 Which of these is not an element involved in Agenda setting of the media?

- Frequency of the reporting
- Degree of conflict generated in the reports
- Prominence given to the reports
- None of the options

Q23 ___ posits that the mass media determines the issues that are regarded as important at a given time in a particular environment

- Agenda Setting
- Framing theory
- Priming theory
- Normative theories

Q24 A mental recasting of a message so that its meaning is in line with a person's beliefs and attitudes is known as ___

- Selective perception
- Selective attention
- Selective exposure
- Selective retention

Q25 One of these cannot be considered as part of selective processes in Dissonance Theory.

- Exposure
- Attention
- Perception
- None of the options

Q26 Which of these is not among the Limited Effect theories of the media?

- Two-step Flow
- Magic Bullet
- Individual-Differences
- Dissonance

Q27 An example of All-powerful Media Effect theory is ___

- Democratic participant
- Social Responsibility
- Magic Bullet
- None of the options

Q28 The notion that average people are defenseless of the media influence is entrenched in ___ theory

- Normative
- Two-step Flow
- Three-step Flow
- All-Powerful Media Effect

Q29 Which of these is not a normative theory?

- Libertarian
- Soviet-Communist
- Authoritarian
- None of the options

Q30 Which of these statement is true about Libertarian media theory?

- It is practiced in many developed countries
- No country practice full libertarian media theory
- It has the similar characteristics with authoritarian media theory
- None of the options

Q31 The central focus of Social Responsibility media theory is ___

- Self-regulation
- Professionalism
- Controlled media
- None of the options

Q32 The Hutchins Commission on Freedom of the press was established in ___

- 1930
- 1935
- 1942
- 1947

Q33 Which of these is not among the principle of Soviet-Communist media theory?

- Mass culture
- Partiality
- Truthfulness
- Impatality

Q34 The relationship between the government and the media in a libatarian media theory is ____

- Vertical
- Horizontal
- Parallel
- Diagonal

Q35 In Libertarian media theory, press is seen as ____

- government agency
- anti-government body
- free market place
- None of the options

Q36 In authoritarian media theory, the media ____

- is independent
- enjoys free press
- is dependent
- enjoys immunity

Q37 The relationship between the government and the media in an authoritarian media theory is ____

- Vertical
- Horizontal
- Parallel
- Diagonal

Q38 Extracting meaning from the facts observed is ____ stage of the scientific process towards arriving at a theory.

- Operationalisation
- Observation
- Testing
- Analysis

Q39 ____ explains the modification in the communication theories to accommodate new facts

- Dynamism
- Heuristic potential
- Practical utility
- Internal consistency

Q40 If a communication theory is used to solve a real life problem, then it has ____

- Explanatory power
- Practical utility
- Heuristic potential
- Internal consistency

Q41 Hub Communication Model is ____

- Linear
- Triangular
- Interrogative
- Concentric circles

Q42 Which communication model emphasise overlap function between the source and the destination for communication to take place?

- Lasswell
- Shannon and Weaver
- Schramm
- None of the options

Q43 Which communication model reduces the communication process to a set of mathematical formular?

- Lasswell
- Shannon and Weaver

- Schramm
- None of the options

Q44 "What" in the Lasswell communication model is referring to the ____

- message
- channel
- source
- receiver

Q45 Which of these communication models makes provision for Noise?

- Lasswell
- Shannon and Weaver
- Schramm
- None of the options

Q46 The Lasswell Communication Model is ____ in nature.

- analytical
- interrogative
- interpretative
- None of the options

Q47 The interference that keeps a message from being understood is regarded as ____

- Feedback
- Blockage
- Sound proof
- Noise

Q48 Which of the communication process takes place when a message is processed, understood and interpreted?

- Transmission
- Response
- Decoding
- Encoding

Q49 Which of these process of communication is in the best order?

- Transmission - Reception - Decoding - Response
- Transmission - Decoding - Response - Reception
- Reception - Decoding - Response - Transmission
- Decoding - Transmission - Response - Reception

Q50 The point at which the source sees the need to communicate is regarded as ____

- stimulation
- decoding
- assimilation
- provocation

Q51 Encoding of messages is a function performed by ____

- the audience
- message receiver
- message source
- All of the options

Q52 Communication as a process is ____

- cyclical
- dynamic
- recursive
- All of the options

Q53 One of these is not an attribute of communication.

- personal
- unplanned
- unrepeatable
- irreversible

Q54 Which of these is not a peculiar characteristic of mass communication?

- cost

- fidelity
- universality
- limited

Q55 "You cannot not communicate" means that communication is ____

- unimaginable
- irrelevant
- unavoidable
- irrevocable

Q56 Which of these is not among the major functions of the gatekeepers?

- reinterpreting
- expanding
- conceding
- reorganizing

Q57 Which of these is not a distinctive feature of mass communication?

- Personal presence
- Presence of gatekeepers
- Delayed feedback
- Limited sensory channels

Q58 Mass communication is a means of disseminating information or message to ____ audience

- heterogeneous
- anonymous
- large
- All of the options

Q59 Which of these is not a function of communication?

- cultural integration
- political development
- social interaction
- None of the options

Q60 The word "Communication" is from ____ language

- Greek
- Latin
- French
- None of the options

Q61 Which of these is a sport radio?

- Radio Continental
- VON
- Brilla FM
- Radio Nigeria

Q62 Which of these magazine is known for pure photo journalism?

- Tell
- The News
- Ovation
- All of the options

Q63 Editorial function of the media is otherwise known as ____ function

- Surveillance
- Entertainment
- Correlation
- None of the Options

Q64 Sound was introduced to motion picture in ____

- 1923
- 1927
- 1929
- 1930

Q65 Which of these is a community radio?

- Brilla FM
- Radio Continental
- Star FM
- None of the options

Q66 Documentary films are different from fictional films because they

- deal with real life situation
- with wildlife
- focus on individual and places
- None of the options

Q67 Which of the following statements about interpreting nonverbal codes is accurate?

- Non verbal cues have definite meanings
- Meanings are linked to specific nonverbal codes
- Non verbal codes provide precise clues about intention
- Single nonverbal cue can be interpreted in a variety of ways

Q68 Communication is instrumental means that _____

- it influences and control
- it satisfies
- it is ever-changing
- it cannot be reversed once given

Q69 An example of a government-owned newspaper is

- Tribune
- Herald
- Daily Independent
- Business Times

Q70 The following are advantages of oral communication except

- it is a learnable and improvable human activity
- it is a more accurate reflection of thought and attitude of the speaker
- it creates and sustains warm
- none of the options

Q71 The similarity between the meaning perceived by the receiver as conceived by the source is

- fidelity
- isomorphism
- isomorphism
- None of the options

Q72 ___ is the invasion of an indigenous people's culture, through mass media, by outside, powerful countries

- Cultural Imperialism
- Economic Imperialism
- Political Imperialism
- None of the Options

Q73 Who was the proponent of the play theory was

- William Shakespeare
- William Stephenson
- William Wilberforce
- None of the Options

Q74 Disruption in communication due to depression is called ___ noise

- Emotional
- Psychological
- Ecological
- None of the Options

Q75 The person who packages the message in a way that it can be communicated is the

- Source
- Encoder
- Designer
- Sender

Q76 Examples of narrowcast or non-broadcast media are

- Internet and television
- Cable TV and radio
- Film and radio
- Internet and Cable TV

Q77 The initiator of a communication message is ____.

- Source
- Channel
- Encoder
- Decoder

Q78 Which of the following characterizes persuasion?

- Forcing people to think or behave as you wish
- Tricking people to gain compliance
- Giving people the ability to choose
- All of the options

Q79 Self-awareness is developed through

- Communication with ourselves
- Communication with others
- The self-fulfilling prophecy
- options A and B

Q80 Which of the following is the advantage of studying communication?

- It will improve the way you see yourself
- It will improve the way others see you
- It will teach you life skills
- All of the options