

Chapter 1—Communication theory and professional practice

MULTIPLE CHOICE

1. Communication theories help the professional:
 - a. maximise his/her income.
 - b. manipulate the media to his/her advantage.
 - c. narrow the communication gap between the professional and the client.
 - d. avoid litigation.
 - e. save time.

ANS: C PTS: 1 TOP: Professional Communication

2. Which statement would be the best to use in a communication code of ethics for professionals:
 - a. 'Professionals should communicate in a democratic way; they should take everyone else's opinion into account.'
 - b. 'Professionals should communicate in a clear way, with a focus on understanding and respect.'
 - c. 'Professionals must avoid emotion and feelings at all costs and only be logical in their communications.'
 - d. 'Professionals should communicate in the same way that other professionals communicate; that is best practice.'
 - e. 'Professionals should be persuasive for the interests of their field.'

ANS: B PTS: 1 TOP: Professional Communication

3. The reciprocal creation of meaning', as a definition of communication, means that:
 - a. we can take a message to mean anything.
 - b. meaning can never be certain.
 - c. two parties may begin with different meanings and then negotiate a closer understanding.
 - d. meaning is generated only through language.
 - e. one party to the communication will always dominate the other.

ANS: C PTS: 1 TOP: Defining Communication

4. 'The sharing of meaning through information, ideas and feelings', as a definition of communication, implies that:
 - a. Feelings are more important than logical arguments.
 - b. information becomes distorted through prejudice.
 - c. each party contributes to meaning.
 - d. concepts or opinions must be ignored in the search for objectivity.
 - e. meanings negotiated must be checked with dictionary definitions.

ANS: C PTS: 1 TOP: Defining Communication

5. Which of the following words would NOT be useful in defining communication?
 - a. Intentional
 - b. Accidental
 - c. Encoded
 - d. Symbolic
 - e. Reciprocal

ANS: B PTS: 1 TOP: Defining Communication

6. Purposive communication enables the professional to:
- a. be clear about the reason for communicating.
 - b. theorise about audiences.
 - c. avoid non-verbal cues.
 - d. understand clients' personalities.
 - e. use the telephone effectively.

ANS: A PTS: 1 TOP: Purpose in Communicating

7. According to the transmission model of communication:
- a. messages are conveyed from sender to receiver via media.
 - b. there must be an intention to communicate by the sender.
 - c. electronics methods are essential to communication effectiveness.
 - d. semantics must be understood before transmission is complete.
 - e. telephones are notoriously unreliable.

ANS: A PTS: 1 TOP: The Transmission Model of Communication

8. Communication as transmission means that:
- a. messages change according to time and place.
 - b. the intention of the sender ensures the success of the communication.
 - c. the sender encodes the message and the receiver decodes it.
 - d. communication can only be one-way.
 - e. the message must be in writing.

ANS: C PTS: 1 TOP: The Transmission Model of Communication

9. According to the transmission model of communication:
- a. choosing the medium of communication is as important as constructing the message.
 - b. the telephone is the worst medium of communication.
 - c. 'channel' means the same thing as 'medium'.
 - d. other examples of media are film and television programs.
 - e. the mobile phone is a channel, not a medium.

ANS: A PTS: 1 TOP: The Transmission Model of Communication

10. The receiver's verbal and/or non-verbal response is called:
- a. encoding.
 - b. decoding.
 - c. feedback.
 - d. noise.
 - e. channels.

ANS: C PTS: 1 TOP: The Transmission Model of Communication

11. Feedback is important to communication because:
- a. unless we receive feedback to our letter, we have not communicated.
 - b. if your letter annoys me and I tear it up, feedback has not occurred.
 - c. non-verbal signals cannot be regarded as feedback.
 - d. feedback must be immediate.
 - e. feedback tests the effectiveness of our message.

ANS: E PTS: 1 TOP: The Transmission Model of Communication

12. 'Communication is symbolic' means that:
- a. encoding and decoding change meaning in the communication.
 - b. the communication process is circular.
 - c. senders and receivers use signs and symbols that have meaning within a culture or between cultures.
 - d. words are not symbols, only pictures.
 - e. symbolic communication between cultures is impossible.

ANS: C PTS: 1 TOP: The Transmission Model of Communication

- 13.. A stimulus that interferes with communication is referred to as:
- a. encoding.
 - b. decoding.
 - c. feedback.
 - d. noise.
 - e. culture.

ANS: D PTS: 1 TOP: The Transmission Model of Communication

14. When a receiver decodes a message, he/she is:
- a. turning thoughts into symbols.
 - b. sending his/her thoughts to the source.
 - c. turning symbols into ideas and feelings.
 - d. turning thoughts into feelings.
 - e. turning feelings into thoughts.

ANS: C PTS: 1 TOP: The Transmission Model of Communication

15. The transactional model of communication:
- a. means that parties to the communication negotiate meaning.
 - b. specifies that communication can only take place if rewards are offered to receivers.
 - c. ensures that the meanings of words always stay the same.
 - d. means that the message sent is the same as the message received.
 - e. shows that meaning can never be fully communicated.

ANS: E PTS: 1 TOP: The Transaction Model of Communication

16. The transactional model of communication is best described as:
- a. a model of encoding and decoding messages.
 - b. a model where the experience of the individual is paramount.
 - c. a model that focuses on meaning rather than message in communication.
 - d. Schramm's circular model of communication.
 - e. a model where the technical transmission of messages is highlighted.

ANS: C PTS: 1 TOP: The Transaction Model of Communication

17. Symbolic interactionists see communication as:
- a. a socially constructed mechanism.
 - b. a deep inner model of conversation with the self.
 - c. a transactional model of communication.
 - d. a game; a piece of theatre.
 - e. a set of meanings imposed by the rules of society.

ANS: A PTS: 1 TOP: The Transaction Model of Communication

SHORT ANSWER

1. According to Shannon and Weaver's model, there are three types of noise: mechanical, semantic and psychological. Which type of noise is represented by each of the following situations?
 - a. Tracey is presenting a brief overview of her report at a corporate dinner. The dinner is held in a function room adjoining the main lobby of a very noisy hotel.
 - b. Co-workers Sam and Tom are from different socioeconomic backgrounds. Tom cannot understand why Sam uses slang phrases so frequently.
 - c. Mark is interviewing for a new secretary. Brenda is one of the applicants. Brenda has a very strong physical resemblance to Mark's grandmother.
 - d. Liz sees an advertisement for a new perfume. The scene of the advertisement is set on a yacht. The scene reminds Liz of the time she spent on a yacht when she was younger.
 - e. Stephen calls Hamid on his mobile. The line is bad and they can barely hear each other.

ANS:

a: mechanical; b: semantic; c: psychological; d: psychological; e: mechanical

PTS: 1 DIF: Easy TOP: The Transmission Model of Communication

2. Which **two** of the following statements explain the expression, 'Meanings are in people, not in words'?
 - a. Everyone tells lies.
 - b. People always hide their true thoughts.
 - c. Meanings can change from one context to another.
 - d. People bring their own background, experience and therefore understanding to the use of words.
 - e. Some words are untranslatable.

ANS:

c, d

PTS:1 DIF: Easy TOP: The transaction model of communication