

TEST BANK

CHAPTER 1

- 1-1. The mass communication theory that states that the media are all-powerful and can accomplish almost anything by influencing or manipulating public opinion and social policy is known as the
- a. cumulative effects theory
 - b. magic bullet theory**
 - c. N-step theory
 - d. agenda-setting theory
 - e. cognitive dissonance theory
- 1-2. The psychological theory that describes how individuals tend to ignore or “explain away” messages that are inconsistent with previously held beliefs is known as the
- a. cumulative effects theory
 - b. magic bullet theory
 - c. N-step theory
 - d. agenda-setting theory
 - e. cognitive dissonance theory**
- 1-3. The audience theory that states that persuasion is most effective when it does not have to compete with existing attitudes is called the
- a. reinforcement theory
 - b. activation theory**
 - c. unstructured attitude theory
 - d. spiral of silence theory
- 1-4. The audience theory that states that persuasion is most effective when it complements or strengthens existing attitudes is called the
- a. Klapper's reinforcement theory**
 - b. clean slate theory
 - c. N-step theory
 - d. spiral of silence theory

- 1-5. The audience theory that states that persuasion can be effective on audiences that are somewhat in opposition (but not strongly in opposition) is called the
- N-step theory
 - clean slate theory
 - unstructured attitude theory**
 - spiral of silence theory
- 1-6. The native American proverb, “Tell me and I will forget, show me and I will remember, involve me and I will understand,” is paraphrased by what communications theory?
- hierarchy of needs
 - two-step flow of communication
 - interaction theory**
 - social learning theory
 - agenda-setting
- 1-7. What is the difference between the concepts of gatekeeping and censorship?
- censorship is a function voluntarily performed by media personnel; gatekeeping is performed by an authority figure outside of the media organization
 - gatekeeping is a function voluntarily performed by the media; media; censorship is performed by an authority figure outside of the media organization**
 - censorship is the deletion of material that is otherwise legal to publish or broadcast, gatekeeping is the removal of material that would be illegal to publish or broadcast
 - gatekeeping is the deletion of material that is otherwise legal to publish or broadcast, censorship is the removal of material that would be illegal to publish or broadcast
 - there is no difference; the terms are synonymous
- 1-8. A public relations professional who designs a campaign to communicate to members of an intermediate audience and intends the message be passed on to its intended audience is basing it on which of the following theories?
- cumulative effects theory
 - diffusion theory
 - two-step flow of communication**
 - unstructured attitude theory
 - predisposition or reinforcement theory

- 1-9. The theory of mass communications that says that the mass media do not tell people what to think, but rather what to think about, is
- a. N-step theory
 - b. agenda-setting**
 - c. diffusion theory
 - d. uses and gratifications theory
 - e. magic bullet theory
- 1-10. Which of the following needs are at the top of Abraham Maslow's "Hierarchy of Needs" model? (meaning that they are sought only after those on lower levels are satisfied)
- a. physiological needs such as food, air, water and shelter
 - b. safety needs; freedom from fear and danger
 - c. self-actualization or self-fulfillment**
 - d. ego needs such as respect and status
 - e. social needs such as group activity and interpersonal relations
- 1-11. According to Everett Rogers' "diffusion theory," there are five steps that individuals go through in adopting new ideas. These five levels are labeled
- a. research, planning, communication, evaluation, repetition
 - b. reception, belief, acceptance, change in attitude, change in behavior
 - c. awareness, interest, trial, evaluation, and adoption**
 - d. primary, secondary, sub-primary, sub-secondary, repetition
 - e. Sleepy, Dopey, Grumpy, Bashful, and Doc
- 1-12. The theory that some needs are more basic than others and must be fulfilled before other needs is called
- a. N-step theory
 - b. agenda-setting hypothesis
 - c. diffusion theory
 - d. magic bullet theory
 - e. Maslow's Hierarchy of needs**

1-13. The textbook defined individuals who are in a position to influence others and/or are sought out for their advice and leadership in the decision-making process as

- a. college professors
- b. process facilitators
- c. opinion leaders**
- d. trouble makers

1-14. A theory that suggests that persuasive campaigns can be most effective when the message comes from a variety of sources and/or is repeated from the same source over an extended period of time is known as the

- a. cumulative effects theory**
- b. magic bullet theory
- c. N-step theory
- d. agenda-setting theory
- e. cognitive dissonance theory

1-15. In their 1992 book, *Propaganda and Persuasion*, media theorists Garth S. Jowett and Victoria O'Donnell drew what distinction between the terms "persuasion" and "propaganda"?

- a. "persuasion" takes place in the real world, while "propaganda" is largely a theoretical concept
- b. "persuasion" serves the interest of both the communicator and the audience, while "propaganda" serves only the interests of the communicator**
- c. "propaganda" is undertaken by ordinary people, while only politicians engage in "persuasion"
- d. "persuasion" is undertaken by ordinary people, while only politicians engage in "propaganda"
- e. Jowett and O'Donnell stated that no distinction exists; the two terms are interchangeable

1-16. The propaganda technique in which the persuader uses symbols such as the cross to represent the Christian church or Uncle Sam to represent patriotism is known as what?

- a. name-calling
- b. glittering generalities
- c. transfer**
- d. bandwagon
- e. plain folks

- 1-17. The propaganda technique based on encouraging audiences to purchase a product or adopt an idea because “everyone else is doing it” and they “don’t want to be left behind” is called
- a. glittering generalities
 - b. transfer
 - c. bandwagon**
 - d. plain folks
 - e. scare tactics
- 1-18. The propaganda technique in which the persuader makes an argument by presenting one-sided evidence and half-truths and often leaves out important information is known as what?
- a. name-calling
 - b. glittering generalities
 - c. transfer
 - d. bandwagon
 - e. card-stacking**