

Introduction

Multiple-Choice Items

1. The field of communication can be traced to:

- A. ancient Greece.
- B. medieval England.
- C. the Norman Conquest.
- D. South Africa.
- E. none of the above

ANS: A PG: 2

2. The study of communication is more than ___ years old.

- A. 200
- B. 100
- C. 1,000
- D. 2,000
- E. 50

ANS: D PG: 2

3. ___ wrote the personal introduction.

- A. Abraham Maslow
- B. Marshall McLuhan
- C. Hillary Rodham Clinton
- D. Harold Laswell
- E. Julia Wood

ANS: E PG: 2

4. Generalizations of social groups are used in the textbook to:

- A. stereotype members of particular groups.
- B. essentialize groups.
- C. be useful starting points in order to understand how to interact with others
- D. be blanket statements about a group
- E. describe how all members of a specific social group interact.

ANS: C PG: 3

5. If current immigration trends in the U.S. continue as predicted, by 2050:
- A. non-Hispanic whites will make up the majority of the population.
 - B. those of Asian and Pacific Islander decent will compose 50% of the population.
 - C. cities and towns in the Midwest will be as ethnically diverse as those on the East and West coasts.
 - D. there will be no single majority group.
 - E. African Americans will make up the largest part of the population in the United States.

ANS: D PG: 3

6. Isabelle de Courtivron argues that many of today's college students:
- A. are citizens of their own geographical location or specific place where they live.
 - B. live primarily in a single culture.
 - C. lack the strong interpersonal communication skills essential to success in higher education.
 - D. have had little interaction with people from a range of ethnic backgrounds and perspectives.
 - E. form their identities in part based on knowledge of world events.

ANS: E PG: 5

7. Research in communication contributes to and draws from work in such fields as:
- A. psychology
 - B. business
 - C. sociology
 - D. anthropology
 - E. all of the above

ANS: E PG: 2

8. _____ predicted that technology would create a global village.
- A. Jason Wrench
 - B. Julia Wood
 - C. Marshall McLuhan
 - D. Connie West
 - E. Stacy Carter

ANS: C PG: 3

9. In 2007, the Census Bureau announced a new landmark in America's racial profile: 1 in 3 Americans belonged to a _____.
- A. demography
 - B. majority
 - C. minority
 - D. landmark
 - E. priority

ANS: C PG: 3

10. A survey of students who entered colleges and universities in the fall of 2009 showed that _____ believe that it is essential or very important to improve their understand of other countries and cultures.
- A. 54.8 %
 - B. 76.2 %
 - C. 12.2 %
 - D. 37.8 %
 - E. 49.4 %

ANS: E PG: 5

True-False Items

1. Great philosophers taught rhetoric as a skill for participating in civic life.
ANS: T PG: 2
2. Since the communication field originated, it has not been expanded to encompass many kinds of interactions.
ANS: F PG: 2
3. Diversity is part of interpersonal communication.
ANS: T PG: 3
4. Most Americans believe it is important for universities to prepare students to function in a diverse society.
ANS: T PG: 4
5. Disciplines such as psychology, business, and counseling contribute research that aids in our understanding of interpersonal communication.
ANS: T PG: 2
6. Between 2005 and 2050, the Hispanic population in the United States is expected to double.