

TEST BANK FOR CHAPTER 2

2.1 Multiple Choice Questions

2.1-1. Which of the following major approaches is the most important to understand the complexity of communication?

- A. social scientific
- B. interpretive
- C. critical
- D. they are equally important

Answer: D

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2.1-2. A person's worldview or _____ characterizes the assumptions one makes about knowledge and the nature of reality.

- A. interpretation
- B. method
- C. theory
- D. paradigm

Answer: D

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2.1-3. _____ researchers support the idea that reality is constructed by individuals and cultures.

- A. Social scientific
- B. Interpretive
- C. Critical
- D. Postmodern

Answer: B

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2.1-4. A _____ is a set of statements that explains a particular phenomenon.

- A. paradigm
- B. theory
- C. method
- D. approach

Answer: B

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2.1-5. The _____ approach generally endorses the idea that reality is external to individuals.

- A. social science
- B. interpretive
- C. critical
- D. post-modern

Answer: A

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2.1-6. One of the earliest influences on the field of communication was

- A. rhetoric.
- B. psychology.
- C. sociology.
- D. family studies.

Answer: A

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2.1-7. Elocution, the mechanics of public speaking, includes all of the following EXCEPT

- A. proper pronunciation.
- B. posture.
- C. grammar.
- D. persuasive arguments.

Answer: D

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2.1-8. Examining the behaviors of buyers at a swap meet in order to determine how they interact with sellers, in a natural environment, would involve the _____ approach.

- A. social science
- B. interpretive
- C. critical
- D. postmodern

Answer: A

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2.1-9. The approach to communication research and study that attempts to predict and explain human behavior is called the _____ approach.

- A. social science
- B. interpretive
- C. critical
- D. post-modern

Answer: A

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2.1-10. Julie criticizes her father for his political view and is trying to convince him that he is wrong. He responds by shaking his head and leaving the room. This is an example of _____ communication pattern.

- A. negative reciprocity
- B. insecure attachment
- C. demand–withdrawal
- D. blaming

Answer: C

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2.1-11. One social scientific study found that individuals who were more satisfied in their relationships had a _____ attachment style and tended toward positive emotional communication.

- A. avoidant
- B. insecure
- C. preoccupied
- D. secure

Answer: D

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2.1-12. Tamara is interested in doing a quantitative research study to determine the most significant causes of public speaking anxiety among college students. This study belongs to the _____ approach to communication research.

- A. social science
- B. interpretive
- C. critical
- D. post-modern

Answer: A

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2.1-13. _____ is the renaissance idea that celebrates human nature and its potential.

- A. Behaviorism
- B. Relativism
- C. Positivism
- D. Humanism

Answer: D

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2.1-14. A communication researcher who is examining the flirtation behaviors used by couples interacting with one another by converting data to numeric indicators is using _____ methods.

- A. qualitative
- B. quantitative
- C. interpretive
- D. ethnographic

Answer: B

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2.1-15. What type of research is conducted by a researcher who travels on the road with a team of disabled rugby players and engages in their daily life?

- A. ethnography
- B. content analysis
- C. statistical analysis
- D. rhetorical analysis

Answer: A

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2.1-16. The _____ approach to communication research and study focuses on the role of power in communication exchanges.

- A. social science
- B. interpretive
- C. critical
- D. post-modern

Answer: C

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2.1-17. The _____ approach views reality as subjective and material.

- A. social science
- B. interpretive
- C. critical
- D. postmodern

Answer: C

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2.1-18. When examining a TV series in order to determine how gay and lesbian relationships are portrayed as non-traditional or not “normal,” a researcher utilized textual analysis. This method is associated with _____ approach.

- A. social science
- B. interpretive
- C. critical
- D. post-modern

Answer: C

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2.1-19. Critical scholars often look to _____ texts to discuss societal norms.

- A. media
- B. written
- C. historical
- D. all of the above

Answer: D

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2.1-20. A _____ scholar always explores communication in larger societal contexts.

- A. social scientific
- B. interpretive
- C. critical
- D. post-modern

Answer: C

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2.2 True/False Questions

2.2-1. Methods describe the specific ways in which scholars collect and analyze data, the results of which they use to test theories.

Answer: True

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2.2-2. The study of communication has a short history that can only be traced back to the early 1900s.

Answer: False

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2.2-3. Social scientists consider communication to be predictable.

Answer: True

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2.2-4. Social scientists never use qualitative methods.

Answer: False

Page ref: 38

2.2-5. Conversation analysis is a quantitative method that examines naturally occurring conversations to understand better the sequences and functions of everyday talk.

Answer: False

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2.2-6. Interpretive studies have found that defensive communication can lead to unproductive cycles of conflict.

Answer: True

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2.2-7. One of the ethical concerns for interpretive scholars is presenting what a participant says in a manner that is accurate to the participant's intent and worldview.

Answer: True

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2.2-8. Critical scholars generally use quantitative methods.

Answer: False

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2.2-9. Critical scholars are concerned with whether or not they have the right to study, analyze, and represent the views of others, perhaps disadvantaged people.

Answer: True

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2.2-10. Critical scholarship generates generalizable conclusions.

Answer: False

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2.3 Completion (fill-in-the-blank) Questions

2.3-1. A _____ is a belief system that bears a set of assumptions about knowledge, reality, and human nature.

Answer: paradigm

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2.3-2. The first interpretivists were the _____ who believed that the analysis of individual behavior was the best way to understand humans.

Answer: rhetoricians

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2.3-3. According to social scientific research, one particularly toxic pattern of conflict behavior is when one partner attempts to talk through an issue calmly but the other partner _____.

Answer: withdraws

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2.3-4. A critical scholar might explain female-demand and male-withdrawal patterns as a result of male _____ in society and marriage.

Answer: privilege

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2.3-5. The analysis of popular culture texts is common within the _____ tradition.

Answer: critical

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2.4 Essay Questions

2.4-1. Compare and contrast the social scientific and interpretive approach by describing the strengths and limitations of each approach.

Answer: Answers will vary.

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2.4-2. Explain demand–withdrawal conflict patterns from the interpretive approach and the critical approach.

Answer: Answers will vary.

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