

**1. What are the 7 C's of communication focused on?**

- a. Cultural nuances
- b. Clarity, Conciseness, Correctness, etc.
- c. Cryptic language
- d. Current events

**2. Which of the following is NOT a type of communication?**

- a. Verbal communication
- b. Non-verbal communication
- c. Interpersonal communication
- d. Intrapersonal communication

**3. What is the primary focus of Mass Communication?**

- a. One-on-one communication
- b. Communication within small groups
- c. Communication to a large audience
- d. Government communication

**4. Which is considered a means of Mass Communication among the options below?**

- a. Personal letters
- b. Face-to-face conversations
- c. Folk media
- d. Phone calls

**5. What do communication models primarily help in understanding?**

- a. Technological advancements
- b. Communication barriers
- c. Communication processes and elements
- d. Communication etiquette

**6. Which communication model is based on mathematical principles?**

- a. Aristotle's Classical Model
- b. Shannon-Weaver's Mathematical Model
- c. Laswell's Model
- d. Westley-Mclean's Model

**7. Which theory suggests that media has a direct and powerful influence on audiences?**

- a. Two-Step Theory
- b. Cultivation Theory
- c. Bullet Theory
- d. Uses and Gratification Theory

**8. Which normative theory emphasizes the role of media in fostering a democratic society?**

- a. Authoritarian Theory
- b. Libertarian Theory
- c. Soviet-Communist Theory
- d. Social Responsibility Theory

**9. What is the primary purpose of communication models and theories in the study of communication?**

- a. To dictate communication norms
- b. To provide a framework for analysis and understanding
- c. To restrict communication practices
- d. To promote specific communication technologies

**10. Which type of communication involves communication with oneself?**

- a. Interpersonal communication
- b. Intrapersonal communication
- c. Mass communication
- d. Non-verbal communication

**11. What are the characteristics of Mass Communication primarily concerned with?**

- a. Personal relationships
- b. Communicating with small groups
- c. Reaching a large and diverse audience
- d. Political communication

**12. Which of the following is a barrier to communication?**

- a. Clarity
- b. Feedback
- c. Noise
- d. Conciseness

**13. According to the 7 C's of communication, what does "Correctness" refer to?**

- a. Grammatical accuracy
- b. Clear expression of ideas
- c. Consistency in message delivery
- d. Cultural sensitivity

**14. Which communication model emphasizes the role of feedback in the communication process?**

- a. Aristotle's Classical Model
- b. Shannon-Weaver's Mathematical Model
- c. Newcomb's Model
- d. Two-Step Theory

**15. What is the main focus of Mass Media Activism?**

- a. Spreading misinformation
- b. Engaging with small communities
- c. Influencing social and political change
- d. Promoting traditional media