

Fundamentals of Language and Communication

Communication Studies · Answer Key · 15 Questions

1. What are the three essential requirements for a system to be considered a language?

A) Grammar, Phonology, Lexicon

- B) Vocabulary, Syntax, Emotion
- C) Gestures, Sounds, Rules
- D) Phonology, Semantics, History

2. What is the process of acquiring a mother tongue while growing up called?

A) Language learning

B) Language acquisition

- C) Speech community
- D) Communication

3. Which term refers to the environment or circumstances in which communication takes place?

A) Mode

B) Channel

C) Context

D) Feedback

4. Which of the following is an example of visual communication?

A) A speech

B) A phone call

C) A chart

D) A formal letter

5. Who is known as the 'Father of Modern Linguistics'?

A) Aristotle

B) Harold Laswell

C) Claude Shannon

D) Ferdinand de Saussure

6. In semiotics, what is the 'signified'?

A) The physical form of a sign

B) The abstract mental concept

C) The act of speaking

D) The noise in the channel

7. What does the Latin prefix 'intra-' mean in intrapersonal communication?

- A) Between
- B) Among
- C) Within**
- D) Outside

8. Which type of communication involves the use of electronic media like video conferencing?

- A) Interpersonal
- B) Extended**
- C) Organizational
- D) Intercultural

9. What is a primary focus of organizational communication?

- A) Socializing with friends
- B) Internal company expectations**
- C) Self-talk
- D) Personal diary entries

10. Why is it important to understand communication models?

- A) To memorize history
- B) To understand how the process works**
- C) To improve artistic skills
- D) To avoid using language

11. Which model of communication is famously known as the SMCR model?

- A) Aristotle's
- B) Laswell's
- C) Shannon-Weaver's
- D) Berlo's**

12. What are the three variables in Aristotle's communication model?

- A) Sender, Receiver, Noise
- B) Speaker, Speech, Audience**
- C) Channel, Message, Effect
- D) Input, Process, Output

13. Which of the following is NOT one of the 7C's of effective written communication?

- A) Concise
- B) Coherent
- C) Courteous
- D) Creative**

14. What does 'being concise' mean in oral communication?

A) Supporting claims with facts

B) Avoiding wordiness

C) Using formal language

D) Speaking loudly

15. In the context of ethics, what should regulate an individual's communication behavior?

A) Popularity

B) Honesty and integrity

C) Profit motive

D) Technological advancement