

Understanding Communication: Audience, Purpose, and Context

Communication Studies · Answer Key · 22 Questions

1. Who refers to the specific individuals you intend to address in communication?

- A) Secondary audience
- B) Hidden audience
- C) Primary audience**
- D) Unintentional audience

2. Which audience type includes others likely to encounter a message, even if they are not the primary recipients?

- A) Primary audience
- B) Secondary audience**
- C) Hidden audience
- D) Intended audience

3. What type of audience consists of unintended recipients who may access a message through forwarding?

- A) Primary audience
- B) Secondary audience
- C) Tertiary audience
- D) Hidden audience**

4. Which demographic category refers to the measurable aspects of an individual's identity that influence their societal role?

- A) Psychographics
- B) Demographics**
- C) Socioeconomics
- D) Cultural background

5. What demographic factor often correlates with life stages like being in school, working, or retired?

- A) Gender
- B) Religion
- C) Age**
- D) Occupation

6. When discussing gender, what is advised to ensure respect and inclusivity?

- A) Make assumptions about gender identities
- B) Use gender-specific language
- C) Use inclusive language and avoid assumptions**
- D) Focus only on biological sex

7. What psychographic factor refers to ideas people think are true and shape how they see the world?

- A) Attitudes
- B) Values
- C) Needs
- D) Beliefs**

8. Which psychographic factor represents people's consistent feelings (positive, negative, or neutral) about things?

- A) Beliefs
- B) Values
- C) Needs
- D) Attitudes**

9. What is a primary purpose of communication that involves sharing facts, news, and data to reduce uncertainty?

- A) To educate
- B) To persuade
- C) To inform**
- D) To entertain

10. Which communication purpose aims to shape people's thinking, feeling, and acting, potentially changing opinions?

- A) To inform
- B) To persuade**
- C) To entertain
- D) To socialize

11. What is the exchange of information, emotions, and meaning between people through verbal and nonverbal cues, often face-to-face?

- A) Personal communication
- B) Interpersonal communication**
- C) Digital communication
- D) Mass communication

12. Personal communication refers to information obtained through sources that are not publicly accessible, such as:

- A) Public speeches
- B) Published books
- C) Emails and private letters**
- D) Websites

13. What type of context refers to the tangible environment where communication occurs, including location and noise levels?

- A) Social context
- B) Cultural context
- C) Psychological context

D) Physical context

14. Which context involves the communicators' shared beliefs, values, customs, and behavioral norms?

- A) Physical context
- B) Cultural context**
- C) Historical context
- D) Relational context

15. The mental and emotional conditions of communicators, such as mood and stress level, relate to which context?

- A) Social context
- B) Psychological context**
- C) Historical context
- D) Relational context

16. Prior events and past interactions that influence current communication fall under which context?

- A) Physical context
- B) Cultural context
- C) Historical context**
- D) Psychological context

17. What refers to the writer's attitude, as shown by their language use, helping readers understand how the writer feels about the topic?

- A) Language
- B) Tone**
- C) Style
- D) Voice

18. In digital communication, what is often missing that can lead to misinterpretation of tone?

- A) Written words
- B) Emojis
- C) Facial expressions and tone of voice**
- D) Context

19. What strategy for effective tone involves understanding who you are talking to and matching your tone and word choice to their expectations?

- A) Be Mindful of Context
- B) Use Positive and Inclusive Language
- C) Know your audience**
- D) Practice Empathy

20. Using words that encourage others, value their ideas, and show respect for everyone is an example of:

- A) Negative language
- B) Exclusive language
- C) Positive and inclusive language**
- D) Ambiguous language

21. What is the central point of a paragraph or a group of closely related paragraphs?

- A) Thesis statement
- B) Supporting detail
- C) Main idea**
- D) Topic sentence

22. Which type of paragraph includes major and minor details that clarify or support the main ideas?

- A) Introductory Paragraphs
- B) Transitional Paragraphs
- C) Summarizing Paragraphs
- D) Expository Paragraphs**