

Fundamentals of Effective Communication

Communication Studies · Answer Key · 12 Questions

1. Which audience type consists of unintended recipients who access a message through forwarding?

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

2. What is the primary difference between personal and interpersonal communication?

- A) Interpersonal is face-to-face; personal is via non-public sources**
- B) Personal is face-to-face; interpersonal is via digital tools
- C) They are identical in definition
- D) Personal is only for academic writing

3. Which demographic factor correlates with life stages such as being in school, working, or retired?

- A) Gender
- B) Age**
- C) Religion
- D) Socioeconomic level

4. What are 'inner traits' that influence how people think, feel, and behave, such as values and beliefs?

- A) Demographics
- B) Psychographics**
- C) Sociographics
- D) Biographics

5. Which purpose of communication is intended to shape people's thinking, feeling, and acting?

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

6. The physical environment, including location and noise levels, is part of which context?

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

7. Why is 'tone' important in written communication?

- A) It determines the length of the message
- B) It helps readers understand the writer's attitude**
- C) It replaces the need for grammar
- D) It is only used in formal emails

8. What is a common cause of misinterpretation in digital communication?

- A) The use of too many words
- B) Overuse of shortcuts and emojis**
- C) The lack of internet speed
- D) Too much punctuation

9. Which of the following is a strategy to ensure tone is clear in digital messages?

- A) Using sarcasm frequently
- B) Reading the message out loud before sending**
- C) Avoiding all emojis
- D) Writing long, complex sentences

10. What is the function of a 'transitional paragraph' in a text?

- A) To provide the final conclusion
- B) To introduce the topic
- C) To connect previous content to upcoming ideas**
- D) To list facts and definitions

11. In multimodal texts, which mode uses sound elements like music, voice, and volume?

- A) Linguistic mode
- B) Visual mode
- C) Spatial mode
- D) Aural mode**

12. Which mode of communication refers to the arrangement of elements in a physical space?

A) Gestural mode

B) Spatial mode

C) Visual mode

D) Aural mode