Ch1

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | The early Greeks' effort to systematize persuasion was called   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | rhetoric. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | ethos. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | compliance gaining. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | coercion. | | |
| status: **not answered** ()  correct: *a*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2 | According to Aristotle, persuasion succeeds or fails based on a source's   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | religion, maturity, worldview, or a combination of these. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | kindness, attractiveness, and education. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | age, gender, and ethnicity. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | credibility, emotional appeals, logical appeals, or a combination of these. | | |
| status: **not answered** ()  correct: *d*  your answer: | |

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| --- | --- | --- |
| 3 | Aristotle thought that persuasive messages are most effective when they are based on the common ground between the persuader and the persuaded.   |  | | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16.gifTrue     http://webquiz.ilrn.com/media/img/MC_circle16x16.gifFalse | |
| status: **not answered** ()  correct: *true*  your answer: | |

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| 4 | Persuasion is the process of co-creating a state of identification between \_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_, that results from the use of verbal and/or visual symbols.   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | messages/channels | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | sources/receivers | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | perceptions/realities | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | processes/systems | | |
| status: **not answered** ()  correct: *b*  your answer: | |

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| 5 | Facebook and Myspace are two examples of interactive media known as social network media (SNM).   |  | | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16.gifTrue     http://webquiz.ilrn.com/media/img/MC_circle16x16.gifFalse | |
| status: **not answered** ()  correct: *true*  your answer: | |

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| 6 | A cognitive model that suggests that persuasion takes one of two routes, central and peripheral, is the   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | Multiple Mode Processing Model (MMPM). | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | Elaboration Likelihood Model (ELM). | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | Multiple Motive Heuristic Systematic Model (MMHSM). | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | Likeliness of Persuasion Model (LPM). | | |
| status: **not answered** ()  correct: *b*  your answer: | |

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| 7 | In the Central Information Processing Route, the receiver consciously and directly focuses on the persuasive communication while mentally elaborating on the issues and seeking more information.   |  | | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16.gifTrue     http://webquiz.ilrn.com/media/img/MC_circle16x16.gifFalse | |
| status: **not answered** ()  correct: *true*  your answer: | |

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| 8 | According to the ELM, there are times when persuasion requires only a momentary period of concentration on an issue. This type of persuasion occurs in the   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | co-creation processing route. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | self persuasion processing route. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | peripheral information processing route. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | central information processing route. | | |
| status: **not answered** ()  correct: *c*  your answer: | |

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| 9 | Coercion involves choice while persuasion relies on force to gain compliance.   |  | | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16.gifTrue     http://webquiz.ilrn.com/media/img/MC_circle16x16.gifFalse | |
| status: **not answered** ()  correct: *false*  your answer: | |

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| 10 | Increased cultural diversity calls for us to make adjustments to all forms of communication and persuasion in our society.   |  | | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16.gifTrue     http://webquiz.ilrn.com/media/img/MC_circle16x16.gifFalse | |
| status: **not answered** ()  correct: *true*  your answer: | |

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| 11 | Doublespeak is an intentionally misleading way to persuade.   |  | | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16.gifTrue     http://webquiz.ilrn.com/media/img/MC_circle16x16.gifFalse | |
| status: **not answered** ()  correct: *true*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12 | After seeing her favorite actor endorse a particular brand of running shoes, Mary insisted that she had to have them. According to the text, this effect is most likely the result of \_\_\_\_\_\_\_\_ within Rank's schema.   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | influence | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | deception | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | association | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | persuasion | | |
| status: **not answered** ()  correct: *c*  your answer: | |

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| 13 | Which of the following are the essential elements of Shannon and Weaver's SMCR   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | source, method, channel, rational | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | source, message, channel, receiver | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | system, means, channel, receiver | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | source, message, choice, receiver | | |
| status: **not answered** ()  correct: *b*  your answer: | |

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| --- | --- | --- |
| 14 | According to Rank's Model of persuasion, downplaying involves omission, diversion, and confusion.   |  | | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16.gifTrue     http://webquiz.ilrn.com/media/img/MC_circle16x16.gifFalse | |
| status: **not answered** ()  correct: *true*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 15 | The downplaying tactic employed by a politician who fails to tell an audience that the statistics she is using to support her position are not official, is called   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | omission. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | doublespeak. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | hidden agenda. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | intensification. | | |
| status: **not answered** ()  correct: *a*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 16 | Because we rarely act in accordance with persuasion unless we participate or interact in the process, all persuasion is, in a sense   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | influential persuasion. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | self-persuasion. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | artistic persuasion. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | identification persuasion. | | |
| status: **not answered** ()  correct: *b*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 17 | A new form of interactive persuasion, it turns the audience into an advertising channel as each receiver spreads the message online:   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | Echo chamber | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | Viral Marketing | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | Self-persuasion | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | Astroturf blogging | | |
| status: **not answered** ()  correct: *b*  your answer: | |

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| 18 | Communication tactics flow from communication strategies, which in turn flow from overall communication goals.   |  | | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16.gifTrue     http://webquiz.ilrn.com/media/img/MC_circle16x16.gifFalse | |
| status: **not answered** ()  correct: *true*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 19 | A form of persuasion which uses dramatic and personal stories is called   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | behaviorist theory. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | narrative theory. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | coercive theory. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | theory of reasoned action. | | |
| status: **not answered** ()  correct: *b*  your answer: | |

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| 20 | Media in which the receiver actively participates in the communication process is best characterized as   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | ethical media. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | interactive media. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | democratic media. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | public opinion media. | | |
| status: **not answered** ()  correct: *b*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 21 | According to the text, all of the following are considered "interactive media" except   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | virtual reality. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | movie theaters. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | cell phones. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | video games. | | |
| status: **not answered** ()  correct: *b*  your answer: | |

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| 22 | According to the text, true \_\_\_\_\_\_\_\_ is unethical advocacy on behalf of an ideology using largely emotional argument that conceals in order to assemble a mass movement on behalf of or against that ideology.   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | coercion | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | interactive media | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | propaganda | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | doublespeak | | |
| status: **not answered** ()  correct: *c*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 23 | The ability to critically respond to the persuasion you encounter and to wisely and ethically make choices is defined in the text as   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | euphemism. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | response-ability. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | doublespeak. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | deception. | | |
| status: **not answered** ()  correct: *d*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 24 | The use of psychological pushing that can convince us to act or behave in accord with a source's suggestions, especially through the use of labeling others as undesirable is called   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | propaganda. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | intimidation. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | behavioral modeling. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | compliance-gaining. | | |
| status: **not answered** ()  correct: *a*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 25 | An example of doublespeak which uses words to soften or distort reality is best characterized by the term   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | ethics. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | scam. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | euphemism. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | deception. | | |
| status: **not answered** ()  correct: *c*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 26 | All of the following tactics are used by persuaders to intensify their own good points or the bad points of the opposition except   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | repetition. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | composition. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | diversion. | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | association. | | |
| status: **not answered** ()  correct: *c*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 27 | One form of doublespeak which uses highly technical or specialized language to confuse the receiver is known as:   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | composition | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | jargon | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | scam | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | elaboration | | |
| status: **not answered** ()  correct: *b*  your answer: | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 28 | The use of torture to gain compliance would be categorized under the following term:   |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | a. | persuasion | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | b. | coercion | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | c. | behavior modeling | | | |  |  |  | | --- | --- | --- | | http://webquiz.ilrn.com/media/img/MC_circle16x16_cut.gif | d. | propaganda | | |
| status: **not answered** ()  correct: *b*  your answer: | |