

SPC Midterm

Communication is the rational process of creating and interpreting messages that elicit a response. **False**

Most scholars reserve the term theory for an integrated _____ of concepts.

- A. group
- B. system
- C. collection
- D. None of the above.

What makes a system different than a “group” or “collection”? It’s that the ideas are deeply connected to each other.

Ch. 2

Social scientists use the objective approach: assumes that truth is accessible through unbiased sensory; it explains and predicts human behavior; not dependent; truth is objective. This involves Determinism (behavior is caused by heredity and environment). Also involves Objectivity/Effectiveness (observed evidence; free from bias; personal values are set aside for the trust). Objective approach clarifies; ignores insignificant information; predicts future events; relative simplicity (parsimony- not very cumbersome); Testability (should be able to test its validity); offers practical advice.

The interpretive approach assigns meaning to communicate; multiple meanings or truths are possible. Not black and white; social reality is always in flux; truth is subjective. This involves Free Will (human acts are voluntary). Also involves Emancipation/Participation (liberation, empowerment); Interpretive approach examines communication from communities not communication patterns common to all people; clarification of values; should sound good and encouraging; should have support from other scholars; impact (reform) society.

Epistemology- the study of origin and limits of knowledge; how we know what we know

Which of the following would most likely be said by a *determinist*?

- A. She gave a good speech because she sought such good training.
- B. She gave a good speech because she found a sympathetic audience.
- C. She gave a good speech because she is genetically predisposed to be a good communicator.
- D. She gave a good speech because she chose a good topic and clear examples.

A hardline determinist doesn’t leave much (or any) room for individual choice; instead, external factors determine our communication behavior.

A scientist seeks to gather information about the world chiefly through:

- A. Language and thought.
- B. Logic, reason, and philosophy.
- C. Values, ethics, and tradition.
- D. Sight, sound, taste, touch, and smell.

If a phenomenon cannot be detected using the five senses, it is beyond the ability of the scientific method to explain it.

Fill-in-the-blank: Objective approaches attempt to find _____ that explain human behavior in a variety of situations.

- A. interpretive guides
- B. universal laws
- C. informed hunches
- D. emancipatory statements

Objective scholars often use quantitative (statistical) approaches to discover such laws.

According to Griffin, Ledbetter, and Sparks, the behavioral scientist usually describes human conduct as occurring because:

- A. Humans have free will.
- B. Humans have conscious intent.
- C. Humans are random.
- D. Humans react to forces that are often outside the individual's awareness.

CH. 3

All theories have scopes (the breadth of communication behaviors; how broad or narrow are they).

A good theory produces heurism (the amount of research or new thinking that the theory generates).

A good theory also can stand the test of time (the theory generates research over time).

When comparing scientific and interpretive theories, the counterpart to a scientific theory's simplicity is interpretive theory's

- A. **aesthetic appeal.**
- B. understanding of people.
- C. practical utility.
- D. reforming society.

A good scientific theory is one that does not explain the past, but predicts the future **False**

The statement, _____, is a standard for a good objective theory.

- A. "A good theory should explain some type of behavior"
- B. "A good theory should be relatively simple"
- C. "A good theory should be useful"
- D. "A good theory creates a community of agreement"

The statement, _____, is a standard for a good objective theory

- A. "A good theory has an aesthetic appeal"
- B. "A good theory has a practical application"
- C. "A good theory reforms society"
- D. "A good theory creates a community of agreement"

The _____ states that researchers should grant others that occur in their construction the same autonomy they practice constructing them.

- A. ethical imperative
- B. self-referential imperative
- C. comparison of differences
- D. inclusive imperative

Krippendorff urges theorists to include themselves as a constituent of their own construction in the

- A. inclusive imperative.
- B. self-referential imperative.
- C. exclusive imperative.
- D. All of the above are correct

A good objective theory

- A. proves a definitive cause-effect relationship between two events or ideas.
- B. explains an event or human behavior.
- C. cannot predict the future.
- D. All the above are correct

Which of the following is most likely to bother a critical theorist?