

Communication Studies 205
Hourly exam #1
Sample questions

1. A parent who deeply values academic achievement is faced with a child who isn't completing homework assignments. Currently the child's weekly allowance is given without any contingencies—no household chores to be done, for instance. So the parent devises a new system in which the allowance is given only upon successful completion of that week's homework. According to Katz's classic four-function analysis, this plan is most likely to succeed if the child's attitudes serve
 - (a) a value-expressive function
 - (b) a focusing function
 - (c) a knowledge function
 - (d) a utilitarian function
 - (e) a and c

2. Persuasion can potentially be assessed by comparing pre- and post-message measures of
 - (a) attitude
 - (b) belief strength
 - (c) belief evaluation
 - (d) b and c
 - (e) all of the above

3. Social judgment theory suggests that assimilation effects
 - (a) can occur when messages advocate positions falling in the latitude of non-commitment
 - (b) can occur when messages advocate positions falling in the latitude of acceptance
 - (c) are enhanced (greater displacement) when receiver ego-involvement is low
 - (d) a and b
 - (e) all of the above