Test Bank
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Chapter 1  Universals of Interpersonal Communication

True/False Questions

1) The ability to communicate successfully in interpersonal situations is so important that the U. S. Department of Labor identifies interpersonal skills as one of the five essential skills for a nation and an individual to be economically competitive.

Answer: TRUE
Diff: 2     Page Ref: 3
Skill: Application

2) It's impossible to have dyadic communication that isn't interpersonal.

Answer: TRUE
Diff: 3     Page Ref: 5
Skill: Evaluation

3) If you communicate more often, you'll get better at it.

Answer: FALSE
Diff: 1     Page Ref: 4
Skill: Comprehension

4) Research shows that men tend to focus on the relationship dimension of a message, whereas women tend to focus on the content dimension.

Answer: FALSE
Diff: 3     Page Ref: 26
Skill: Evaluation

5) The dyadic definition defines interpersonal communication as a process where communication begins as impersonal and becomes more and more personal if the interactions increase in frequency.

Answer: FALSE
Diff: 2     Page Ref: 5
Skill: Analysis

6) A dyadic coalition is a three-person relationship formed for achieving a mutually desired benefit or goal.

Answer: FALSE
Diff: 1     Page Ref: 5
Skill: Knowledge

7) You can take back a message.

Answer: FALSE
Diff: 2     Page Ref: 28
Skill: Application
8) When your professor speaks to the students in your class, he or she is speaking to several sets of dyads.

Answer: TRUE  
Diff: 2  Page Ref: 5  
Skill: Application

9) When you attempt to fulfill instrumental goals, you communicate to form the relationships that will meet your needs.

Answer: FALSE  
Diff: 1  Page Ref: 8  
Skill: Knowledge

10) The term captology refers to the study of people as persuaders.

Answer: FALSE  
Diff: 1  Page Ref: 9  
Skill: Knowledge

11) The transactional process of interpersonal communication is more like an arrow than a bowl of spaghetti.

Answer: FALSE  
Diff: 3  Page Ref: 12  
Skill: Evaluation

12) Interpersonal communication can occur without messages being encoded and decoded.

Answer: FALSE  
Diff: 1  Page Ref: 11  
Skill: Comprehension

13) Nonverbal messages are interesting, but they are NOT interpersonal messages.

Answer: FALSE  
Diff: 2  Page Ref: 12  
Skill: Analysis

14) It is possible to communicate without noise.

Answer: FALSE  
Diff: 3  Page Ref: 16  
Skill: Evaluation

15) You are having trouble hearing your professor because people next to you are talking. This is an example of physical noise.

Answer: TRUE  
Diff: 1  Page Ref: 17  
Skill: Knowledge
16) Signals that serve as stimuli are called communication channels.
   Answer: FALSE
   Diff: 1     Page Ref: 12–15
   Skill: Knowledge

17) Every communication act contains an ethical dimension.
   Answer: TRUE
   Diff: 1     Page Ref: 18
   Skill: Comprehension

18) Interpersonal communication is a transactional process, which means all the elements can function independently of each other.
   Answer: FALSE
   Diff: 3     Page Ref: 21
   Skill: Evaluation

19) You can keep yourself from communicating.
   Answer: FALSE
   Diff: 3     Page Ref: 27
   Skill: Evaluation

20) Communication events are continuous transactions; that’s why it’s so difficult to punctuate a conflict.
   Answer: TRUE
   Diff: 2     Page Ref: 26–27
   Skill: Analysis

Multiple-Choice Questions

1) Using jargon or complex terms can contribute to ______ noise.
   A) psychological          B) physical          C) physiological          D) semantic

   Answer: D
   Diff: 1     Page Ref: 17
   Skill: Comprehension

2) ______ is the communication that takes place between two people with an established relationship, who are in some way connected.
   A) Interpersonal communication    B) A dyadic coalition
   C) Punctuation                    D) Dyadic primacy

   Answer: A
   Diff: 1     Page Ref: 5
   Skill: Knowledge
3) Even in larger groups, dyads are still primary to the communication process, a principle referred to as ________.
   A) the dyadic or relational definition of interpersonal communication
   B) dyadic primacy
   C) dyadic coalitions
   D) dyadic consciousness

Answer: B
Diff: 3    Page Ref: 5
Skill: Knowledge

4) Defining interpersonal communication by the number of people communicating and their relationship to each other is the ________ definition.
   A) developmental
   B) psychological
   C) dyadic
   D) encoding

Answer: C
Diff: 3    Page Ref: 5
Skill: Comprehension

5) Each of the following is considered a universal of interpersonal communication EXCEPT
   A) source–receiver.
   B) encoding–decoding.
   C) emotions.
   D) context.

Answer: C
Diff: 2    Page Ref: 10
Skill: Comprehension

6) According to a dyadic approach to interpersonal communication, when you have triads (groups of three people),
   A) dyads are primary.
   B) dyads are secondary.
   C) triads are primary.
   D) triads are secondary.

Answer: A
Diff: 1    Page Ref: 5
Skill: Comprehension

7) Before a large group meeting convenes, people intend to congregate into groups of two. This is the
   A) relationship tendency.
   B) pairing effect.
   C) dyadic encounter.
   D) dyadic primacy.

Answer: D
Diff: 1    Page Ref: 5
Skill: Knowledge
8) _______ refers to the act of producing messages, whereas _______ is the act of understanding them.

   A) Encoding; decoding                    B) Source; receiver
   C) Person-focused; message-focused       D) Feedforward; feedback

Answer: A
Diff: 3 Page Ref: 11
Skill: Analysis

9) In a _______ relationship, the two individuals mirror each other.

   A) symmetrical                         B) relational
   C) dyadic                             D) complementary

Answer: A
Diff: 2 Page Ref: 24
Skill: Comprehension

10) Which of the following is NOT a characteristic of complementary relationships?

   A) Two individuals engage in different behaviors.
   B) The behavior of one serves as stimulus for the other's complementary behavior.
   C) Interactions are based on personally established rules.
   D) The people occupy different positions.

Answer: C
Diff: 3 Page Ref: 24
Skill: Comprehension

11) All of the following are true of punctuation EXCEPT that

   A) you divide communication transactions into stimuli and responses.
   B) it isn’t an important skill in conflict management.
   C) it’s a crucial step in interpersonal understanding.
   D) it’s done to benefit each person’s self-image.

Answer: B
Diff: 2 Page Ref: 26–27
Skill: Application

12) As a dyadic consciousness emerges you begin to see yourself as

   A) a separate person.                    B) superior to the relationship.
   C) less important than the other person. D) part of a relationship.

Answer: D
Diff: 1 Page Ref: 6
Skill: Knowledge
13) All of the following are a dimension of communication context EXCEPT

- A) the physical dimension.
- B) the spatial dimension.
- C) the temporal dimension.
- D) the social- psychological dimension.

Answer: B
Diff: 1 Page Ref: 17
Skill: Comprehension

14) All of the following is a way to increase mindfulness EXCEPT

- A) acting spontaneously
- B) creating and recreating categories
- C) being open to new information
- D) avoiding reliance on first impressions

Answer: A
Diff: 2 Page Ref: 23
Skill: Application

15) All of the following are true about the transactional process of interpersonal communication EXCEPT that

- A) it’s always changing,
- B) when one element changes, so must the others.
- C) the elements can work independently.
- D) it can also serve as a model for intrapersonal communication.

Answer: C
Diff: 2 Page Ref: 12, 21
Skill: Analysis

16) The axiom of _______ presents messages as having more than one meaning.

- A) punctuation
- B) ambiguity
- C) unrepeatability
- D) irreversibility

Answer: B
Diff: 2 Page Ref: 22
Skill: Comprehension

17) Two examples of encoding are

- A) composing music and reading poetry.
- B) thinking and remembering.
- C) speaking and writing.
- D) speaking and listening.

Answer: C
Diff: 2 Page Ref: 12
Skill: Comprehension
18) A speaker’s knowledge of his or her own language and cultural rules for communication is called
   A) interpersonal awareness.   B) aural competence.
   C) verbal literacy.              D) communication competence.

   Answer: D
   Diff: 2   Page Ref: 18–19
   Skill: Comprehension

19) Interpersonal competence refers to
   A) signals that serve as stimuli.
   B) your ability to communicate effectively.
   C) your motive in communicating.
   D) feedforward messages.

   Answer: B
   Diff: 2   Page Ref: 18–19
   Skill: Comprehension

20) Which is NOT a dimension of feedback?
   A) positive/negative  B) reflective/non-reflective
   C) low monitoring/ high monitoring  D) supportive/critical

   Answer: B
   Diff: 1   Page Ref: 13
   Skill: Comprehension

21) "You never get a second chance to make a first impression" exemplifies the axiom of
   A) inevitability.   B) irreversibility.
   C) unrepeatability.   D) ambiguity.

   Answer: C
   Diff: 3   Page Ref: 22–29
   Skill: Evaluation

22) "What would you do if you were his/her professor?" This question asks you to engage in the process of
   A) encoding.   B) monitoring.
   C) active listening.   D) altercasting.

   Answer: D
   Diff: 2   Page Ref: 14
   Skill: Analysis
23) Opening channels of communication and previewing messages are functions of
   A) feedback.    B) altercasting.  C) feedforward.  D) disclaiming.
   Answer: C
   Diff: 1  Page Ref: 14
   Skill: Comprehension

24) Feedback that is spontaneous and totally honest is
   A) high-monitored.  B) low-monitored.
   C) supportive.      D) critical.
   Answer: B
   Diff: 1  Page Ref: 13
   Skill: Comprehension

25) If you are preoccupied about an argument that you had with your best friend, and you can’t
    pay attention to your instructor, you are experiencing _______ noise.
       A) psychological  B) physical  C) physiological  D) semantic
   Answer: A
   Diff: 1  Page Ref: 16
   Skill: Knowledge

26) All of the following are recommended behaviors if you’re a sighted person dealing with a
    blind person EXCEPT
        A) facing your listener.
        B) avoiding shouting.
        C) assuming the blind person will recognize your voice.
        D) realizing it’s fine to use terms like “see,” “look,” or “blind.”
   Answer: C
   Diff: 2  Page Ref: 16
   Skill: Application

27) What are two dimensions of context in interpersonal communication?
       A) temporal and social–psychological  B) channel and noise
       C) cultural and gestural–visual       D) social–psychological and semantic
   Answer: A
   Diff: 1  Page Ref: 17-18
   Skill: Knowledge
28) Which of the following is an example of a disclaimer?
   A) I’m a worthy person, but there’s plenty of room for improvement.
   B) I’m generally responsible and can be depended upon, but
   C) My sister is so much smarter than I will ever be.
   D) I deserve good things to happen to me.

   Answer: B
   Diff: 2    Page Ref: 14
   Skill: Analysis

29) Which of the following is NOT a similarity between computer-mediated communication and face-to-face communication?
   A) Communication can be synchronous.
   B) A two-way channel is present.
   C) Messages are permanent.
   D) You control the self you want others to see.

   Answer: C
   Diff: 2    Page Ref: 19
   Skill: Application

30) Guidance and behavior adjustment serve the interpersonal purpose of

   Answer: A
   Diff: 1    Page Ref: 7-9
   Skill: Knowledge

31) ______ is one of the greatest obstacles to achieving communication efficiency and has been linked to health problems in corporate managers.
   A) Altercasting       B) Phatic communication
   C) Feedback          D) Message overload

   Answer: D
   Diff: 2    Page Ref: 14
   Skill: Application

32) ______ context refers to the beliefs and customs of the people communicating.
   A) Cultural       B) Personal
   C) Relational     D) Social–psychological

   Answer: A
   Diff: 1    Page Ref: 17
   Skill: Comprehension
33) On TV, you see a gown on a Hollywood actor at a premiere. You decide you must have a copy. This exemplifies the ________ theory of media influence.

   A) one-step       B) two-step       C) multistep       D) altercasting

   Answer: B
   Diff: 2       Page Ref: 8
   Skill: Application

34) Just one of the reasons it's so terrifying to tell a romantic partner that you love him or her for the first time is because communication is

   A) a series of punctuated events.        B) unrepeatable.
   C) irreversible.                        D) inevitable.

   Answer: C
   Diff: 3       Page Ref: 27–29
   Skill: Evaluation

35) Which of the following is the LEAST ambiguous?

   A) 'Til be there in a moment."
   B) Each living U.S. citizen having one Social Security Number.
   C) The phrase "moving pictures."
   D) When someone from another culture smiles at you.

   Answer: B
   Diff: 3       Page Ref: 22–24
   Skill: Evaluation

Essay Questions

1) Interpersonal communication is a transactional process. Describe some of the most important properties of that process, and provide examples where appropriate.

   Answer: Answers can include some of the following, depending on the number of points assigned this question. Basically, a professor is trying to ascertain whether the student understands the mechanics of the transactional process.

   Potential responses:
   - The elements are interdependent, meaning that if one changes, other elements must change in response.
   - The process is constantly in flux.
   - The process is circular.
   - Each person simultaneously sends and receives messages.

   Diff: 2       Page Ref: 21–22
   Skill: Analysis
2) When in conversation, Pat has been blurting out the first thing that comes to mind. As a result, she's hurt the feelings of her friends. Explain to Pat what mindfulness is and ways to increase mindfulness.

Answer: Mindfulness is a state of awareness in which you’re conscious of your reasons for thinking or behaving. To increase mindfulness, try creating and recreating categories, being open to new information and points of view, and being wary of relying too heavily on first impressions.

Diff: 3  Page Ref: 23
Skill: Evaluation

3) Draw a diagram that accurately depicts the interpersonal communication between Pat and a friend. Feel free to use graphic illustrations to provide clarity. Demonstrate your knowledge of communication elements and sub-elements.

Answer: The diagram should show a circular model including source/receiver, encoding/decoding, competence, messages (plus feedback, feedforward), channel, context, purpose, and ethics. Students might receive extra credit for detail including types of noise, feedback, feedforward, and such.

Diff: 2  Page Ref: 9-21
Skill: Knowledge

4) People communicate interpersonally for five major reasons. Provide a real relationship between you and five people, and describe how each fulfills those five needs for you. Give examples where appropriate.

Answer: Relationships must represent the following: to help, learn, relate, influence, and escape.

Diff: 3  Page Ref: 10
Skill: Evaluation

5) The ability to both recognize and reduce noise is one of the most essential communication skills. What kinds of noise occur in settings such as the classroom, the workplace, and the family dining room? Give examples of each type of noise that occurs in each setting and how to combat the noise encountered in these settings.

Answer: Answers should include the types and examples of noise: physical, psychological, physiological, and semantic.

Diff: 3  Page Ref: 15-16
Skill: Evaluation
Chapter 2  Culture in Interpersonal Communication

True/False Questions

1) According to the theory of cultural relativism, all cultures are merely different; NO culture is inherently better than the other.

   Answer: TRUE
   Diff: 1    Page Ref. 34
   Skill: Comprehension

2) Culture is passed from generation to generation genetically.

   Answer: FALSE
   Diff: 1    Page Ref. 33
   Skill: Comprehension

3) Enculturation helps develop ethnic identity, which can help protect an individual against discrimination.

   Answer: TRUE
   Diff: 3    Page Ref. 33
   Skill: Evaluation

4) In an assimilationist perspective, societies believe individuals should keep the ways of their native culture.

   Answer: FALSE
   Diff: 3    Page Ref. 35
   Skill: Analysis

5) Social Darwinism holds that cultures evolve, and some are more advanced than others.

   Answer: TRUE
   Diff: 1    Page Ref. 34
   Skill: Knowledge

6) If you emphasize culture, it follows that you must accept all the practices of that culture.

   Answer: FALSE
   Diff: 3    Page Ref. 38
   Skill: Evaluation

7) Your culture does NOT affect how happy you are.

   Answer: FALSE
   Diff: 2    Page Ref. 39
   Skill: Analysis
8) The linguistic relativity hypothesis holds that your language shapes and changes your thoughts and behaviors.

Answer: TRUE
Diff: 1  Page Ref: 40
Skill: Knowledge

9) In high power distance cultures, students are encouraged to challenge the teacher during classroom discussions.

Answer: FALSE
Diff: 2  Page Ref: 40-41
Skill: Analysis

10) Members of masculine cultures are more likely to seek win-win solutions.

Answer: FALSE
Diff: 2  Page Ref: 41-42
Skill: Analysis

11) Even organizations can be viewed in terms of masculinity and femininity.

Answer: TRUE
Diff: 2  Page Ref: 41-42
Skill: Application

12) NO connection exists between a nation’s masculinity, femininity, and depression levels among its citizenry.

Answer: FALSE
Diff: 2  Page Ref: 42
Skill: Application

13) A person in a collectivist culture is proud to stand out or above the crowd.

Answer: FALSE
Diff: 1  Page Ref: 42-43
Skill: Comprehension

14) Collectivist cultures are competitive; individualistic cultures are cooperative.

Answer: TRUE
Diff: 2  Page Ref: 42-43
Skill: Analysis

15) Enculturation is the process through which you learn the culture into which you are born.

Answer: TRUE
Diff: 1  Page Ref: 33
Skill: Knowledge
16) The adage "Say what you mean, and mean what you say” exemplifies a high-context culture.

Answer: FALSE
Diff: 3 Page Ref: 43–45
Skill: Evaluation

17) Collectivists are more willing to forgive than individualists.

Answer: TRUE
Diff: 3 Page Ref: 42–43
Skill: Evaluation

18) Not surprisingly, uncertainty reduction strategies help adjust a person emotionally to a new culture.

Answer: FALSE
Diff: 3 Page Ref: 40
Skill: Evaluation

19) Scientists currently support the linguistic relativity hypothesis.

Answer: FALSE
Diff: 3 Page Ref: 40
Skill: Evaluation

20) Understanding culture shock can help you adjust to new ways of life.

Answer: TRUE
Diff: 3 Page Ref: 51–53
Skill: Synthesis

Multiple-Choice Questions

1) _______ is the relatively specialized lifestyle of a group of people.
   A) Race  B) Nationality  C) Culture  D) Religion

Answer: C
Diff: 1 Page Ref: 33
Skill: Knowledge

2) All of the following could be included in a definition of culture EXCEPT
   A) genetic similarity.  B) a common language.
   C) law.  D) similar beliefs.

Answer: A
Diff: 1 Page Ref: 33
Skill: Comprehension
3) ________ is(are) transmitted genetically, not by communication.

   A) Gender  B) Culture  C) Beliefs  D) The value placed on family

   Answer: A  
   Diff: 2  Page Ref: 33  
   Skill: Analysis

4) ________ is the process through which you learn your native culture.

   A) Acculturation  B) Culture shock  C) Enculturation  D) The adjustment principle

   Answer: C  
   Diff: 1  Page Ref: 33  
   Skill: Knowledge

5) According to the linguistic relativity hypothesis,

   A) language can change your thoughts and behaviors. 
   B) language can highlight what you see and how you discuss it. 
   C) no language is superior to another. 
   D) all languages share a single, common ancestor.

   Answer: A  
   Diff: 3  Page Ref: 40  
   Skill: Evaluation

6) All of the following are characteristics of high power distance cultures EXCEPT

   A) friendships occur within your social class. 
   B) assertiveness with a superior is viewed positively. 
   C) youth may be more reluctant to discuss problems with their parents. 
   D) you rely more on symbols of power, for example, courtesy titles like Dr. or Mrs.

   Answer: B  
   Diff: 2  Page Ref: 40–41  
   Skill: Application

7) All of the following exemplify an individualistic culture EXCEPT

   A) "Looking out for Number One."  B) the "Me Generation." 
   C) the Lone Ranger, riding into the sunset.  D) "There is no 'I' in Team."

   Answer: D  
   Diff: 3  Page Ref: 42–43  
   Skill: Evaluation
8) In a _______ culture like _______ there is a great difference between the power held by the elite and the ordinary citizen.

A) high power distance; Sweden.  B) high power distance; Brazil.
C) low power distance; Sweden.  D) low power distance; Brazil.

Answer: B  
**Diff:** 3  **Page Ref:** 40–41  
**Skill:** Evaluation

9) In a _______ culture like _______ both men and women are encouraged to be modest and oriented to maintaining quality of life.

A) masculine; the United States  B) masculine; Japan
C) feminine; the United States  D) feminine; Norway

Answer: D  
**Diff:** 3  **Page Ref:** 41–42  
**Skill:** Evaluation

10) All of the following signify a collectivist attitude EXCEPT for the following:

A) "The nail that sticks up gets hammered down."
B) "The tall poppy syndrome." (The tallest flower gets picked first.)
C) "I'm looking out for Number One."
D) "There is no 'I' in 'team.'"

Answer: C  
**Diff:** 3  **Page Ref:** 42–43  
**Skill:** Evaluation

11) All of the following are collectivist cultures EXCEPT

C) The United States.  D) Hong Kong.

Answer: C  
**Diff:** 2  **Page Ref:** 42–43  
**Skill:** Application

12) All of the following are individualistic cultures EXCEPT

C) Australia.  D) Canada.

Answer: B  
**Diff:** 2  **Page Ref:** 42–43  
**Skill:** Application
13) In a(n) _______ culture, members are responsible for the entire group.
   A) collectivist        B) high power distance
   C) individualistic     D) masculine
   Answer: A
   Diff: 1      Page Ref: 42-43
   Skill: Knowledge

14) In a _______ culture, members are responsible for themselves and perhaps their immediate family.
   A) collectivist        B) high power distance
   C) individualistic     D) masculine
   Answer: C
   Diff: 1      Page Ref: 42-43
   Skill: Knowledge

15) All of the following signify a low-context culture EXCEPT
   A) "Let's get right down to business."
   B) "Say what you mean, and mean what you say."
   C) "A verbal contract isn't worth the paper it's written on."
   D) "But first, let's all get to know each other better."
   Answer: D
   Diff: 3      Page Ref: 43-45
   Skill: Evaluation

16) _______ cultures are also collectivist cultures.
   A) High-context       B) Low-context
   C) High power distance D) Low power distance
   Answer: A
   Diff: 3      Page Ref: 44
   Skill: Evaluation

17) In a low-context culture,
   A) you get to know business associates before transactions occur.
   B) great importance is given to silence.
   C) much emphasis is placed on face-saving.
   D) information is communicated in the verbal message.
   Answer: D
   Diff: 1      Page Ref: 43-45
   Skill: Comprehension
18) All of the following are good ways to improve intercultural communication EXCEPT
   A) reducing your uncertainty.
   B) recognizing differences within the culturally different group.
   C) educating yourself about the new culture.
   D) accepting that deep down, all humans are alike.

   Answer: D
   Diff: 2 Page Ref: 46-53
   Skill: Application

19) According to ________, speakers make their communication styles similar to listeners’ to gain their approval and achieve greater efficiency.
   A) Communication Accommodation
   B) Linguistic Relativity Hypothesis
   C) cultural sensitivity
   D) the principle of adjustment

   Answer: A
   Diff: 1 Page Ref: 50
   Skill: Comprehension

20) Which of the following is NOT a stage of culture shock?
   A) crisis
   B) adaptation
   C) recovery
   D) honeymoon

   Answer: B
   Diff: 1 Page Ref: 52-53
   Skill: Knowledge

21) Many tourists stay in this stage of culture shock because their stay is so brief.
   A) honeymoon
   B) crisis
   C) recovery
   D) adjustment

   Answer: A
   Diff: 1 Page Ref: 52
   Skill: Knowledge

22) ________ refers to the psychological reaction you experience when you’re in a culture very different from your own.
   A) Acculturation
   B) Intercultural communication
   C) Culture shock
   D) Cultural sensitivity

   Answer: C
   Diff: 1 Page Ref: 51
   Skill: Knowledge
23) According to Kalervo Oberg, ________ can occur whenever you’re confronted with a new way of life.
   A) culture shock  B) acculturation
   C) the adjustment principle  D) the honeymoon
   Answer: A
   Diff: 2  Page Ref: 51
   Skill: Application

24) In order, the four basic stages of culture shock are
   A) honeymoon, crisis, adjustment, recovery
   B) crisis, honeymoon, recovery, adjustment
   C) honeymoon, crisis, recovery, adjustment
   D) adjustment, recovery, crisis, honeymoon
   Answer: C
   Diff: 2  Page Ref: 52-53
   Skill: Comprehension

25) A commitment to the ways and beliefs of your culture is termed
   A) ethnic identity.  B) culture.
   C) enculturation.  D) cultural sensitivity.
   Answer: A
   Diff: 1  Page Ref: 33
   Skill: Knowledge

26) Some of the main teachers of culture are all of the following, EXCEPT
   A) the Internet.  B) parents.
   C) religious institutions.  D) scientific and medical institutions
   Answer: D
   Diff: 1  Page Ref: 33
   Skill: Knowledge

27) For the years 2002 to 2003, all the following countries sent the most students to the U.S. — EXCEPT
   Answer: B
   Diff: 3  Page Ref: 36
   Skill: Evaluation
28) The following universities have the largest international student enrollment, EXCEPT
   A) The University of Southern California.  B) New York University.
   C) Indiana University.  D) Columbia University.

   Answer: C
   Diff: 1  Page Ref: 36
   Skill: Comprehension

29) All of the following are true about stereotypes, EXCEPT
   A) stereotypes can be negative.
   B) they operate on the level of conscious awareness.
   C) stereotypes can be positive.
   D) they’re a fixed impression of a group of people.

   Answer: B
   Diff: 2  Page Ref: 49–50
   Skill: Analysis

30) The U.S. possesses the following attributes, EXCEPT
   A) it’s highly masculine.  B) it’s individualistic.
   C) it’s high context.  D) it’s low context.

   Answer: C
   Diff: 1  Page Ref: 40–45
   Skill: Knowledge

31) All of the following are major differences among cultures EXCEPT
   A) high v. low context.  B) geography.
   C) high v. low power distance.  D) individualism v. collectivism.

   Answer: B
   Diff: 1  Page Ref: 40–45
   Skill: Comprehension

32) All of the following are true regarding the distinctions among cultures, EXCEPT
   A) they are continuums, that is, differences are gradual.
   B) they consist of values, beliefs, and artifacts.
   C) all cultures have the same underlying values.
   D) cultures are constantly changing.

   Answer: C
   Diff: 2  Page Ref: 40–45
   Skill: Analysis
33) Which of the following is NOT helpful when communicating with a person with disabilities?

A) Take culture into account.
B) Treat assistive devices, like crutches, as the user’s personal property.
C) Avoid bothering the disabled person with questions if you’re not sure how to act.
D) Avoid talking about the person with a disability in the third person.

Answer: C

Diff: 2      Page Ref: 52
Skill: Application

34) ________ is the process through which business, political, and media ideas are exported and extend the influence of the exporting country over the importing country.

A) Cultural imperialism  B) Cultural relativism
C) Social Darwinism  D) Cultural hegemony

Answer: A

Diff: 1      Page Ref: 39
Skill: Knowledge

35) With an attitude of ________, you behave in a way in which you’re aware of and acknowledge cultural differences.

A) cultural imperialism  B) cultural relativism
C) cultural evolution  D) cultural sensitivity

Answer: A

Diff: 1      Page Ref: 49
Skill: Knowledge

Essay Questions

1) What is enculturation? How were you, personally, encultured into your native culture?

Answer: Enculturation is a process by which you learn the culture in which you are born.

A typical answer might include the following, generalized answer made specific according to the student actually answering the question. The enculturation process begins long before birth, when families pore over bibles of baby names for their every implication, when families discuss their dreams for the impending addition to their family, even when they decorate — or don’t decorate — the baby’s nursery.

Diff: 2      Page Ref: 33
Skill: Application
2) Describe a time in your life when you experienced culture shock. Define culture shock, and apply the four stages, in order, to your experiences. Supply examples where appropriate.

Answer: Students may answer with a time they traveled to another culture or experienced a life change. Either way, culture shock is a normal, psychological reaction to a new, different culture or way of life. The four stages are honeymoon, when the new culture seems charming and romantic; crisis, when all the problems associated with the new way of life become apparent; recovery, when an individual begins making coping strategies; and adaptation, when a new life is forged that incorporates the old with the new. Students will give examples of each that differ according to the individual.

Diff: 3 Page Ref: 52-53
Skill: Evaluation

3) Describe at least three ways to improve intercultural communication, and provide examples where appropriate.

Answer: The answer might include some of the following: educate yourself, by talking to people from that culture; reduce uncertainty by active listening; and adjust your communication, say, by finding out as much as possible about a culture’s nonverbal communication.

Diff: 1 Page Ref: 46-53
Skill: Comprehension

4) What are the four major distinctions among cultures, and how does the United States rank for each?

Answer: Masculine v. feminine cultures. The U.S. is masculine.
High-context v. low-context. The U.S. is low-context.
High power distance v. low power distance. The U.S. is low power distance.
Individualistic v. collectivist. The U.S. is individualistic.

Diff: 1 Page Ref: 40-45
Skill: Knowledge

5) Given that cultures change, how is the United States changing regarding the four major differences among cultures?

Answer: Here a professor will expect a wide variety of answers, but they should all deal with the four continua of low v. high power distance, low v. high context, masculine v. feminine, and individual v. collectivist. For example, a student could claim that the United States is becoming more of a feminine culture, citing metrosexuality, the expectation that men will be caregivers, and women’s roles as breadwinners.

Diff: 3 Page Ref: 40-45
Skill: Evaluation