

# Ch. 6



**ASSIGN  
BUSTER**

Which of the following are communication tactics? All of the above

All of the following are characteristics of " personalized communication"

EXCEPTPublic media

All of the following are characteristics of " mass communication" EXCEPTLow social presence

All of the following are examples of " controlled media" EXCEPTNewspaper placements

Which of the following is a key objective for communicating a message? All of the above

All of the following are elements of Schramm's communication model except: Interceptor

The theory that says people use the mass media for a variety of purpose is known as: Uses and gratification

The kind of audience that may initially pay attention to a message only because it's entertaining is known as aPassive audience

Effective tools for delivering information to an active audience include all of the following EXCEPTBillboards

All of the following are ways to increase audience understanding and comprehension of a message EXCEPTUse cliches

Which of the following is NOT a benefit of repeating a message? Guaranteed sales

All of the following are stages in the Five-Stage Adoption Process

EXCEPT Fortification

At what stage in the adoption process do people seek more information about the idea or product? Interest

According to Rogers, people who are eager to try new ideas are called Innovators

All of the following are considered to be "intermediate" level of measurement EXCEPT Behavior

All of the following are techniques used to measure message exposure EXCEPT Benchmark studies

The potential audience reached by a periodical or broadcast program is known as Media impressions

Tracking media coverage and comparing it over time is known as Benchmarking

When practitioners count the number of public relations materials/products created, they are measuring Production

The measurement technique that measures publicity-generated news stories with advertising is known as Advertising equivalency

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