**University Of Abderrahman Mira Of Bejaia.**

**Faculty Of Social and Human Sciences. Department Of Sociology.**

**First-Term Examination. Sociology Of Communication. March, 2021. M 1**

Student’s full name…………………………………

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**IMPORTANT REMARKS :**

1\_ All students are called to e-mail their work to me at : [mona.aitelhara@gmail.com](mailto:mona.aitelhara@gmail.com)

2\_ Plagiarism will not be tolerated. ‘**Zero**’ mark will be assigned to all parties

**Part One : Choose the most appropriate answer.**

1. Steve must sent an E-mail message to a client in Rome. He is carefully selecting his words to ensure that his Italian client, who speaks English as a second language, will understand them. He is involoved in which part of the communication process ?

A\_ Message encoding C\_ Message transmission.

B\_ Idea formation. D\_ Message decoding.

1. Mary has just received an E-mail message from a client and is reading it carefully to detemine her client’s needs. She is involved in which part of the communication process ?

A\_ Encoding C\_ Decoding.

B\_ Channel selection. D\_ Feedback.

1. Which of the following is **NOT** part of the Shannon and Weaver Model ?

A\_ Source. C\_ Transmitter.

B\_ Computation. D\_ Channel.

1. People who interact in **a defined territory** and **share the same culture** **with** **political authority** are known as :

A\_ Subculture. C\_ Social group.

B\_ Society. D\_ Public relations.

1. The important element of the Mass Line Communication is :

A\_ Transmission of complex message to a large audience.

B\_ Consulting the masses and interpreting their suggestions.

1. Which of the following is **NOT** one of the primary functions of communication ?

A\_ Cultural transmission. C\_ Persuasion.

B\_ Entertainment. D\_ Immunization.

**Part Two : Define the followings.**

1\_ Mass Communication : ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

2\_ Social dynamics : ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

3\_ Feedback : ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

4\_ Internal Noise : ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**Part Three :** ‘Communication is the process by which individual transmits stimuli to modify the behaviour of others individuals’ (Hovland, Janis and Kelly, 1953. P. 12).

* Describe the process and elements of communication inherent in this definition, using an appropriate example to illustrate your description.

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