Chapter 7 Quiz

Name: __________________________  Date: _____________

___ 1. Studies have shown that if people are or will be aware of opposing arguments, a _____ presentation is more persuasive and enduring.
   A) one-sided
   B) two-sided
   C) discrepant
   D) clear and unambiguous

___ 2. Who is more persuasive?
   A) a physically attractive and objective source
   B) a physically attractive and biased source
   C) a dissimilar but expert source
   D) a similar but inexpert source

___ 3. According to the text, the factor that determines whether we call attempts at persuasion “education” or “propaganda” is whether
   A) we believe them or not.
   B) we know the communicator or not.
   C) the message is rational or emotional in tone.
   D) the message is one-sided or two-sided.

___ 4. People who are quick to respond to peripheral cues such as a communicator's attractiveness are ____ in the need for cognition.
   A) low
   B) average
   C) high
   D) none of the above

___ 5. Myers suggests that as recipients of persuasion, our human task is to live in the land between
   A) reacting and thinking.
   B) peripheral and central routes.
   C) gullibility and cynicism.
   D) chaos and order.
___ 6. A cult has all of the following characteristics EXCEPT
   A) a distinctive ritual and beliefs related to its devotion to a god or a person.
   B) use of mind-altering drugs.
   C) isolation from the surrounding “evil” culture.
   D) a charismatic leader.

___ 7. Lately you've noticed your favorite athlete on your cereal box, highway billboards for sports beverages, and television commercials for running shoes. What type of marketing strategy is being used to persuade you to purchase these products?
   A) intelligent
   B) savvy
   C) central route
   D) peripheral route

___ 8. Kiesler (1971) recommends that one way to stimulate people's thinking so they become more committed to their positions is to
   A) mildly attack their position.
   B) strongly attack their position.
   C) mildly support their position.
   D) strongly support their position.

___ 9. Which of the following is NOT one of the characteristics of effective fear-arousing messages?
   A) They lead people to fear the severity of a threatened event.
   B) They lead people to fear the likelihood of a threatened event.
   C) They lead people to fear the overwhelming nature of a threatened event.
   D) They lead people to perceive a solution to the threatening event.

___ 10. Which of the following illustrates media influence through a two-step flow of communication?
   A) A teenager buys a video game she saw advertised both on television and in a favorite magazine.
   B) A domestic car manufacturer sponsors a television program about the defectiveness of many foreign imports.
   C) A candidate for political office answers questions from members of a studio audience on live television.
   D) A man buys a new laundry detergent after hearing it recommended by a friend who read that it was both effective and environmentally safe in a consumer magazine article.
Answer Key

1. B
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2. C
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3. A
   Page: 247
4. A
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5. C
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6. B
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7. D
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8. A
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