

**Public Relations Practices  
Chapter 7, Communication  
Quiz**

1. Communication, the third step in the RACE public relations' process, is also known as:
  - a. Evaluation
  - b. Integration
  - c. Execution
  - d. Implementation
  
2. Which is NOT a goal of the communication process?
  - a. Nurture
  - b. Motivate
  - c. Persuade
  - d. Achieve mutual understanding
  
3. A Michelin Tire Company newsletter going to the company's thousands of employees is an example of which type of media/communications tool?
  - a. Public media
  - b. Interactive media
  - c. Events/groups
  - d. Controlled media
  
4. Most people didn't know it, but the campaign to get "scruffy-faced men" to shave was really sponsored by which company?
  - a. Schick
  - b. Noxzema
  - c. Gillette
  - d. Old Spice
  
5. The Wall Street Journal had an article critical of corporate news releases that were filled with words such as "innovative, advanced, leading, and world class" as examples of:
  - a. Euphemisms
  - b. Clichés and hype
  - c. Discriminatory language
  - d. Platitudes
  
6. A "377x RJE station receiving EBCDIC or binary data" means little or nothing to the average reader because this writing is full of:
  - a. Acronyms
  - b. Euphemisms

- c. Jargon
  - d. Mixed messages
7. Describing the deaths of innocent civilians in an off-course bombing as “collateral damage” is use of which undesirable type of writing or language:
- a. Jargon
  - b. Discriminatory language
  - c. Message disassembly
  - d. Euphemism
8. Getting people to act on a message is not a simple process. Theorists have developed a “Five-Stage Adoption Process” to analyze the adoption process. In this process, the first step is:
- a. Awareness
  - b. Interest
  - c. Evaluation
  - d. Trial
9. Organizations use experts or celebrities primarily for the purpose of generating:
- a. Drama and interest
  - b. Source credibility
  - c. Behavior modification
  - d. Audience awareness
10. Personality traits often affect how people approach innovation. One researcher identified five levels of how people adopt or resist innovation. In this research, the group identified as the slowest to adopt new ideas or products are called:
- a. Slackers
  - b. Laggards
  - c. Slaggards
  - d. Late majority