

Quiz 1 Tips

Types of communication

Fidelity

Goals of communication

Communication competence

Social Influence

Transactional Communication model

Compliance, inoculation, cessation, adoption and continuance

Types of persuasive appeals (mythos, logos, pathos, ethos.)

Organizational tools (thesis, preview, sign post, transitions, signposts, etc.)

Nonverbal communication

Listening – how to be a better listener and how to be a better speaker for listeners

Audience analysis (questions to answer, demographics, etc.)

Impression management (self-concept, self-esteem, reflected self-appraisal)

Expectations

Credibility

Theories of and management techniques for communication apprehension

Marketing (brand, positioning, 4 P's)

Selling (process and steps)

Public Relations

Psychology as a science

The goals of psychology

The brain as a file cabinet

Schemas

Conformity (especially types of conformity)

Nature-nurture (genetics vs. experience) debate in psychology

Pseudopsychologies (e.g., astrology, graphology)

Theories of Persuasion (Scarcity, Commitment-Consistency, etc.)

The experimental method

Survey methods

Observation method

Top-down vs. Bottom-up processing

Gestalt laws of perception

Perceptual constancy

Big Five-factor theory of personality

Other personality traits that affect persuasion

Operant Conditioning and Reinforcement

Classical Conditioning and Pavlov's research

Cognitive dissonance and balance

Defense mechanisms

General critiques of advertising

Advertising vs. other influences in life

Consumerism and the social effects of Advertising

***Remember, these are just tips. Quiz content may cover any current text or lecture material assigned or discussed during this portion of the course.