

OpenCourseWare

## Theory of Information and Communication

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### Unit 3- Test 3.2

Read the following text carefully. Based on its content, choose the term that best describes or aligns with the theory or approach discussed. Drag the appropriate word to match the description given:

1. \_\_\_\_\_ defines communication as an intentional act where one individual sends a message to another. This model identifies five key components: "Who says what, in which channel, to whom, and with what effect?" It highlights the communicator (who), the message (what), the medium (in which channel), the audience (to whom), and the effect (with what result).  
**Lasswell's Model** / Schramm's Model
2. The \_\_\_\_\_ introduced in 1954, redefines communication as an ongoing, circular process, moving away from the traditional linear view. This model emphasizes the dynamic exchange between participants, where both senders and receivers interact and provide continuous feedback, allowing for a more fluid and regulated communication process.  
**Schramm's Model**/ The Helix Model
3. The \_\_\_\_\_ extends the circular communication concept into a spiral. This model highlights the dynamic and evolving nature of communication, suggesting that each communicative event influences the next, allowing communication to progress and change over time. Unlike the circular model, this model emphasizes the continuous development of understanding as communication moves forward.  
**Dance Model**/ Lasswell's Model
4. The \_\_\_\_\_ model takes the circular communication approach further by viewing communication as an interconnected web of influences. This model highlights how information, meanings, and individual behaviors are shaped and exchanged continuously within a network of social interactions.  
Schramm's Model/ **Network models**

5. The \_\_\_\_\_ model applies to various forms of communication, including interpersonal, group, and mass communication. It describes a process where an individual perceives something, responds to it within a specific context, and communicates the message through certain means. The model emphasizes the active role of the audience in interpreting and responding to messages, acknowledging communication as a two-way interaction.

Shannon and Weaver Model/ **Gerber Model**

6. One of the most influential structures in journalism is the \_\_\_\_\_. This approach to news writing organizes information by placing the most important details at the beginning, followed by less critical information toward the end. Its origin can be traced back to the Succession War and was notably influenced by advancements in telegraphy, which significantly altered news reporting methods.

**Inverted Pyramid Model/** Succession War Reporting Model

7. The concept of \_\_\_\_\_ is deeply influenced by early 20th-century sociological ideas regarding society's potential for alienation. This perspective helps explain how media influences public opinions and behaviors on a social level.

Media Influence/ **Mass Communication**

8. The concept of \_\_\_\_\_ examines the growth of state power, including the expansion of government structures and the strengthening of political elites. As states became more influential, they played an increasingly significant role in organizing society, which helped shape and sustain mass society.

**Strengthening of states/**Political Organization Theory

9. \_\_\_\_\_ is a viewpoint on mass culture that sees it as a constructive element of contemporary life, reinforcing social norms and values. This perspective challenges the idea that mass culture is inherently linked to capitalist interests, instead highlighting its role in spreading culture more broadly. However, the widespread flow of information may result in the mixing of valuable knowledge with superficial

**Apocalyptic View/Integrated Perspective**

10. \_\_\_\_\_ represents a perspective that encourages a thoughtful and evaluative approach to understanding the effects and implications of mass culture. This perspective seeks to examine the impact of mass media and culture on society, often focusing on its possible disadvantages or harmful effects.

**Critical/** Apocalyptic View



