



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(BJMC III)

BMC 4208: COMMUNICATION AND CULTURE

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section **A** is **Compulsory**.
- Answer any other **Two** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

a) Define the following terms:

- i) Beliefs
- ii) Attitudes
- iii) Non-verbal communication
- iv) Contextual influences
- v) Ethics

(10 marks)

b) Briefly describe the following:

- i) Enculturation
- ii) Cultural shock

(5 marks)

(5 marks)

- c) Briefly explain the following terms showing its contributions to Global competence
- i) Intercultural communication (5 marks)
 - ii) Material culture (5 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

Briefly explain **FIVE** of the potential problems in intercultural communication. (20 marks)

QUESTION 3

“Language and culture are said to be interwoven together so much that none can exist without the other. Discuss this statement showing how they influence each other. (20 marks)

QUESTION 4

“While world view can take a variety of forms, it is generally agreed that religion exerts the greatest influence”. Discuss this statement showing the impact of religion on culture. (20 marks)

QUESTION 5

Culture adaptation is necessary in the intercultural environment. Briefly explain the process including the **FOUR** challenges of such process. (20 marks)