



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC I)

BMC 2114: 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) Explain how the media can develop and sustain the 'Kenyan culture'. **(10 marks)**
- b) Citing relevant examples explain the relationship between 'culture and communication'. **(10 marks)**
- c) Describe the impact of 'symbols' in culture and communication. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Outline any **FIVE** ways of viewing culture from the contemporary perspective. **(20 marks)**

QUESTION 3

Discuss why culture is sometimes seen as a 'structural' and 'function' in its communication. **(20 marks)**

QUESTION 4

Discuss any 'ethical considerations' expressed in culture. **(20 marks)**

QUESTION 5

Outline the dimensions of 'cultural membership' and how they affect the growth of any language. **(20 marks)**