



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC YI, SII)

BMC 2114: COMMUNICATION AND CULTURE

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Culture
 - ii) Intercultural communication
 - iii) Ethnocentrism
 - iv) Globalization culturally
 - v) Cultural anthropology
- (10 marks)**
- b) i) Explain special forms of considerations that must be given to the two participants in intercultural communications. **(5 marks)**
- ii) Cultural imperialism is real in Kenya. Explain it briefly. **(5 marks)**
- iii) Assimilation is progressively. Describe it. **(5 marks)**
- iv) Cultural patterns determine intercultural communication effectiveness. Outline how it occurs. **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Culture, the media influence all aspects of life and culturally globalize the norms of a member of the globe. Explain it. **(20 marks)**

QUESTION 3

Describe briefly the following conflict resolution activities:

- a) Compromise
 - b) Collaborate
 - c) Withdraw
 - d) Negotiate
 - e) Arbitrate.
- (20 marks)**

QUESTION 4

Discuss with concrete examples how the characteristics of culture can be used to make effective intercultural communication. **(20 marks)**

QUESTION 5

The sender must specifically learn, apply the unknown and known cultural norms, values and standards of the intended receiver to effectively communicate across cultures. Discuss.

(20 marks)