



**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

**BMC 4208: COMMUNICATION AND CULTURE**

END OF SEMESTER EXAMINATIONS

**SERIES: DECEMBER 2014**

**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*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Define the following terms:
- i) Culture
  - ii) Intercultural communication coding
  - iii) Contextualized communication
  - iv) Globalization
  - v) Intercultural communication
  - vi) Philosophy lifestyle **(10 marks)**
- b) Language affects **thinking** and **speaking**, just as it affects cultural **behaviour**. Explain briefly how this happens to the **THREE** underlined. **(6 marks)**

- c) “You must act on your knowledge” do improve your effectiveness in intercultural communication. State and briefly describe **THREE** intercultural study based personal approaches. **(6 marks)**
- d) State the **FOUR** functions of non verbal communication, briefly explained. **(4 marks)**
- e) Culture socializes the members into a meaning and the members must communicate it carefully using the language. Explain the underlined briefly. **(4 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

“To successfully live and work in this evolving multicultural society, we must become more culturally aware and learn how to be effective intercultural communicators”. In relevance to this statement explain how one can become an effective communicator. **(20 marks)**

**QUESTION 3**

The structure of communication and its analytical look based on culture would be informative on how to be effective. Discuss this with the **SEVEN** main structures. **(20 marks)**

**QUESTION 4**

Explain **FIVE** main characteristics of culture and how these can be used for effective intercultural communication. **(20 marks)**

**QUESTION 5**

Define conflict and describe **FIVE** ways of resolving it showing intercultural perspective on it. **(20 marks)**