



# 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:** APRIL 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) i) As a student of communication and culture, how would you define culture? **(2 marks)**
- ii) Explain **FOUR** primary characteristics of culture. **(4 marks)**
- b) Describe the difference between high-context and low context cultures. **(4 marks)**
- c) With the help of examples, define the following terms:
- i) Ethnocentrism **(2 marks)**
  - ii) Xenophobia **(2 marks)**
- d) Explain the **FOUR** major stages of culture shock. **(4 marks)**
- e) Distinguish between social stratification and social mobility. **(4 marks)**

- f) Identify and explain **TWO** means by which members of a culture communicate with each other. **(4 marks)**
- g) Culture reflects the secular values and attitudes of members of a society. List and explain **TWO** values and **TWO** attitudes from your community that shape culture. **(4 marks)**

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

**QUESTION 2**

The relationship between language and culture is indisputably symbiotic. Discuss. **(20 marks)**

**QUESTION 3**

Describe the impact of culture on interactions among human beings at the individual, group and enterprise/business level. **(20 marks)**

**QUESTION 4**

Discuss the increasing importance of cross cultural communication in the emerging scenario of globalization. **(20 marks)**