



# **TECHNICAL UNIVERSITY OF MOMBASA**

*Faculty of Business & Social Studies*

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN**

**DIPLOMA IN MASS COMMUNICATION**

**(DMP/R II)**

**BMC 2114: COMMUNICATION AND CULTURE**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES:** JULY 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 Three printed pages.***

**SECTION A (Compulsory)**

**QUESTION 1**

- a) Define the following terms;
- i) Kinship (2 marks)
  - ii) Age (2 marks)
  - iii) Sex (2 marks)
  - iv) Social group (2 marks)
  - v) Cultural anthropology
- b) Identify any **FIVE** functions of worldviews. (10 marks)
- c) Identify any **FOUR** stages of culture stock. (4 marks)
- d) Describe **THREE** levels at which values and norms operate. (6 marks)

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

Richard Hoggart and Raymond Williams synthesize culture in **FIVE** themes. Discuss these themes.

**(20 marks)**

**QUESTION 3**

Discuss how the **THREE** types of worldviews proposed by Kluckholm influence how we view technology. (20 marks)

**QUESTION 4**

- a) Identify **THREE** reasons why it is important to study cultures. (6 marks)
- b) Discuss **SEVEN** characteristics of culture and relate these characteristics to a culture of your choice. (14 marks)

**QUESTION 5**

Discuss the **FOUR** taxonomies of values presented by Geert Hofstede and show how they relate to the Kenya society. (20 marks)