



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

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.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following terms:
- i) Artifacts (2 marks)
 - ii) Values (2 marks)
 - iii) Worldview (2 marks)
 - iv) Cultural anthropology. (2 marks)
- b) Briefly explain the principle that ‘communication is a process’ and show how it relates to culture. (7 marks)
- c) Outline **SEVEN** characteristics of culture. (7 marks)
- d) Distinguish the following terms:
- i) High culture and low culture. (4 marks)
 - ii) Core culture and sub culture. (4 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Describe the **THREE** types of worldviews proposed by Kluckhohn. (10 marks)
- b) Identify and explain **FIVE** functions of worldviews. (10 marks)

QUESTION 3

Christianity has an impact on how the African perceives death. Discuss your opinion of this statement. (20 marks)

QUESTION 4

- a) What is culture shock? (4 marks)
- b) Using appropriate examples discuss the **FOUR** stages of culture shock. (16 marks)

QUESTION 5

Evaluate different ways in which the media has influenced African culture. (20 marks)