



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BROADCAST JOURNALISM & BACHELOR OF JOURNALISM AND
MASS COMMUNICATION

HMC 4214: INTERCULTURAL COMMUNICATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick DateDec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a) Explain the “iceberg model of culture” by Edward Hall. (10 Marks)

- b) Explain any FIVE elements of culture that are used to differentiate a culture from others. (10 Marks) .

- c) Discuss any FIVE characteristics of culture that influence intercultural communication (10 Marks)

Question TWO

- a) Discuss the various ways media influences a culture (10 Marks)

- b) Explain any FIVE barriers of intercultural communication. (10 Marks)

Question THREE

- a) Discuss the following cultural patterns:
 - i) Individualism verses collectivism,
 - ii) High power distance verses low power distance. (10 Marks).
- b) Explain any FIVE effects of globalization on culture. (10 Marks)

Question FOUR

- a) You have won a scholarship to study for your masters Degree in Canada upon completion of your studies at the Technical University of Mombasa. As a Kenyan from the rural parts of Kilifi County, discuss the various strategies that you will use to overcome culture shock. (10 Marks)
- b) Highlight the various stages of culture shock that you will likely experience as an emigrant to Canada. (10 Marks)

Question FIVE

- a) Globalization has had a major impact on traditional family structures throughout the world. Discuss. (10 Marks)
- b) Discuss any FIVE aspects of cultural diversity of the Kenyan society (10 Marks)