



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 2)

**BLS 2130: COMMUNICATION AND CULTURE**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2013

**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: **(10 marks)**
- i) Culture
  - ii) Enculturation
  - iii) Folkways
  - iv) Values
  - v) World view
- b) On the strength of your excellent communication skills, you are sent by your senior editor to Tana River to film a documentary on the recent clashes. Explain the various steps you would take to make your trip a success. **(20 marks)**

## SECTION B (Attempt any TWO questions)

### QUESTION 2

- a) Paul Hiebert discusses **FOUR** elements of social structure. Discuss the function of each element and show how they relate to each other. **(10 marks)**
- b) Outline **FIVE** functions of kinship systems. **(10 marks)**

### QUESTION 3

- a) Culture is learned in different ways and from a host of sources. Discuss giving relevant examples. **(15 marks)**
- b) State **FIVE** elements of culture. **(5 marks)**

### QUESTION 4

- a) Family is a crucial social organization in every culture. Explain **FIVE** functions of the family. **(10 marks)**
- b) Explain **FIVE** elements of religion. **(10 marks)**