



# 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 4218: COMMUNICATION & CULTURE**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 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. (4marks)
- i) Sexism (4marks)
  - ii) Stereotyping (4marks)
  - iii) Culture (4marks)
  - iv) High context culture (4marks)
  - v) Low context culture (4marks)
- b) State and explain five cultural barriers to non verbal communication (5 marks)
- c) Explain five forms of cultural imperialism (5marks)

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

**QUESTION 2**

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

**QUESTION 3**

Discuss the stages of culture shock and strategies of how to deal with culture shock. **(20 marks)**

**QUESTION 4**

a) Explain in detail the elements of culture. **(10 marks)**

b) Every culture has norms, state some of the culture norms in your society. **(10marks)**

**QUESTION 5**

Define the term non verbal communication and discuss the various forms of nonverbal communication **(20 marks)**