



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 2)

BLS 2114 : COMMUNICATION AND 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) i) Define the term culture (2 marks)
ii) Explain the difference between race and ethnicity. (4marks)
iii) State and explain two functions of language in culture. (4marks)
- b) Explain the following communication characteristics
- i) Dominant (2 marks)
 - ii) Dramatic (2marks)
 - iii) Relaxed (2marks)
 - iv) Open (2marks)
 - v) Friendly (2marks)
- c) Discuss these statements
- i) Culture is learned. (5marks)
 - ii) Culture is based on symbols. (5marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

Discuss the future of intercultural communication (20 marks)

QUESTION 3

Explain the following terms using examples:

- i) Non-verbal communication in culture. (10marks)
- ii) Stereotype (10marks)

QUESTION 4

Discuss the following cultural patterns

- i) Individualism – collective (10marks)
 - ii) Person – nature orientation (10marks)
- (10 marks)

QUESTION 5

Discuss how Christianity as a religion has influenced Kenyan culture in terms of values, the arts, practices and cultural expression. (20marks)