

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
JOURNALISM AND COMMUNICATION STUDIES**

COMM 240: CULTURE AND COMMUNICATION

STREAMS: B.A (ODEL)

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/12/2024

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- **Answer question 1 and any other TWO questions.**

QUESTION ONE (30 MARKS) COMPULSORY

You have been invited by members of your former high school's Journalism Club to speak to them about communication and culture.

(a). Explain to them your understanding of the following terms as used in culture and communication? **(6 marks)**

i. Culture

ii. Values

iii. Norms

(b). Explain to them **four** characteristics of culture. **(8 marks)**

(c). Explain to them the importance of intercultural communication. **(10 marks)**

(d). Explain to the members **three** principles of ethical intercultural communication. **(6 marks)**

QUESTION TWO (20 MARKS)

Your classmate, John, has requested you to help him to understand models of communication and how they relate to competent intercultural communication.

(a). Briefly analyze for John the key components that explain Lasswel's model of communication. Use examples from your culture to explain your answer. (10 marks)

(b). Explain **five** competences that one needs to have in order to communicate effectively across cultures. (10 marks)

QUESTION THREE (20 MARKS)

Edward Hall's High-Low context cultural taxonomy is widely used to investigate similarities and differences in cultures.

(a). Explain **five** characteristics of high context cultures. (10 marks)

Explain **five** characteristics of low context cultures. (10 marks)

QUESTION FOUR (20 MARKS)

Your friend, Jane, was reading about communication and culture when she came across the term cultural pattern. This concept is new to her.

(a). Explain to her your understanding of the term cultural pattern? (2 marks)

(b). Explain to her **four** components of a cultural pattern. (8 marks)

(c). Explain **five** tips you would give your friend Jane on how to remove biased language (e.g. racist language) from her vocabulary. (10 marks)

QUESTION FIVE (20 MARKS)

Both verbal and non-verbal communication styles vary from culture to culture. Additionally, there exists several barriers to intercultural communication.

(a). With examples, explain the difference between the following communication styles . (6 marks)

i. Direct and indirect styles

ii. Elaborate and succinct styles

(b). Explain **three** ways in which non-verbal communication varies from culture to culture. (6 marks)

(c). Explain **four** barriers to effective intercultural communication. (8 marks)