

School of Communication, Language and Performing Arts

Department of Communication

ICC 012T: COMMUNICATION AND CULTURE 1

Final Exam (May Semester 2017)

**Instructions:**

1. Answer all questions.
2. The exam is two hours long.
3. Any form of cheating will lead to immediate dismissal from the exam room. The candidate will earn a failing grade. **Note**: No use of mobile phone!
4. Keep your answers short and precise to demonstrate your understanding of the course content.
5. Please write legibly.

**Total Marks**: 40

**Instructions**: Answer all questions.

Q1. Explain the following terms and phrases:

1. Communication (2 points)
2. Medium (2 points)
3. Culture (2 points)
4. Society (2 points)
5. Cultural relativism (2 points)

Q2. Indicate whether the following statements are “**True or False**”. (10 marks)

(a)----------------- The environment in which communication takes place also shapes the interpretation of the signal.

(b )----------------- A medium is a device used by sociologists to test the level of advancement in another culture.

(c)------------------ The sender and receiver of a message can experience parallel meanings despite having learned different cultural rules and symbols.

(d)------------------- Culture is composed of culture traits and culture complexes.

(e)-------------------- Because the world contains many cultures, some are superior to others.

(f)-------------------- From our study of culture we can safely say the Kenyan culture contains many sub-cultures.

(g) ------------------- Our culture has the responsibility to help form our identities.

(h) ------------------- Language is an important tool without which communication can take place.

(i)-------------------- Communication is almost always what is said and not what is heard.

(j)--------------------- Enculturation is neither a “conscious nor an unconscious” conditioning process.

Q3. With specific examples from the book, Peace Child, explain what is meant by “meaning is internal and individual”. (4 marks)

Q4. Outline four ways in which cultural anthropology may contribute to an effective missionary strategy. (4 marks)

Q5. Analyse two reactions people face when entering a new culture. (4 marks)

Q6. (a) Identify three cultural stereotypes, with two of them being frequently used by some people against two other communities, and the other used against your own community. (3 marks)

(b) Citing specific examples to strengthen your case, describe how this cultural stereotype has been used against your own community. (5 marks)