

School of Communication and Languages

Department of Communication

January 2018 Semester

INS III A, B, C, D, U & T

Communication and Culture 1

Final Exam

**Instructions:**

1. There are TWO sections in this exam. Answer **all** the questions in Section A. Choose **Any TWO questions from section B**
2. The exam is two hours long
3. This is not an open book exam. Any form of cheating will lead to immediate dismissal from the exam room. The candidate will earn a failing grade.
4. Follow the instructions
5. Please write legibly

**INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO QUESTIONS IN SECTION B.**

**SECTION A: COMPULSORY**

**QUESTION 1**

1. Distinguish the following concepts:
2. Enculturation vs acculturation (2 marks)
3. Mass communication vs small group communication ( 2 marks)
4. Ethnocentrism vs cultural relativism (2 marks)
5. Artifacts vs values (2 marks)
6. Primary vs secondary audiences (2 marks)
7. i. Discuss how Don Richardson used John Piper’s 7 steps of thinking in reaching out

 to he Sawi people (14 marks)

ii. Compare and contrast communication and culture (6 marks).

SECTION B: CHOOSE ANY TWO QUESTIONS FROM THIS SECTION

**QUESTION 2**

Public communication presentations do not always guarantee correct reception of the message. Proposition 19 presents six axioms of functional perception that help people structure the message to increase the likelihood of understanding. Explain any four of the axions you would use (20 marks).

**QUESTION 3**

Daystar University has just received 50 students from Japan. The students will be in Kenya for one year. Using proposition one, discuss how you would help them adapt to the cultural experiences in Daystar University (20 marks)

**QUESTION 4**

Describe how Don Richardson used the onion model to overcome culture shock and communicate effectively (20 marks)