**School of Communication, Language & Performing Arts**

**Department of Communication**

**January 2019 Semester**

**ICC 012: COMMUNICATION AND CULTURE I**

**FINAL EXAM (30%)**

This exam has TWO sections.

Answer ALL the questions in Section A

Answer any TWO questions in Section B

**SECTION A (COMPULSORY) (30 Marks)**

**Question One**

1. Define the following terms in the context of communicate culture (8 marks)
2. Communication (2 marks)
3. Culture (2 marks)
4. Culture stress /shock (2 marks)
5. Stereotypes (2 marks)
6. Explain the following as discussed in R. Nierburh’s Christ and Culture positions. (10 Marks)
7. Christ against culture (5 marks)
8. Christ as Transformer of Culture (5 marks)

c. List FIVE (5) reasons why it is important to study Communication and Culture. (10 Marks)

**SECTION B: Answer any TWO questions in this section**

**Question Two**

Explain the process of entering a new culture illustrating it with a diagram. (10 marks)

**Question Three**

Proposition I states that Communication is Involvement.

a) Explain the meaning of this proposition. (5 marks)

b) Explain how this is portrayed in the *Peace Child novel.* (5 marks)

**Question Four**

Explain TWO beliefs that affected communication among the SAWI people (4 marks)

Explain how Don Richardson used the Sawi people’s beliefs to reach out to them with the gospel. (6 marks)