602LAN SUITE Web Mail

School of Communication and Languages

Department of Communication

August 2011 Semester

ICC 012T: COMMUNICATION AND CULTURE I

Final Exam

Total Marks: 50

**Instructions:**

1. Answer ALL the questions
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

Q.1. Define the following terms to the best of your knowledge of this course (10 marks)

1. Rites of intensification
2. Culture
3. Perception
4. A mental model
5. Society

Q.2. Highlight the differences between the following terms (10 marks)

a. Animism and taboo

b. Cultural traits and cultural complex

c. Assimilation and ethnocentrism

d. Identity and Personality

e. Post-modernism and feudal

Q.3. Illustrate your understanding of the following communication principles using scriptures and any illustration or personal experience. (4 marks)

a. communication is what is heard, not what is said

b. communication is involvement

c. Draw and explain Lasswell’s model of communication (6 marks)

Q. 4. (a)Identify three differences between the Christian worldview and the Islamic worldview (6 marks)

(b) What are some of the forms in which spirituality is expressed? Discuss any two. (4 marks)

Q. 5. A Latin proverb says, ‘A man without religion is like a horse without bridle.’ Explain four ways in which religion has served man throughout history (8 marks)

b. Religion can sometimes be volatile and explosive. Discuss this statement with relevant examples (2 marks).