

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ARTS (COMMUNICATION & MEDIA)**

COMM 240: CULTURE AND COMMUNICATION

STREAMS: B.A (COMM & MEDIA) Y1S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 2/8/2012

2.30 P.M. - 4.30 P.M.

INSTRUCTIONS:

Answer three (3) questions. Question One is compulsory and carries thirty (30) marks.
All other questions carry twenty (20) marks each.

QUESTION ONE:

- (a) With appropriate examples demonstrate your understanding of the concept culture. [5 marks]
- (b) What do humans benefit from ascribing to a particular way of life? [10 marks]
- (c) With appropriate examples, explain the following cultural terminologies:
 - (i) Multiculturalism
 - (ii) Ethnocentrism [5 marks]
- (d) You have lived your entire life, except the last ten years, in a Kenyan rural environment. The last ten years have been spent in a capital city of a first world country. Now you have returned to your original rural environment in Kenya.
 - (i) What aspects of your life may have changed? [2½ marks]
 - (ii) What is not likely to be welcome by your rural folks back home? [2½ marks]
- (e) In your opinion, what do you think is the cause of rising rape cases as reported and witnessed in our society today? [5 marks]

QUESTION TWO:

Africa's underdevelopment is to some extent attributed to some culture practices. Discuss.
[20 marks]

QUESTION THREE:

Human interactions in culturally diverse environments may be viewed positively or negatively. From the experience you have acquired in this course, explore the possible challenges in communication associated with cultural diversity.
[20 marks]

QUESTION FOUR:

“Muachamilanimumwa”. This is a Swahili proverb literally meaning, “he who abandons his culture is a slave”. From the vast knowledge you gained in the study of culture and communication and your own cultural experience, discuss your understanding of the meaning of this statement.
[20 marks]

QUESTION FIVE:

Using an appropriate communication model, discuss the steps entailed in the process of human communication.
[20 marks]
