



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN
COMMUNICATION AND MEDIA
(CITY CAMPUS)

ACM 804: INTERCULTURAL COMMUNICATION

Date: 1st August, 2013

Time: 2.00 – 5.00 p.m.

INSTRUCTIONS:

- ♦ Answer Question ONE and any other TWO questions.

CITY CAMPUS

ACM 804: INTERCULTURAL COMMUNICATION

INSTRUCTIONS: Answer question ONE and any other TWO questions.

Duration: 2 Hours

1. With examples discuss with examples ways in which members of minority and majority cultures develop their cultural identities.
(30 Marks)
2. a) Distinguish prejudice and stereotype. (3 Marks)
b) How does the Kenyan media reinforce the stereotype and prejudice among ethnic and racial groups? (12 Marks)
3. Examine the role of communication in the cultural adaptation process. (15 Marks)
4. a). Explain the significance of context in intercultural conflict. (7 Marks)
b). Discuss strategies and tactics for dealing with conflicts. (8 Marks)
5. Critically examine how communication technologies change intercultural communication. (15 Marks)