

**CHUKA**



**UNIVERSITY**

**COLLEGE**

**UNIVERSITY EXAMINATIONS**

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

**COMM 240: CULTURE AND COMMUNICATION**

**STREAM: B.A. (COMM & MEDIA)**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 2/8/2011**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS:**

**Question 1 is compulsory, answer any other two.**

**Question 1 is 30 marks and all the others are worth 20 marks.**

**Question 1**

- (a) Culture has been defined in many different ways by different scholars. Give two such definitions of culture. [4 marks]
- (b) Any society or a group of people who ascribe to a particular way of life accrue several benefits from it. Clearly bring out in five explained points what these benefits are. [10 marks]
- (c) In one of the mountainous regions of Kenya, a queer looking animal was discovered in the forest by a group of tourists. On further investigations it was concluded that it was a human being who had grown up in the forest and staying with a family of monkeys. His paternity tests linked him to a family that lived near the forest and apparently he had a twin brother. Those involved in the matter insisted that the boy be taken back to his parents while others thought otherwise. Now that you have background knowledge learnt in this course, please advise the people on where it is best to have the boy, and give reasons for your answer. You are reminded to take into consideration that some communities considered twins a bad omen and this could have been the reason the boy was not with his family. [10 marks]
- (d) There is no such thing as the African culture. Explain. [6 marks]

## Question 2

- (i) You have been requested by your group members to give an introductory presentation on the nature of human communication in class during a class presentation project. Write down clear notes giving examples on this topic. [10 marks]
- (ii) Assume that you have been sent to a foreign land for a job assignment which will last three years. Your first few months of stay in that foreign country is characterized by dislikes, awe, questions intrapersonal and interpersonal. You also tend to be stiff to change but the longer you stay the easier it becomes and you almost have it as easy as though you are a native.
- (a) What is the first experience referred to as? [2 marks]
- (b) What are some of the aspects of the new way of life you are likely to have trouble with? [4 marks]
- (c) What can you do to make this eventual ease some sooner than later? [4 marks]

## Question 3

- (a) In order to communicate effectively, participants must be equipped with knowledge of cultural backgrounds of the other parties. Using five points explain why this is so. [10 marks]
- (b) Using an elaborate model, demonstrate the process of human communication. [5 marks]
- (c) Explain what is meant by communication barriers? Classify them citing an example under each classification. [5 marks]

## Question 4

- (a) What is your understanding of the concept Cultural Diversity? [5 marks]
- (b) In your interactions with people from different cultural backgrounds you realize that cultural diversity is a good and bad thing. Explore the challenges in communication associated with cultural diversity. [15 marks]

## Question 5

Material culture tells the story of a society long after that society is dead. True or False? Give reasons for your answer. [20 marks]

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