



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**  
**FIRST YEAR SECOND SEMESTER**

**MAIN EXAMINATION**

**FOR BACHELOR OF JOURNALISM**

**COURSE CODE: JMC 123**

**COURSE TITLE: INTERCULTURAL COMMUNICATION**

**DATE: 17/5/2022**

**TIME: 2:00-4:00 PM**

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### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions

**TIME: 2 Hours**

*This Paper Consists of 2 Printed Pages. Please Turn Over.* ►

**KIBU** observes **ZERO** tolerance to examination cheating

### **QUESTION ONE –COMPULSORY -30 MARKS**

- a). Using any model of communication, explain the communication process (5mks)
- b) In your own words, define intercultural communication and explain why it is important for a journalism student to study it (5mks)
- c) List 4 barriers to intercultural communication and propose ways of overcoming them (8mks)
- c) Explain any 4 functions of culture (4mks)
- d) With examples, differentiate between high context cultures and low context cultures (4mks)
- e) Define the following terms as used in intercultural studies: Stereotype, Prejudice, Discrimination and Profiling (4mks)

### **QUESTION TWO -20 MARKS**

A journalist is a sociologist. Discuss.

### **QUESTION THREE – 20 MARKS**

Explain the Social Responsibility Theory and link it to communication in media.

### **QUESTION FOUR – 20 MARKS**

Language is key to communication. Discuss the link between language, culture and communication.

### **QUESTION FIVE – 20 MARKS**

With examples, explain how culture is a resource for vernacular production