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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

COURSE CODE: JMC 123

COURSE TITLE: INTERCULTURAL COMMUNICATION

DATE: 12TH APRIL, 2023

TIME: 2.00 - 4.00PM

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. (5 marks)
- b) In your own words, define intercultural communication and explain the importance of developing intercultural communication skills. (6 marks)
- c) Explain any 4 functions of culture. (4 marks)
- d) With examples, differentiate between high context cultures and low context cultures. (4 marks)
- e) Outline 3 skills and 3 areas of knowledge that a journalist needs for vernacular broadcasting. (6 marks)
- f) Define the following terms as used in intercultural studies: Stereotype, Prejudice, Discrimination, ethnocentrism and Profiling. (5 marks)

QUESTION TWO (20 MARKS)

Rural people and life are drivers of change and innovation and can be good sources of information. Discuss.

QUESTION THREE (20 MARKS)

Mass media reaches a large audience and is therefore a powerful force in modern culture. Discuss the role of media using the limited effects theory, the class-dominant theory and the culturalist theory.

QUESTION FOUR (20 MARKS)

Discuss the relationship between language, culture and identity.