

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN JOURNALISM**

**COMM 240: CULTURE AND COMMUNICATION**

**STREAMS: BA JOURNALISM**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 04/12/2018**

**11.30 A.M. – 1.30 P.M.**

**INSTRUCTIONS:**

**SECTION A: COMPULSORY (30 MARKS)**

1. (a) With appropriate examples, explain the following cultural terminologies:
  - (i) Multiculturalism (2 marks)
  - (ii) Ethnocentrism (2 marks)
- (b) Discuss the benefits of subscribing to a particular culture. (10 marks)
- (c) Explain the relationship between culture and communication. (6 marks)
- (d) There is no such thing as the African culture. Explain. (10 marks)
2. Africa's underdevelopment is to some extent attributed to some cultural practices. Discuss. (20 marks)
3. Using examples, explain some of the cultural differences in Kenya and show how they affect communication. (20 marks)
4. (a) Explain the meaning of communication barriers. Discuss five of them. (10 marks)
- (b) What are the cultural repercussions of acquiring new electronic technology and media in Kenya? (10 marks)

5. Analyze the key components that explain Lasswel's model of communication. Use examples from your culture to explain your answer. (20 marks)
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