



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE
DEGREE OF MASTERS OF ARTS IN COMMUNICATION
STUDIES**

CITY CAMPUS - DAY

AMS 806; INTERCULTURAL COMMUNICATION

Date: 28th November, 2016

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1. Critically discuss Anxiety and Uncertainty Management Model in cultural adaptation. **20 Marks**

2. Examine the types of relationship and multiple tensions that exist in migrant-host relations. **20 Marks**

3. Critically analyze the different approaches to studying intercultural communication. **20 Marks**

4. Using relevant examples, explain ways in which people seek out and resist popular culture. **20 Marks**

5. Citing examples, describe the process in which members of minority cultures and majority cultures develop their cultural identities. **20 Marks**
