



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN
COMMUNICATION AND MEDIA STUDIES**

CITY CAMPUS – REGULAR

AMS 806: INTERCULTURAL COMMUNICATION

Date: 8th June, 2017

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1. Using appropriate examples, critically analyze how global movement of popular culture influences people around the world. **20 Marks**

2. With examples explain the different variables affecting communication across cultures. **20 Marks**

4. Language varies across cultures and sometimes even amongst people of the same culture. This represents the role of culture in a society. Comment.

20 Marks

5. All communication is culture bound. Discuss.

20 Marks

5. Describe any one theory that explains cultural adaptation process. **20 Marks**