

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR** **SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMM 309**

**COURSE TITLE: CROSS-CULTURAL DYNAMICS IN**

**COMMUNICATION**

**DATE: 6TH JULY, 2017 TIME: 1100 – 1300HRS**

**INSTRUCTIONS TO CANDIDATES**

Answer questions ONE and any other **TWO.**

***This paper consists of 3 printed pages. Please turn over.***

1. a) Define culture and communication. **( 4 marks)**

b) Culture not only dictates who talks what, to whom, how, and why, but also helps to determine how communication proceeds, and how messages transmit the intended meanings. Although cross-cultural communication needs skills. State and explain skills needed for the communication process to succeed **(10 marks)**

c) Cross-cultural communication (also frequently referred to as intercultural communication) is a field of study that looks at how people from differing cultural backgrounds try to communicate. Explain Cross-cultural communication as a field of study **(10 marks)**

d) Explain the role of cultural linguistics in study of communication processes of speech generation and perception Cultural linguistics (Ethnolinguistics) **(6 marks)**

2. a) Discuss Cross-cultural communication in global context **(6 marks)**

 b) Most contemporary linguists work under the assumption that spoken language is more fundamental than written language. This is because Speech appears to be universal to all human explain this statement. **(14 marks)**

3. Cultural competence referring to an ability to interact effectively with people of different cultures comprises four components (Stavans, I. (1995) state and explain these components **(20 marks)**

4. a) Language as the most important symbolic aspect of culture explain this phrase. **(10 marks)**

b) As stated by Carol Myers-Scotton “Cultural borrowings are words that fill gaps in the recipient language's store of words because they stand for objects or concepts new to the language's culture.” When there is cultural borrowing there is always the likelihood that the associated words may be borrowed too. In line with the above statement, state thebasic principle underlying this phenomenon**. (10 marks)**

5) Geert Hofstede’s cultural dimensions can help to explain why there is difference in behaviors of people with different culture background. These dimensions serve to distinguish one culture from another. State and explain this dimension. **(20marks)**

**//END**