



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION (BAC)
END OF SEMESTER EXAMINATION
BAC 3201: INTER-CULTURAL COMMUNICATION AND DIVERSITY

Date: 14th March 2022

Time: 10:30 – 12:30

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question 1 (30 marks)

1. Justify the study of Intercultural communication from your area of specialization (5 marks)
2. Globalisation has its pros and cons, from an intercultural communication perspective." Assess the validity of this statement in 3 arguments. (9 marks)
3. You have discussed several theories in the course of your study on Intercultural communication. Isolate two theories and:
 - a) Discuss their gist (6 marks)
 - b) For each theory, write a short intercultural scenario (4 marks) and debate how each the theory applies in the scenario. (4 marks)
 - c) Offer a critic for each of the theories (2 marks)

Question 2 (15 marks)

- a) Write introductory notes on identity (3 marks).
- b) Assess any four (4) elements of culture that contribute to the identity of a people (12 marks).

Question 3 (15 marks)

Countries can be divided into cultural tendencies according to Hofstede. This thinking can be borrowed into work cultures and family cultures. Explain how any three (3) of these tendencies can translate in a new office environment for you.

Question 4 (15 marks)

- a) “Language is an important factor in inter-cultural communication because it has a role to play in shaping our perceptions.” Use the Sapir-Whorf Hypothesis to explain this statement and give two illustrations. (4 marks)
- b) Explain the nominalist view of language that opposes the Sapir-Whorf Hypothesis and take a stand for or against lingual nominalism. (3 marks)
- c) Julius Kwanza grew up in Kenya’s coastal region and frequently visited Tanzania where he has relatives. His primary language, Kiswahili, is a language very rich in metaphors. He is about to start working as a communications intern for his country’s embassy in London. With regard to metaphors, what personal communication strategy should he adopt and why? (8 marks)

Question 5 (15 marks)

A first year student of Information Technology is considering taking a course in inter-cultural communication. She asks your advice. Identify and briefly illustrate seven reasons or imperatives for studying intercultural communication. (15 marks)