



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BAC, BDP, BIS 3rd Year

END OF SEMESTER EXAMINATION
BAC 3201 INTERCULTURAL COMMUNICATION AND DIVERSITY (ICD)

Date: Thursday, 12th March 2020

Time: 10:30 – 12:30

Instructions

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

QUESTION ONE

Consider the study of Intercultural Communication and Diversity.

- i) While having a conversation with a friend who is studying a similar degree to yours, your friend expresses disappointment that they never quite got to study intercultural communication in detail. Explain to her some of the main ideas in this unit and why they are of value to any student, but especially a student in the Arts. Raise at least four arguments. (16 marks)
- ii) How has globalisation contributed to the discussion on cultural diversity? (3 marks)
- iii) What is a subculture? Offer at least two distinct examples of subcultures and explain why they qualify as subcultures. (5 marks)
- iv) Apart from Hofstede's Cultural Dimensions theory, discuss two theories covered in this class and explain their relevance in the context of ICD. (6 marks)

QUESTION 2

- i) What is an in-group and an out-group? (1 mark)
- ii) Discuss at least four of Hofstede's dimensions of culture. (8 marks)
- iii) Culture is said to be holistic, learned, dynamic and ethnocentric. Discuss any three of these terms and offer examples from either the Trokosi Culture or your own culture to help clarify them further. (6 marks)

QUESTION 3

- i) How do stereotypes and prejudice affect intercultural communication? (8 marks)
- ii) "Perception is a factor of concern in the study of Intercultural communication." Explain this statement. (7 marks)

QUESTION 4

- i) Differentiate between linguistic determinism and linguistic relativity (3 marks)
- ii) What is the relationship between communication and culture, and how does language come in? (12 marks)