



SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
BACHELOR OF ARTS IN INTERNATIONAL STUDIES

END OF SEMESTER EXAMINATION

BAC 3201: INTERCULTURAL COMMUNICATION & DIVERSITY

DATE: 9th March 2026

TIME: 11:00 – 13:00

Instructions

- i. Answer **Question 1**, and any other 2 questions.
- ii. Use the booklet provided for your answer. Each main question **MUST** be answered on a separate page.
- iii. Clearly **paragraph** your work by leaving a line between arguments.
- iv. Each answer requires a comprehensive introductory statement.

Question 1(40 marks)

A Kenyan diplomat was posted to a multilateral organisation in a middle eastern country. During negotiations on a regional peace initiative, she noticed that her direct, solution-oriented communication style was perceived as abrasive, especially from a female, while she interpreted her Arabic counterparts as disrespectful, unprocedural, and unwilling to engage with the real issues and human cost of the conflict. She felt disrespected, interrupted and unheard. Her counterparts on the other hand wondered why she is discussing matters that were beyond her.

1. What is power? (3 marks)
2. Explain how any 3 contexts can influence interpretation of messages, and cite examples, not necessarily from the case. (9 marks)
3. Propose three culturally intelligent communication strategies that could improve outcomes without requiring any party to abandon its cultural identity, in this case. (9 marks)

4. "Intercultural communication competence is not about knowing facts about other cultures, but about managing difference ethically." Using relevant examples, raise three arguments to support or critique this statement with reference to theory and practice. (9 marks)
5. Has globalisation been more beneficial or harmful to cultural diversity? Argue your position using 3 concrete global examples. (10 marks)

Question 2 (10 marks)

- i) Is miscommunication in intercultural contexts as a result of culture alone? Raise 2 arguments in support of your answer. (5 marks)
- ii) What is ethnocentrism? Using 2 contemporary examples, discuss how ethnocentrism manifests subtly in professional, diplomatic, or educational settings. (5 marks)

Question 3 (10 marks)

A multinational fashion brand launched a global advertising campaign celebrating freedom of self-expression in 2025. The campaign featured bold imagery, gender-fluid models, and provocative slogans. While it was praised in Western markets, it sparked protests and boycotts in parts of Africa, the Middle East, and Asia. The company insisted that the campaign reflected universal human values and refused to localise it, arguing that "culture should not limit progress."

- a) Analyse the situation using two cultural effects of globalisation. (4 marks)
- b) Propose a communication strategy that would balance global brand identity with cultural sensitivity. (6 marks)

Question 4 (10 marks)

During an international summit in South Africa in 2024, an African leader delivered part of her speech in her indigenous language before switching to English. Some delegates praised the act as empowering and authentic, while others described it as "unprofessional," "symbolic but impractical," or even "political." Online commentary was polarised, focusing less on policy content and more on language choice.

- a) Explain how language functions as both communication and identity in this case. (2 marks)
- b) In 2 arguments, analyse how language choice can both include and exclude audiences simultaneously. (4 marks)
- c) Suggest 2 ways on how multilingual communication can be used strategically without reinforcing inequality. (4 marks)