



Strathmore
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION (BAC)
END OF SEMESTER EXAMINATION
BAC 3201: INTERCULTURAL COMMUNICATION & DIVERSITY**

Date: 12th March 2024

Time: 10:30 – 12:30

Instructions

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

SECTION A

Question 1 (30 marks)

- i) Consider a theory or model (not mentioned in this paper) in the study of Intercultural Communication.
 - a) Name and discuss the gist of the theory (4 marks)
 - b) Use the theory to explain and resolve a contemporary intercultural challenge that you are likely to encounter in school. (6 marks)

- ii) You and Michael, a fellow intern, were offered internship positions at the Japanese Embassy, in Uganda. The Embassy employs individuals from various countries. Michael is having a difficult time understanding some things at work, from the employer and from some employees. You figure that explaining to him Hofstede's dimensions of culture may help him. Using examples that you create from this scenario, explain any five dimensions to him. (20 marks)

SECTION B: 30 MARKS

Choose any two questions from this section.

Question Two (15 marks)

- i) Define intercultural communication and justify its study in two arguments. (4 marks)
- ii) Describe any four components of a culture. (8 marks)
- iii) Evaluate three challenges facing the use of non-verbal communication in an intercultural environment. (3 marks)

Question Three (15 marks)

One of your classmates, Shanice, is heading to the Volta Region of Ghana for some volunteer work amongst a little-known tribe that practices the Trokosi Culture. Identify three challenges that she is likely to face and for each, suggest two ways of overcoming those challenges.

Question Four (15 marks)

Globalisation has changed the African continent. In the context of intercultural communication, offer three arguments to show how this is the case, and for each of the arguments, demonstrate the impact of globalisation.

Question Five (15 marks)

“In a discussion on intercultural communication, we cannot ignore the role language plays.” Discuss the validity of this statement in 5 arguments, borrowing from the Sapir-Whorf thesis.