



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF SCIENCE/ARTS**

COURSE CODE: SAS 3206/3208

**COURSE TITLE: COMMUNICATION AND
CULTURE**

DATE: 26TH APRIL 2019

TIME: 0830 – 1030 HRS

INSTRUCTIONS TO CANDIDATES

Answer question ONE and any other TWO questions

QUESTION ONE (COMPULSORY)

- A. Explain the role of culture in communication. (10 Marks)
- B. Explain five themes of media-cultural theory. (10 Marks)
- C. Explain the cultural effects of globalization. (10 Marks)

QUESTION TWO

- A. Using relevant examples, explain five functions of non-verbal communication in interpersonal relationships. (10 Marks)
- B. Explain the challenges of vernacular broadcasting in the society and measures that may be put in place to address those challenges. (10 Marks)

QUESTION THREE

- A. Explain five characteristics of culture. (10 Marks)
- B. Explain five socio-cultural influences on media systems. (10 Marks)

QUESTION FOUR

- A. The society has certain expectations from the media. Explain five such expectations. (10 Marks)
- B. Explain five main concerns of the social theory of journalism. (10 Marks)

QUESTION FIVE

- A. Explain five ways through which culture has adapted to the media. (10 Marks)
- B. Explain the connection between language and inequality in the society. (10 Marks)

//END//