



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES
BSc COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM**

**COURSE CODE: CPR 2103-1
COURSE TITLE: COMMUNICATION, CULTURE
AND TECHNOLOGY**

DATE: 15TH DECEMBER, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

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INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other ONE question.

QUESTION ONE

A. The enculturation process consists of two major aspects. Explain the two aspects. **(10 Marks)**

B. Explain the health need according to Malinowski's a Permanent Vital Sequence. **(10 Marks)**

C. Noam Chomsky suggests that humans may have innate language ability. Outline the observations that Chomsky made with regard to language acquisition. **(10 Marks)**

QUESTION TWO

A. One of the relationships between verbal and nonverbal is a complimentary relationship. Explain the functions of a complimentary relationship. **(10 Marks)**

B. Explain five strategies that .at be out in.place to reduce environmental noise when communicating. **(10 Marks)**

QUESTION THREE

A. Parsons uses the word barbarian in reference to infants. Explain this concept. **(10 Marks)**

B. Based on technological function, there are basic tool types. Describe these tool types. **(10 Marks)**

QUESTION FOUR

A. Using relevant examples, explain the invisibility of culture. **(10 Marks)**

B. One of the elements of cultural competency is cultural encounter. Explain the features of cultural encounter. **(10 Marks)**

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