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)