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UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

COURSE CODE: JMC 123

COURSE TITLE: INTERCULTURAL COMMUNICATION

DATE: 16TH APRIL, 2023

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question ONE and any other TWO Questions.

TIME: 2 Hours

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Distinguish between intercultural communication skills and communication skills. (4 mks)
- b) In your own words, define intercultural communication and explain why it is important for a journalism student to study it. (5 marks)
- c) Explain 4 ways of developing intercultural competencies. (8 marks)
- c) Explain any 4 functions of culture. (4 marks)
- d) With examples, differentiate between high context cultures and low context cultures. (4mks)
- e) Define the following terms as used in intercultural studies: Stereotype, Prejudice, Discrimination, ethnocentrism and Profiling. (5 marks)

QUESTION TWO (20 MARKS)

Discuss media and culture to demonstrate their connection.

QUESTION THREE (20 MARKS)

Using examples, explain how to find a good rural story and the likely challenges you may face.

QUESTION FOUR (20 MARKS)

- i. Define Language and discuss how it relates to identity and equality.
- ii. Using examples, explain how language can result in inequality.

QUESTION FIVE (20 MARKS)

- i. Define vernacular broadcasting and explain its role in societal communication.
- ii. Using examples, briefly discuss the barriers/challenges of vernacular broadcasting.