



# 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: 26<sup>TH</sup> APRIL 2019  
1030 HRS**

**TIME: 0830 -**

---

**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//