



# **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**

**COURSE TITLE: COMMUNICATION, CULTURE AND  
TECHNOLOGY**

**DATE: 2<sup>ND</sup> DECEMBER, 2022**

**TIME: 1430-1630**

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**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

## 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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