



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY
(MMUST)**

**UNIVERSITY MAIN EXAMINATIONS
2018/2019 ACADEMIC YEAR**

THIRD YEAR SECOND SEMESTER (SUPPLEMENTARY EXAM)

FOR THE BACHELOR OF DISASTER MANAGEMENT AND PEACE STUDIES

COURSE CODE: DPC 307

COURSE TITLE: CULTURE AND COMMUNICATION

DATE: 26/9/2019

TIME: 12 – 2PM

INSTRUCTIONS TO CANDIDATES

Attempt ANY THREE Questions

TIME: 2 Hours

1. Critique the assertion that Culture is communication and communication is culture. (23.3 marks).
2. Once ethnographers of communication have identified a specific event, act, situation, or community for study, a subsequent move is the analysis of that selected practice as a multi-faceted phenomenon using the mnemonic device SPEAKING. Discuss (23.3 marks).
3. ".....Men and women differ in their use of questions in conversations. For men, a question is usually a genuine request for information whereas with women it can often be a rhetorical means of engaging the other's conversational contribution..." Assess the speech practices associated with gender and their relevance in culture and communication (23.3 marks).
4. Hymes (1974) states that, "the starting point is the ethnographic analysis of the communication conduct of a community" (p. 9). Assess basic units for the ethnographic study of communication as put forth by Hymes (1974) (23.3 marks).
5. Examine the Speech Act Theory and discuss the types of speech acts (23.3 marks).
6. Different social factors affect how a language is spoken within a country. Discuss (23.3 marks)