



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

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**SEPTEMBER –DECEMBER 2021**

**FACULTY OF ARTS AND SOCIAL SCIENCES**

**DEPARTMENT OF DEVELOPMENT & SOCIAL STUDIES**

**REGULAR/ODEL PROGRAMME**

**SNT 306: CULTURE AND COMMUNICATION**

**Date: DECEMBER 2021**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and any TWO Questions**

Q1. Describe Dell Hyme's Ethnography of SPEAKING and using relevant examples show how it could be applied in day-to-day communication **(30 marks)**

Q2. Using relevant examples, describe the different types of non-verbal and verbal communications and how they vary from one culture to another **(20 marks).**

Q3. Describe how EB Taylor defines culture highlighting the five characteristics of culture according to his 1871's definition of culture **(20marks).**

Q4. Using relevant examples, describe the link between culture and communication and how relevant it is to be culturally sensitive in your communication **(20marks).**

Q5. Basing on lessons learnt from culture and communication, describe how you would apply it in your major and how it will shape your career (eg Sociology, Psychology, Political Science etc) **(20marks).**

DTE DEC 2021

**\*END\***