



REFORMED CHURCH UNIVERSITY

**FACULTY OF ARTS, THEOLOGY, CULTURE AND
HERITAGE STUDIES**

BACHELOR OF MEDIA AND DIGITAL STUDIES

COMMUNICATION, CULTURE AND THE MEDIA

HMDS 201

PART 2 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

Date: OCTOBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *five (5)* questions
2. Answer any *three (3)* questions
3. Each question carries *100 marks*
4. Start each question on a new page

1. Can culture, gender, nationality or social class have any effect on communication. (100)
2. In what ways do media and communication influence the formation of culture. (100)
3. Discuss any 5 barriers to communication from the list below.
 - a) Physical barriers
 - b) Emotional barriers
 - c) Cultural barriers
 - d) Language barriers
 - e) Gender barriers
 - f) Interpersonal barriers
 - g) Perceptual barriers. (100)
4. Explore the relationship between communication, culture and the media giving relevant examples. (100)
5. To what extent does culture affect the way communication and the media operates in a given community. (100)

END OF PAPER