



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF EDUCATION & ARTS

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **COM1904 Intercultural Communication**
 Trimester & Year : January – April 2023
 Lecturer/Examiner : Ms Amalina Mustaffa
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of:
 - Part A: 50 marks : FIVE (5) structured questions. Answer ALL questions. Answers are to be written in answer booklet provided.
 - Part B : 50 marks : THREE (3) Essay questions. Answer only TWO (2) questions. Answers are to be written in answer booklet provided.

All answers must be written in the answer booklet(s) provided using ENGLISH LANGUAGE only.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 4 (including the cover page)

INSTRUCTION(S) : ANSWER ALL QUESTIONS.

Question 1

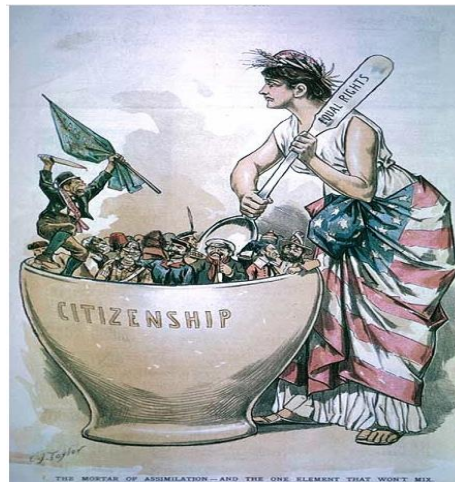
Provide **THREE (3)** situations where “small talk” might likely occur and state **THREE (3)** possible reasons why people engage in small talk. **(6 marks)**

Question 2

Linguists have divided the study of language into four parts. Identify all **FOUR (4)** components of language and provide definition for each identified component and support each part with an example. **(12 marks)**

Question 3

Provide **TWO (2)** characteristics of high culture, folk culture and popular culture and **ONE (1)** example for each culture. **(9 marks)**

Question 4

The image above depicted a cartoon from 1889 illustrates perfectly the anti-Irish sentiments of the period. Entitled “The Mortar of Assimilation—And The One Element That Won’t Mix” appeared in Puck magazine and shows Irish Americans as the one unruly ethnicity that refuses to integrate into the melting pot of American citizenship. America - portrayed by a worried looking woman wearing the star spangled banner (the flag), is mixing the melting pot with a spoon entitled ‘Equal Rights’ but, despite her best efforts, the one nation that refuses to be mixed is one Irishman wielding a knife and wearing a fearsome expression.

Answer the following questions (a) and (b):

a. Explain what cultural assimilation is. **(5 marks)**

b. Social psychologist John Berry (1992) developed a framework that considers the relationship of migrants and hosts and their attitude toward each other’s cultures, resulting in four types of

relationships. Distinguish all **FOUR (4)** types of relationship by defining each of them and give **ONE (1)** example to support your answer. **(12 marks)**

Question 5

Explain the following differentiations: **(6 marks)**

- a. Racial Identity v Ethnic Identity
- b. Sojourners v Immigrants
- c. Refugees v Internally displaced people (IDP)

END OF PART A

PART B : **THREE (3) ESSAY QUESTIONS. EACH QUESTION CARRIES 25 MARKS.**
INSTRUCTION(S) : **Answer ONLY TWO (2) questions. Write your answers in the Answer Booklet(s) provided.**

Question 1

Intercultural communication is important to breaking down cultural barriers and building awareness of cultural norms, as well as enhancing self-awareness and communication skills. Assuming that you agree with the statement, discuss **FIVE (5)** important factors for studying intercultural communication and **FIVE (5)** barriers to intercultural communication.

Question 2



The picture above is an illustration of popular culture (or "pop culture"). Discuss what pop culture is, identify **SIX (6)** ways how the culture is consumed and provide **TWO (2)** reasons how it can influence individual's attitudes and behaviors.

Question 3

List **FOUR (4)** issues that may lead to intercultural conflict and how conflict can be destructive as well as opportunity in intercultural communication. In the discussion, you must provide **FOUR (4)** points on how conflict can be destructive and **FOUR (4)** points on how it can also serve as opportunity. You must support your answer with **FIVE (5)** examples.

END OF EXAM