



**BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS**

**FACULTY OF LIBERAL ARTS**

**FINAL ASSESSMENT**

**Course Code & Name : COM1904 INTERCULTURAL COMMUNICATION**

**Semester & Year : May – August 2020**

**Lecturer/Examiner : Ms Alicia Loo**

### **QUESTION 1**

Scholars in the Foreign Service Institute came from a variety of disciplines, bringing the theories from these disciplines into their study of communication. Identify and explain **THREE (3)** disciplines that has contributed to the study of intercultural communication. (6 marks)

### **QUESTION 2**

Identify and explain **THREE (3)** approaches to studying intercultural communication. Your explanation should clearly state the assumption, goal, research method, strength, and limitation of each approach. (18 marks)

### **QUESTION 3**

3(a) Philip has decided to move in with his girlfriend. His parents are highly critical of his decision because they feel that living together before marriage is morally unacceptable. Identify and explain the type of conflict Philip and his parents are experiencing. (2 marks)

3(b) Ben and his wife, Jenny, have a disagreement over what kinds of investments they should make for long-term financial security. Ben wants to invest more heavily in risky ventures, while Jenny prefers more secure options such as compact disks or savings bonds. Identify and explain the type of conflict Ben and Jenny are experiencing. (2 marks)

3(c) Lisa and her roommate, Kristen, argue over how often they should clean their apartment. Kristen doesn't mind things being out of place or an occasional sweater on the couch. Lisa, however, prefers a more orderly environment in which everything is in its place. Identify and explain the type of conflict Lisa and Kristen are experiencing. (2 marks)

3(d) Jeong Hwa asked her friend, Su Lee, to talk to her roommate about playing her music too loud late at night. Identify and explain the type of approach to conflict Jeong Hwa uses. (2 marks)

3(e) Tammy, a Korean American, believes that showing too much emotion during a conflict can do more harm than good. Identify and explain the type of approach to conflict Tammy uses. (2 marks)

### **QUESTION 4**

Identify and explain **FOUR (4)** conflict resolution styles. (12 marks)

### **QUESTION 5**

Differentiate **FOUR (4)** types of migrant groups. (8 marks)

### **QUESTION 6**

Identify and explain **THREE (3)** aspects/outcomes of cultural adaptation suggested in the integration model. (6 marks)

### **QUESTION 7**

7(a) Define media imperialism.

(1 mark)

7(b) Differentiate high culture, folk culture, and popular culture. Your answer should include the definition, target audiences, and an example of each type. (9 marks)

### **QUESTION 8**

Kluckhohn and Strodtbeck's value orientation suggests that members of all cultural groups must answer the questions below:

- i. What is human nature?
- ii. What is the relationship between humans and nature?
- iii. What is the relationship among humans?
- iv. What is the preferred form of activity?
- v. What is the orientation toward time?

They added that there are three possible responses for each question. Identify and explain all **FIFTEEN (15)** possible responses. (30 marks)