



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM1904 Intercultural Communication**
 Trimester & Year : September – December 2019
 Lecturer/Examiner : Ms Amalina Mustaffa
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (60 marks) : SEVEN (7) structured questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**
 - PART B (40 marks) : THREE (3) essay questions. Answer TWO questions. Answers are to be written in the Answer Booklet provided.**
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 = 5 (Including the cover page)

PART A : SEVEN (7) STRUCTURED QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer ALL questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Define the following: (4 marks)

- a. Communication
- b. Culture
- c. Material culture
- d. Nonmaterial culture

Question 2

List **THREE (3)** levels of identity. (3 marks)

Question 3

a. Define the following: (2 marks)

- i. Values
- ii. Family unit



Figure 1



Figure 2

Picture courtesy of Google

b. Point out a difference between the family in Figure 1 and Figure 2 in terms of the cultural context. (2 marks)

c. Analyze the differences and similarities between the two families, as illustrated in Figure 1 and 2 above. Analysis must include **TWO (2)** differences and / or similarities from social, religious as well as moral values. (6 marks)

Question 4

List **SIX (6)** ways of how popular culture is consumed. (6 marks)

Question 5

a. Explain what norms are. (1 mark)

b. Define formal and informal norms. (6 marks)

c. Explain **TWO (2)** classifications of norms. Provide **ONE (1)** example for each classification given. (8 marks)

Question 6

Explain **SIX (6)** reasons for studying intercultural communication. (12 marks)

Question 7

Explain **FIVE (5)** categories of social identities and explain a characteristic of each identity. (10 marks)

END OF PART A

PART B : THREE (3) ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer TWO (2) questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Based on extensive cross-cultural study of people working in IBM subsidiaries in 53 countries, Hofstede examined value differences among national societies and was able to identify five areas of common problems. Discuss all **FIVE (5)** areas of common problems identified by Hofstede in relations to value orientation.

(20 marks)

Question 2

Discuss the following questions based on the given case study.

Tackling Class Discussion

Chong comes from China and Vladimir is from Russia. The two are beginning their first semester in a degree programme at Berjaya University College. Both spent a lot of time and money studying English back home so they could pass the entry requirements for English skills but neither has much experience listening to or speaking English. Neither studied how education occurs in Malaysia. During the first 3 weeks of class discussions, Chong has not contributed anything. In Chong's culture, the newbie should watch and learn before participating. He is uncomfortable whenever the teacher stops lecturing and opens conversations. Chong is bewildered by the casual nature of the back and forth with the teacher and is not experienced at throwing ideas out. In his educational background, students only presented an idea to the teacher if it was worthy of consideration. He has noticed some of the students even offer wrong information and the teacher still looks happy. He is especially shocked that some students contradict the teacher, tell the teacher they can't answer as they weren't listening, and seem unprepared for class.

On the other hand, Vladimir has been giving answers in class. He speaks quite forcefully, sometimes giving 6-8 sentences. Vladimir guesses it's the same rules as in Russia where one needs to impress the teacher with one's knowledge and study habits. Vladimir is surprised at how little his classmates responded in class because in Russia, one conversation will usually consists of 6-8 sentences. In a few classes, the teacher actually said this to Vladimir, "Let's hear from someone else now." He expects the teacher to build on and challenge his responses but, no matter how hard he tries, the teacher doesn't take him on. Vladimir is looking for a good debate but just when any conversation gets interesting, the teacher re-channels it. Not only that, the teacher just responds briefly. In Russia, the tone of conversations doesn't have to stay cheerful all the time. In week three, the teacher assigns a group report and asks the class to get into groups of 3-4. Within minutes students have sorted themselves out and Chong and Vladimir are left without a group.

a. Explain **FIVE (5)** points on what could have caused Chong's quietness. (7.5 marks)

b. Explain **FIVE (5)** reasons on what has prompted Vladimir's involvement. (7.5 marks)

c. Identify **THREE (3)** verbal and non-verbal mismatches that will likely occur throughout this encounter.

(3 marks)

d. Describe **TWO (2)** points on whether Chong and Vladimir have reached the desired outcome for themselves or for the class.

(2 marks)

Question 3

a. Identify **FIVE (5)** differences between High and Low Context Language. (10 marks)

b. Define the following: (4 marks)

i. Informal language

ii. Euphemisms

iii. Jargon

iv. Acronyms

c. Describe slang expressions and alternative languages. Provide **THREE (3)** points in each description. (6 marks)

END OF EXAM