

School of Liberal Education

Department of Mass Communication

Mid Term Examination

Exam Date: 27 Sep 2023

Time : 90 Minutes

Marks : 50

Sem III - MAMC6003- Inter Cultural Communication

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Outline two elements of culture. K2 (2)
- 2) Relate Culture as Value System. K1 (3)
- 3) Outline the meaning of "Face". K2 (4)
- 4) Interpret the concept "Facework". K2 (6)
- 5) Identify different face concerns. K3 (6)
- 6) Interpret the concept of "Individualism and Collectivism". K3 (9)
- 7) Analyze the process of "Accommodation through convergence". K4 (8)

- 8) Explain philosophical dimensions of Intercultural communication. K4 (12)

OR

Analyze the barriers of inter-cultural communication on the basis of asiancentric perspective. K4 (12)