



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
2022/2023 SECOND SEMESTER EXAMINATION

DATE: June, 2023

COURSE TITLE: COMMUNICATION ACROSS CULTURES

COURSE CODE: CMA 406

TIME ALLOWED: 3 HOURS

INSTRUCTION: Answer 4 Questions in all. Questions 1 and 2 are compulsory

1. (a) You have been assigned as the Country Representative of Bowen University to Germany - a high-context culture - to assist in recruiting international students to Bowen. Discuss some of the cultural peculiarities vis-a-vis the verbal and non-verbal communication that you will need to consider to have a successful stay. 15 marks

(b) Highlight and discuss five barriers to communicating across cultures and how to overcome these barriers 10 marks
2. Recall that you presented cultural aspects of specific high and low-context countries. Attempt an in-depth discussion on the verbal and non-verbal cultural peculiarities of the country you presented. 15 marks
3. Write short notes on the following:
 - (a) High-culture context
 - (b) Low-culture context
 - (c) Cross-cultural communication
 - (d) Culture shock
 - (e) Cultural tolerance15 marks
4. Culture and communication have a symbiotic relationship. Elaborate on the relationship between both concepts and highlight how they work together to achieve cross-cultural goals. 15 marks
5. With relevant examples, list and briefly explain the five (5) methods of managing conflicts when communicating with people from different cultures. 15 marks
6. Research has shown that more than 70 per cent of what is communicated daily is done non-verbally. Using relevant examples, explain this assertion by discussing the non-verbal communication aspects between a low context and high context country. 15 marks