

**COM2603**  
**RCO2603**

May/June 2016

**INTERCULTURAL, DEVELOPMENT AND HEALTH COMMUNICATION**

Duration 2 Hours

80 Marks

**EXAMINERS**

FIRST

SECOND

DR S MOOLA  
MR DJ WIGSTON

MS B SIBANGO

**Closed book examination.****This examination question paper remains the property of the University of South Africa and may not be removed from the examination venue**

This examination question paper consists of 4 pages
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**IMPORTANT:**

- 1 This examination question paper consists of **three sections**, namely intercultural, development and health communication  
You have to answer **all three sections** in this examination paper
- 2 Make sure that you fill in your student number and the code of the paper (**COM2603**) on the examination answer book
- 3 Please write the following sections on your examination answer book:
  - A Intercultural Communication
  - B Development Communication
  - C. Health Communication
- 4 After answering this examination paper you must hand in the following
  - Examination answer book(s)
  - This examination paper

[TURN OVER]

**YOU HAVE TO ANSWER ALL THE SECTIONS IN THIS EXAMINATION PAPER.**

**SECTION A: INTERCULTURAL COMMUNICATION**

**QUESTION 1**

Read the scenario below and answer questions that follow.

Another spate of xenophobic attacks hit South Africa again in 2015. Some people died and some were severely injured. The minister of Foreign Affairs wants the foreign nationals to be reintegrated back to the communities but this seems to be a difficult task. As an intercultural communication expert, the minister has asked you to help resolve tensions between South Africans and foreign nationals.

First explain how the following barriers hinder intercultural communication between South Africans and foreign nationals.

Define each barrier and give an example with regards to the relationship between South Africans and foreign nationals.

- 1.1 Ethnocentrism (5)
- 1.2 Stereotypes (5)
- 1.3 Prejudice (5)

**QUESTION 2**

You have discovered that intercultural relationships can reduce tensions between South Africans and foreign nationals but very few foreigners are willing to form friendships with South Africans.

Discuss **two** (2) challenges in intercultural relationships and give examples of each. (6)

**QUESTION 3**

Describe **three** (3) differences between productive conflict and destructive conflict. (6)

**QUESTION 4**

Are the xenophobic attacks an example of destructive or productive conflict? Give a reason for your answer. (3)

**SUBTOTAL FOR SECTION A: 30**

[TURN OVER]

**SECTION B: DEVELOPMENT COMMUNICATION****QUESTION 1**

You started a job with a new development NGO in your community. Your NGO plans to launch a community newspaper. Your first assignment is to prepare a presentation to explain the aim and practices of Development Journalism to the community.

- 1.1 In a paragraph explain the concept "**Media Imperialism**" and how development journalism can free the local media from dependence on foreign sources of news and promote development. (5)
- 1.2 In a paragraph list **five** (5) principles of Development Journalism (5)
- 1.3 In a paragraph explain the reason(s) why Development journalism failed to promote development in Africa (5)

**QUESTION 2**

The Evert Rogers claims that the Two-step model of communication describes the **Diffusion of Innovations Approach** to development. In a short paragraph explain the process by which innovations are diffused into traditional societies (5)

**QUESTION 3**

The participatory development paradigm considers people's participation as the main contribution to successful development. Identify the **two** (2) main understandings of participation in development and describe their characteristics and differences (5)

**SUBTOTAL FOR SECTION B: 25**

**SECTION C: HEALTH COMMUNICATION****QUESTION 1**

Refer to the scenario below when aiming to answer the questions that follow

Tshepo is ill and visits a doctor at his local clinic for help with diagnosis. He explains to the doctor about his health condition (that is his symptoms, his experience of pain etc.) The doctor does a thorough medical check-up and notes his medical records as well as questions him on illnesses in relation to his family background.

The doctor:

Tshepo is there a record of hypertension in your family?

Tshepo:

Yes, doctor my mother gives me tension. She stresses me about work.

The doctor:

Is there a history of multiple sclerosis (MS)?

Tshepo:

No we do not have multiple partners that causes AIDS

[TURN OVER]

The doctor and Tshepo continue to have an interactive discussion where the doctor unknowingly uses medical jargon that confuses Tshepo as illustrated above

- 1.1 Provide a detailed definition of health communication. (3)
- 1.2 Define the term medical jargon and provide practical examples from the scenario above (4)
- 1.3 Explain why good communication is crucial to quality healthcare? Link your discussion to the scenario above (4)
- 1.4 Explain how language barriers (as indicated in the scenario above between the HCP-patient relationship) can affect health care Use practical examples from the scenario to put forward your discussion (4)

## QUESTION 2

Provide a detailed explanation (that is **define** and **explain**) and provide practical examples of the basic principles of biomedical ethics as listed below

- 2.1 Beneficence (2½)
- 2.2 Paternalism (2½)
- 2.3 Autonomy (2½)
- 2.4 Justice (2½)

**SUBTOTAL FOR SECTION C: 25**

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**PAPER TOTAL: 80**