

**COM2603
RCO2603**

October/November 2017

INTERCULTURAL, DEVELOPMENT AND HEALTH COMMUNICATION

Duration 2 Hours

80 Marks

EXAMINERSFIRST
SECONDDR S MOOLA
DR CP CILLIERS

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

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 the examination answer book:
Section A Intercultural Communication
Section B Development Communication
Section 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 in order to answer this question

A number of violent incidents plagued South Africa in 2016 over mayoral candidates before local government elections, and some leaders thought these incidents were a sign of tribalism and sexism in some individuals. The government has decided that intercultural communication must be taught to all civil servants. As an intercultural communication expert, you are asked to help with this task.

- 1.1 List and discuss **three (3) barriers** to intercultural communication and provide **examples** from the preceding scenario (3 x 3 = 9)
- 1.2 The government also wants your advice on how this conflict can be resolved. First describe the following conflict resolution styles that are connected to various cultural groups
- 1.2.1 The engagement style (3)
- 1.2.2 The accommodating style (3)
- 1.2.3 The dynamic style (3)

QUESTION 3

Intercultural relationships in multicultural societies also have their own challenges. Discuss four (4) styles of interaction in intercultural marriages. (8)

QUESTION 4

Describe any two (2) characteristics of tourist-host encounters (2 x 2 = 4)

SUBTOTAL FOR SECTION A: 30

[TURN OVER]

SECTION B: DEVELOPMENT COMMUNICATION**QUESTION 1**

Name and discuss **three (3) problems** that are **common to Third World** countries (9)

QUESTION 2

List each of the **four (4) differences** between the **modernisation** and **dependency approaches** to development by referring to their **main characteristics**. In total you are required to list four (4) differences per approach (8)

QUESTION 3

Read the scenario below in order to answer this question

Taffy, a young lady living in a Third World country is frustrated that the government in her country has introduced development projects without consulting the citizens. The majority of people in her country want the community to have telecentres and community libraries instead of the fancy transport system that the government is building. The government realised its mistake and has promised to work with the community in future.

- 3.1 Describe the concept "participation as involvement and collaboration" and provide examples from the scenario above (5)
- 3.2 In order to bridge the gap between Third World leaders and community members, Taffy suggested the use of development support communication (DSC). Describe the objective of DSC (3)

SUBTOTAL FOR SECTION B. 25

[TURN OVER]

SECTION C HEALTH COMMUNICATION**QUESTION 1
PHASES IN THE INTERVIEWING PROCESS**

Read the scenario below in order to answer the questions that follow

Sandra is unwell and makes an appointment to go and visit Dr Singh, who is a medical doctor. Sandra fills in an admission form at the reception desk, providing her personal details as well as medical history. The doctor has access to this form when Sandra is being called in for her turn. Dr Singh views Sandra's form and has a preconceived idea about her as a patient. Dr Singh was mentioned to Sandra by her cousin since she treated her. Thus Sandra was briefed on the doctor by her cousin.

Dr Singh makes small talk with Sandra when they first meet, she also clarifies the way forward and tries to create a supportive environment. Sandra is very anxious during the meeting.

Dr Singh then tries to explore Sandra's problem by engaging with her through a conversation on a personal level. The doctor tries to help Sarah explore her problems, work on managing them and create coping strategies.

Dr Singh then aims to terminate this session by advising Sandra further. Closure occurs between them, the interview session is summarised and Sandra is given an opportunity to express her feelings with regard to her diagnosis and the way forward.

Based on the phases of the interview process as noted above in the interview between Dr Singh and Sandra, provide an explanation of the following phases

- | | | |
|-----|--|-----|
| 1.1 | Preparation phase , with practical examples from the scenario above | (7) |
| 1.2 | Initiation phase , with practical examples from the scenario above | (6) |
| 1.3 | Exploration phase , with practical examples from the scenario above | (6) |
| 1.4 | Termination phase , with practical examples from the scenario above | (6) |

SUBTOTAL FOR SECTION C: 25

EXAMINATION TOTAL: 80