

**COM2603  
RCO2603**

May/June 2017

**INTERCULTURAL, DEVELOPMENT AND HEALTH COMMUNICATION**

Duration 2 Hours

80 Marks

**EXAMINERS**FIRST  
SECONDDR S MOOLA  
DR CP CILLIERS

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**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 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

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

**SECTION A: INTERCULTURAL COMMUNICATION**

**QUESTION 1**

Refer to the scenario below in order to answer this question

A manager at Rainbow Mines, a mining company that has employees from different cultural groups, wants to know what intercultural communication is and why it is important for her company. As an intercultural communication expert, you have decided to explain why it is necessary for organisation leaders to learn more about intercultural communication and the key concepts involved in this field of study

Discuss the following imperatives for studying intercultural communication. Support your discussions with practical examples from the preceding scenario

- |     |                        |     |
|-----|------------------------|-----|
| 1 1 | Demographic imperative | (3) |
| 1 2 | Economic imperative    | (3) |

**QUESTION 2**

Discuss the following building blocks of intercultural communication

- |     |               |     |
|-----|---------------|-----|
| 2 1 | Culture       | (3) |
| 2 2 | Communication | (3) |
| 2 3 | Context       | (3) |
| 2 4 | Power         | (3) |

**QUESTION 3**

Name and discuss any two barriers to intercultural communication and provide practical examples in relation to an intercultural context (3 x 2 = 6)

**QUESTION 4**

Cultural differences may bring challenges in business contexts. Discuss the following work-related values

- |     |                                   |     |
|-----|-----------------------------------|-----|
| 4 1 | Individualism versus collectivism | (3) |
| 4 2 | Quality versus efficiency         | (3) |

**SUBTOTAL FOR SECTION A. 30**

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

Describe two levels of operation of the Development Support Communication expert in the development process (6)

**QUESTION 2****CONFLICT MANAGEMENT AND DEVELOPMENT COMMUNICATION**

- 2 1 Define and explain with a practical example what is meant by **interpersonal conflict** in relation to development communication (3)
- 2 2 Define and explain with a practical example what is meant by **political conflict** that can occur at societal level in relation to development communication (3)
- 2 3 Define and explain with a practical example what is meant by **international conflict** from a developmental perspective (3)

**QUESTION 3**

The modernisation and dependency theories provide different explanations for the underdevelopment of the Third World

- 3 1 Provide an explanation of the modernisation theory's explanation for the underdevelopment and poverty of the Third World (5)
- 3 2 Provide an explanation of the dependency theory's explanation for the underdevelopment of the Third World (5)

**SUBTOTAL FOR SECTION B: 25**

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**SECTION C: HEALTH COMMUNICATION****QUESTION 1  
RELIGION AND HEALTH CARE**

- 1 1 Define and explain with a practical medical example what is meant by the impact of religion on health care (3)
- 1 2 List the seven recommended strategies that health care professionals (HCPs) should adhere to when dealing with patients from diverse cultural backgrounds (7)

**QUESTION 2  
HEALTH COMMUNICATION MODELS: KING'S INTERACTION MODEL**

- 2 1 Provide an explanation of the two members involved in the communication process of this model (2)
- 2 2 Provide an explanation/summary of the model (4)
- 2 3 Draw a diagram of the King interaction model, displaying all the tenets of the model (5)
- 2 4 Provide an explanation of the following tenets of the model
- 2 4 1 Feedback loop (2)
- 2 4 2 Transactions (2)

**SUBTOTAL FOR SECTION C: 25**

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**EXAMINATION TOTAL: 80**