

**COM2603**  
**RCO2603**

May/June 2017

**INTERCULTURAL, DEVELOPMENT AND HEALTH COMMUNICATION**

Duration 2 Hours

80 Marks

**EXAMINERS**

FIRST

SECOND

DR S MOOLA  
DR CP CILLIERS

MS B SIBANGO

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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**

[TURN OVER]

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**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**

**You have to answer all the questions in this section.**

**QUESTION 1**

Read the following scenario and answer the questions that follow

South Africa is a multicultural society with a diversity of languages and races. This diversity provides a lot of rich fodder for comedians and lifestyle authors. In *The racist's guide to the people of South Africa*, author Simon Kirkpatrick pokes fun at South Africans, sorting out the racist labels such as whites, blacks, Afrikaners and coloureds. Kirkpatrick writes about stereotypical issues that South Africans face in their everyday lives with questions such as: Why should you never give a white woman a white-gold engagement ring? Why do Indian men always play sports in jeans? How do coloured gangsters fare in the navy?

Briefly explain the following aspects about identity

- |     |  |             |
|-----|--|-------------|
| 1.1 | The creation of identity through communication | (2)         |
| 1.2 | The multiplicity of identities                 | (2)         |
| 1.3 | The way in which society influences identity   | (2)         |
| 1.4 | The dynamic nature of identity                 | (2)         |
| 1.5 | The development of identities                  | (2)         |
|     |  | <b>[10]</b> |

**QUESTION 2**

Tanya, a wealthy South African socialite, has won the franchise for the local version of the popular American reality show, *The real housewives of Orange County*. The local franchise is to be called *The real housewives of Gauteng* and like all franchisees, it must closely resemble the original in its style and production. Tanya does not want to lose her franchise license and asks you to give her advice on the following aspects related to intercultural communication in a business context

Source: Martin, Nakayama, van Oudtshoorn & Schutte 2013: 185-189

- |     |   |     |
|-----|---|-----|
| 2.1 | Identify and describe the role of power in intercultural business encounters with regard to the effects of foreign influences                   | (2) |
| 2.2 | Discuss leadership and provide an indication of what kind of leadership style would be suitable for Tanya to grow her franchise in South Africa | (4) |

[TURN OVER]

- 2 3 Discuss the value of knowing the attitude that people have towards work, in order to assist Tanya to keep a motivated workforce (4)  
[10]

**QUESTION 3**

- 3 1 Explain the following aspects of culture
- 3 1 1 Culture involves perception and values (2)
- 3.1 2 Culture is dynamic and heterogeneous (2)
- 3 2 List one aspect of our hidden behaviour which forms a part of our cultural worldview (1)
- 3 3 Identify the five barriers to intercultural communication (5)  
[10]

**SUBTOTAL FOR SECTION A: 30****SECTION B: DEVELOPMENT COMMUNICATION****You have to answer all the questions in this section.****QUESTION 1**

The modernisation approach blamed underdevelopment on internal conditions, while the dependency theory assumes that the underdevelopment of the Third World was the result of external conditions

Discuss and explain the following

- 1 1 What does the modernisation theory considers as the internal obstacles to development? (5)
- 1 2 What does the dependency theory considers as the external obstacles to development? (5)  
[10]

[TURN OVER]

**QUESTION 2**

How can the use of folk media contribute to the successful development of rural communities?

In your answer, do the following

- 2 1 Define the concept *folk media* (5)
- 2 2 List the characteristics of folk media (5)
- [10]**

**QUESTION 3**

Explain what development support communication (DSC) considers as obstacles to development (5)

**SUBTOTAL FOR SECTION B: 25**

**SECTION C: HEALTH COMMUNICATION**

You have to answer all the questions in this section.

**QUESTION 1**

List and explain in detail the four (4) phases found in the interviewing process [10]

**QUESTION 2**

- 2 1 Define the term *culture* and explain the role of culture in ethics (2)
- 2 2 How influential is the role of culture when making ethical decisions related to health issues? (8)
- [10]**

**QUESTION 3**

Explain the differences between the two opposing paradigms to health care, namely

- 3 1 Biomedical science (2½)
- 3 2 Alternative medicine (2½)
- [5]**

**SUBTOTAL FOR SECTION C: 25**

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**EXAMINATION PAPER TOTAL: 80**