

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT  
TEST -3 EXAMINATION- 2024

B.Tech-VIII Semester (CSE/IT/ECE/CE)

COURSE CODE (CREDITS): 22B1WHS831(3)

MAX. MARKS: 35

COURSE NAME: Intercultural Communication

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 2 Hours

*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

- Q. 1 Intercultural communication through social media platforms and OTT has been noted to create conflicts between native and foreign values that an individual is exposed to daily. Analyze the statement with respect to the concepts of (i) self, (ii) self-acceptance vs. self-improvement, (iii) public vs. private life and (v) conformity vs. rebellion. (CO 4) (5)
- Q. 2 People use language to encode their experiences, structure their understanding of the world and engage with one another effectively. What are the three characteristics of language as given by Ferdinand de Saussure? Discuss how accents, dialects, argot, slang, texting and idioms may affect the generation of meaning in intercultural contexts. (CO 4) (5)
- Q. 3 According to Freya Stark, every country has its own way of saying things, and what matters the most is what hides behind the literal meaning of the words. In view of the above statement, discuss how language is used differently by North East Asian, Spanish and Arabic nationals. (CO 4) (5)
- Q. 4 Increase in intercultural interactions due to globalization has also increased the complex issues of equity, racism, discrimination, marginalization, etc. What, according to you, are the major reasons for racism around the world? What are the skills/considerations required to curb the practice of racism? (CO 5) (5)
- Q. 5 In India, the caste system is one of the longest-surviving systems of stratification, which divides people on the basis of centuries-old doctrines. Discuss how the caste system affects communication between different sections of society. Also, explain how this system affects individuals on a personal and societal level and proves a hindrance in the development of a harmonious society. (CO 5) (5)
- Q. 6 Intercultural awareness and sensitivity, language proficiency, empathy and flexibility are some of the traits and skills that create the foundation for intercultural competence. Comment on the statement by highlighting the benefits of intercultural competence on the personal, professional and social level. (CO 1) (5)
- Q. 7 Ethnocentrism leads to the formation of stereotypes, promotes prejudiced behaviour and ultimately results in intercultural conflicts. What are the functions of stereotypes and prejudices in societies that show ethnocentric tendencies? How can one avoid such tendencies? (CO 5) (5)