

Introduction to Mass Communication (MCM101)



Department of Mass Communication
Virtual University of Pakistan

SPRING 2024

ASSIGNMENT No.1

MARKS: 15

Communication & Culture (Lesson # 10)

Learning Objectives:

- ★ Recognizing the primary sources of enculturation and understanding of various social factors on one's cultural identity formation.
- ★ Identifying cultural differences in body gestures of different cultures and the meaning attached to them in South Asia.

Background:

The process of passing on culture from one generation to the next is referred to as enculturation. Most people are encultured – they receive their cultural values from their parents including language, religion, dressing up eating and living habits, etc.

Q.1 Identify the various sources that you consider the main reason for your enculturation during your life. Mention the most influential with valid reasons. **(10 Marks)**

Ans: In my life, key sources that shaped my cultural identity are:

1. Family:

My family influenced me most. They taught me our traditions, language, and values, guiding my cultural identity since childhood.

2. Education:

Schools and learning environments exposed me to cultural knowledge and understanding, broadening my perspective.

3. Media and Tech:

TV, movies, and the internet introduced me to diverse cultures, impacting how I see the world.

4. Friends:

Interactions with friends from various backgrounds helped me learn and appreciate different cultures.

5. Religion and Community:

Participation in religious and community events strengthened my connection to my culture.

Family has been the most influential, as their teachings have deeply influenced my beliefs and behaviors.

Q.2. In the context of South Asia, what are some of the body gestures that stand for certain meanings to you but may be different in other cultures? Write down any five examples.

Ans: In South Asia, certain gestures have unique meanings:

1. **Head Bobble/Nod:**

A slight head bobble signifies agreement or acknowledgment.

2. **Hand Gestures:**

Some hand gestures, like the "thumbs-up," may be interpreted differently here than in the West.

3. **Salam/Greeting Gesture:**

The traditional "Salam" gesture is a sign of respect and acknowledgment.

4. **Feet Positioning:**

Pointing feet towards others is considered disrespectful in South Asian cultures.

5. **Eye Contact:**

Prolonged eye contact may be seen as impolite in some Asian cultures, unlike in the West where it shows attentiveness.

(5 Marks)

Learning Outcomes:

- ★ Gain insight into the process of enculturation and its impact on individual identity and cultural values.
- ★ Understanding cultural variations in body language and developing the ability to navigate intercultural interactions.