



**COURSE: NAF 404 CULTURE AND COMMUNICATION  
FOURTH YEAR, SECOND SEMESTER 2015/2016 ACADEMIC YEAR, BA IN  
ANTHROPOLOGY**

**INSTRUCTOR: DR. S.M. NANGENDO.**

**COURSE OUTLINE**

**1. INTRODUCTION**

- LANGUAGE IN CULTURE AND COMMUNICATION
  1. REGISTER OR STYLE (VARIETY, ALECT, DIATYPE)
  2. IDIOLECT
  3. SPEECH AND ACCENT
  4. LANGUAGE AND DIALECTS

**2. BILINGUALISM AND MULTILINGUALISM**

- CODE SWITCHING, CODE MIXING

**3. LANGUGE AND CULTURAL MEANINGS**

- EDWARD SAPIR (1884-1939) AND BENJAMIN WHORF (1897-1941)

**4. LANGUAGE CHOICE AND USE**

- VERNACULARS, MOTHER TOUNGUES AND LINGUA FRANCAS  
IN COLONIAL KENYA

**5. CULTURE AND NATIONAL COMMUNICATION**

- ETHNICITY, NATIONALISM AND NATIONAL IDENTITY

**6. CULTURE, COMMUNICATION AND GENDER STREREOTYPING**

**7. CULTURE, COMMUNICATION AND GENDER ADVERTISING**

**8. CULTURE, COMMUNICATION AND GENDERING PRODUCTS AND  
BRANDS**

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