

PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF COMMUNICATION

QUALIFICATION : BACHELOR OF ENGLISH AND LINGUISTICS	
QUALIFICATION CODE: 07BENL	LEVEL: 5
COURSE CODE: ICC511S	COURSE NAME: INTERCULTURAL COMMUNICATION
SESSION: JUNE 2022	PAPER: (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR M. MHENE. MS N. NANGOMBE
MODERATOR:	DR N. MPOFU

INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer TWO questions.2. Read all the questions carefully before answering.3. Number the answers clearly4. Your essay must not be more than 600 words	

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

ANSWER TWO QUESTIONS

Question 1

(25 marks)

"Developing constructive, quality intercultural relationships can make life enriching and exciting for ourselves and for other people around us". In light of the quotation above, write an essay on the importance of studying Intercultural Communication. (ICC). Provide suitable examples.

Question 2

(25 marks)

"Intercultural communication can be a challenge. Sometimes we do not take cognisance of how our culture can have an impact on the communication process". In light of the quotation above, discuss how the Intercultural Difference Alertness Model (IDAM) revolves around intercultural alertness stages. Illustrate each stage with concrete examples.

Question 3

(25 marks)


There are five components of the intercultural communication process. Describe each component and give a concrete example for each component.

Question 4

(25 marks)

"Culture is defined as a learned meaning system that consists of patterns of traditions, beliefs, values, norms, meanings and symbols that are shared to varying degrees by interacting members of a community". In light of the above definition, describe the three levels of culture and provide concrete examples for each level.

[Handwritten signature]

	NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY	P/Bag 13388 Windhoek NAMIBIA
	2022 -05- 06	
FACULTY OF HUMAN SCIENCES DEPARTMENT OF COMMUNICATION		