



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

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| QUALIFICATION: BACHELOR OF COMMUNICATION/BACHELOR OF ENGLISH | |
| QUALIFICATION CODE: 07BACO/07BAEN | LEVEL: 5 |
| COURSE CODE: ICC511S | COURSE NAME: INTERCULTURAL COMMUNICATION |
| SESSION: JUNE 2019 | PAPER: THEORY |
| DURATION: 2 HOURS | MARKS: 100 |

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| FIRST OPPORTUNITY EXAMINATION QUESTION PAPER | |
| EXAMINER(S) | MR M. MHENE DR C. PEEL |
| MODERATOR: | DR. N. MPOFU |

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| INSTRUCTIONS |
| 1. Answer TWO questions. 2. Write clearly and neatly. 3. Number the answers clearly. |

PERMISSIBLE MATERIALS

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

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)

"Cultural identity has a very large effect on intercultural communication. It is very important because it deals with one's self-concept as a member of a particular cultural group and one's interpretation of the world". Discuss the following concepts in light of the quotation above:

- (i) The nature of identity
- (ii) The formation of cultural identity
- (iii) Pathways to identity