NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION : BACHELOR OF ENGLISH AND LINGUISTICS	
QUALIFICATION CODE: 07BENL	**LEVEL:** 5
COURSE CODE: ICC511S	**COURSE NAME**: INTERCULTURAL COMMUNICATION
SESSION: MAY/JUNE 2025	**PAPER:** THEORY (PAPER 1)
DURATION: 2 HOURS	**MARKS: 100**

FIRST OPPORTUNITY QUESTION PAPER	
EXAMINER(S)	PROF. M. MHENE
MODERATOR:	DR. A. HAUTEMO

INSTRUCTIONS

1. Answer **TWO** questions.
2. Each essay must be **600** words
3. Write clearly and neatly.
4. Number the answers clearly.

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

Answer TWO questions only

Question 1 **(50 marks)**

"Developing constructive, quality intercultural relationships can make life enriching and exciting for ourselves and the people around us". In light of the quotation above, write an essay on the importance of studying Intercultural Communication (ICC). Provide suitable examples. (600 words)

Question 2 **(50marks)**

"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 tangible examples. (600 words)

Question 3 **(50 marks)**

Write an essay describing the three levels of culture. Provide relevant context-specific examples for each level.
(600 words)

Question 4 **(50 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 (600 words)

TOTAL MARKS: 2x50= 100

END OF QUESTION PAPER