

**COMMUNICATION SYSTEMS
IN AFRICA**

WEEK 7: MID-TERM QUIZ

COVERING WEEK 1 to 6 LECTURES

TOTAL 40 Marks

Duration: 40 minutes

INSTRUCTIONS: Attempt all the Questions, and each is 2 Marks.

MULTIPLE-CHOICE QUESTIONS

1. _____ is the process of using symbols to exchange meaning.
 - a. Culture
 - b. Traditional communication
 - c. Cognitive complexity
 - d. Communication
 - e. Common systems.

2. Mercy, a Communication Systems in Africa class student at ANU, would like to know the truth about 4 Theories of the press. Which of one these statements is true?
 - a. Critics have pointed out the shortcomings of both its historical accounts and its theoretical structure, charging that the book expressed a Cold War mentality, elided non-Western and non-liberal theories and practices, and neglected the complicating dimensions of race, class, gender, and ethnicity.
 - b. These theories only work best for developed countries and not for developing ones or Third World countries.
 - c. Siebert, Peterson, and Schramm's Four Theories of the Press has never been a powerful influence on scholarship on comparative press systems and normative press theories in the years since its publication in 1956.
 - d. According to Siebert et al (1956) in their book Four Theories of the Press, he states that "the press shall not take on the form and coloration of the social and political structures within which it operates"
 - e. Social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self-regulations or both.

3. The government historically has always had some sort of relationship with the press. The Social responsibility concept is viewed as the oldest of media concepts, tracing its roots from as far back as Gutenberg's invention of the printing press in the mid-fifteenth century. With this invention came government limitations and restrictions on something they saw could challenge their authority, as it ended church and state monopoly on knowledge.
 - a. True
 - b. False

4. The _____ have limited range in Africa. They are urban centric, manipulative, lack immediate feedback and are affected by audience literacy level.
 - a. Exogenous media
 - b. Traditional channels
 - c. Traditional media
 - d. Culture and religious beliefs.
 - e. Indigenous communication

5. Global information flow studies involve a lot of understanding of communication interactions between the center and periphery. Galtung (1997) distinguishes these interactions by outlining five forms of imperialism, which include four of them apart from?
 - a. political imperialism
 - b. Social-cultural imperialism
 - c. military imperialism
 - d. National imperialism
 - e. Communication imperialism

6. Today traditional rulers across Africa even in big cities like Lagos, Cairo, Cape Town, Nairobi, Abeokuta, and others still use the Town Criers to announce festivals, restrictions, and traditional ceremonies.
 - a. True
 - b. False

7. Free press theory (most fully developed in the United States of America, but applying elsewhere) proclaims complete freedom of public expression and of economic operation of the media and accepts any interference by government in any aspect of the press.
 - a. True
 - b. False

8. Communication media were the tools employed by Africans to facilitate conveyance of the messages. Callers, criers and bards frequently used _____, _____, _____ or _____ to attract audiences.
 - a. wood jock, wooden drum, horns or rattle
 - b. fire, gunshots, canon shots or drum
 - c. whistles, bells, gongs or horns
 - d. whistle reed pipes, horns, rattle or trumpets
 - e. All these answers are correct

9. Critics of the flow of information globally as influenced by ‘core nation’ news agencies and communication industries to the receiving ‘periphery nations’ have pointed out that:
 - a. The flow of information globally causes media and communication dependency to the center by periphery
 - b. Research supports the observation that the growth of technology in developing countries is not necessarily increasing the access of all peoples to information, nationally or internationally. On the contrary, there is a great disparity between the poor and the rich.
 - c. All these statements are true
 - d. The flow of information globally causes electronic colonialism and cultural imperialism.
 - e. Communication technologies and international policies. There is a broadly shared perception of a growing overall gap between industrially developed and developing countries in the way they are able to create, process, and apply the information needed for economic, political, and cultural development.

10. One of the merits of Communication systems in Africa is that the social system in the African family setup, community, and institutions are greatly affected by the dominant Western culture which threatens oramedia. The African children now lack the home training and the understanding of the African languages to the understanding of the oramedia messages.
- True
 - False
11. Under a libertarian media system, ownership of media is mainly private, the media's purpose is to inform, entertain, sell, and serve as a "watchdog", keeping the government in check.
- True
 - False
12. Traditional emissary whose function was a message carrier, is equivalent to today's following answers apart from?
- gatekeepers/ information owner
 - news reporters, and news agents
 - envoys (ambassador)
 - spokesmen/women
 - correspondents and messengers
13. The following statements best explain low taste content, apart from?
- Consistently arouses criticism from viewer's e.g. pornography, crime dramas, violence and horror themes, abuse, suggestive music
 - Is morally unacceptable and can lead the society to unacceptable contract.
 - Critics say that it is morally uplifting, educational, inspiring for example classical music, religious material, sophisticated drama, political discourse, sophisticated magazines, academic journals etc.
 - Widely attended to by the audience
 - Widely distributed
14. Global communication implies the transfer of knowledge and ideas from centers of power states to peripheral states and the imposition of new hegemony by means of global information dissemination and entertainment.
- True
 - False
15. In Soviet Communist theory the press is an instrument to enhance the ruler's power in the country rather than any threats. The authorities have all rights to permit any media and control it by providing license to the media and make certain censorship.
- True
 - False

16. Objectifies are media presented in concrete forms which may have significance for a specific society only or may be universal through their traditional association with specific contextual meanings. Choose an example is of objectifies from the answers below:
- Sign language
 - Colour
 - Gestures
 - Songs
 - Sculpture
17. _____ is a model that suggests communication moves only in one direction. The Sender encodes a Message, then uses a certain Channel (verbal/nonverbal communication) to send it to a Receiver who decodes (interprets) the message.
- The Transactional model of communication
 - The Sharon Weaver model of communication
 - The Linear Model of Communication
 - The Math model of communication
 - The Lasswell model of communication
18. _____ are highly effective in the dissemination of information among the peoples of Africa. They are embedded in the cultural values and tradition of the people through body language, signs, and objects.
- Cultural artifacts
 - Symbolic Communication
 - Traditional symbology
 - Oramedia or traditional media
 - Nonverbal cues
19. Which of the following is not a Characteristics of African Communication Systems?
- Channels of Change.
 - Value
 - Useful for the Collections and Dissemination of Development Information
 - Promotes Participatory Development and Sustainability of Programmes
 - Can reach more people with little influence
20. Social responsibility theory hinders free press with censorship but at the same time the content of the press should not be discussed in public panel and media should refuse any obligation from public interference or professional self-regulations or both. The theory lies between both Authoritarian theory and Soviet Communist theory because it gives some media freedom in one hand but the internal controls in other hand.
- True
 - False

COMMUNICATION SYSTEMS IN AFRICA
MARKING SCHEME: MID-TERM QUIZ

COVERING WEEK 1 to 6

TIME: 1 Hour

INSTRUCTIONS: Attempt all the Questions in section and each is 2Marks

SECTION I: MULTIPLE-CHOICE QUESTIONS

1. D
2. A
3. A
4. A
5. B
6. A
7. B
8. C
9. C
10. B
11. A
12. A
13. C
14. A
15. B
16. E
17. C
18. D
19. E
20. B