

# COMMUNICATION SYSTEMS IN AFRICA

WEEK 14: FINAL EXAMINATION

COVERING WEEK 1 to 13 LECTURES

2023/2024

TOTAL 60 Marks

Duration: 180 minutes or 3 Hours

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## SECTION A: 25 Marks

INSTRUCTIONS: Answer all the multiple choice questions, each is 1 marks.

Q1. \_\_\_\_\_ is the set of principles or procedures according to which something is done; an organized scheme or method.

- a. Culture
- b. Tradition
- c. System
- d. Communication
- e. Message

Q2. \_\_\_\_\_ demonstrates that we are simultaneously senders and receivers, and that noise and personal filters always influence the outcomes of every communication exchange.

- a. The Math model of communication
- b. The Lasswell model of communication
- c. The Sharon Weaver model of communication
- d. The Linear Model of Communication
- e. The Transactional model of communication

Q3. Oramedia or traditional media are highly effective in the dissemination of information among the peoples of Africa. They are embedded in the \_\_\_\_\_ and \_\_\_\_\_ of the people through body language, signs, and objects.

- a. cultural values and tradition
- b. verbal and Nonverbal cues
- c. Cultural artifacts and ideograms
- d. Tradition and symbology
- e. Tradition and ideograms

Q4. The following are characteristics of African Communication Systems. Which of the following is not?

- a. Value.
- b. Appreciative and critical listening
- c. Useful for the Collections and Dissemination of Development Information
- d. Promotes Participatory Development and Sustainability of Programmes
- e. Channels of Change.

Q5. The \_\_\_\_\_ have limited range in Africa. They are urban centric, manipulative, lack immediate feedback and are affected by audience literacy level.

- a. Urban life media
- b. Indigenous communication
- c. Traditional channels
- d. Exogenous media
- e. Indigenous Messages and Channels

Q6. Which of the following is low taste content is?

- a. Widely distributed
- b. Widely attended to by the audience
- c. Consistently arouses criticism from viewer's e.g. pornography, crime dramas, violence and horror themes, abuse, suggestive music
- d. Is morally unacceptable and can lead the society to unacceptable contract.
- e. All of these statements are low taste content

Q7. 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. whistle reed pipes, horns, rattle or trumpets
- c. whistles, bells, gongs or horns
- d. fire, gunshots, canon shots or drum
- e. All these answers are correct

Q8. Extramundane communication is not the mode of communication between the living and the dead, the supernatural or Supreme Being. This is usually done not through Incantation, spiritual chants, ritual, prayers, sacrifice, invocation, séance, trance, hysterics or libation.

- a. True
- b. False

Q9. Symbolic displays or nonverbal communication are shared even with primates for example smiling, sticking out the tongue, expression of anger, disgust, happiness, and fear, the way we walk, or sit, gestures we use, voice qualities and other facial expressions.

- a. True
- b. False

Q10. Traditional emissary whose function was a message carrier, is equivalent to today's?

- a. news reporters, and news agents
- b. correspondents and messengers
- c. spokesmen/women
- d. All these statements are correct
- e. envoys (ambassador)

Q11. Below are some of the merits of African communication systems, which ones is not

- a. Uses symbols, values and indigenous institutions, which enhance messages' effectiveness
- b. Projects African historical past (traditions)
- c. Derived from the culture, beliefs, and the way of life of Africans
- d. Rooted among the local people and respected by the people, especially in the rural.
- e. All of the above

Q12. 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

Q13. Mercy, a Communication Systems in Africa class student at ANU, would to know the truth about 4 Theories of the press. Which of these statements is true ?

- a. 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.
- b. 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"
- c. These theories only work best for developed countries and not for developing ones.
- d. 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.

- e. In Social Responsibility Theory, media are free but they should not accept obligations to serve the public good.

Q14. The government historically has always had some sort of relationship with the press. The Authoritarian concept is viewed as the oldest of media concepts, tracing its roots from the 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

Q15. 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. The flow of information globally causes electronic colonialism and cultural imperialism.
- c. 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.
- d. 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.
- e. All these statements are true

Q16. Media policies of Kenya pertaining Freedom of the media, states that Freedom and independence of electronic, print and all other types of media is not guaranteed, but does extend to any expression specified in Article 33

- a. True
- b. False

Q17. The following are examples of how media has served as a watchdog in enriching democracy in African countries, which one is not?

- a. Has sustained investigative reporting on corruption, human rights violations and other forms of wrongdoing
- b. Has helped build a culture of accountability in government and strengthened the fledgling African democracies.
- c. All of these statements
- d. Media exposure, particularly of corruption in high places, like the KEMSA scandal in Kenya
- e. Has functioned effectively and independently, the media enjoy the public's support and trust.

Q18. Media critics claim that commercial mass media controlled by a few multinational conglomerates have become an antidemocratic force supporting the status quo, which of the following statements supports this notion?

- a. The news is more about informing than entertaining
- b. Political news is more about ideologies than about their personalities
- c. Minor dangers are not blown out of proportion, while much more serious dangers in our society are largely noticed
- d. The media hunt for scandals in the private lives of politicians and their families, but ignore much more serious consequences of their policies.
- e. None of the above

Q19. The historical evolution of the media in Africa reflects to a large degree a familiar pattern that has existed in other parts of the world where colonial rule has prevailed. Which of the following statement is true?

- a. This has included the rise of the private press,
- b. The birth of colonial government newspapers, and the missionary press.
- c. All these statements are correct
- d. The emergence of nationalist papers as instruments for fighting colonial repression.
- e. Within this setting, the authoritarian media has evolved interchangeably with the libertarian model. Thus, it has not been uncommon to find phases of the libertarian press only to be followed immediately by authoritarian policies and, thereafter, to revert to some form of libertarianism.

Q20. With a population of more than 1 billion people Africa represents a significant portion of the world population and ICT is a vital tool to release the creative potential and knowledge embedded in her people. Whilst African countries are enthusiastically embracing ICT for socio-economic development, mainstream information systems (IS) research remains focused on the issues related to ICT in developed, mature economies in North America and Europe.

- a. True
- b. False

Q21. In the early days of the Internet, many hoped it would be an almost \_\_\_\_\_

- a. Human rights free
- b. free to access
- c. regulation-free utopia
- d. protection of human rights
- e. An alien space for human rights

Q22. Which of the following statements is true about internet evolution?

- a. Internet was first introduced in Nigeria in late 1980s
- b. Electronic email or Email is the least popular platform on the internet
- c. Africa was among the first known continent to embrace ICT or the internet in the world.
- d. With the advancements in Information and Communication Technologies (ICT), the internet has become a means of transferring information to billions of peoples in Africa.
- e. Internet is the network of networks that consists of millions of privates and public, academic, business, and government networks of local to global scope that are linked by copper wires, fibre-optic cables, wireless connections, and other technologies.

Q23. Cutting off access to the Internet, or parts of the Internet, for whole populations or segments of the public (shutting off the Internet) can never be justified, including on public order or national security grounds.

- a. True
- b. False

Q24. In Social responsibility theory, media are not free and they should accept obligations to serve the public good. The means of ensuring compliance with these obligations cannot either be through professional self-regulation or public intervention (or both).

- a. True
- b. False

Q25. The following are Demerits and challenges of the communication systems in Africa, which one is NOT?

- a. The erosion of the cultural technology in preference for new technologies constitutes threats to oramedia.
- b. Lack of pride in African tradition and values among the new generation of African children is a challenge the African communication system.
- c. The social system in the African family set up, community and institutions are greatly affected by the dominant Western culture which threatens oramedia.
- d. It readily appeals and connects with the people's language, culture, belief, myth, legend and customs which enhances effectiveness of communication (relates to values, norms, ethos and culture of Africans)
- e. The manifestation of the 'Global Village' theory of Marshall McLuhan is a challenge to oramedia.

**SECTION B: 35 Marks**

INSTRUCTIONS: ANSWER QUESTION 1 and ANY OTHER TWO QUESTIONS

**Question 1 (Compulsory)**

Explain any FIVE merits and FIVE Demerits or challenges of the communication systems in Africa. **(15 marks)**

**Question 2**

The Mass media are often referred to as the fourth branch of government because of the power they wield and the oversight function they exercise. Critique the role of the Media in Deepening Democracy in Africa. Use any FIVE roles. **(10 marks)**

**Question 3**

Discuss any TWO of the FOUR theories of the Press in consideration of the political and media systems **(10 marks)**.

**Question 4**

Using examples, explain the role of the media in protecting human rights in Africa **(10 marks)**.

**COMMUNICATION SYSTEMS IN AFRICA**  
**WEEK 14: FINAL EXAMINATION MARKING SCHEME**

COVERING WEEK 1 to 13 LECTURES

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TOTAL 60 Marks

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**SECTION A: 25 Marks**

INSTRUCTIONS: Answer all the multiple choice questions, each is 1 marks.

**SECTION A: ANSWERS**

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

- 21. C
- 22. E
- 23. A
- 24. B
- 25. D

**SECTION B: 35 Marks**

INSTRUCTIONS: ANSWER QUESTION 1 and ANY OTHER TWO QUESTIONS

**Question 1 (Compulsory)**

*Explain any FIVE merits and FIVE Demerits or challenges of the communication systems in Africa. (15 marks)*

**Merits of African Communication Systems**

Below is some of the merits of African communication systems.

- It is understood by members of a community
- It readily appeals and connects with the people's language, culture, belief, myth, legend and customs which enhances effectiveness of communication (relates to values, norms, ethos and culture of Africans)
- Uses symbols, values and indigenous institutions, which enhance messages' effectiveness
- Projects African historical past (traditions)
- Derived from the culture, beliefs, and the way of life of Africans
- Rooted among the local people and respected by the people, especially the ruralites
- Embedded in the culture of the people, which is the driving force
- Relies on indigenous technology, employs values and symbols that the people identify with.

**Demerits and challenges of the communication systems in Africa**

Challenges of African Communication

The African communication system is faced with some challenges in the contemporary world. These include:

- i. Extinction of African Languages: A lot of African languages are going into Extinction because of the adoption of the language of colonial masters as official language. Nigeria adopts English as the official language as part of the colonial heritage. This threatens the over 250 languages being spoken in the 200 million population country. Once the language of a people is taken, the whole of its culture is eroded.
- ii. The manifestation of the 'Global Village' theory of Marshall McLuhan is a challenge to oramedia. We now have the new communication culture of electronic age that perhaps enslaves man on the websites and internet.
- iii. The erosion of the cultural technology in preference for new technologies Constitutes threats to oramedia.
- iv. The reliance of oramedia in the opinion leaders is a challenge as the new sets Of opinion leaders in Africa are selfish, self-centred, and protégés of the West that continues to undermine African culture. The new opinion leaders are now partisan, and now colour and distort information to the people through the folk media.
- v. The social system in the African family set up, 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.
- vi. The erosion of African value system in various homes in Africa also Threatens the folk media.
- vii. The domineering nature and indeed the ubiquitous nature of the mass media And the new media threaten the indigenous communication system in Africa.
- viii. The lack of understanding of African body language, paralanguage and other non-verbal codes by the new generation of African children, constitute threat to oramedia.
- ix. Lack of pride in African tradition and values among the new generation of African children is a challenge the African communication system.
- x. Urbanisation constitutes threat to oramedia through the expansion of African

Villages and towns into cities, as it destroys the communal way of living of  
The people that gives fillip to folk media.

- xi. The problems of illiteracy, poverty, ill-health, lack of social amenities, and  
Population explosion constitutes threat to oramedia in African countries. This is  
because, knowledge is power, and health is wealth.

## **Question 2**

*The Mass media are often referred to as the fourth branch of government because of the power they wield and the oversight function they exercise. Critique the role of the Media in Deepening Democracy in Africa. Use any FIVE roles. (10 marks)*

As early as the 17th century, Enlightenment theorists had argued that publicity and openness provide the best protection against tyranny and the excesses of arbitrary rule.

### **1. Providing checks and balances**

The media serve a very important role in making officials aware of the public's discontents and allowing governments to rectify their errors (Holmes, 1991). In recognition of this role, the press has been widely proclaimed as the "Fourth Estate," a co- equal branch of government that provides the check and balance without which governments cannot be effective. For this reason, democrats through the centuries have tended to take the Enlightenment's instrumentalist view of the press.

### **2. Accountability**

Despite the present-day mass media's propensity for sleaze, sensationalism and superficiality, they are still seen as essential democratic tools. Contemporary democratic theory appreciates the media's role in ensuring governments are held accountable. In both new and old democracies, the notion of the media as watchdog and not merely a passive recorder of events are widely accepted. Governments, it is argued, cannot be held accountable if citizens are ill informed about the actions of officials and institutions.

**3. Watch-dog:** Sustained investigative reporting on corruption, human rights violations and other forms of wrongdoing has helped build a culture of accountability in government and strengthened the fledgling African democracies. A fearless and effective watchdog is

critical in fledgling democracies where institutions are weak and heavily criticized by political pressure.

#### **4. Adversarial Role of the Press**

In the absence of mechanisms that regularly monitor and evaluate the government's performance before the bar of public opinion, there is a great likelihood of the government falling into complacency, unresponsiveness and irresponsibility. Therefore, in this context, it is legitimate for the press to fulfil the role of an opposition in the sense of presenting another point of view where necessary; that is to say, criticizing government decisions which are not in the best interests of the people, expose and criticize bureaucratic incompetence, denouncing abuses of power in society and defending human rights. **5.**

#### **Press as Public Forum**

In an uneducated democracy, public opinion has to be generated and some agency is required to do the work. An instrument of mass communication can serve the requirement of effective mobilization of national opinion. The media also serve as a conduit between governors and the governed and as an arena for public debate that leads to more intelligent policy and decision-making. The Enlightenment tradition of the press as public forum remains strong.

#### **6. Injecting Marginalized Voices into the Public Sphere**

Much of the mediated public sphere in Africa is captured by elite discourses, raising concerns about whose interests are served by the spaces opened up by processes of democratization. The media is charged with the responsibility of giving a voice to those marginalized because of poverty, gender, ethnic or religious affiliation. By giving these groups a place in the media, their views or afflictions become part of mainstream public debate and hopefully contribute to a social consensus that the injustices against them ought to be redressed.

#### **7. Peace and Consensus Builder**

Democracy cannot thrive in countries that are in the grip of violence and strife. Ideally, democracy should provide warring groups mechanisms for mediation, representation and

voice so that they can settle their differences peacefully. If it is constantly challenged by violence and dissension, the fabric of democracy will become frayed. The media have been criticized for sensationalizing violence without explaining the roots of conflict. The media ignore peace-building efforts, critics say, even as they give full coverage to warmongering. In some cases, they have sowed hate speech and encouraged violence. Peace journalism has been promoted through the training of journalists covering conflict, including journalists who come from the various religious or ethnic groups currently at war.

### **8. Communication and Education Role of the Media**

The media is charged with the role of opening up channels of communication to enable public access to government and its structures, and to engender public involvement and discussion of government activities. The media is charged with the responsibility of ensuring good governance and government accountability through the provision of adequate and accessible information, which is a sine qua non (indispensable and essential condition) of democracy, economic growth and consumer choice. By providing and facilitating the flow of information, the media constitute an important component of the political process in democracies. The media educate through the provision of news and information; Provide entertainment; Bring societies, social institutions and cultures closer to each other through news coverage and the provision of information; Perform watchdog roles over Governments, their agencies and institutions as well as over society and its institutions; as well as set the agenda for debate and discussion on issues of importance.

### ***Question 3***

*Discuss any TWO of the FOUR theories of the Press in consideration of the political and media systems (10 marks).*

#### **1. Authoritarian Theory of the Press**

The press and communication system is controlled by the government nominated authority or agency. Press is responsible for explaining to society what actually the government want to know the society is. Press confirm the truth of the news provided by the government.

The government has the right to filter any news published by the press.

If any news goes against the laws, the press license will pull back by the government.

## 2. Libertarian Theory of the Press

Libertarian theory is also part of the normative theories of mass communication. The press is absolutely free to disseminate any news that is ethical to publish. Actually, newspapers play a role as the watchdog of society.

John Milton was the pioneer of the libertarian concept of mass communication that started end of 1700, developed in the US and Europe in 1900. According to the Libertarian concept, the human is a rational individual to know the truth.

For example,

- The press must be free from the government.
- The press does not depend on the government and is free to speak.

Press controlled by journalists and media.

## 3. Social Responsibility Theory of the Press

Social responsibility theory allows the press to publish news without taking permission from the government, but at the same time, they need to liaise with society. So, social responsibility theory lies between libertarian and authoritarian theory. It frees the media from the government but is controlled by society's people.

Assumption of this theory- the power of monopoly media effect from Libertarian theory.

From this theory- that have ownership of the media, they will decide what they should expose to the audience.

## 4. Communist Soviet Theory of the Press

The government controls the press and communication system to serve the benefits of the people.

- Developed from authoritarian theory- opposed the libertarian theory
- Press as a tool for the government. Owned by government
- Information and ideas decided by the government will be delivered to the society through an official medium

Source: <https://globalassistant.info/four-theories-of-the-press-authoritarian-libertarian-social-responsibility/>

### *Question 4*

*Using examples, explain the role of the media in protecting human rights in Africa (10 marks).*

According Centre for Law and Democracy and the African Freedom of Information Centre (2015), **the aim of the right to information (RTI) is to ensure the availability of information and the provision of equitable access to information to the general public.**

Internationally, the RTI is recognised in Article 19 of the Universal Declaration of Human Rights (UDHR) and the International Covenant on Civil and Political Rights (ICCPR).

In Africa, the RTI is recognised under **Article 9 of the African Charter on Human and Peoples Rights (ACHPR), Article 19 of the African Charter on Democracy, Elections and Governance, Article 9 of the African Union Convention on Preventing and Combating Corruption, Article 10 and 11 of the African Union Youth Charter, Article 6 of the African Charter on Values and Principles of Public Service and Administration and Article 3 of the African Statistics Charter.**

**Transparency** is central to the full realization of democracy in most African countries given the historical context in Africa where several countries transitioned into democracy after decades of colonialism, war, one party rule, military dictatorships and similar systems of government which hampered good governance within some of these countries. For the realization of transparency, access to information is a vital mechanism through which active citizens, civil society and journalists can hold government accountable and ensure government works for the people.

In ensuring that the right to information is attains its potential, **it is important that the scope, methods of utilization and the potential for realizing societal change through ATI is developed.** This manual therefore aims to develop the understanding and knowledge on ATI for journalists (Centre for Law and Democracy and the African Freedom of Information Centre, 2015).

According to Human Rights Careers, when it comes to human rights, people know about entities like the United Nations, governments, and NGOs. The media plays a significant role, as well. How? **In any form, the media can raise awareness of human rights issues, expose violations, and empower people to take action. The media can also negatively impact human rights. Whether it's making a positive or negative impact, the role of media should be understood.**

Article 19 of the UN's Universal Declaration of Human Rights reads: **"Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media [emphasis added] and regardless of frontiers."** States still have the power to decide what government information should be public or protected, but it is widely understood that **freedom of expression and freedom of speech are entwined with a free media/press.**

**So, access to media is a human right,** but what is the media's responsibility to human rights? Free media is essential to human rights because, **without information, people won't know what's going on locally, nationally, or internationally. Their ability to respond to laws, policies, and events – including human rights violations – is limited by ignorance. Free media has a responsibility to share information and help explain that information to the public in a clear, accessible way. The media also has a duty to hold people in power accountable.** The Catholic Archdiocese of Boston sex abuse scandal is a clear example of the media's role in protecting human rights (Human Rights Careers <https://www.humanrightscareers.com>).