HANDONG UNITWIN FELLOWSHIP

SYLLABUS

Lecturer's Information	
Name	Dr. Raphael Ogutu
University	Africa Nazarene University

Course Information			
Course Name	Communication Systems in Africa	Prerequisite Course	Intercultural communication
Course Date	2023-02-03 ~ 2023-07-06	Course Language	English
Keyword	Communication, System, Africa, Politics, Indegenous, Democracy, Media		

Course Description (100 ~200 words)	The course examines the manner and means of operation of the media systems in Africa, which is principles or procedures according to which something is done; an organized scheme or method, and by tracing the rationale for these operations. Consequently, it will expose students to the elements of African oral traditional communication systems and how the modern mass media systems have influenced African political culture. It analyses media as a social system with power to influence social, cultural, economic and political systems. It is important to note that in Afirca, oramedia are highly effective than all other means of communication because they are interactive, inter-personal, combines verbal communications with non-verbal codifications, and they are simple, natural and less expensive.
Course Goals and Objectives (Approximately 100 words)	• Show an understanding of indigenous or local communication that is unique to a given culture of society especially before the establishment of the modern communication systems in Africa. • Explain the merits and demerits or advantages and disadvantages of communication system in Africa. • Explain the evolution of communication systems in Africa that is the relationship of communication, change, new media, and internet in Africa. • Discuss the role of politics in the structuring of communication systems in Africa that is the influence of information on politics. • Analyze the relationship between power, political power and sovereignty.
Textbook	**(The format : Title, Author/Editor, Publisher, Year of Publication)** African communication systems : concepts, channels and messages, Ogwezzy, Abigail Odozi, African Renaissance Books, (2008)
References	• A functional approach to African communication systems, Ogwezzy, Abigail Odozi, Concept Publications, 2008. • Media and Democracy in Africa, Hyden, Goran et al, NJ Transaction Publishers, 2003. • Mass Media in Sub Saharan Africa, Bourgault, Louise, Indianapolis, Indiana University Press,1995 • Development and Communication in Africa, Okigbo, Charles, Rowman & Littlefield Publishers, Incorporated. Oxford, 2004 Perspectives on Political Communication in Africa, Mutsvairo, Bruce and Karam, Beschara, Springer, 2018
Course Requirements and Grades	Competence in reading and writing English language. A Final exam of two sections: I on objective or multiple choices and II Subjective questions from all the lectures, and one mid- term test will be submitted, which will cover the first 6 weeks topics, the total will equate to 100%. MID-TERM -EXAM- 40%, and MAIN EXAM - 60% (Objective or Multiple choice and subjective or Essay)

Weekly Schedule		
Week	Main Topics	Keywords
1	Course overview, Communication, and Traditional communication defined	Communication, Traditional, models
2	Introduction to Communication Systems in Africa	Introduction, Communication, System, Africa
3	Merits and demerits of Traditional Communication. Functions of traditional communication	Merit, demerit, Traditional, Communication
4	Colonialism and indigenous communication systems in Africa.	Colonialism, Africa, indigenous, Communication
5	The Four Theories of the PRESS. The role of the four theories in Africa communication	theories, Africa, Press, four, communication
6	Communication and change: Development and dependency communication system in Africa.	communication, change, development, dependency
7	Mid-term quiz (Objective or Multiple choice)	Quiz
8	Communication and political Development.	communication, political, development.
9	Media power in relation to political powers and sovereignty.	media, power, politics, sovereignty
10	Mass communication Policies in Africa.	mass, communication, policy, Africa
11	Democratization of Public communication.	democracy, public, communication
12	Problem of Human Rights. Public right and access to information in Africa.	human, rights, public, information, Africa
13	Information Communication Technology and the effect of Internet in Africa.	Information, Communication, Technology, Internet, Africa
14	MAIN EXAM - 60% (Multiple choice and subjective or Essay)	Exam
15		
16		