



**ELIZADE UNIVERSITY,  
ILARA-MOKIN,  
ONDO STATE**

**FACULTY: HUMANITY & MANAGEMENT SCIENCES  
DEPARTMENT: MASS COMMUNICATION  
.....FIRST....SEMESTER EXAMINATIONS  
.....2013/2014.....ACADEMIC SESSION**

**COURSE CODE: MAC 105**

**COURSE TITLE: AFRICAN COMMUNICATION SYSTEM**

**DURATION: 2 HOURS**

A rectangular box containing a handwritten signature in black ink.

**HOD's SIGNATURE**

**INSTRUCTION: Answer QUESTION 1 and any other three questions. All questions carry equal marks.  
Question 1 is compulsory.**

.....  
.....

Two vertical lines defining a large empty rectangular area for the student's answers.

**1a.** African communication system has been misconstrued for traditional communication. Correct this misconception.

**b.** As a change agent sent to one of the rural communities in Africa to convince the people in the community to embrace a policy that the government plans to introduce to them, use your knowledge of MAC 105 to get your job done.

**(15 MARKS)**

**2a (i).** Gatekeeping is an important process in Mass Communication. What is your understanding of this word? Explain how this process is carried out in African communication system.

**b.** Explain the following as applied to African communication:

**(i).** Horizontal communication

**(ii).** Vertical communication

**C (i).** What do you understand by exoteric/ extra mundane communication?

**(ii).** Define myth and give five characteristics of the term.

**(15 MARKS)**

**3a.** Give the meaning and origin of the following African proverbs:

**(i).** Give advice; if people don't listen, let adversity teach them.

**(ii).** Do not respond to a mosquito with a hammer because you will miss and hurt yourself.

**(iii).** When one is in love, a cliff becomes a meadow.

**(iv).** Water that has been begged for does not quench the thirst.

**(v).** When you capture a snake's head, the rest of the body becomes a rope.

**b.** In Africa, names are more than just symbols for identification. Explain

**(15 MARKS)**

4a. Teniola cancelled his lectures for today because he accidentally hit his left foot against a piece of stone. Explain what is happening to him.

b. Explain the process of assigning names to children among the following African tribes:

(i). The Kambas

(ii). The Luos

(iii). The Nandis

**(15 MARKS)**

5a. Professor Des Wilson gave a list of tools used for communication in Africa, list 10 of these tools and explain any five of them.

b. Communication in Africa is venue oriented. Explain how this takes place in any five venues of your choice.

**(15 MARKS)**

6a. Write on the following custodians of African communication system:

(i). Masquerades

(ii). Cults

(iii). Town criers.

b. In Africa, Myths and legends came to the people through oral tradition. Explain

c. Explain the following modes of communication in Africa

(i). Divination

(ii). Ancestral Worship

**(15 MARKS)**