



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

**FACULTY: HUMANITIES, SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION**

COURSE CODE: MAC 105

COURSE TITLE: AFRICAN COMMUNICATION SYSTEMS

DURATION: 2 HOURS

INSTRUCTIONS:

- (a) Answer **THREE** questions only. **Question 1 is compulsory** and any other two.
- (b) Candidates must write their matriculation numbers clearly in the space(s) provided. Where additional sheets are used, each page should carry the numbers.
- (c) All Questions carry equal marks
- (d) All answers must be clearly and correctly numbered
- (e) Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly.

(1)(a) State and explain the differences between verbal and non-verbal communication (15 marks)

(1)(b) List the colours Africans use in their communities and how they use these colours to communicate. (15 marks)

(2) List and explain five major uses of African body marks. (15 marks)

(3) What is instrumental channel of communication? List the types of instruments Africans communicate with and explain these instruments. **(15 marks).**

(4) Iconographic and demonstrative channels of communication can be described as non-verbal form of communication. Discuss **(15 marks)**

(5) List and explain the differences between modern mass media and African communication systems. **(15 marks)**