



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
FIRST SEMESTER 2022/2023 EXAMINATION

DATE: June, 2023

COURSE TITLE: AFRICAN COMMUNICATION SYSTEMS

COURSE CODE: CMA 114

TIME ALLOWED: 2hrs:30mins

INSTRUCTION: Answer Question 1 and any other two questions

1. (a) With reference to Professor John Samuel Mbiti (1931), define who an African is (5 marks)

(b) With reference to Okwudishu Ojo, a Nigerian scholar in the field of communication and a former Dean of the Faculty of Social Sciences at the University of Lagos: define African Communication Systems (5 marks)

(c) List and explain five types of African Indigenous Communication System (10 marks)

(d) Identify and discuss briefly ANY 5 characteristics of African Indigenous Communication Systems (10 marks)
2. (a) List and briefly discuss the five problems associated with the African Indigenous Communication System as treated in class. (10 marks)

(b) In the context of African Communications Systems. List 5 advantages Verbal communication. (5 marks)

(c) In the context of African Communications Systems. List 5 disadvantages Non-verbal communication (5 marks)
3. (a) Discuss the Extra-Mundane Communication Channel. (5 marks)

(b) Give 2 examples of demonstrative communication channels and discuss. (5 marks)

(c) Give 5 examples of instrumental communication channels and discuss. (10 marks)

Write short notes on the following

- (a) Folktales
- (b) Parables
- (c) Proverbs
- (d) Difference between proverbs and parables
- (e) Organizational chart
- (f) Infographics
- (g) Floriography
- (h) Symbolography
- (i) Intentional Communication
- (j) Unintentional Communication

(20 marks)

5. (a) Identify and discuss briefly 5 types of visual communication (5 marks)

(b) Discuss any 5 importance of visual communication taught in class. (5 marks)

(c) Discuss briefly how technology has affected traditional means of communication (5 marks)

(d) Discuss briefly Physiology in communication? (5 marks)