



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE
DEGREE OF MASTERS OF ARTS IN COMMUNICATION
STUDIES**

CITY CAMPUS - DAY

AMS 805: AFRICAN COMMUNICATION SYSTEMS

Date: 28th November, 2016

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1. 'Africa, as the cradle of civilization, intellectualism and humanity, possess the most unique means of communication in the world despite the modern means of communication like mass media.' Discuss. **20 Marks**

2. Explain the functions and characteristics of traditional systems of communication. **20 Marks**

3. What does the future hold for African traditional means of communication in the face of the emerging information technologies and globalization? **20 Marks**

4. Using relevant examples, describe extra-mundane communication. **20 Marks**

5. Discuss ways in which African popular culture can be harnessed and be used in development interventions in Africa. **20 Marks**
