

UGANDA MARTYRS UNIVERSITY
SCHOOL OF ARTS AND SOCIAL SCIENCES
BJMC1106 HISTORY OF MEDIA IN AFRICA
END OF SEMESTER ONE YEAR 1 EXAMINATIONS

Time: 2:00pm-5:00pm

Date: Monday 11th December 2023

Instructions

- Answer three questions in all
- Section A is compulsory
- Read carefully before you attempt any question

SECTION A is Compulsory

The section carries 40 Marks

1.

- a) What is Oral Tradition Communication? (5 marks)
- b) Africans had many traditional ways of communicating. With examples explain five of these ways (20 marks)
- c) Discuss the importance of oral communication to BJMC year one students of Uganda Martyrs University-Nkozi. (15 marks)

SECTION B

Choose any 2 questions from this section)

Qn. 2

- a) Examine the way Africa defines itself in the global age. (15 Marks)
- b) "Media History is regarded as the main factor in shaping new media practice in Africa". With examples, explain this idea. (15 Marks)

Qn.3

- a) "Without the coming of colonialists and media development, Africa would be an unknown island." Discuss. (15 marks)
- b) Identify three forms of media in Africa and explain how such media promoted development in Africa. (15 marks)

Qn.4

- a) Explain what you understand by new media and media mobility. (15marks)
- b) Discuss the impact of new media on traditional media. (15 marks)

Qn. 5

- a) Explain the roles of journalists in promoting independence in African countries. (15 marks)
- b) Any practicing journalist must be prepared for the job challenges or hazards. With examples, discuss the job hazards journalists met while gathering news stories in the old days. (15 marks)