



UNIVERSITY *of*
RWANDA

SCHOOL OF ICT
DEPARTMENT OF IT
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The concept notes about the research

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Topic: Advertisement and Promotion of Rwandan
Culture

Table of Contents

CHAPTER ONE: INTRODUCTION	1
1.1 Background of the Study	1
1.2. Problem statement	1
1.3. Objectives of the study	1
1.3.1 Specific objectives.	1
1.4. Scope of the study.....	1
1.5 Significance of the study	1
1.6. Hypotheses	2
CHAPTER TWO: LITERATURE REVIEW	2
2.0 Introduction.....	2
2.1 Theoretical Review.....	2
2.1.1 Working process of proposed platform.....	3
2.1.2 Mission of the proposed platform.....	3

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

A Rwandan said that “Agahugu katagira umuco karacica” In short, he meant that every country should have its own culture and it must preserve it. So, if you look carefully, you will find that these days, Rwandan culture is starting to collapse, especially in the new generation. where most of them do not know how to say some of the Kinyarwanda words or even what we would call “Ikeshamvugo”. Also, we have a museum in Rwanda that has a lot of Rwandan haritage and culture, but Rwandans don't visit it because they don't know much about it.

1.2. Problem statement

The main problem is that Rwandans don't visit the houses (Museums) where the national treasures are stored because they don't have any information about these houses. this makes them ignorant of the culture and they don't even understand some of the ancient tools used by the ancient Rwandans. Another problem is that they don't know the words that should be used in Rwandan ceremonies such as weddings.

1.3. Objectives of the study.

The main goal is to encourage Rwandans to visit the museum and other beautiful sights of the country, learn culture and learn to use the right words in Rwandan ceremonies, and this will increase their (patriotism) love of the country more.

1.3.1 Specific objectives.

The purpose of this study is to promote and introduce Rwandan culture to Rwandans and foreigners.

1.4. Scope of the study

The research will not go down in the history of Rwanda.

1.5 Significance of the study

We have chosen this topic in order to promote the Rwandan culture. This study is significant not only to the researcher but also to the society.

at the end of the research we will give recommendations to those who are responsible for preserving and promoting the Rwandan culture and to the Rwandans themselves to overcome some challenges that will be identified during the research.

1.6. Hypotheses

If the Rwandan culture is promoted in the country and abroad, it will increase the number of citizens and foreigners who visit the museum of Rwanda. Moreover, the citizens will better understand and use properly the words of Kinyarwanda as they should be used in Rwandan ceremonies.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction.

As we all know there are different countries in the world. but what separates one country from another is that its culture is different. This means that in order for a country to exist, there must be its own distinctive culture. In order for the culture of the country to remain, the citizens must be kind to that culture and show it in their daily lives. therefore, the reason why the culture of the country remains is that there must be methods or activities that promote the culture.

2.1 Theoretical Review

Rwandans share cultural values notably unity, patriotism, social cohesion, resilience, hard work among others, with Kinyarwanda being the common language, spoken in all parts the country.

The country's rich culture has become as a source of inspiration to craft some unconventional, home grown solutions to address the challenges and the consequences of.

Umuganura or harvest day remains the country's largest festivity where Rwandans from all corners of the country meet to celebrate achievements in different sectors and recommit to doubling effort to achieve more.

Music and dance make an integral part of Rwandan ceremonies, with Umushayayo and Intore dances having won the hearts of cultural performance lovers.

2.1.1 Working process of proposed platform.

This platform will connect all the museums in Rwanda, so that the visitor will be able to see all the museums. Another thing is that there will be a page that people can use to post some of the Kinyarwanda words they know well and post their definitions.

2.1.2 Mission of the proposed platform

The purpose of this platform is to promote the Rwandan culture by introducing it to the citizens inside and outside of it. This will also help us to deal with the culture of other countries that want to modernize the Rwandan culture. this will also help the Rwandan culture to survive for a long time.