



# **CENTRAL UNIVERSITY**

**FAITH • INTEGRITY • EXCELLENCE**

**END OF SECOND SEMESTER EXAMINATION: 2015/2016**

**DEPARTMENT OF COMMUNICATION STUDIES**

**COMS 108: HISTORY OF JOURNALISM AND MASS MEDIA IN  
AFRICA**

**TIME ALLOWED: TWO HOURS 30 MINS**

**LEVEL 100**

**INSTRUCTIONS:**

**ANSWER ALL QUESTIONS IN SECTION A AND ONLY TWO (2) QUESTIONS FROM SECTION B IN THE ANSWER BOOKLET.**

**DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY THE INVIGILATOR.**

**EXAMINER: KOFI AKPABLI**

## SECTION A

Answer all questions

1. Which of these was the first to adopt print, radio and television?
  - a. Egypt
  - b. Gabon
  - c. Niger
  - d. Ghana
  
2. South Africa adopted television rather late because the leaders feared that
  - a. The medium would be used to destabilise the policy of apartheid
  - b. The medium would be used to destabilise the policy of colonialism
  - c. The medium would be used to destabilise the policy of independence
  - d. The medium would be used to destabilise the policy of self-government
  
3. The euphoria of nationalism in the press scene of the 1930's was referred to by Nnamdi Azikiwe as
  - a. National revival
  - b. National rebirth
  - c. National renaissance
  - d. National resurgimento
  
4. Eva Lokko broke the glass ceiling by becoming the first female director of:
  - a. Daily Guide
  - b. Daily Graphic
  - c. GBC
  - d. TV3
  
5. The communication channel that uses images and symbols which made sense to village people is referred to as:
  - a. Colo Media
  - b. Folk Media
  - c. Mass media
  - d. Rural Media

6. One of the following is not a reason why we must account for women's role in media history in Ghana?
- a. Men were dominant in the mass media
  - b. Women were socially relegated to the background
  - c. It is important to document the alternative voice
  - d. Men must be paid back in their own coin
7. This African country in the year 2000 became the last to gain internet access
- a. Ethiopia
  - b. Eritrea
  - c. Egypt
  - d. Entebbe
8. Shirley Dubois, wife of the Pan-Africanist WEB Dubois was connected to the introduction of ..... in Ghana
- a. Internet
  - b. Newspaper
  - c. Radio
  - d. Television
9. The Ghana Film Industrial Corporation was set up in
- a. 1949
  - b. 1948
  - c. 1947.
  - d. 1946 1964
10. In the Gold Coast, radio programmes were first relayed from the ...
- a. CNN
  - b. BBC
  - c. Deutsche Welle
  - d. Radio Gabon
11. Folk media cannot be conveniently separated from
- a. agriculture
  - b. culture
  - c. communication
  - d. transmissions

*Founding director of Ghana Television.*

12. He is a scholar noted for the History of journalism in Ghana
- a. KAB Jones-Kartey
  - b. KAB Jones-Lartey
  - c. KAB Jones-Martey
  - d. KAB Jones-Quartey
13. This editor of the Daily Graphic was dismissed soon after the 1979 revolution:
- a. Akosua Dzatsui
  - b. Audrey Gadzekpo
  - c. Elizabeth Ohene
  - d. Gifty Anti
14. The Gothenberg era is significant for mass media because it specifically ushered in:
- a. Print media
  - b. Broadcast Media
  - c. Mass-mediated media
  - d. Oral literature
15. Before the first newspaper was set up in the Gold Coast in 1822, it had already been established in
- a. Gambia
  - b. Nigeria
  - c. Liberia
  - d. Sierra Leone
16. Most African governments took responsibilities for radio and TV because
- a. They perceived broadcasting to be tools for social and economic planning
  - b. They perceived broadcasting to be tools for democracy
  - c. They perceived broadcasting to be tools for oral literature
  - d. They perceived broadcasting to be tools for press freedom
17. Emily Hesse, Christiana Sawyerr, Esther Nkulenu, Grace Amarteifio, and Benedicta Ocloo; all played an active part in Ghana's
- a. Broadcasting history
  - b. Internet history
  - c. Newspaper history

d. Printing history

18. All the following are codes In silent barter except

- a. Buying
- b. Scratching
- c. Spitting
- d. Whistling

19. The first female to host 'Talking Point', a major current affairs programme in Ghana is

- a. Akosua Dzatsui
- b. Audrey Gadzekpo
- c. Elizbeth Ohene
- d. Gifty Anti

20. Set up by Kwame Nkrumah, the Guinea Press was connected to today's:

- a. Daily Guide Group
- b. Daily Searchlight Group
- c. Graphic Communications Group
- d. New Times Group

**SECTION B**

**Answer two (2) questions only**

1. Describe **five (5)** qualifications of the gong-gong beater within the setting of African indigenous communication. **(20 marks)**
2. Discuss **four (4)** major contributions by Kwame Nkrumah to the development of the press in the Gold Coast. **(20 marks)**
3. List **four (4)** roles the internet has played in Ghana's mass media. **(20 marks)**
4. Outline **five (5)** major events in the development of broadcasting in Africa. **(20 marks)**

**GOOD LUCK**

**Examiner: KOFI AKPABLI**