



COURSE COMPACT

Faculty:	Faculty of Arts, Managements and Social Sciences
Department:	Mass Communication
Programme:	B.Sc. Mass Communication
Course Code:	MAC 113
Course Title:	African Communication Systems 1
Units:	2
Course Lecturer:	Miss. Akinuliola Oluwakemi
Semester/Session:	First
Session:	2018/2019
Location:	Class Room

A. Brief Overview of Course

The course will look at the traditional communication systems in Africa. It will introduce students to communication among Africans, emphasizing both intra- and inter-cultural relations. The course seeks to identify, compliment, and enhance the strengths of African communication systems, as it lays the foundation on which communication was built on.

B. Course Objectives/Goals

At the end of this course, students are expected to:

- Have a good understanding of the definition, uniqueness and significance of African Communication Systems
- Identify the different African Communication Systems we have
- Explain how the different African Communication Systems works.
- Understand the challenges and future African Communication Systems in Nigeria.

C. Methods of Lecture Delivery/Teaching Aids

- Lecture Delivery Methods
 - Interactive classroom session
 - Individual assignments
 - Lecture notes
- Teaching Aids
 - Multimedia projection

D. Course Outlines

- Modules & Details of Topics

Module I: Communication and African Communication Systems

Week 1: The concept of communication, African Communication Systems and reasons for studying African Communication system. African Communication Systems and Mass Communication compared.

Week 2: Problems of Indigenous communication, Neglect of African Communication systems and characteristics of African communication system.

Weeks 3 & 4: Classification of African Communication system.

Continuous Assessment One (CA1)

Module II: Traditional Channels of Communication in Africa

Week 5: Traditional channels of African Communication systems, sign language, non-verbal communication, communicating with parts of the face and other parts of the human body

Week 6: Verbal and non-verbal communication, the interconnectedness and difference between verbal and non-verbal communication

Weeks 7 & 8: Overview of visual channels of communication and pigmentation/colors as a group of visual channels, challenges of pigmentation and colors as a mode of visual communication, examples of visual communication. Appearance, physical look, costume, facial marks/tattoos/records. Iconographic channels.

Mid-Semester Test

Module III: Instrumental/ Demonstrative Channels

Week 9: Instrumental channels, types of instrumental communication devices, functions and characteristics of instrumental communication devices. Idiophones, membrane phones, aero phones

Week 10: The Concept of demonstrative communication, music, dance and song, poetry, chants and incantations, signals signs and symbology.

Continuous Assessment Two (CA2)

Week 11: Challenges of African Communication system in our society.

Week 12: Revision

E. Structure of the Programme/Method of Grading

- Continuous Assessment
 - Class test/Assignments 20% Marks
 - Mid Semester test 10% Marks

- Examination 70% Marks
- TOTAL 100%**

F. Ground Rules & Regulations

- 75% attendance is required to sit for the examination.
- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

G. Topics of Term Papers/Assignment/Student Activities

- Practical examples of African Communication system in our country that was used in the past, but are been renovated and used in our societies presently.

H. Contemporary Issues/Industry Relevance: African Communication system will continue to be relevant in the communication world of Nigeria as it provides us the basic knowledge of our communication history and gives us different channels beyond the western channels we can explore for effective communication. The relevance of this course to the industry is that most communication skills used in the industry is basically gotten from African Communication systems as our communication system must be used in the context of our culture and way of life.

I. Ground Rules & Regulations

- 75% attendance is required to seat for the examination.
- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

J. Recommended Reading/Texts

- a. A. Odozi Ogwezzy. (2008) African Communication Systems; Concepts, Channels and Messages. African Renaissance Books Incorporated.
- b. Doob, Leonard .W. (1966). Communication in Africa: A Search for Boundaries. New Haven, Connecticut: Yale University Press.