



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF ARTS, THEOLOGY, CULTURE AND  
HERITAGE STUDIES**

**BACHELOR OF ARTS HONOURS IN MEDIA AND DIGITAL  
STUDIES**

**COMPARATIVE MEDIA TRENDS IN AFRICA & BEYOND**

**HMDS 107**

**PART 1 SEMESTER 2 EXAMINATION**

**TOTAL MARKS [100]**

Date: OCTOBER 2024

Time: 3 Hours

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**INSTRUCTIONS**

1. This paper has *five (5)* questions
2. Answer any *three (3)* questions
3. Each question carries *100 marks*
4. Start each question on a new page

1. Compare and contrast the media systems of two African countries (South Africa and Zambia). (100)
2. Analyse the representation of African cultures in global media. (100)
3. Discuss the role of social media in promoting political participation in Africa. (100)
4. Examine the concept of 'Afrocentricity' in African media and communication studies. (100)
5. Discuss the role of social media o political engagement and activism in Nigeria. (100)

**END OF PAPER**