

UNIVERSITY OF FORT HARE

DESCRIPTION OF MODULE  
CMA125

SUPPLEMENTARY EXAMINATIONS

NOVEMBER / JANUARY

2025

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Time: 3 Hours

Subject: CMA125

Marks: 100

This paper consists of seven pages including the cover page

Internal Examiners

Dr K Onyenankeya

Prof O Osunkunle

External Examiners

(If externally moderated)

INSTRUCTIONS

There are 50 questions in this paper.  
You are required to answer ALL Questions.

**For questions 1-20, write down the correct alphabet only (20 Marks).**

**1. Which is not an advantage of oral communication**

- A. Secrecy
- B. personal touch
- C. Immediate feedback
- D. Lack of responsibility

**2. Which is not a type of indigenous language media**

- A. Motsdewing FM
- B. Radio 2000
- C. Ukhozi FM
- D. A and B
- E. All the above

**3. Which is not an early indigenous language newspaper in South Africa**

- A. Imvo Zabantsundu
- B. Isitunywa semmyanga
- C. Ubuntu
- D. A and B
- E. Ilanga

**4. Which indigenous language newspaper has existed for 136 years**

- A. Isolezwe
- B. Ilanga
- C. Imvo Zabantsundu
- D. A and B
- E. None of the above

**5. Which is the first newspaper to be published in a local language in South Africa**

- A. Ilanga
- B. Isolezwe
- C. Imvo Zabantsundu
- D. Umshumayeli Wendaba
- E. Isitunywa semmyanga

**6. Which organisation established Imvo Zabantsundu was established in 1884**

- A. The Wesleyans
- B. Pixley ka Seme
- C. Catholic church

- D. John Jabavu
- E. None of the above

**7. Indigenous language newspapers can boost their financial base by**

- A. Soliciting money from the public
- B. Accessing government funding
- C. Expanding their readership base
- D. A, B and C is correct
- E. Borrowing from the capital market

**8. Which is the first indigenous language newspaper in Nigeria**

- A. Alaroye
- B. Lagos today
- C. Iwe Irohin
- D. Yoruba Irohin

**9. Which phase in the evolution of indigenous language press was known as the 'golden age of black publishing in South Africa.'**

- A. missionary sponsored publications
- B. Independent Publications
- C. Commercial Publications
- D. Progressive/community-centred publications

**10. A major newspaper during the phase tagged 'black readers, white capital.'**

- A. Ukusa
- B. Ilanga
- C. Imvo Zabantsundu
- D. Isolezwe

**11. Which of these local newspapers has ceased to exist:**

- A. Alaroye
- B. Ilanga
- C. UmAfrika
- D. Isolezwe
- E. A is correct
- F. None of the above

**12. Ukusa, published in Natal between 1882 and 1885, falls under which phase of indigenous language evolution.**

- A. First phase
- B. Second phase

- C. Third phase
- D. Fourth phase

**13. Which was not the goal of the mission press in the early nineteenth centuries**

- A. Spreading Christianity to “unbelievers”
- B. liberation struggles
- C. Educational material
- D. Propaganda
- E. B and C are correct

**14. What was the major feature of the indigenous language press in the second phase**

- A. The steady decline of mission press
- B. Black readers, white capital
- C. Emergence of non-profit papers
- D. Reliance on subsidies and church grants
- E. C and D are correct

**15. Which is the least likely pathway for indigenous language media funding in South Africa**

- A. Crowdfunding
- B. Government subsidy
- C. Advertising revenue
- D. Listing on the Johannesburg Stock Exchange
- E. All of the above

**16. Which of the following is the key role of Indigenous language media in the current democratic dispensation**

- A. Promotion and preservation of mother tongue
- B. Providing a platform for negotiating ethnic group identity and belonging
- C. Providing a public sphere for ordinary citizens to participate in public discourse and cross-fertilisation of ideas.
- D. A and B is correct
- E. All the above

**17. Which of the following is not a feature of indigenous language media**

- A. Delivers content in a native language
- B. Limited to a specific geographic and linguistic area
- C. Promotes local talents and culture
- D. A and B is correct
- E. None of the above

**18. Which of the following is not a type of oral media**

- A. Dirges and songs
- B. Storytelling
- C. Puppetry
- D. All the above
- E. None of the above

**19. Subsidies and grants from churches, foundations and trade unions were the prevalent funding mechanisms during the**

- A. Community-centred publications
- B. Commercial Publications
- C. missionary sponsored publications
- D. All the above

**20. In a sentence, describe what you have learned from this course.**

**Question 21-30: State whether the following statements are true or false (20 Marks). Write down the correct answer in your answer paper.**

- 21. Indigenous language newspapers are not limited to a specific geographic and linguistic area. **(True or False)**
- 22. There was no indigenous communication system in Africa until the discovery of the printing press. **(True or False)**
- 23. Indigenous language media can be defined as any media channel that delivers its content in a native language. **(True or False)**
- 24. The only country where missionaries played a significant role in establishing early indigenous language newspapers is South Africa. **(True or False)**
- 25. The early missionary publications were predominantly scriptural, linguistic and educational. **(True or False)**
- 26. Ukusa, published in Natal between 1982 and 1985, was notable during the fourth phase of indigenous language newspaper development. **(True or False)**
- 27. Progressive and community-centred publications were a feature in the third phase of indigenous language newspaper development. **(True or False)**

28. Umshumayeli Wendaba was first published in 1837 by the Presbyterians. **(True or False)**
29. John Jabavu, the first black South African to edit a newspaper, founded Isigidimi Samosa. **(True or False)**
30. Declining fluency in indigenous languages is not a significant factor in indigenous language newspapers' inability to succeed. **(True or False)**
31. Publications during the missionary phase did not engage in any propaganda **(True or False)**
32. The early products of the mission press in the nineteenth century were primarily scriptural, linguistic and pedagogic. **(True or False)**
33. John Jabavu founded Isigidimi samaXosa in 1884 **(True or False)**
34. Umshumayeli Wendaba was established by the Catholic church in 1959. **(True or False)**
35. Imvo Zabantsundu was founded by John Jabavu in 1884. **(True or False)**
36. The second phase of indigenous media evolution witnessed the emergence of independent press. **(True or False)**
37. During the third phase, publications were aimed at black readers, and presses tried to exploit the 'black market' to sell consumer goods. **(True or False)**
38. Most indigenous language media do not have clear editorial and administrative structure. **(True or False)**
39. Indigenous language press did not play any critical role during the liberation struggle.
40. Publishing or broadcasting in the mother tongue is the most distinguishing feature of indigenous language media. **(True or False)**

**In questions 41-50, you are required to match Column A with Column B. Write down the correct alphabet only in your answer sheet (20 Marks)**

**Match Column A with Column B**

<b>Column A</b>	<b>Column B</b>
<b>41. Folklore</b>	A. when indigenous language newspapers acted as platforms for democratic struggles and expressing community struggle.

<b>42. Commercial publication</b>	B. The phase when the black elites realised that 'mission overlordship' was not necessarily in their best interests.
<b>43. Subsidiary newspaper ownership model</b>	C. One of the ways of financing a local newspaper is by raising money from many people who each contribute a reasonably small amount.
<b>44. Progressive-centred papers</b>	D. Flourished during the third phase of Indigenous press evolution
<b>45. Crowdfunding</b>	E. Myths, legends, observances, ballads, practices, beliefs, customs, superstition
<b>46. Folktales</b>	F. Refers to dirge, satire, praise poetry, epic stories and erotic songs by local professionals.
<b>47. Mainstream newspaper organisational model</b>	G. Organisational model in which an indigenous language press is owned by an established traditional newspaper publishing in another language
<b>48. Second Phase</b>	H. Refers to fiction, stories and tales told by griots to transmit values and cultural heritage
<b>49. Public Sphere</b>	I. Organisational model in which an indigenous language press is operated by private individuals or organisations
<b>50. Oral poetry</b>	J. A mediated space arena where citizens come together, exchange opinions regarding public affairs, discuss, deliberate, and eventually form public opinion.

**END**

