

**EPISODE 10 “WHICH WAY AFRICA?”**

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**CHARACTERS**

**ANNOUNCER**                      Male Adult  
**ZAPCOM**                              A 23-year-old computer geek, by village standards.  
**GEORGE**                              20 years old. Waits tables at his Uncle Kilu’s restaurant.  
**MUMBI**                                22 years old, Zapcom’s cousin and social worker. Female.  
**AUNTIE BONGI**                      38-year-old ICT Manager in the big city and Zapcom’s favourite Auntie  
**PRESENTER**                      Mature woman  
**SPEAKER**                              45+ ICT Technician  
**UNCLE KILU**                        55 years old. George’s uncle, owner of KULA TU FOODS.

## **INTRO**

### **1. MUSIC: THEME MUSIC**

**2. ANNOUNCER** HELLO AND WELCOME TO ANOTHER EPISODE OF THE ‘LEARNING BY EAR’ SERIES ABOUT NEW MEDIA. THIS IS EPISODE 10, AND OUR FINAL EPISODE IN THIS SERIES. IT IS ENTITLED ‘WHICH WAY AFRICA?’. ZAPCOM AND HIS COLLEAGUES HAVE MANAGED TO SET UP A SUCCESSFUL INTERNET CAFÉ BUSINESS AT UNCLE KULA’S RESTAURANT. INDEED, IT BEGAN AS A HOBBY WITH A SINGLE COMPUTER, BUT NOW, THE BUSINESS HAS EXPANDED AND MORE AND MORE LOCAL PEOPLE ARE BENEFITING FROM THE SERVICES. BUT IS THE EXPANSION OF THE BUSINESS IN THIS LOCAL VILLAGE REPRESENTATIVE OF THE GROWTH OF NEW MEDIA AND THE INTERNET IN AFRICA TODAY. LET’S LISTEN ON.....

### **3. MUSIC:BRIDGE MUSIC**

**SCENE 1: INTERNATIONAL ICT CONFERENCE, NAIROBI  
KENYA**

**4. A-SFX: NOISE OF SOUND EQUIPMENT BEING TESTED AND  
PEOPLE GATHERING AT A CONFERENCE. SOUNDS OF  
RUNNING FEET AND PANTING**

**5. GEORGE** (PANTING) Zap... Zap... there you are... have they started?

**6. ZAPCOM** Hi George, trust you to turn up at the eleventh hour! We were just going in to take our seats.

**7. GEORGE** Aunti Bong, good morning. I can't thank you enough for giving us this opportunity to attend this conference.... Look....ooh my... look everywhere... people in expensive suits.. whow whow... hi Mumbi... you look very smart.

- 8. MUMBI** Hi George. You are late. Auntie Bongsi, Thank you for inviting us. It is indeed a great honour. **(REPRIMANDING)** George... they don't have to know you are from the village. Hold your chin up. You are one of the owners of an Internet Café chain.
- 9. AUNTIE BONGSI** Indeed. You probably know as much as they do and are hungering for more knowledge. Many here are ICT managers like me... as for you... you are businessmen!! **(CHIDDING)** Soon you will be employing people like me!!
- 10. ZAPCOM/MUMBI/GEORGE. LAUGHTER.**
- 11. AUNTIE BONGSI** Now quickly, let's take our seats.
- 12. B-SFX: MORE SOUND TESTING AND CHAIRS BEING PULLED OUT**
- 13. PRESENTER (OVER THE PUBLIC ADDRESS SYSTEM)**  
Ladies and gentlemen, please take your seats. We have an extensive programme. Our first speaker is The Representative of TEAMS. We call upon you, Sir, to talk to us about the fibre optic project and tell us what Teams is all about. Welcome, Sir.

- 14. ZAPCOM (LOUD WHISPER) TEAMS?**
- 15. AUNTIE BONGI (LOUD WHISPER)** It stands for The East African Marine Systems. It is an inter-government project to bring fibre optic cable from Fujairah in the Emirates to Mombasa.
- 16. GEORGE (LOUDER WHISPER)** Tell me again, what is fibre optics?
- 17. B-SFX: A SPEECH GOES ON IN THE BACKGROUND**
- 18. MUMBI (LOUD WHISPER)** Not so loud George, I am sure the speaker will explain that... Listen.....
- 19. SPEAKER (OVER THE PUBLIC ADDRESS SYSTEM)**  
...Africa and particularly the sub-Saharan countries still lag behind the other continents in having a poorly developed fibre optic network. This applies to both inter-continental fibre access as well as intra- and inter-country fibre networks.
- 20. ZAPCOM** Auntie, you mean internet is cheaper in other countries?

- 21. AUNTIE BONGI** Yes, it is.
- 22. GEORGE**           **(LOUD WHISPER)** I still do not know what is fibre optic.
- 23. C: SFX. GEORGE LETS OFF A SCREAM. SOMEONE DEMANDS SILENCE BY SAYNG SHHHHH.**
- 24. GEORGE**           Mumbi, what did you do that for? Why did you pull my hair out?
- 25. MUMBI**           Fibre optics. Imagine, the width of a single strand of your hair could hold millions of optical fibres. They are used for communication which permits transmission over longer distances at higher band widths....
- 26. AUNTIE BONGI (REPRIMANDING)** Hey, you two, pay attention.

- 27. SPEAKER (OVER THE PUBLIC ADDRESS SYSTEM)**  
...and those wondering why fibre optics.  
Fibres are used instead of the metal wires, because signals travel along them with less loss. Also they are immune to electromagnetic interference.
- 28. AUNTIE BONGI (WHISPERING)** George, that means, fibre optics are very important for speed and quality for uploads and downloads.
- 29. SPEAKER (OVER THE PUBLIC ADDRESS SYSTEM)**  
...The lack of a well-developed fibre network is one of the major causes of high costs of bandwidth and poor and slow access in many of Africa's countries. In addition, there are very few cross-border fibre networks which would make it easier and cheaper for many African countries to communicate with Europe or North America than with their neighbours.
- 30. ZAPCOM (WHISPERING)** Poor us. Is that the case in all African countries?
- 31. AUNTI BONGI** SHHH... the speaker is going to address that as well... listen!

**32. ANNOUNCER** ON AND ON, SPEAKER AFTER SPEAKER, THE FUTURE OF THE INTERNET AND NEW MEDIA IS SHARED AMONG THE EAGER AUDIENCE. IT HAS BEEN A LOT OF INFORMATION IN A SHORT TIME. ZAPCOM, MUMBI AND GEORGE DEFINITELY HAVE MANY QUESTIONS TO ASK AUNTIE BONGI. THEY HEAD TO THE NEAREST COFFEE HOUSE TO DISCUSS IT ALL FURTHER.

**33. MUSIC:BRIDGE MUSIC**

#### **SCENE TWO-COFFEE HOUSE**

**34. GEORGE** Oh my, this Coffee House is fancy. Nothing like our Kula Tu Foods!

**35. ZAPCOM** George, this is the big city. Auntie, please tell us, why all these projects ... I mean, it is all so confusing.

**36. AUNTIE BONGI** To bring fibre optic technology to Africa is very expensive. They have to bring it under sea. So, the more people who invest in it, the better it is for Africa.



- 37. MUMBI** Why have they not succeeded yet?
- 38. AUNTI BONGI** Oh, well, they have not failed, they are getting closer and some are there already. You have to understand these are also agreements between many African countries and trans-boundary agreements take time.
- 39. ZAPCOM** It will be great to have fibre-optic technology, but what if people still can't afford computers and the mobile phones are still too expensive?
- 40. AUNTIE BONGI** Good question. I believe, and I am no expert in this, that this is why many African countries are removing importation taxes on computers and accessories.
- 41. GEORGE** That's nice.
- 42. MUMBI** Maybe, if the government is not charging tax on computers, maybe we should also import and sell them at a profit.
- 43. ZAPCOM** Let's drink to that.

- 44. MUMBI** Let’s drink to Africa
- 45. AUNTIE BONGI** Let’s drink to Africa and new media and the development of the internet.
- 46. GEORGE** Let’s drink to ... well... let’s drink to making more business and more money. We need to go home now. Uncle Kilu will be worried about us.
- 47. ANNOUNCER** THE TEAM HAVE A LOT TO THINK ABOUT. THEY HEAD INTO THE COUNTRY WITH THE INTENTION OF BRAINSTORMING THEIR WAY FORWARD. THE HAVE HAD AN INTENSIVE EDUCATION.
- 48. MUSIC: BRIDGE MUSIC**
- SCENE THREE. KULA TU FOODS; SFX: FOOT STEPS**
- 49. GEORGE** Uncle Kilu, we are here again. Feels good to be back at Kula Tu Foods.
- 50. UNCLE KILU** Tell me, you missed my food. I have some fresh goat soup for all of you. Zapu... you are very quiet.
- 51. ZAPCOM** Uncle, I have a lot on my mind.

- 52. UNCLE KILU** First, you eat the goat soup. Then, you tell me what’s worrying you. You know, one does not work well on an empty stomach. When your stomach is full of my soup, then we can talk.  
**(PAUSE)** George, please go and reboot Computer number 5, it has been giving us problems.
- 53. ZAPCOM/MUMBI/GEORGE** What?
- 54. GEORGE** Weee... weee... Uncle, did you just say reboot?
- 55. UNCLE KILU** **(DISMISSIVELY)** What do you think I have been doing when you were in the city.  
**(PROUDLY)** I was running the internet café.
- 56. MUMBI** Uncle, you will never stop surprising us.
- 57. UNCLE KILU** Now, Zapu... tell me what’s troubling you?
- 58. ZAPCOM** It’s, it’s confusing... there is so much happening in Africa with regards to computers, internet, telecommunications...
- 59. UNCLE KILU** Yes.
- 60. ZAPCOM** I don’t know where to start
- 61. UNCLE KILU** The beginning is a good place.

- 62. ZAPCOM** I don't know ... where is the beginning?
- 63. UNCLE KILU** Start in the middle then, then move forwards and backwards as you please. What is on your mind?
- 64. ZAPCOM** Uncle... there is a lot of development in this area. For people here to use more of our computers and internet services, and also buy more scratch cards, they need to know how much the computers and the phones can make their life easier and communication efficient.
- 65. UNCLE KILU** So far, I do not see a problem.
- 66. ZAPCOM** But they need to have the knowledge so they can use the services...
- 67. UNCLE KILU** Then teach them.
- 68. ZAPCOM** But I have a very busy business to run.

- 69. UNCLE KILU** Then make teaching your business. Surely you can figure that one out. Aaahhh... young people today. Finish your soup, call the others and start putting together a school. And don't you forget, I will be a major shareholder there as well.
- 70. ZAPCOM** Yes, uncle, a school... (THOUGHTFUL) Kilu School of Technology....I like the sound of it.
- 71. UNCLE KILU** Eat your soup. It is good for your brains.
- 72. MUSIC:THEME MUSIC**

## **OUTRO**

**73. ANNOUNCER** AFRICA IS INDEED A LAND FULL OF OPPORTUNITY. FOR THE YOUNG PEOPLE WHO TAKE THE TIME TO FIND OUT ABOUT THESE OPPORTUNITIES, THERE WILL BE A LOT TO LEARN. DEVELOPMENTS ARE TAKING PLACE ALL THE TIME AND PEOPLE ARE JUST BEGINNING TO SKIM THE SURFACE OF THE POSSIBLE OPPORTUNITIES. ZAPCOM AND HIS TEAM HAVE LEARNT THIS. THEIR GROWTH AS INDIVIDUALS AND AS BUSINESS PARTNERS HAS CHANGED THE FACE OF THEIR LOCAL VILLAGE TOWN.

AND YOU, HOW UP TO SPEED ARE YOU WITH AFRICA’S NEW MEDIA AND INTERNET DEVELOPMENTS?

THIS WAS THE LAST OF THE 10 EPISODES OF OUR LEARNING BY EAR SERIES ON NEW MEDIA AND THE INTERNET. TO CATCH UP ON PAST EPISODES VISIT US AT OUR WEBSITE AT: [www.dw-world.de/lbe](http://www.dw-world.de/lbe). DON’T FORGET TO SEND US YOUR COMMENTS AS WELL.

UNTIL NEXT TIME – GOOD BYE.