

Sub-Saharan Africa's Cultural Diplomacy: Celebrity Influence and Cross-Border

Cultural Diplomacy · Answer Key · 14 Questions

1. In 2024, South Africa and Nigeria celebrated 30 years of formal diplomatic relations. Which event, held from April 24th to May 4th, 2024, aimed to showcase cultural exchange, promote social compact, and highlight products and opportunities between the two nations?

- A) The Lagos International Trade Fair
- B) South Africa Week Celebrations in Nigeria**
- C) The Abuja Cultural Heritage Festival
- D) The Johannesburg-Lagos Arts Expo

2. The 'Africa Celebrates 2025' initiative, supported by various African Union member states and entities, aims to foster economic integration and cultural renaissance. Which of the following is a key objective of this initiative?

- A) Promoting Western fashion brands in Africa
- B) Encouraging the repatriation of diaspora investment and human capital**
- C) Establishing exclusive trade zones for European investors
- D) Reducing the influence of local African artists on global platforms

3. In April 2024, Ghana and Kenya significantly enhanced their bilateral ties by signing an MoU to establish a Binational Commission. Beyond this, what was a key area of cooperation addressed in the seven other MoUs signed between the two nations?

- A) Joint military intervention in a neighboring country
- B) Standardization of telecommunication infrastructure
- C) Cooperation in areas including education, tourism, and defense**
- D) Establishment of a joint space exploration program

4. The African Union (AU) and the All-Africa Music Awards (AFRIMA) formalized their partnership in January 2025 through a Memorandum of Understanding. What is a primary aim of this collaboration?

- A) To exclusively promote Western music genres in Africa
- B) To advocate for the global recognition and promotion of African music and cultural industries**
- C) To restrict the distribution of African music outside the continent
- D) To focus solely on regulating digital music platforms within Africa

5. In the context of West African audiovisual leadership, which two countries, besides Senegal, were noted in late 2024 for actively positioning themselves as hubs for the creative audiovisual sector, attracting investors and promoting content?

- A) Nigeria and Cameroon
- B) Côte d'Ivoire and Benin**
- C) Mali and Burkina Faso
- D) Togo and Niger

6. South African artists like Tyla and DJ Maphorisa featured prominently on Spotify's 2025 Global Impact List. What genre, heavily represented on this list, is highlighted as a significant cultural export from South Africa?

- A) Traditional Zulu music
- B) Gqom and Amapiano**
- C) Afro-jazz
- D) Kwaito

7. The South African Consulate in Lagos, in partnership with AfroFlavour, organized the 2025 South African Heritage Day. This event aimed to promote cultural exchange between South Africa and Nigeria, along with which other four participating countries?

- A) Kenya, Ghana, Morocco, and Zimbabwe**
- B) Egypt, Ethiopia, Sudan, and Somalia
- C) Angola, Mozambique, Zambia, and Malawi
- D) Tanzania, Uganda, Rwanda, and Burundi

8. In February 2025, a Pan-African reality show with a 27-country line-up was mentioned as signaling Nigeria's expanding cultural footprint. Which individual, recognized by the African Union as a Cultural Diplomatic Ambassador, founded the initiative under the Afrik Ultimate Hero Search platform?

- A) Tony Elumelu
- B) Mike Dada
- C) Lucky Idike Jr.
- D) Ukeki**

9. The 4th edition of South Africa Focus Week in Lagos (April 2026) commemorated 30 years of South Africa's Constitution and 32 years of diplomatic relations with Nigeria. Which specific economic statistic was highlighted regarding the 2025 bilateral trade relationship between South Africa and Nigeria, indicating a deficit for South Africa?

- A) South Africa had a trade surplus of US\$1.22 billion.
- B) South Africa exported US\$1.69 billion and imported US\$468.48 million.**
- C) Nigeria's exports to South Africa were valued at US\$1.22 billion.
- D) The total bilateral trade reached US\$500 million.

10. In the East African music scene, 2025 saw artists gaining global recognition. Tanzanian superstar Diamond Platnumz, known for his label WCB Wasafi, secured a partnership with Warner Music in 2020. Which award did he win at the 2025 Trace Awards in Zanzibar?

- A) Best New Artist
- B) Best Global African Artist**
- C) Song of the Year
- D) Most Influential Personality

11. In February 2024, the National Arts Council of South Africa (NACSA) signed an MoU with the National Arts Council of Botswana (NACB) to strengthen their creative sectors. What was a key objective of this collaboration?

- A) To exclusively promote South African artists in Botswana
- B) To facilitate cultural and creative exchange programs and heritage preservation**
- C) To establish a joint film distribution company
- D) To control the copyright of traditional music

12. The 2025 edition of the South African Heritage Day in Lagos, themed 'One Love, One Africa', included a tribe cook-off competition featuring several African countries. Which Nigerian delicacy was presented in this competition?

- A) Mahulu
- B) Shaki**
- C) Bobotie
- D) Bunny Chow

13. In the West African audiovisual sector, as of December 2024, which two countries were identified as emerging hubs challenging Senegal's leadership, with governments actively positioning them as centers for creative industries and content promotion?

- A) Nigeria and Ghana
- B) Benin and Togo
- C) Côte d'Ivoire and Benin**
- D) Burkina Faso and Mali

14. The Tony Elumelu Foundation is a significant supporter of entrepreneurship in Africa. Which former President of Nigeria commended the foundation's efforts in promoting self-worth, entrepreneurship, job creation, and intra-African trade?

- A) Goodluck Jonathan
- B) Olusegun Obasanjo
- C) Muhammadu Buhari**
- D) Yemi Osinbajo