

Alliance PEMOSSO
COMM 310: Writing for Communication Careers
Lori Smith
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By Alliance PEMOSSO

BRAZZAVILLE, Republic of the Congo - Cyprienne KENAKALE uses artificial intelligence when a lesson needs more explanation. Chris MOUSSOKI uses it to save time at work, but he says he still has to question the answers it gives him. Their experiences show how AI is already entering everyday study and teaching in Brazzaville.

KENAKALE studies digital marketing and communication at WinnerVerse University. During an interview at World Winner Campus in Moungali, she said she often turns to AI when she wants more examples or more context than a course gives her.

For her, the point is not simply to get an answer faster. She uses the tool to stay with a lesson a little longer and ask for another explanation when something is not clear.

“AI is no more the future, but the present,” KENAKALE said. “Africa should wake up; if not, we’ll stay behind.”

MOUSSOKI, who teaches logistics and transport at World Winner Academy, looks at the same technology from the classroom side. I spoke with him in his office. He said he uses AI because he wants to be more productive and stay current with today’s technology.

He also pushed back against the idea that using AI automatically means avoiding work. For him, the problem comes when a person accepts what the tool says without checking it.

“You must be at least intelligent to use AI correctly,” MOUSSOKI said. He added that AI often gives false responses, so the user still has to stop, check and think.

That concern is not limited to one classroom. On Aug. 26, the Agence Congolaise d’Information reported that lecturers, researchers, doctoral and master’s students, and company managers took

part in a two-day training in Brazzaville on generative AI for research, teaching and scientific production.

The training covered scientific writing, lesson preparation and evaluation. Participants were also warned about plagiarism, unreliable AI-generated content and the need to verify information before using it.

Congo is also trying to bring more digital tools into education. Les Dépêches de Brazzaville reported Aug. 21 that education officials, teacher associations and technical partners had validated an updated roadmap for digital education after an Aug. 18-19 workshop in Brazzaville. KENAKALE and MOUSSOKI are both using AI now, but for different reasons. She wants more examples when she studies. He wants to work faster, while still checking what the tool gives him.

That difference is small, but it is the part that matters. In Brazzaville, the question is becoming less about whether people will use AI and more about what they do after the answer appears on the screen.

Source Notes

Human sources

- Cyprienne KENAKALE, Digital Marketing and Communication student at WinnerVerse University. In-person interview at World Winner Campus, Moungali, Brazzaville.
- Chris MOUSSOKI, logistics and transport teacher at World Winner Academy. In-person interview in his office in Brazzaville.

Researched sources

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Les Dépêches de Brazzaville. "Education: la feuille de route sur le numérique validée," Aug. 21, 2026. <https://www.adiac-congo.com/content/education-la-feuille-de-route-sur-le-numerique-validee-171319>