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- Culture of Communication Research
- Management of Environmental Attitudes
- Future Communication Policies
- Multilingualism in Africa
- TV Broadcasting in Nigeria

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Comment on the Contents of this Issue

Volume 3 No. 1 of the AMR is a rich blend of studies in mass communication in Africa. As in past issues, the articles in this issue reflect the growing concern of African communication scholars for the development of critical and theoretical perspectives that would more aptly reflect the African communication reality.

Richard M'Bayo and Robert Nwako, for instance, outline some of the recurring issues in mass communication research and suggest ways in which African communication scholars might contribute to the global debates in the field. Evelyn Onyekwere, on the other hand, explores a message-based persuasion theory within the Nigerian cultural context and suggests that strategies based on coercion or sanction may result in more compliance behaviour than those based on explanation, need and circumvention. This argument has serious implications for policy makers and planners of change programmes and campaigns.

Des Wilson examines different aspects of the cultural context of communication and proposes the adoption of communication policies for Africa which recognize traditional communication systems and processes along with modern ones. He terms this a diachronic-synchronic view of communication. Rotimi Badejo looks at multilingualism in sub-Saharan Africa. He gives an overview of the language situation in a select group of African countries and then proceeds to investigate the place of multilingualism in education and mass communication. He finally proposes a model for classifying countries according to their levels of commitment to the use of African languages.

In 'The Advent and Growth of Television Broadcasting in Nigeria', Charles Umeh examines the political and educational motivations which led to the proliferation of the medium in Nigeria. He assesses the performance of educational television in the country and concludes that, by and large, it has been quite successful. In the final article in this issue, Dapo Adelugba reviews Wole Soyinka's film, *Blues for a Prodigal*, and hails it as an "innovative and courageous work" which reaffirms Soyinka as a keen observer of life.

The other problem confronting many African countries today is that of political instability and diversity created by the nineteenth century European political chess game which gave today's Africa the integrated political colour it has. The economic problem is also owed to the players here. Thus, every dependent African economy is vulnerable to the political power play in Europe, America or the Soviet Union. Each power base tries to lend its own stamp on the people first by trying to claim the society as its own stamp and finding local Turks, especially restless soldiers who demand the 'Biafra' and Biafra experience, and by the mirroring its own stamp on the political and social structure of the society. It is this stamp which is the political and social structure of the society. It is this stamp which is the political and social structure of the society.

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