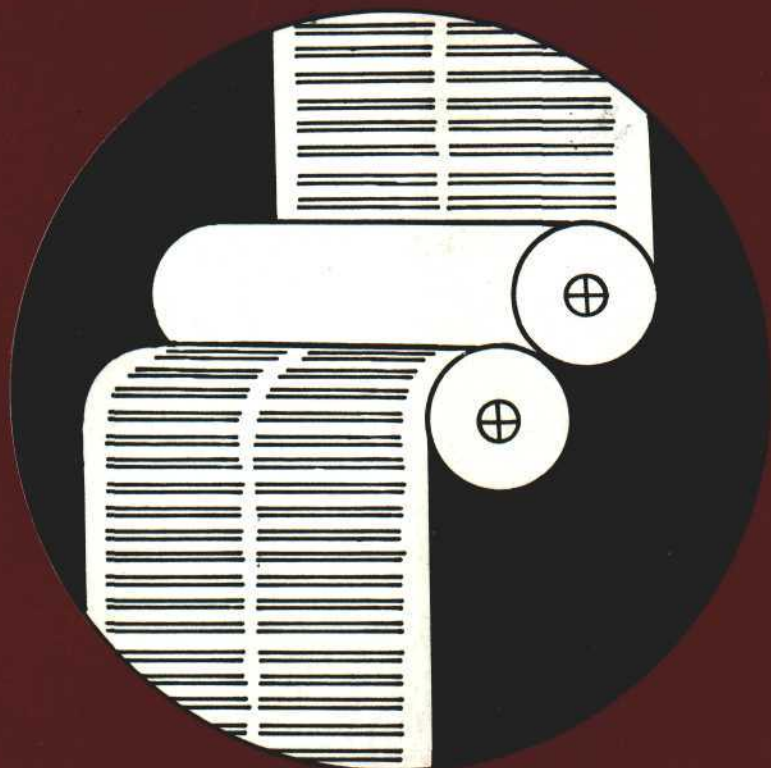


# AFRICA MEDIA REVIEW

1989 Volume 3 Number 3



- Perspectives on Development Communication
- African News in the World Press
- Film Makers and Film Making in Nigeria.
- African Communication Problems and Prospects

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## Comment on the content of this issue

The mere acknowledgement of the importance of communication in 'enlisting full human participation and understanding of development activities' has not usually been accompanied by clear understanding of the appropriate mix of communication strategies necessary for achieving the objective. Apropos, the very 'mutation' of the concept itself from so-called 'communication in support of development' (IBI 1975), through 'project support communication' (UNESCO 1976), and 'development support communication', to development communication' (which currently is the more acceptable term among communication specialists) indicates the role variation which social scientists and development strategists have visualized for communication within the context of development.

In this issue of the AMR, Andrew Moemeka specifies the components of development communication and evaluates the various approaches for operationalizing this conceptual formulation. He concludes that for optimal results, development communication strategies should not stop with conventional mass media, but must involve strong components of social organization and interpersonal and traditional modes and media.

Sethi Kamuhanda surveys the relationship between the mass media and the government in Tanzania within the context of the implementation of the country's foreign policy and finds a lingering distrust of the media among government officials which translates in the denial of the Tanzanian public of vital information relating to the conduct of their country's foreign policy and its objectives. Olalekan Ajia proposes the consideration of the cost-benefit factor of TV and Video in development and argues for the establishment of TV and Video viewing centres in Nigeria. He says such community TV centres would empower grassroots communities through their gaining greater control of this powerful medium. Samwilu Mwaffisi

affirms, following a content analysis of Zambia Broadcasting Corporation's Newscasts, that it largely supports national objectives as set by the country's ruling party and government.

Kwadwo Bosompara empirically rebuts the hackneyed claim by John Lent (1976) that Third World charges of bias in international news flow were 'intuitive ...not based on research facts'. He not only confirms the existence of bias in a Western newspaper, but also in a Ghanaian newspaper which relies on Western news agencies for African news.

In another article of this issue, Michael Traber sketches a broad overview of problems and prospects of African communication. He concludes that the remedy to African communication problems is to be found in a communication strategy that accords due respect to African traditions in which respect for truth, equality, social justice, and the supernatural are the cardinal principles. Augustine-Ufua Enahoro looks at the film industry in Nigeria and calls for its rationalization, localization, integration and promotion as a vehicle for cultural and socioeconomic development of indigenous Nigerians.

This issue also contains a cumulative index of all issues of the *Africa Media Review* so far published, viz., Volumes 1—3 (1986—1988/89). The index is arranged by author (alphabetically) and title of article for ease of reference.

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