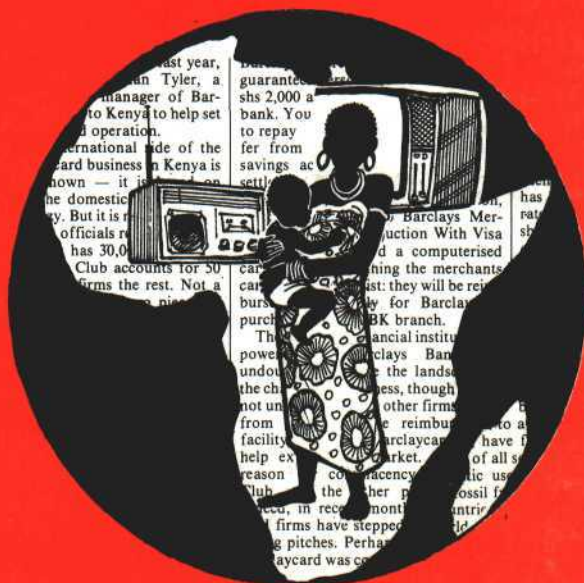


# AFRICA MEDIA REVIEW

1990 Volume 4 Number 2



- Gatekeeping in Nigerian Press
- Communication Policy for Liberia
- Gender and Communication Style among Nigerians
- Educational Broadcasting in Africa
- Female Images in Mass Media

Copyright (c) 1990 by the African Council  
on Communication Education (ACCE),  
Nairobi, Kenya, ISSN 0258-4913

***Africa Media Review*** provides a forum for the study of communication theory, practice and policy in African countries. It is published thrice yearly by the ACCE Institute for Communication Development and Research, P.O. Box 47495, Nairobi, Kenya. Telephone 27043/722089/334244 Ext. 2068. Telex: 25148 ACCE KE

### ***Correspondence and Advertising***

Authors should send contributions to the Editor, ACCE Institute for Communication Development and Research, P.O. Box 47495, Nairobi, Kenya. Books for review, book review articles and all other matters regarding AMR should be addressed to the Publications Manager, same address as above.

<b><i>Subscription Rates:</i></b>	<b><i>Africa</i></b>	<b><i>Outside Africa</i></b>
One Year	US\$ 39.00	\$48
Two Years	US\$ 69.00	\$90
Three Years	US\$ 99.00	\$132

These rates include packing and postage.

Single copies are US\$ 13.00 within Africa and US\$ 16 outside Africa. Cheques or money orders should be made payable to African Council on Communication Education and sent to the above address. Special arrangements will be entered into where applicable for subscribers in Africa through their nearest ACCE National Co-ordinator. ACCE institutional and individual members receive AMR as part of membership privileges.

<b>Editor</b>	Lewis Odhiambo, School of Journalism, University of Nairobi, Kenya.
<b>Publications Manager</b>	S.T. Kwame Bofo, African Council on Communication Education, Kenya
<b>ACCE Executive Co-ordinator</b>	Batilloi Warritay, African Council on Communication Education, Kenya
<b>ACCE President</b>	Tom Adaba, Directorate of Programmes, NTA, Lagos, Nigeria.

## Comment on the Contents of this Issue

This volume of the AMR goes beyond the traditional confines of the discipline of mass media and communication studies and includes qualitative and empirical contributions on gender and ethnicity in Africa. This is in acknowledgement of the centrality of these issues in contemporary African scholarship and policy discussion.

There are also in this volume some of the finest research reports on African mass media. For instance, Charles Okigbo, in a baseline gatekeeper study of Nigerian press, finds (a) that corporate philosophies largely influence editorial decisions among Nigerian journalists; (b) that journalists working in privately-owned Nigerian newspapers give less attention to ownership factors in their selection of news than their counterparts in government-owned papers; and (c) that individual prejudices and preferences do not significantly affect journalistic decision making.

Lamini Waritay looks at the problems and prospects of formulating a comprehensive communication policy for Liberia and concludes that despite official disinterest, there already exist in the country enough infrastructure, technology and need to warrant and support such a policy. Evelyn Onyekwere assesses whether gender has any influence on how Nigerians perceive their communicative styles. She finds no significant gender influence on self-reported communication style of Nigerian, unlike the finding of Montgomery and Norton (1981) among North Americans.

In another empirical study of Nigerian newspapers' performance in support of stated official development policy, Hilary Chidi Ozoh found no significant difference in coverage of rural areas before and after government establishment of a Directorate of Food, Roads and Rural Infrastructure (DFRRI) with the view to narrowing the imbalance in the quality of life between rural and urban areas. The assumption was that there would be increased reportage of rural areas as a result, not only of direct government request, but also because DFRRI initiatives in rural areas generated more newsworthy activities there. James Kiwanuka-Tondo, in a somewhat different fashion, also looks at the concept of development communication — specifically how educational broadcasting has been utilized in Uganda. He perceives a number of constraints that have militated against this otherwise excellent programming, among them political instability, technological and financial constraints, and scarcity of skilled manpower.

Nancy Mwendamseke in a neo-Marxist analysis, highlights the social structures and relations in Tanzania which influence the formation of stereotyped images of women in the media in particular, and in society in

general. Among them are traditional role differentiation of males and females, differential role socialization between boys and girls, differential educational opportunities between boys and girls, capitalist exploitation of women's images in the media through product advertizing, political marginalization of women, and religious teachings which reinforce existing role stereotypes. Finally, Onyere Mgbajume uses a communication model of feedback and signals to analyse the dynamics of nationalism, selflessness and discipline which are so essential in holding together African nations. He concludes that national leadership, often rooted within clan or ethnic heritage, must eschew parochialism and allow for the expression of diverse interests and opinions.

## Table of Contents

- 1 Gatekeeping in the Nigerian Press by **Charles Okigbo**
- 11 Problems and Possibilities for the Formulation of a Comprehensive Communication Policy for Liberia by **Lamini A. Waritay**
- 26 Relationship between Gender and Self-perceived Communicator Style in the Nigerian Cultural Context: An Empirical Investigation by **Evelyn C. Onyekwere**
- 37 Newspaper Response to National Mobilization Efforts: An Examination of the Impact of a New Public Policy on Media Coverage by **Hilary Chidi Ozoh**
- 48 Educational Broadcasting in Africa: The Case of Uganda by **James Kiwanuka-Tondo**
- 64 The Female Image in the Mass Media: The Reality and Possible Remedies by **Nancy Mwendamseke**
- 72 Breaking Ethnic Barriers: A Communication Model by **Onyere Mgbejume**