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- Role of Party Newspapers in Tanzania
- The Vernacular Press in Zambia
- Mass Media under Military Government
- Sources of Political Information

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Correspondence and Advertising

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Editor	Lewis Odhiambo, School of Journalism, University of Nairobi, Kenya.
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Comment on the Contents of this Issue

This volume of AMR contains articles which deal with issues as diverse as film acting, the use of newspapers and radio as propaganda and mobilization tools, sources of political information in rural communities and Media performance under military rule.

William Shija reveals that Tanzanian Party newspapers are not good instruments for mass mobilization because of the small mobilization value of the content. In addition, the country's underdeveloped communication infrastructure greatly retards the flow of information through the newspapers. But G. Moshiro argues that Radio Tanzania Dar es Salaam (RTD) has played a major role in mobilizing the masses for various programmes - including the war the country waged against Uganda's Idi Amin. As it faces the 1990s what role should the radio assume?

Charles Okigbo, in his study of sources of political information in a rural community, also shows that radio is the most important medium for influencing the rural population in a developing country, in contrast with the power of television in the United States. Francis Kasoma and Michael Leslie, in a pilot study, show that a vernacular (rural) newspaper in Zambia has very little impact on the lives of the ruralites it is supposed to serve. They argue that the newspaper is not about and for the rural people and add that copies do not reach the villages: they end up in market stalls for another purpose altogether.

Kweku Rockson expounds on the constraints the media in Ghana face under the country's military government. Wole Adamolekun focuses on what it takes for Nigeria to aspire and achieve greatness. As he states, the country has "massive fertile land resources, mineral resources, well-researched packages of technological innovations, favourable weather — but only one this is lacking: a central body to mobilize these resources." Adomolekun calls on the mass media in Nigeria to play the important role of mass mobilization.

The article by Hyginus Ekwuazi also makes interesting reading. Ekwuazi gives tips on effective film-acting: (a) the ability to internalise rather than externalise the role (b) the ability to be conscious and at the same time unconscious of the camera and (c) a thorough understanding of the medium and its range of possibilities and limitations.

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