

# AFRICA MEDIA REVIEW

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- Ideology, Theory and Professionalism
- Media and Regional Integration
- Persuasive Communication
- Image of Corporate Symbol
- DBS and National Sovereignty

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## Comment on the Contents of the Issue

In this issue, Luke Uka Uche argues that African mass media systems are still being manipulated ideologically, albeit subtly by former colonial 'overlords'. There is a lack of well-thought out policy objectives to guide decision-making that would reflect national aspirations and ideological base. Ewumbue-Monono Churchill recommends that African nations should work towards the integration of their mass media, not continental-wise but on a sub-regional basis. The continental approach, he says, is too broad to be effective.

Jose Ruijter points out that, although the mass media alone are not an effective tool in bringing about change in health, they could be instrumental in the training and backing up of the interventions of personal change agents. Hilary Ozoh reveals that TV advertisements with 'highbrow' endorsers, especially of cheap, everyday products, very often fail in achieving credibility and conviction among the audience. On the other hand, Victoria O. Ajala underscores the importance of a corporate identity — the logo. She contends that a company or a business must always be represented by an effective and graphically attractive symbol.

Evelyn Onyekwere shows that the coercive power of threat used mostly by military and other rigid regimes, is not enough to change the negative attitude of Nigerians towards work. The use of force, she adds, must be backed by friendly persuasion. Samwilu Mwaffisi explains why poor, developing countries cannot control the violation of their national sovereignty through direct broadcasting satellite.

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