

# AFRICA MEDIA REVIEW

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- **The Case of Newsweek in Nigeria**
- **National Interest and the Media: Comparison of the Coverage of Kenyan Elections by the *New York Times* and *The Guardian***
- **Considerations on the Role of Media and Information in Building a New South Africa**
- **Can the Devil Speak the Truth? The *New York Times* Coverage of Mandela's U. S. Visit**

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## Comments on the contents of this issue

In this issue of AMR there are five articles that expound on the general theme of the function of agenda-setting by the interest groups of the international mass media in relation to the coverage of contemporary social and political affairs in Africa and the consequences thereof. Enoch Tanjong and Gary D. Gaddy examine the relation between exposure to the agenda set by *Newsweek* by a selected Nigerian audience and the reaction of the audience to the global news in terms of media effects, which were found to be minimal.

How do African-American newspaper editors decide which news about Africa to publish and what influences those decisions? Emmanuel U. Onyedike explores this question in his paper and discovers that media coverage of Africa and the Third World by U.S. news organizations depends on individual and organizational factors, although educative news as regards their African heritage may sometimes be published. In the evolving new political democracy in Kenya, the international media greatly influence the national politics and international relations which exist between Kenya and the world based on their own selfinterests, according to Lawrence Gikaru's article – a study on the coverage of the first multi-party elections held in Kenya in 1992. Luke Uka Uche underscores the dearth of communication scholarship in discussing the problems and solutions of the Third World's indebtedness to the industrialized west, adding that unless confronted, the problem will be a permanent feature of North-South relations to the detriment of the Third World.

P. Eric Louw and Keyan G. Tomaselli, take a look at the role of media and information in building a "new" South Africa; while Ruth Teer-Tomaselli examines the African National Council's media policy by giving a detailed account of the processes that led to its drafting and what it will be expected to contribute to the desegregated South African society.

Chris W. Ogbondah takes readers through a study of the *New York Times'* coverage of Nelson Mandela's 12-day eight-city tour of the United States in June 1990 and concludes that the image presented of him to the American audience was favourable - in the self-interest of U.S. foreign policy.



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