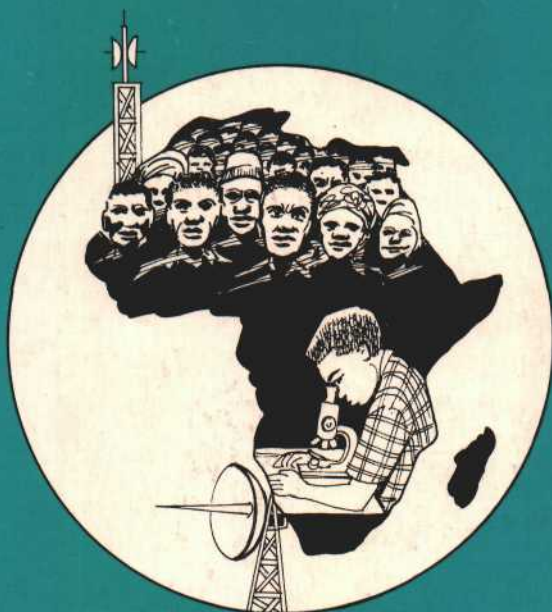


# AFRICA MEDIA REVIEW

1995 Volume 9 No. 1



- **Role of *Africa Media Review* in the Sustainable Development of African Communication Research**  
by David O. Edeani
- **Organizations: New Directions for Development Communication**  
by Chuka Onwumechili
- **Demographic Patterns and Sustainable Development in Ghana**  
by E. O. Tawiah

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## Comments on this Issue

This issue of *AMR* contains five of the many papers that were presented at the 9th Biennial Conference which was held in Accra, Ghana, in October 1994, the only exception being Dr. Chuka Onwumechili's paper, "Organizations: New Directions for Development Communication."

This paper attempts to situate organizational communication within the territory of development communication by arguing that the former has a critical role to play if the latter is to discharge its onerous responsibility successfully. This is not to argue that organizational communication is necessary and sufficient to bring about and sustain development. An integrated and complementary approach is advocated.

The issue of integrated marketing approaches and their application in promoting sustainable development is very well treated by Dr. Ikechukwu Nwosu, who argues persuasively that advertising, public relations, events marketing, direct response marketing, corporate communications, trade promotions and consumer psychology should be employed in development communication to "market" the idea and methods of sustainable development.

Dr. David Edeani's paper provides a succinct and eloquently expressed view that African scholars have paid considerable attention to the issues of development communication though there are still no fully developed theories of African Communication.

Isaac Obeng-Quaidoo and Waithira Gikonyo present the results of their research that suggest the concept of "sustainable development" is confusing to many people. They recommend the adoption of participatory techniques in IEC programming. Exemplifying with Ghana, E. O. Tawiah argues that the present demographic patterns are detrimental to sustainable development. He discusses a number of factors, (such as trade imbalances, debt burden, investments in health and education of the girl-child), that can affect sustainable development.

**Charles Okigbo**