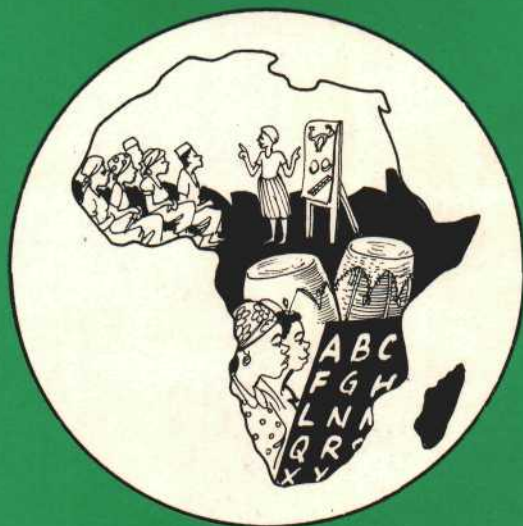


# AFRICA MEDIA REVIEW

1995 Volume 9 No. 2



- **Development Communication: A Clarification of Constructs**  
by Muiru Ngugi
- **National Images in the Age of the Information Superhighway: African Perspectives**  
by Charles Okigbo
- **The Substance of Health Communication Education**  
by Gabriel J. Bagui

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**Editorial Assistants** Charles Ongadi Nyambuga, Christine Kyayonka, African Council for Communication Education, Nairobi, Kenya.

**Circulation** Phyllis Ngige, African Council for Communication Education, Nairobi, Kenya.

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## **Comments on this Issue**

Concerns about the interpretations and applications of development communication underline the six units in this issue of *AMR*, once again demonstrating ACCE's commitment to the use of communication to support sustainable development in Africa.

In the first unit, Muiru Ngugi attempts to clarify the different meanings attached to development communication, and sheds some light on such other concepts as "non-development communication," "development support communication" and "development journalism."

E. O. Soola advocates for participatory development programming to ensure not only greater success, but also sustainability. He exhibits a clear preference for small-group participatory media over the modern mass media. In the third unit, Gabriel Bagui refers to popular communication models in his interesting analysis of how health communication works. He strongly supports empowering programme beneficiaries to claim ownership of development programmes.

The social mobilisation approach to development communication is explained and recommended in the fourth unit which is a case study of the Botswana National Literacy Programme. People participation, empowerment strategies, and campaign approaches are endorsed. In a frank discussion Nnamdi B. Emenyeonu argues that African media, like their Western counterparts, are to blame for perpetrating a negative image of the continent. The negative images of Africa and the implications of the superhighway in the context of Afropessimism are discussed, and proactive strategies of national image management are offered in the fifth unit.

The six contributions deal with different aspects of information, communication, and development in Africa, and affirm ACCE's continued interest in these areas.

**Charles Okigbo**

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