AFRICA MEDIA REVIEW

- Communication as Technology
- Mobilizing People's Support for Development
- Research Methodologies in Africa
- Policy Formulation for National Development

Africa Media Review

Africa Media Review intends to be a forum for the study of communication theory, practice and policy. It addresses itself to those interested in communication development in Africa with special reference to the impact of communication studies on Africa and its people.

Manuscripts

The Editorial Board welcomes well-researched scholarly articles and book reviews and other communications in all areas of communication for possible publication in the *Africa Media Review* (AMR). Articles should not exceed 8000 words (including notes and references), and book reviews should not exceed 2000 words.

Three copies of each article and review should be submitted (one original and duplicates). They should be typed double-spaced on A4 white paper.

Notes and References

Notes and References should be numbered serially in the text and explained correspondingly at the end of the article. They should be typed on separate sheets appended to the article. References should give the name of the author, title of the book, the place, the publisher and the date of publication, editions where applicable and relevant pages. For article references, the title of each article should appear in single inverted commas, followed by the underlined title of the book or journal in which it appears, the volume number and also the issue number as shown below. All these should be preceded by the names of the authors, surname last.

Quotations should be in single quotes. Quotations of four lines or more should be indented and typed single space with no quotation marks.

Titles and sub-titles in the article should be in upper and lower cases, for example, "Communication Development in Africa."

Illustrations

All illustrations should be clearly drawn in dark ink and large enough for printing reduction purposes. All charts, maps and diagrams should be referred to as fig., and should be numbered consecutively in the order in which they are presented in the text. They should be put at the end of the text with indications on the text, as to where they would be placed. Captions to figures should be written below the drawings.

Examples for Notes and References

1. Nnamdi Azikiwe, *Communication and Society*, Lagos: National Press Limited, 1900, pp. 40–45.

2. Jomo Kenyatta, *Government and the Media*, Nairobi, Harambee Press, 1920, p. 100.

3. *Ibid*. p. 30.

4. Kwame Nkrumah, "Journalism and Ideology," *African Review*, Vol. 1, No. 1, 1985, p. 10.

(References have not been altogether harmonized in this maiden issue).

Correspondence and Advertising:

Authors should send original manuscript and copies to the Editor-in-Chief, ACCE Institute for Communication Development and Research, P.O. Box 47495, Nairobi, Kenya. Books for review, book review articles, and all other matters regarding AMR should be addressed to the Publications Coordinator, same address as above.

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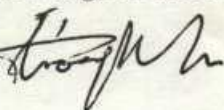
Message from the Editor-in-Chief

The month of November 1984 will be remembered as a turning point in the history of the African Council on Communication Education (ACCE). It could be correctly considered that this was the month when the ACCE became rejuvenated and portrayed itself as a virile continental organisation, with an injection of new blood of vigorous, well-informed and better organised membership, a democratically elected Executive with a popular mandate and a constitution that aims at stability and international networking and cooperation. It was also during this period that the decision to launch the *Africa Media Review*, the scholarly journal of the ACCE, was boldly made.

This maiden issue manifests the implementation of that decision. It is not accidental that this number has focussed attention on the strategies and challenges of rural development in Africa. This is the major emphasis of the ACCE at present, having sadly observed the frustrations which uncontrolled urbanisation has brought to every country of Africa, the failure of dominant development theories, the need for new approaches and direction, the confusion in official policies, the challenge to achieve self-reliance, and the caution against untested exogenous ideas.

Africa Media Review challenges African intellectuals, particularly communication specialists to develop, promote and direct appropriate tools to solve Africa's problems, especially in rural areas where communication is a decisive factor. This edition is intended to be a forum for discourse and dialogue among scholars concerned with effective rural transformation. We wish to express our appreciation to all who have contributed to this inaugural issue.

Frank Ugboajah
Editor-in-Chief.

III

Comment on the Content in this Issue

The sequence of articles in AMR Volume 1 No. 1 has been rationalised according to the themes with which they deal. The first group deals with communication as technology and includes the contributions by Ugboajah and Edeani. This group is followed by the second set of articles by Boafo, Isoba, Nwosu and James which deal with policy and what one of the contributions called "social marketing" of communication. The last two articles by Obeng-Quaidoo and Ogunade deal with communication research and comparative journalism. A book review is also included in this issue. These categories are not fixed — the sequence in each issue will be rationalized according to the articles that qualify for publication.

Table of Contents

Page