AFRICA MEDIA REVIEW

- African Media and Democracy
- Communication and Cultural Synchronization
- Value Orientation in Press Coverage
- Journalistic Expression in Africa
- Story Telling and Democracy

Africa Media Review

Africa Media Review is 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 contributions 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 preceeded 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 should 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.

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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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Comment on the content of this issue

This issue of AMR, Vol. 2, No. 2, 1988, contains a selection of papers presented at the Sixth Biennial Conference of the ACCE held in Jos, Nigeria, from 24-29 October, 1988. All the papers relate to the general theme: 'Communication and the Democratic Process in Africa'. They reflect the rich variety of scholarly opinion and approaches which characterize discussion of communication and mass media issues within the African context.

The dominant refrain running through all these articles is acknowledgement of the central role of mass communications in the purview of Africa's development agenda and priorities. And, despite the prevalence of gross violations of human rights in certain parts of Africa to this day, Paul Ansah, for instance, avers that democracy as a social concept is not alien to this continent. He finds sufficient elements within the African traditional conception of human rights to provide a base for a press system that should tend more towards liberalism rather than authoritarianism.

Michael Traber comes to more or less the same conclusion in his article on peoples' stories and their leisure time. Exploring this concept from the perspectives of social anthropology and mass media studies, Traber bemoans the tone of the African mass media which concentrates on telling 'non-stories' rather than acting as a true bridge between African governments and its people as was, and still is, the role of African story-tellers.

Cecil Blake ponders the prospects of the development and application of communication infrastructures and technology for achievement of cultural synchronization in Africa, while Chen Chimutengwende proposes a strong advocacy mass media that would relentlessly agitate for the achievement of greater liberty and the empowerment of the masses. Hughes Kone uses Cote d'Ivoire as a case study to analyse the requirements in communication development which will facilitate the democratic process in African societies. Isaac Obeng-Quaidoo calls for deeper specialization and professionalism among African journalists since development journalism requires in-depth knowledge of the elements that bring about development, and a commitment to the cause.

Cornelius Pratt looks at the concepts of responsibility and ethics in the Nigerian press and finds that, in general, the Nigerian daily press has a preference for applying utilitarian ethics to national issues. David Edeani attempts to determine the value orientation of Nigerian newspapers by analysing their coverage of a government programme, Mass Mobilization for Self-Reliance, Social Justice and Economic Recovery. He finds that ownership is an important factor influencing the performance of the press.

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