

is the ancient homeland of the Miji Kenda people; that farmers, herders and hunters represent historically racial types; and that the Oroma and related Galla-speaking peoples occupied the Horn before 1600. Evidence to the contrary has been published by Turton, Lewis and Morton.

East Africa and the Orient does contain some new information on Chinese and Arab geographical knowledge of the East African coast, but the remainder of the volume is a rehash of old material and ideas. Trimmingham and Wheatley, respectively, introduce many new Arab and Chinese sources on East Africa. Unfortunately, none shed any new light on coast peoples and cultures. Chittick, Mathews and Kirkman, who each have studied East Africa for the past thirty years or more, produce no archaeological evidence or interpretations that have not already appeared in print.

Another disappointment is the lack of overall design and purpose of the papers. None deals with "cultural syntheses" as the title suggests, none makes use of extensive evidence of cultural syntheses relative to the eighteenth and nineteenth centuries and none tackles the question of the origins and development of Swahili culture, and particularly its "arabisation". Material on cultural interaction is, in fact, very slim. Most of the papers also adopt a discursive, almost meandering, style that leads to no conclusions. At £20, this volume is not worth the price.

(Dr. F. Morton - UBS. Gaborone)

Frank Barton. The Press of Africa: Persecution and Perseverance. MacMillan. 1979. 284 pp. £12.00

The debate about the need for a "New International Information Order" which is part of the Third World campaign for a "New International Economic Order" has helped to clarify some

of the major issues concerning mass communication media in developing countries.

This media debate in the international forums like UNESCO is also taking place with great intensity at the regional and national levels. It is part of the whole discussion about the decolonisation process which has not yet been completed in some aspects like mass media. For the purpose of further clarification of issues and factors which may help us to prescribe the necessary and appropriate solutions it is important that this debate about the mass media be intensified and done in its proper context.

In various national and international conferences, in discussions in the media institutions and circles, the emphasis seems to be on the role, structure, ownership, control, content, survival and growth of the mass media. In developing countries which are trying to hasten their socio-economic advance, the media if properly used can be effective instruments in that process. The debate about national development therefore contributes greatly to the media debate.

During the past couple of years much literature has come out dealing with communication problems and prescribing some solutions. On Africa one of the latest books which has come out is "The Press of Africa : Persecution and Perseverance" by Frank Barton at the prohibitive price of £12. In this book Frank Barton discusses the problems of the press and journalists mainly in non-Arab Africa.

But the book unfortunately is not a serious contribution to the debate on the major issues facing the press in Africa. It does not discuss in any reasonable length the major issues which concern the media and the journalists. It concentrates on personal experiences of individual journalists Frank Barton came across during his 25 or so years of working as a journalist and trainer of journalists in different parts of Africa. The discussion on the experiences of individual journalists and incidents in newspaper offices is sketchy, wandering and not analytical. In some cases it is misleading to the reader about the nature of the problems of newspapers and journalists and the political environment within which they have to operate. The book is also written in a paternalistic language which is a typical western liberal approach.

Frank Barton does not take into account that the problems of African journalists are related to the fact that they operate in a society which is trying to move away from western economic and cultural domination. He ignores the fact that Africa is in a state of transition. Certain conflicts have to escalate before lasting solutions can be found and if the transition is to reach its logical conclusion and avoid distortion. Like other liberals, Frank Barton does not realise that replacing expatriates with Africans is only part of the answer. The content, and not just the form, is a primary factor. Journalists do not work in a vacuum. They operate in a social system with values and a direction which they can either support or oppose.

The problems of the mass media and the communicators reflect the level of socio-economic development and the current political direction of the state. It is not merely because African rulers are eccentric and African journalists are opportunists and cowards. Some of the problems of African journalists can only be solved through their own organisation, unity and struggle at national, continental and international levels. Some can only be solved if the political direction changes. Others are solved as the country develops and these include more and better training and the acquisition of experience. Freedom of speech is relative. Its definition depends on the political outlook of the definer irrespective of whether that definer is conscious or unconscious of his orientation and bias.

When writing about individual experiences of journalists one needs to put them in their political and professional contexts. One needs to point out why things are what they are, what is likely to or should be the way forward. It has to be recognised that a speedy socio-economic development process based on state planning and direction cannot depend on a commercial media owned and operated by people who may be opposed to that process.

Questions of structure, control, ownership, content, role and growth and how these relate to the social systems and the direction of the country are important to clarify when discussing what the circumstances of individual journalists are.

This may not be so or necessary if the book is meant for entertainment rather than as a contribution to the debate on the media and search for appropriate solutions.

(Mr. Rusere Nyongoni — Nairobi)

**Hans - Joachim Heinz and Marshall Lee — Namkwa:
Life among the Bushmen. Jonathan Cape
London . 1978 . 271 pp . £6.50**

Hans-Joachim Heinz's narrative of his life among the San communities of the Kalahari in Botswana, is technically a well written book. It is free of either linguistic or conceptual complications, and is vivid in terms of the pictures and situations it evokes. Thanks to the cooperation of Marshall Lee who collaborated with Hans-Joachim Heinz in the writing of the book.

If this book had been written perhaps thirty years ago, it would have been even better received, for in a way, its total import lacks sensitivity to modern critical anthropological thinking, and the sensibilities of the post-war generation of Africans particularly in Southern Africa would find Heinz's story subtly distasteful. In her foreword to the book, the late Margaret Mead writes that:

"This book is a unique story of one of the more romantic episodes in the history of the encounters between a European scientist and a primitive people. The encounter began as a scientific expedition by a middle-aged parasitologist into the Kalahari desert, where he fell in love with a Bushman girl, became enamoured of Bushman culture, and returned again and again, to investigate new aspects of Bushman life, and finally to attempt to introduce the Bushmen to a settled way of life which would mediate their relationship to the impinging modern world".

Indeed the uniqueness, the romantic character which Margaret Mead refers to is as the saying goes, one of "a man biting a dog". The story of a civilized westerner brought up in an atmosphere of