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and much more!

Jul 15, 2006

## MEDIA COVERAGE ON AFRICA

### THE UNTOLD TRUTHS FROM THE DARK CONTINENT- WHO WILL BE THE REAL VOICE OF AFRICA?

It is said that Africa is the worst of all continents, a continent of 'doom and groom'. Yes we may not be the richest, but we certainly are the world's staunchest optimists.

Despite all its difficulties to overcome its economical, social and political problems, Africa is a warm and happy continent. For that, the most important thing in the heart of all the Africans is "HOPE".

Most people in the US, however, don't know enough about the other side of Africa because the current media coverage is reactionary and suffers from the "if it bleeds, it leads" syndrome. The western media tends to overplay the negative side of events in Africa to serve their "domestic audiences, corporate interests and home governments".

The most interesting stories are not Africa's problems but the hope and heroism throughout the continent in the face of those problems. The lack of consistent media attention is obscuring important positive developments in Africa. Today there is a second wind of change blowing across Africa, a trend towards greater democracy and a growing confidence that goes uncovered by the media. Disasters in Somalia, Darfur and West Africa dominate, while transitions to democracy in Kenya, Botswana, Mozambique, Nigeria, Ghana, South Africa, Namibia, and elsewhere are ignored. Understanding the day-to-day stories of Africa means abandoning preconceived notions. Reporters should try to portray people in ways that are recognizable to Africans. With better media coverage, the United States and the world would realize that there is more to Africa than death, disease, disaster, and despair.

The promotion and visibility of a brighter Africa within society-at-large will play a significant role in creating cultural pride, encourage good business practice and sound investment in African businesses.

Posted by [Shez](#) at [12:51 AM](#) 

2 comments:

Anonymous said...

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You have a point about the press though. Its tunny now in Kenya the referendum 'no' vote was soon as a genuine relatively national popular revolt while the UK press thought it was a story about tribalism (they do however ignore the tribal angle when relevant). Still however there are some good writers in the foreign press - the brilliant Michela Wrong pointed out some time ago in the New Statesman 'developments lower down give huge cause for hope. In Uganda there were riots over the arrest of the opposition leader Kizza Besigye, in Kenya voters rejected a constitution shoring up presidential powers, in Liberia the people chose a seasoned female candidate over a glamorous soccer star, and in Ethiopia voters went on to the streets to protest fiddled election results.'<http://www.newstatesman.com/200512120008>

**Thursday, July 27, 2006 1:44:00 AM**

Anonymous said...

There are winds of change blowing across Africa, no doubt. There is definitely a convergence of thought somewhere because I just designed a survey last week to measure the perception of the media coverage of African immigrants, if it isn't too much stress, I would like your input. The survey is [here](#) Thanks!

**Saturday, August 19, 2006 2:54:00 AM**

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