

"Mel Bunce, Suzanne Franks and Chris Paterson have assembled the single most important collection of analyses of African media and image in at least a quarter of a century. In practically all respects this volume goes beyond previous, mainly 20th century, northern-centered ways of framing and thinking about Africa's media image and, in their place, carries us well into the 21st century. This is a post-'Africa pessimism' century of African and international narratives of Africa. These are told through an astonishing variety of perspectives, technologies and media platforms. Their audience includes a robust, continent-wide and technology-empowered middle-class. Processes of imperialism and neo-imperialism have not disappeared. But the agents, trajectories and meanings of imperialism are opened to re-assessment."

**Oliver Boyd-Barrett**, *Professor Emeritus, Bowling Green State University, Ohio and California State Polytechnic University, Pomona*

"This is an excellent book which fills a crucial gap in existing literature. It has a wide range of contributors offering key insights and analysis – a must read for students and academics in development studies as well as those in media and international journalism."

**Gregory Philo**, *Professor of Communications and Social Change, University of Glasgow*

*Africa's Media Image in the 21st Century* is the first book in over twenty years to examine the international media's coverage of sub-Saharan Africa. It brings together leading researchers and prominent journalists to explore representation of the continent and the production of that image, especially by international news media. The book highlights factors that have transformed the global media system, changing whose perspectives are told and the forms of media that empower new voices.

Case studies consider questions such as: how have new media changed whose views are represented? Do Chinese or diaspora media offer alternative perspectives for viewing the continent? How do foreign correspondents interact with their audiences in a social media age? What is the contemporary role of charity groups and PR firms in shaping news content? They also examine how recent high-profile events and issues have been covered by the international media, from the Ebola crisis and Boko Haram to debates surrounding the "Africa Rising" narrative and neo-imperialism.

The book makes a substantial contribution by moving the academic discussion beyond the traditional critiques of journalistic stereotyping, Afro-pessimism and "darkest Africa" news coverage. It explores the news outlets, international power dynamics and technologies that shape and reshape the contemporary image of Africa and Africans in journalism and global culture.

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MEDIA STUDIES / JOURNALISM

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ISBN 978-1-138-96232-3



9 781138 962323

**Routledge**  
Taylor & Francis Group  
www.routledge.com

COMMUNICATION AND SOCIETY  
Series Editor: James Curran

Central cover photo by I See a Different You (@iseeadifferentyou), a Soweto collective seeking to "change the world's view of Africa from the negative to the positive".

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MEL BUNCE, SUZANNE FRANKS, AND CHRIS PATERSON

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