AGGN FELLOWS PROTEST AFRICA'S **NEGATIVE IMAGE IN THE INTERNATIONAL MEDIA**



long workshop on Govern-30.3.2014 - 05.04.2014, orstraesser-Institute (ABI) under the auspic-(AGGN).

platform that brought together a motely ance and Media held in the of speakers on the theme of Media with German city of Bonn from emphasis on Africa. The African scholars The AGGN fellows particularly lamented engaged the speakers in enriching discus- the hitherto biased narrative of Africa in ganized by the Arnold-Berg-sions on a number of topical issues such as Media and Politics that was presented es of African Good Governance Network by Prof. Dr Stephan Kaußen of the Mac- Krieg und Korruption) whch largely ignores The AGGN forum which comprises a Ayieko-Kummeth a former journalist, Me- Hon. Gbandi appropriately highlighted the group of highly educated African academ- dia Freedom in Africa by Eric Topona of faces the negative press on Africa has as-

GGN fellows met in a week are still studying in Germany, was an apt many presented by Hon. Kenneth Gbandi

international media as a failing continent only famous for the three Ks (Krankenheit, romedia Hochschule für Komminikation the positive attributes of Africa and its very (MHMK) Köln, Media and Conflict by Jane ripe potential for growth and development. ics who have either studied in Germany or Deutsche Welle and African Media in Ger-sumed but he also brought to the fore how

this negative paradigm is slowly giving. Welle among other places in Bonn and a paradigm shift in the relationship beway to a more sanguine expectation.

rienced over the years from the Western world, a discussion on 'African Media -Foreign Influences: The Case of China in Friedrich Ebert Stiftung took center stage. Discussions on this topic largely centered and the role China has played in compelimage of Africa.

particularly benefited from a Media Skills tween Africa and Western countries should Other than the bad press Africa has expe- training conducted by Bernd Rössle from be more of a partnership relationship as the Deutsche Welle Akademie. The skills opposed to one of a master servant relatraining equipped the fellows with exper- tion. Africa's advantages notwithstanding, tise to handle media interviews, hold press Africans in diaspora remain a critical voice Africa' presented by Sergio Grassi of the conferences as well as how to present for change in the African Continent. There news worthy items.

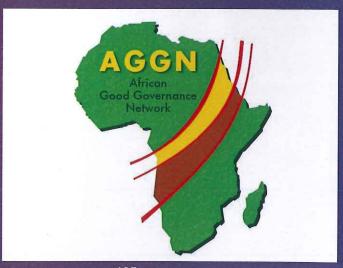
dia and China's influences on this media of the workshop that Africa is indeed the positive image of the continent. 'future' given Africa's rising star even in ling the Western media to rejig its negative international media that has hitherto been negative. Africa enjoys a substantial natural resource base and has a very young Written by Omondi Robert Owino with The African Scholars visited Deutsche population full of potential. For this reason input from Gilbert Ndishang

is particularly urgent need to promote objective and independent journalism on the around the interface between African Me- There was indeed consensus at the end African Continent that will promote a more









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