

The role of the African media as a rule maker, not a rule taker in international development finance

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THE 'RULE MAKER' DEFINED

NOUN

(also rules-maker)

A person who draws up a rule or rules; a maker of regulations.

Who controls development finance? IMF? World Bank? UN? How about AFDB? National/multinational levels? What's the narrative? Who controls the narrative?

The African Narrative- WHERE ARE WE TODAY- report by Africa No filter (the business in Africa Narrative report)

New report shines light on persistent narratives on business in Africa as continent's potential continues to be neglected

- Analysis of **750 million** stories published between 2017 and 2021
- 70% of coverage about business in Africa references foreign powers including China, the USA, Russia, France, and the UK
- Corruption referenced in nearly 10% of stories on business in Africa
- <1% of the coverage on business and Africa referenced the AfCFTA
- Women represented only 29% in stories on the subject and 12% of the experts or sources used

-highlights some the existence of a number of problematic narratives on business in Africa, following a comprehensive analysis of international and African media, digital and academic landscapes.

Africa

Africa is Nigeria and South Africa:

-Nearly 50% of articles in global media outlets reference South Africa or Nigeria. Data not readily available. Why? Resources, not enough investments in correspondents not enough across the continent, but now thorough forums like these, and advancements in social media its an opportunity to connect more

How African journalists report on Africa

African media outlets perpetuated negative stories about Africa. At the same time, foreign-based media take a huge chunk of Africa's media landscape.

Reporting about Africa* 35% of the reports originate from non-African media outlets or news agencies. France's AFP tops the list, followed by the UK's BBC

According to one questionnaire on the most popular African outlet over the last year, only seven out of the top 25 are based on the African continent. The BBC tops this list.

Why foreign media presence is strong in Africa

1. FUNDING

Moky Makura. 63% of the surveyed media groups do not have correspondents in other African countries. "Two-thirds of them just have no way of actually figuring out what's happening in another country on the continent," Makura told DW.

Some media houses have experienced such massive budget cuts that they no longer have a presence outside large urban centers and are forced to rely on external sources, including those from Al-Jazeera and Chinese agencies.

1. PRESS FREEDOM

Professor Ufuoma Akpojivi of the South African University of Witwatersrand points to another reason why non-African media outlets are popular: "Many countries have no strong tradition of a free press or freedom of expression that allow African media groups to report independently," Akpojivi told DW. Originally from Nigeria, Akpojivi says Nigerians "tend to believe Western sources more than Nigerian sources because they believe they [western media] are free from political interference." Akpojivi also spoke of an "unconscious bias," for example, in Nigeria and Ghana, individuals with political or economic connections own most media houses, which erodes the trust of the media house among the public.

REFLECTION:

-How do we amplify diverse ideas, voices, and stay true to the reality of the country and the challenges that they are dealing with. Beyond the continent, if you're reporting on a local level, how much of your community are you representing?

THE POWER OF MEDIA & NARRATIVE

How Does Media Shape Our Community Narratives?

Media is a very powerful tool in shaping the way communities perceive the world

How do we begin changing problematic narratives on financial development, that seems to have been skewed towards the western world, how can we dismantle the idea or belief that Africa is a rule maker, and not a rule taker?

Give context to the power of media; STUDY ON RACIAL NARRATIVES PLAY & JOURNALISM

-78 percent of journalists surveyed strongly felt race and culture were important to consider when reporting. However, they also felt that people of color were over-represented in a negative light or missing from the news entirely. According to the survey, 67 percent felt African Americans were over-represented in a negative light, while 51 percent felt Asian narratives weren't represented at all.

-61 percent of African American respondents feeling their narratives were missing or over-represented in a negative light in news media and 36 percent of Asian Americans feeling their narratives were missing entirely.

Too often, our current narratives fail to tell stories that truthfully represent all cultures, ethnicities and backgrounds. Some stories are absent, some are mistold, while others only highlight negatives and never the positives. These incomplete and frequently single narratives influence how we perceive the world and how we interact with one another. How do we establish new narratives?

1. **having critical conversations** on the importance of representation that is inclusive and positive. (Like what we are doing here) So when we talk about Africa being a rule maker, a trailblazer, leading the way, how do we highlight that through the stories that we give? Who are we speaking to and why? Who are leading the conversations? Who are the voices?
2. **AWARENESS JOURNALISTS**; we can make an impact that not only changes our continent, the policies, , but even the world's view on the African narrative, and how we are shaping the world today. BBC Money Daily, even if were speaking to UNDP we insist that we speak to a black African, outside of Kenya. Even if it's western, asking African related questions.
3. Shedding the spot light, and leading global stories using African voices.

EXAMPLES: (cop26) Narrative on climate change, and financing not just from the west and what they think is best.

Solutions <https://www.themastonline.com/2021/11/03/pay-up-or-perish-with-us/>

<https://www.theguardian.com/commentisfree/2021/oct/31/west-climate-crisis-cop26-africa-develop-global-heating>

<https://allafrica.com/stories/202111020874.html>

CONSTRUCTING NEWS -Practices in defining the narrative

1. use of sources- individuals, organisations or agencies, you are your contacts

Research organisations- That are doing African research,

Organisations- Powered to hold power to account,involved in policy making, have proposals, unconventional solutions that put Africa on the map as a rule maker

Individuals- Breaking the status quo, who are bold, who speak up, who are about change

1. Agenda-setting

You are the rule maker!

You set the agenda of newsworthy events, the importance. You are the gate-keeper. You choose for the audience and determine what they need to know, and what needs to be noticed, paid attention to, debated and scrutinised.

Holding power to account-Ask Questions! What's in it for Africa? How are we benefiting from financing? Are the terms fair? And transparent?

THE END (QUESTIONS,
DISCUSSIONS)