

**A Place on the Edge:  
Textual Analysis of Online News About Africa  
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**Abstract**

This paper examines the coverage of Africa on websites of news stations in the United States. CBS, ABC, NBC and PBS are four major sources of news in the United States and their websites are created to enable more people have access to the world. This paper will report on a textual analysis of online news about Africa especially in relation to “children”, “health” and “education” looking at both headlines and stories. Stories that mention celebrities, politicians or politics is excluded

**Rationale**

Recently, I visited a school in the Athens area to talk about my home country – Nigeria - and to my shock the children and even teachers knew very little about my country which has come to be known by the world as the giant of Africa. As I tried to comprehend this discovery I asked “What do you know about Africa?” and what I heard made me realize how far removed they are from the true situation in Africa. This led me to find out how much information was available in the local and national newspapers. I found out from reading *The Athens Messenger*, *The Post*, *The Athens News*, *New York Times*, *USA Today*, *Washington Post* and *Washington Times* that in summary stories about Africa show that Africans are weak and depend on the West for help. Then I decided to check online for what Africans are writing about themselves and how they are trying to re-orientate the young ones (even if it is almost impossible to change the mind set of adults). A quick search of the websites of 10 most accessed African online newspapers (Online Newspapers.com, 2006) published in English – The Guardian (Nigeria), This Day (Nigeria), The Punch (Nigeria), Vanguard (Nigeria), The Sun (Nigeria), The Daily Nation (Kenya), Champion News (Nigeria), Nigerian Tribune (Nigeria), Daily Independent (Nigeria), East African Standard (Kenya) - made me see that very minimal reference is made to “children”, “youth”, “young people” or the likes

and only one of the African online newspaper websites had a link to a children's webpage. With this I came to the conclusion that it is necessary to understand more clearly the stories for and about children in African online newspapers. This turned out to be a Herculean task as the data was not readily available online and the editors were not forthcoming with regard to response to my mails. While I believe research on African online newspapers is important, I realized that to understand U.S. children's beliefs about Africa it was important to look at what is written in United States online news report about Africa. Since young people are more likely to look to the web for their news (Globescan, 2005), I decided to do a textual analysis of four major news websites to enable me see how Africa is represented in news stories in the United States.

### **Research Questions**

Based on my experience with children in Athens Schools, I formulated the following questions:

**RQ1:** What geographic areas of Africa are represented in news stories?

**RQ2:** What are the themes of the stories?

**RQ3:** What image of Africa do the stories portray?

### **Literature Review**

A number of studies have been carried out on children in relation to health and education. Also a number of subjects are available on the representation of Africa in news but here I'll focus on that which has to do with online news.

According to Mahamat Saleh Haroun the Director of the hit African film *Abouna* (Our Father) "...it is down to Africans to shake off stereotypes by telling their own stories" (Starwars, 2003). Lyombe Eko an associate professor in communication and journalism and an award-winning documentary film maker is of the opinion that following the concept of *if it bleeds it leads* has led Americans to "see only the disease and pestilence. Good things happen but they don't make the news. American viewers have a selective and jaundiced picture of most of the world". He goes on to say "You must bypass the media images to get a realistic picture of what the world is like. Go visit. If you can't do that, seek out realistic documentaries that don't feed the usual developing world stereotypes of famine and earthquakes" (Eko, 2003). Emeka Okafor a consultant in sustainable technologies noted that "when main stream media frames Africa, three

topics come up again and again: AIDS, AIDS, and AIDS. The relentless focus on AIDS plays into the framework of helplessness associated with the continent (Eko, 2003).

To Carol Pineau, a journalist with more than 10 years experience in reporting for Africa and the producer of the film "Africa: Open for Business", it would be criminal not to cover or report on the genocide going on in Sudan yet she insists this must not become the only focus. While citing the Columbine school shooting, the Oklahoma City bombing and other US tragedies she asked reporters, "how would you feel as an American if all anyone ever talked about was the disasters of America?" (McLaughlin 2005). "The image of Africa in the western media is awful" said Mel Foote, founder of constituency for Africa "the thing we have to do is to improve the image of Africa" (Russell, 2002). The Zambian Ambassador to the US, Dr. Inonge Mbikusita-Lewanika added "The image we have of Africa is the bad, ugly and the gruesome... Anything good, beautiful or progressive, no one (in media) will cover that" To Angelique Shofar, host of *Africa Meets Africa* on WPFW 89.3 in Washington DC "It's about getting them (media) to step into our world and educating them" (Russell 2002). Niamh O'Sullivan a First Class Honors Graduate of the University of Ulster said: I traced the portrayal of black Africans from when cameras first entered the continent through to the 20th century. "Despite the developments in the African world over the last few hundred years, the first pictures of starving, black children that emerged are still the legacy that remain in modern society." (News Release, 2003). It is also worth noting that when evidence emerges of Belgian 'peacekeepers' roasting a Somali child, and of Canadians and Italians raping and torturing Somalis, and various other examples of Western brutality, their actions are not seen as a reflection of the values of their societies (Smith, 1997). Rod Chavis (1998) during his presentation at the African Studies Consortium Workshop put it succinctly when he said:

What do negative media images, conveyed by the Western Media about Africa communicate? What darkness prevails in the mind of the producer(s)? What gains for whom derive from journalistic bombast and unmitigated stereotype of a whole continent? Nouns and adjectives like hut, dark, tribe, King Kong, tribalism, primitive, nomad, animism, jungle, cannibal, savage, underdeveloped, third world, developing, etc., are yet pervasive when Africa is the story. Reports have maintained a negative reportage policy when the subject is Africa. Balance is

rarely evidenced; why? Images of Africa in the Western Media, many times, are deeply troubling psychologically and emotionally, especially to those claiming her as primordial heritage, lineage, and descendency. They portray a no there stand: no culture, no history, no tradition, and no people, an abyss and negative void. (Chavis, 1998)

According to William Easterly (2006) a professor of Economics, “One hope that in 2006, it will finally be understood that Africa’s true saviors are the people of Africa and that those who must help them in their task must also be accountable to them.”

All of these reports reflect a continent in turmoil and despair. By neglecting to report on positive developments in Africa, the Western media perpetuates the stereotype of Africa as a continent whose people are unable to advance themselves. Africa is projected as a continent that still has to rely on its European colonizers for assistance.

## **Methodology**

This study is grounded in both textual and content analysis. I gathered and analyzed the content of text on four websites - CBS, ABC, NBC and PBS - using 3 search themes – Africa and Children, Africa and Health, Africa and Education. Using the themes I found out that there were between 68 and 6856 stories on each and these stories would usually be repetitions or fall completely outside my scope (see table 1). To narrow down my search I used the selected themes to search out 10 relevant stories from the first 50 stories of each online news report. The data was coded for recurring themes or representation. Using the headline and first five paragraphs of the first 10 stories under the categories “children”, “health” and “education”, I focused on what is included and what is excluded from the news reports. My plan was to look for the common representations and to see if the sites reflect what I know about Africa today.

### *Analysis*

The analysis was conducted in three stages.

First, I began by carefully looking through each story. Second, after going through each story a number of times I focused on the first five paragraphs to determine how it relates to any of the themes and I began to put together similar stories and to interpret the headline and content of the stories. While analyzing I realized that based on the search themes stories were mixed, for instance, the search for “Africa and Children” brought out stories that had to do with health as well as stories that related to education. Finally, I checked with students (American Citizens) to see if the interpretation I gave is similar to what comes across from the story. My protocol was based on content and headlines written about the stories.

### *Process of coding*

I created codes and definitions by looking at the site and the printed stories from the site over and over again. I went beyond what is apparent to see the connotative meaning of the stories and headlines (see Appendix II).

### *Description*

The first thing that greets you on doing a quick glance at the sites is the level of urgency that trails the stories. Though these networks are seen as windows on the world or mirror on the African society submissions can hardly be substantiated from direct understanding of the culture and people. I looked at the first 10 stories that matched the

themes “Africa and Children”, “Africa and Health” and “Africa and Education” from CBS News, ABC News, PBS News, and NBC News. Most of the stories under children, health and education overlap e.g. a story on health could be related to children and possibly talk about educating young people or mothers about health practices and a story on education could focus on educating children about HIV/AIDS. Also I noticed that a number of the stories were generated in developed countries (US, UK, UN) and were requesting for some form of change instead of looking at the positive high points in developing societies (Table 2: CBS 2, 8, Table 4: PBS 4, NBC 3). Most of the stories were by Reuters and Associated Press, though the stations had some direct reports they often work in collaboration with these two agencies. Most stories on ‘Africa and Children’ are devoted to Middle East and North Africa (MENA); these were excluded from my data as it is outside my selection criteria.

ABC News is mainly on celebrities while PBS News which is outlined as an interview or essay is geared towards politics. Majority of the stories on Africa were on South Africa with over 10% having headlines with the words “South Africa (Table 3: CBS 2, 8, PBS 4, NBC 3, 6). Other stories were on Nigeria (multiple issues), Botswana (HIV/AIDS), Sudan (war) and Congo and Niger (famine). Most of the stories had a poverty background and focused on AIDS, Bird Flu and Famine. With the discovery of Bird Flu reports on AIDS now compete with reports on Bird Flu. Though stories were chosen initially based on my selection criteria but the stories fell into different categories based on content of the first five paragraphs. I noticed that positive stories about milestones and achievements in relation to Africa were not documented even in the archives.

## **Results**

Based on what most U.S. children have seen via the media, it becomes difficult for them to appreciate Africans or to yearn to visit. Africa to them is a country that is inhabited by uncivilized people who live with animals as such they must be kept at bay. A black man with tribal marks could only have been scratched by a tiger and a woman with black skin is receiving punishment for being born in a poor zone. If children in Appalachia have not flown in a plane then flying to America can only be an African imagination. Do you have four wheelers? Definitely not! These were some of the comments I got from my pupils. After weeks of teaching the cultural studies class I

began to see that the impact of misrepresentation can be erased especially from the minds of children if we painstakingly work at it. How? By giving them a real image of Africa and helping them to understand the culture. In talking to my class about tribal marks for instance I told the short fictional story using places that they can relate with. If there is war between Columbus and Athens and soldiers in Athens do not want to harm Athenians as such they came up with a plan B, Athens children must learn difficult conversational codes or get a striking facial mark within 7-days, which would they choose; the children preferred the facial marks. As part of the class we got the color-pencil facial marks after which I asked how they would love to be treated to which one of them said “I guess we’ll be treated fine because we all have the mark”. Good discovery! “But how would you love to be treated when you visit Washington DC?”, “Well, I’m human another one said; after all, I only got this mark to save my life”.

Children who are curious and passionate about learning about current events and other worlds would often turn to seemingly credible sources to get their information. After social studies or cultural studies classes children are likely to search for more information via the web unfortunately, these ‘credible sources’ cannot be said to give a balanced representation and these comes to bear negatively on how Africans are appreciated for their unique culture.

These children are never aware of the absence in the stories; issues like the success of immunization programs, local initiatives, stories on positive change, impact of media and non governmental organizations in the lives of children, sustainable developments, milestones in sports etc are shut from their critical eyes. No African culture, tribe, group received outright commendation for effective programs or policies. Initiatives for Africa by Africans are painted as a test case that is likely to fail. Most of the stories depicted Africa as a continent that is totally reliant and dependent on the West for survival and advancement. There is a lot of emphasis on the support role of the West in the gloomy situation painted of Africa. Since Africa is unable to help herself the West is painted as the “big brother” who is ever ready to take care of Africa’s mess through the giving of relief, aid and debt cancellation. The focus is usually on the intervention of the international agencies instead of on the community or how the community has solved their own problem. The Avian Bird Flu was first discovered in Asia but news about Bird Flu in Africa far outweighs what we read now about Asia.

Mass destruction of birds take place in Nigeria now without intensive testing and the stories are a good source of moral panic. Recently I read two news report; the one from This Day online reports that the type of bird flu discovered in Nigeria as 'highly pathogenic', the report is based on a Paris-based health organization's verdict. The second story by News 24.com says Nigeria has no bird flu as 'results from the initial tests on chickens that mysteriously died in Northern Nigeria showed no sign of bird flu'. Africans are beginning to wonder if the bird flu issue is not another ploy by the West to push Africa to a point where birds or chickens become the next major item on the import list. Most of the stories on children addressed them as victims which supports previous findings (Raundalen, Steen 2004). Keeping girls out of school or boys dropping out of school (not minding if the children are enrolled in skill training due to poverty e.g. unaffordable school fees) is seen as the cause of extreme poverty, child mortality and AIDS.

People need to learn about the apparent diversity and differences based on location as well as the similarities in humans regardless of color, location, culture, beliefs, religion etc. People are yearning to read about the bright side of things which leads to hope and peaceful coexistence. Americans need to learn about the positive things that would make them yearn to visit Africa instead of giving reasons not to dare the expedition.

#### Conclusions/Recommendations

Until I came to the United States I never imagined that a poor region existed in the United States neither did I come across news stories on Appalachia. Generally people like to show the positive aspects of their communities (e.g. Columbus as the home of Aviation, Athens as an active player in the abrogation of slave trade through the underground railroads) but pictures and texts on Africa have tilted more to the negative view point. Based on the study I can conclude that the textual representation of Africa cannot be said to be balanced; it leaves little to be imagined in the line of hope. I couldn't find enough material on what Africans have written about Africans and Africa so American online news are doing the best to suit their own purpose. A Japanese man once made sense of the interpretations by saying that the idea is to show what is different.

Africa is a beautiful continent where migration to urban area is gradually depleting the rural world yet most scripts, texts and pictures show the rural poverty stricken world as a representation of Africa. This make Africa appear as a country that is reflecting no positive change despite financial aid from the developed world. No doubt this will have some effects on the way people on this side of the divide see and appreciate Africans. Unfortunately, as long as bad news sells, and it most certainly will for a long time to come, we should not hold our breath waiting for the Western media to realize that their images are not an accurate portrayal of Africa's reality. As Africans, we need to stop seeing ourselves through the eyes of the Western media and find a way to make them see us as we see ourselves (Heyden, 2005). Rwandan President Paul Kagame while speaking to the press said, "I urge you to play your role, not merely as watchdogs and whistle-blowers but as advocates and educators in our joint venture to make Africa ... a better place". How can the situation be improved? The Prime Minister of Uganda (a former journalist), Kintu Musoke, has this answer: "Much as we could beseech the international media to give balanced reporting on Africa, we are all convinced the lasting solution will come from within Africans and African governments themselves (Heyden, 2005)."

In line with Ghana's Minister of Communications suggestions on how Africa (and issues relating to children) can be given more balanced and accurate coverage in the world's media I propose the following:

1. There is need for Africans to have a positive image of Africa and disseminate this to the rest of the world through the leaders, government, public and private establishments and citizens. Journalists who serve in international fields as cultural attaches or reporters and producers who package programs for the international market should be trained to handle positive information dissemination.
2. More funds should be disbursed to take care of the communications sector and countries should embark on international relations campaigns and projects.
3. Journalists from other continents deployed to serve in African countries should be willing to learn the language and culture to enable them understand the people and their needs. By doing this they will be in a better position to give

a more balanced picture and interpretation of events and happenings in African countries (Spio-Garbrah, 1998)

4. International African Students should act as consultants to elementary and high schools to discuss the true picture with students so that their consciousness about diversity can be increased and they can grow with an appreciation of the African people and culture.

**End Note:**

1. Starting from a very narrow point to the stage I am now has proved to be a challenge. Copying and printing of news stories was initially based on the headlines but most of this turned out to be dead data as the search will include stories that were not included in my selection criteria.

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Table 1:  
 SELECTION CRITERIA AND DISTRIBUTION OF STORIES  
 BY DIFFERENT NETWORKS  
 FROM JANUARY TO MAY 2006

Themes	CBS	ABC	PBS	NBC
Children	1428	85	577	512
	10	10	6	5
Health	6694	68	1010	6856
	10	10	10	10
Education	432	78	1010	1835
	9	3	6	6

Table 1b:  
 GRAPH ON TOTAL DISTRIBUTION OF STORIES  
 (Children 22.5%, Health 60%, Education 17.5%)

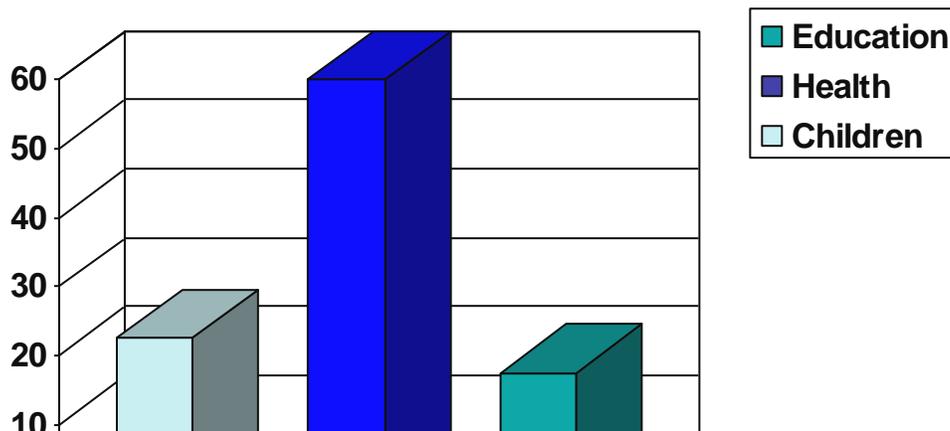


Table 2:  
TOP HEADLINES ON ABC, PBS AND NBC NEWS  
ABOUT AFRICA AND CHILDREN  
FROM JANUARY TO MAY 2006

S/N	CBS	ABC	PBS	NBC
1.	Help for Africa's Future	Last of 3 Fatima 'Miracle' Children is Laid to Rest	Darfur's Smallest Witnesses (Images of Violence)	Are Flu Shots safe for Young Children
2.	Africa Famine Strategy Criticized	For AIDS Orphans, Lessons on Life and Car Repair	Children at War	15 Killed in Nigerian Cartoon Protest
3.	Thousands Dying in Ethiopia	UNICEF: Millions of Children Still Hungry	Catastrophe in Congo	Sex for Food by aid workers alleged
4.	10M Kids in Slave-Like Labor	Anti-Rape Condom Aims to Stop Sexual Assaults	Crisis in Zaire	Poor Nations Fail Hungry Children
5.	AIDS Day Focuses on Kids	Japan Provides \$6.78 to Liberia's Children	AIDS in Africa: How You Can Help	Struggling to Survive
6.	Love for Rwandan Orphans	6 Afghan Children Die in US Attack	Cry Freetown	
7.	U.S. Pastor on AIDS Crusade in Africa	Deadly Bird Flu expands in Africa	World Hunger on the Rise	

8.	World Bank Frets Child Mortality	Poor Nations Fail Their Underfed: UNICEF		
9.	Muppet with HIV Joining 'Sesame' Cast	Sudan's Lost Boys Find Shelter in America		
10.	Educating Africa about AIDS	'Health's Angels' Deliver Care by Motorcycle		

Table 3:  
TOP HEADLINES ON ABC, PBS AND NBC NEWS  
ABOUT AFRICA AND HEALTH  
FROM JANUARY TO MAY 2006

S/N	CBS	ABC	PBS	NBC
1.	Africa Faces AIDS Orphan Crisis	Bird Flu Discovery Stokes Fears in Africa	Battling the AIDS Epidemic	WHO: Bird Flu Pandemic is Imminent
2.	South Africa's Kids Falling Prey to AIDS	Fear Grows After Bird Flu Moves into Africa	Fighting Malaria in Africa	Topless Virgins Vie for Swaziland's King
3.	AIDS #1 Health Threat to Kids	Africa Health System Ill Prepared for Bird Flu	AIDS in Botswana	South Africa's High Court Approves Gay Marriage
4.	Millions Die of Preventable Disease	Anti-Rape Condom Aims to Stop sexual Assaults	AIDS in South Africa	Nigeria Reports Africa's First Bird Flu Outbreak
5.	AIDS in Africa Worse Than War	Who's Counting: Costs for AIDS in Africa?	Senegal's Success (Effective AIDS Prevention Program)	Wall of Distrust in Nigeria Bird Flu Fight
6.	AIDS Hindering Africa Food Output	Bird Flu's Sweep Worries Health Officials	AIDS in Africa (Malawi)	South Africa to offer free AIDS drugs
7.	12 Million AIDS Orphan	Malaria Vaccines Success Hailed as Breakthrough	Left Behind (HIV/AIDS)	My Turn: Africans Need More Than Our Sympathy

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8.	AIDS Decimates South Africa's Poorest	Almost 5 Million New AIDS Cases in 2005	Nigeria Reports First Case of Bird Flu in Africa	WHO: Six Diseases cause most child deaths
9.	World's Malnourished up to 840M	Niger Helps 15,000 Malnourished Children in Capital	Famine in Niger	Bird Flu Bigger Threat than Terrorism
10.	Africa on Brink of Polio Outbreak	FDA Approves Infant Vaccine for Diarrhea Virus	Schools Teach Survival to Africa's AIDS Orphans	Africa, the Infectious Continent

Table 4:  
TOP HEADLINES ON ABC, PBS AND NBC NEWS  
ABOUT AFRICA AND EDUCATION  
FROM JANUARY TO MAY 2006

S/N	CBS	ABC	PBS	NBC
1.	The AIDS ABCs for Africa	Education in Southern Africa	Kenya's Classrooms (AIDS orphan)	South Africa: Education and Social Change
2.	UN Children's Summit Hits Snag (Abstinence as preferred approach)	School Teach Survival to Africa's AIDS Orphans	Helping the Dispossessed	Africa Peace Education Program
3.	65M Girls Missing Out on School	13 Around the World	Gifted Education	South Sudan Government Lacks Equipment People
4.	Poor Nations Debt Scrapped		Stop Female Circumcision	School Teach Survival to Africa's AIDS Orphan
5.	Reality TV Breaks African Barriers		Echoes of Conflict	Local Group Raises Money for South African Schools, Creates Connections with Students
6.	Stopping Female Circumcision		Life in Ghana	Educating Millions with Crank Radio

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7.	Educating Africa About AIDS			
8.	Teen Motherhood Increase Risk			
9.	What It's Like to Live on \$1 A Day			
10.	UN: World failing on Poverty (UPE)			

## APPENDIX A. TEXT LOG - HEALTH

DESCRIPTION / HEADLINE	TEXTUAL INTERPRETATION	GENERAL INTERPRETATION	PERSONAL THOUGHT / INTERPRETATION
Vaccine for diarrhea virus and malaria vaccine	Vaccine for the protection of diarrhea virus and another for malaria which causes thousands of death in developing countries has been approved.	This is great! Health providers now have a tool to effectively prevent illness that affects children but can Americans use it too?	Again America has found solution to another 'third world'. Now it is being tested on Africans or Asians to determine if those in developed countries can use it too
Polio outbreak in Nigeria	Africa is on the brink of the biggest polio epidemic	Did not know that Islam represent a stronghold in Nigeria. These Muslim leaders will never be reasonable wonder why they have refused to participate in immunization program.	From what I know, Polio has left the stage of being a scare or epidemic in Nigeria as the National Program on Immunization (NPI) was very successful. An advocacy program was put in place to correct the wrong notion about immunization previously held by Muslim leaders in the North.
Malnourished children receive help in Niger's capital - Niamey	A program has been launched to cater or children who are acutely malnourished following the drought and locusts hit last year	Niger is helping malnourished children but of course not without the help of a foreign body - UNICEF	West Africa nations are so poor they can hardly help themselves. Lets save 15,000 out of the 800, 00 who are suffering from early death
Bird flu	Another global threat that easily spread from bird to person causing a flu	Stop it right there before it gets to America. You can sign a business contract with	It started in Asia then Europe but how come more massive destruction of birds

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	pandemic	Wal-Mart and others for the importation of flu-free birds	are taking place in African countries
Virgins vie for position of 13th wife to Swazi king	The ceremony ill befits a country with the world's highest HIV/AIDS rate	Are they really virgins? What an uncultured way to promote polygamy	Africans are barbaric and this is another way to promote HIV/AIDS
Homosexual unions	The first in Africa to legalize gay marriages. Parliament has been given a year to reflect change in legal definition of marriage	Africans are catching up fast	Welcome to the acceptance of taboos. This sure is modernity in action
Sensitizing young people about HIV/AIDS	Auxillia Lungu is more concerned about the serious issue of educating young people about their right to say No	You need not bother about promoting abstinence condoms will always be available	This report came from a UN AIDS conference interview and it is presented as a lone voice in the wilderness

## APPENDIX A2. TEXT LOG - CHILDREN

DESCRIPTION / HEADLINE	TEXTUAL INTERPRETATION	GENERAL INTERPRETATION	PERSONAL THOUGHT / INTERPRETATION
Government of Japan's magnanimity to Liberia's children through UNICEF	With funds, child soldiers will be re-integrated via education and safe water will be provided	Great! High time other countries step in, then our tax can be used to help our own poor regions	That's what respectable donors and governments do. American government should take a cue from this
Hunger is getting out of control in Africa	Government is in denial of the situation in Niger	Since this is the country labeled by Bush as selling uranium to Iraq to help build weapons of mass destruction then they are far from being helped	Even with the discovery of non-existent weapons America's stand should have changed. Unlike hurricanes hunger can be prevented
Illusion of protection in Congo	Even with the deployment of French-led emergency forces, nighttime killings, rapes and abduction continue	This happens here too but no doubt not on the same barbaric level	Africa is a war torn environment that is not safe to visit
Children and armed conflict	UN will hold regions (especially developing nations) responsible for enlisting children as soldiers in their zones	The international community has become the watchdog, beware!	What happens to child soldiers in developed countries, the record may show that those enlisted are above 18 but the fact is that those below 18 are enlisted as well
Starving people of Ethiopia	With the planting of babies more global effort is needed to address the cycle of war	Instead of planting fruits and building economy, they keep planting babies, it's high	With all the global effort that has gone into Ethiopia I wonder why little is

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	and drought	time they leant to be self sustaining	achieved. It appears funding agencies give fishes instead of nets.
Huge effort is needed if World Bank is to achieve MDGs by 2015	If wealthy countries pay up their allotment then 11 million children can be saved from preventable diseases	Does this mean I have to pay more tax? We'll keep supporting them if only they can appreciate our efforts	Are MDG allotments a form of gift which will be administered by World Bank or is it another loan which will translate into corporate slavery for developing countries?

## APPENDIX A3. TEXT LOG - EDUCATION

DESCRIPTION / HEADLINE	TEXTUAL INTERPRETATION	GENERAL INTERPRETATION	PERSONAL THOUGHT / INTERPRETATION
Debt of poor nations have been scrapped	100% of debt owed to World Bank, IMF and African Development Bank will be cancelled	18 countries will be saved from paying \$1.5 billion per year; these funds could be used for health care, education and infrastructure development	In what other indirect way will the funds be retrieved? Debt has never been cash in hand especially with unpaid interests on loans. Canceling a debt will translate into available funds in future and hopefully this will help.
Raising money and connecting to South African students	LATTICE focus on promoting global understanding in elementary and secondary schools	Quite a rewarding collaboration	A partnership which includes exportation of baskets to America as part of the contract so its not a freewill offering
South Sudan government employees are far from functioning	There are empty desks in gloomy offices without telephones, faxes and electricity	Civil war has wiped out the education of an entire generation causing southerners to flee to greener pastures	Even with new administration sustaining the economy is almost impossible
Practicum experience to analyze the future of education in South Africa	Education has a vital role in the development of every country	They are learning to take initiatives	They challenges are overwhelming so this may not thrive
Girls are kept out of school	This according to UNICEF increase the risk that they will suffer extreme poverty,	Not investing in girls education in Africa is no longer news	Not being formally schooled does not necessarily translate to death and

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	die in childbirth or from AIDS		disease but that's what this report says
Breaking barriers the modern way	'Big Brother Africa' brings a sense of unity to a fragmented impoverished continent	Hopefully they'll learn a thing or two	Its almost impossible to read about reality shows created for Africans by Africans
Teenage mothers	The risk of infant mortality increases as more babies are born to teen mothers	Yes we have teen mothers but we are not up against the odds of complication related to child bearing due to the level of technology	Record has it there are more teenage mothers in America than everywhere in the world but reports will rather focus on developing countries

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TEXT: CBS, ABC, PBS, NBC Websites

LOCATION: <http://www.cbsnews.com/>, <http://abcnews.go.com/>,  
<http://www.pbs.org/newshour/>, <http://www.msnbc.msn.com/>

DATE: June, 2006

CODES	DEFINITION
Poverty	Most of the captions and stories are direct reference to abject poverty which explains the reason behind aid, relief and support. No doubt a number of Africans are poor but defining a continent with poverty is an attempt at debasing the continent
Education	Education can be both formal and/or informal style of teaching but emphasis is placed on 'modern' classroom education. It is used in relation to campaigns, programming and school. To get an education is seen as luxury which few Africans can afford
Health	The state of well being. Includes HIV/AIDS, bird flu, malaria, circumcision, diarrhea etc

Children	Humans below the age of 18years
Rural versus Urban	Every African know the difference between urban and rural life yet most stories try to compress the entire Africa into the rural strata which signifies that little or no achievements have been made after the stone age

### About the Author

Omolola Anne Famuyiwa is a Nigerian currently engaged in a graduate study with the Center for International Studies and College of Education at Ohio University. The article was part of research for her master's degree. Her research interest includes media, childcare and youth development. You can reach her at [of126905@ohio.edu](mailto:of126905@ohio.edu)

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