

# "We Have Failed as a Continent."

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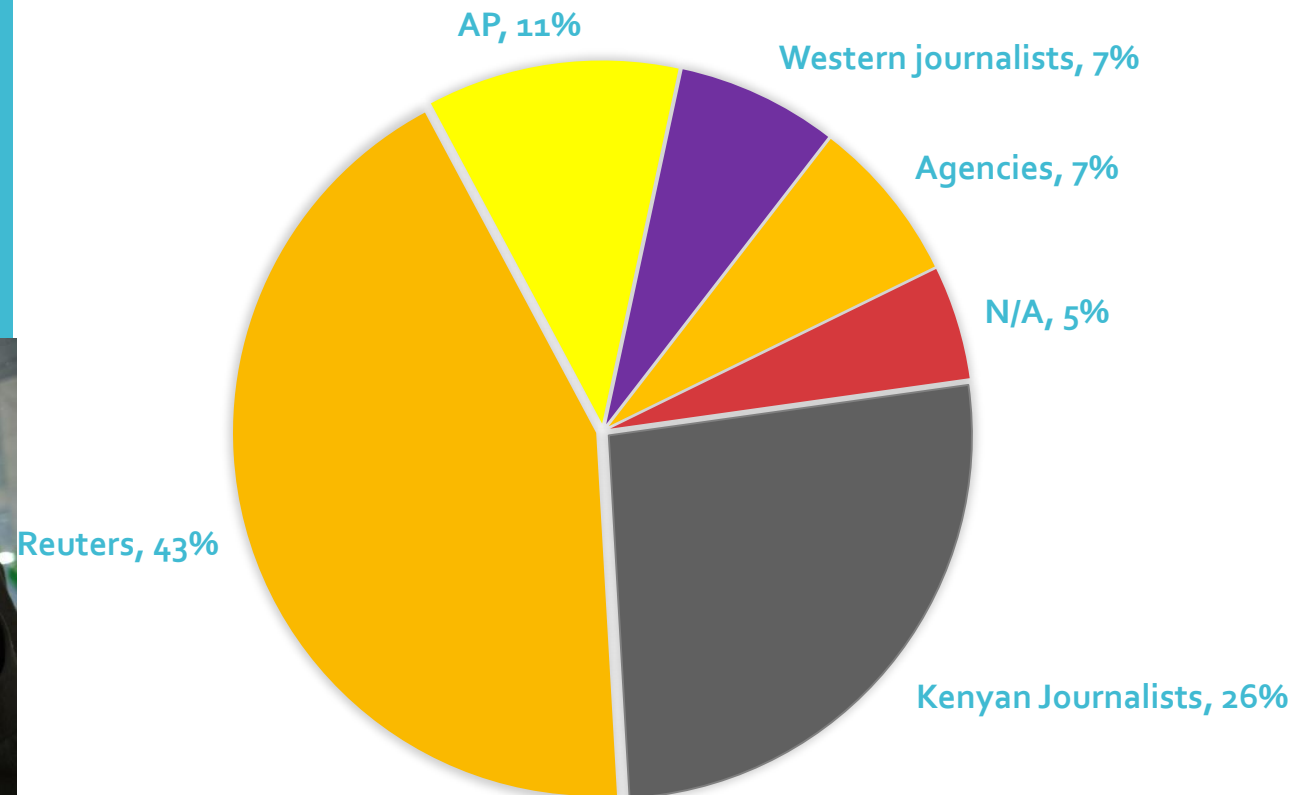
# Motivation



A majority of African countries get ‘their images of other African countries from a handful of western-based news agencies,’ (Styan 1999).

When you are talking about issues next door, we are more placed.... better placed than them. But **you see this thing has something to do with colonisation**, which is also creeping into... You see it everywhere, you see it in restaurants...you sit here and a *mzungu* (white person) comes and they rush to him. You see it everywhere. **Some editor, in his mind thinks that a [white person’s] story would be better than yours** (journalist interview, 2015).

# Who Tells African Stories?

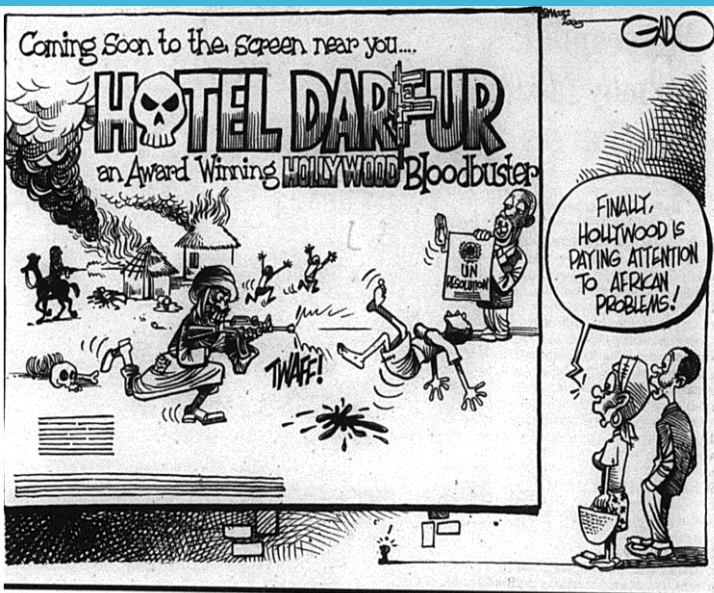


# What Journalists Think

Let me tell you it's been very frustrating, [...] you know, sometimes it's the newsroom that sponsors you to go to these conferences [they say] **go to this conference interview so and so bring us this story, you go there you spend your resources, you spend your time, you file the story.** The following day what do you see? You see there's a story from Reuters, yours has been killed, and if you look at even the stuff that has come from Reuters, it's very sketchy (Journalist interview Kenya, 2015).

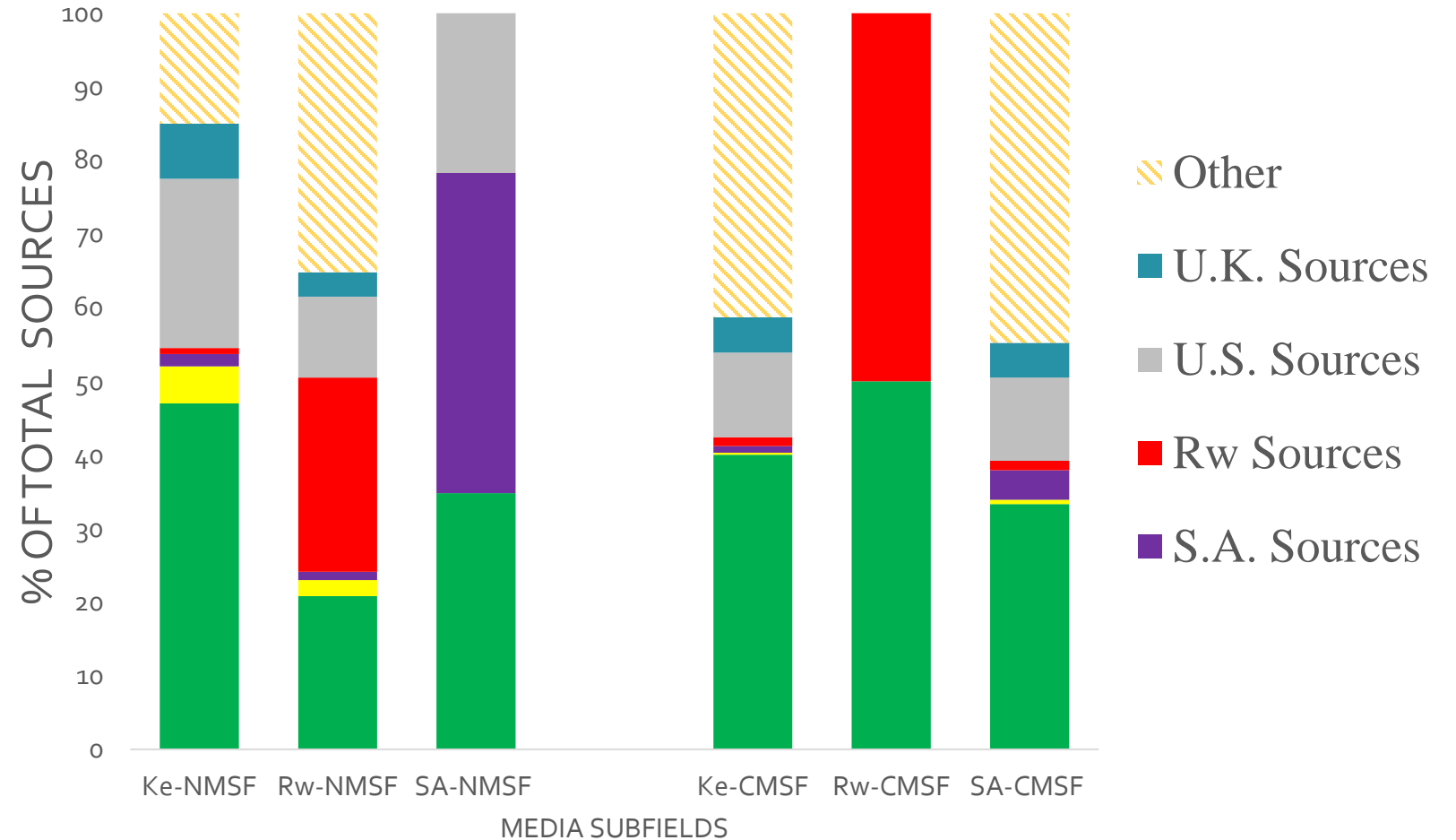
At the end of the day **we are at the mercy of our readers.** So, we don't ignore the issue [Darfur] altogether, that would be irresponsible, but **we don't necessarily want to spend exorbitant money on something which we know our readers are not that interested in** (Editor interview South Africa 2012).

# The George Clooney Problem



I am here today **to represent the voices of the people who cannot speak for themselves**....In the time we are here today, more women and children will die violently in the Darfur region than in Iraq, Afghanistan, Palestine, Israel or Lebanon (Clooney 2006 UNSC address).

# The George Clooney Problem



# Conclusion

- African journalists **are in the periphery of the global narrative construction** about conflict in Africa.
- **BUT** media organizations in Africa **are complicit in the erasure of African voices and subjectivity** through who journalists quote as sources.

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