

The Mass Media and the Changing Nature of Africa's International Relations

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Today as never before, the role of the mass media in information dissemination in the world is no longer in doubt. It is in short, the mass media more than anything else that has made the world a global village, hence, we talk about globalization. Of course, the driving force in international diplomacy and international relations find expression more on the basis of interests which impinge on economic, political and cultural considerations. These interests are championed mainly by the mass media which in most cases, assign images and sets agenda for relationships among nation states. The mass media in this regard is a powerful weapon of public opinion that can very easily influence decision makers as well as actions of people around the world.

If this is the case as it is, then the understanding of the mass media is therefore crucial in international relations for a good grasp of the new shape of world politics. This paper is therefore aimed at exploring how Africans can define their own priorities and partnerships, and with which voice(s)? The paper will equally explore the role of the media in Africa's international relations. The paper recommends that African governments and leaders should promote healthy media environment through deliberate communication policies that will strengthen the capacity of media practitioners to mitigate negative Western media influences on Africa.