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Africa's Media Image in the 21st Century: From the "Heart of Darkness" to "Africa Rising" (Communication and Society)

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Africa's Media Image in the 21st Century is the first book in over twenty years to examine the international media's coverage of sub-Saharan Africa. It brings together leading researchers and prominent journalists to explore representation of the continent, and the production of that image, especially by international news media. The book highlights factors that have transformed the global media system, changing whose perspectives are told and the forms of media that empower new voices.

Case studies consider questions such as: how has new media changed whose views are represented? Does Chinese or diaspora media offer alternative perspectives for viewing the continent? How do foreign correspondents interact with their audiences in a social media age? What is the contemporary role of charity groups and PR firms in shaping news content? They also examine how recent high profile events and issues been covered by the international media, from the Ebola crisis, and Boko Haram to debates surrounding the "Africa Rising" narrative and neo-imperialism.

The book makes a substantial contribution by moving the academic discussion beyond the traditional critiques of journalistic stereotyping, Afro-pessimism, and 'darkest Africa' news coverage. It explores the news outlets, international power dynamics, and technologies that shape and reshape the contemporary image of Africa and Africans in journalism and global culture.

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