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- Communication and Rural Development
- Adult Attitudes Towards Media
- Media Use, Knowledge of World Affairs and Image of Nations
- Communication en Planificaton Familiale

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Comments on the Contents of this Issue

This issue of AMR contains five articles which discuss a broad range of issues relating to the functions of communication and information in the socioeconomic and political development process in African countries.

In the first article, Peter O. Nwosu and Eronini Megwa present a critical assessment of the role of communication in agricultural and rural development in Swaziland. The paper contends that the major flaw in the current approach to development communication in Swaziland and other countries in the region is the over-emphasis on development programmes and the source of development communication rather than on recipients of development information. The authors put forward a need-based integrative model of communication which recognizes the importance of recipient participation in the planning, dissemination and diffusion of development programmes.

In his study on adult attitudes towards the mass media in Nigeria, Osabuohien P. Amienyi attempts to relate such attitudes to such demographic factors as location of residence, ethnicity and gender. The findings show a generally favourable adult attitude towards the mass media.

With the growing spread of the modern means of communication in Africa, much of what people get to know about foreign countries as well as the images they have of those countries and their populations are increasingly becoming dependent on their exposure to the mass media. The study reported by Onuora Nwuneli, Innocent Okoye, Chinyere Okunna and Johnson Ayo investigated the relationship between media use, knowledge of world affairs and the images of people and nations held by university students in Nigeria.

Hugues Koné's paper presents a study on communication and population issues and the experience of family planning practice in Côte d'Ivoire. He argues that participatory communication is crucial for effective planned parenthood and population control.

In her paper, Regina Traoré Serie decries the apparent dearth of information on reading practices and library needs of students in Côte d'Ivoire. Her study explores the relationship between gender, parental influence, social and economic factors and reading habits of students in that country.

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