

AFRICA MEDIA REVIEW

1996 Volume 10 No. 2



- **Media Education Worldwide: Objectives, Values and Superhighways**
by Len Masterman
- **The Information Superhighway and Environmental Challenges in Africa**
by Margret Karembu
- **Future Impact of New Communication Technologies: A Bibliographic Analysis**
by Levi Obijiofor

Copyright © 1996
African Council for Communication Education
(ACCE)
Nairobi, Kenya
ISSN 0258-4913

Africa Media Review provides a forum for the study of communication theory, practice and policy in African countries. It is published three times a year by the ACCE Institute for Communication Development and Research, P. O. Box 47495, Nairobi, Kenya. Telephone: 227043/216135/215270/334244 ext.28068 E-mail acceb@arcc.permanent.com or acceb@form-net.com

Correspondence and Advertising

Authors should send contributions to the Managing Editor, ACCE Institute for Communication Development and Research, P. O. Box 47495, Nairobi, Kenya. Books for review, book review articles and all other matters regarding *AMR* should be sent to the same address.

<i>Annual Subscription Rate</i>	<i>Africa</i>	<i>Outside Africa</i>
	US\$45:00	US\$60:00

These rates include packaging and postage.

Single copies are US\$ 15:00 within Africa and US\$ 20:00 outside Africa. Cheques and money orders should be made payable to African Council for Communication Education and sent to the above address. Special arrangements will be entered into where applicable for subscribers in Africa through their nearest ACCE national co-ordinator. ACCE institutional and individual members receive *AMR* as part of membership privileges.

Managing Editor	Dr. Charles Okigbo, African Council for Communication Education, Nairobi, Kenya.
Editorial Assistants	Charles Ongadi Nyambuga, African Council for Communication Education, Nairobi, Kenya.
Circulation	Lydia Gachungi, African Council for Communication Education, Nairobi, Kenya.
ACCE President	Dr. Francis Wete, University of Yaounde, Cameroon.

Table of Contents

- 1** Africa and the Information Superhighway: Silent Majorities in Search of a Footpath
by **Francis B. Nyamnjoh**
- 22** The Information Superhighway and Traditional Communication: Where we Stand
by **Wole Adamolekun**
- 61** Media Education Worldwide: Objectives, Values and Superhighways
by **Len Masterman**
- 76** Future Impact of New Communication Technologies: A Bibliographic Analysis
by **Levi Obijiofor**

Comments on this Issue

This issue discusses the suitability and the implications of the Information Superhighway to the African situation with Len Masterman talking about media Education and the super-highway implications.

The articles point at the importance of the Information Superhighway in the new technology age notwithstanding the fact that the African continent is still not well endowed with the necessary infrastructure.

Levi Obijiofor in his article "Future Impact of New Communication Technologies: A Bibliographic Analysis" explores the, freedom of expression, gender and the Information Superhighway. In conclusion; he says that before the government and policy makers can rush into decisions the common man should be explained to the issues involved.

Len Masterman discusses the impact of the new technology on media education. He throws light into the different perceptions of media educators and attempts to find a consensus on basic objectives.

Francis Nyamjoh in his article "Africa and the Information Superhighway: Silent Majorities in Search of a Footpath" points out that information superhighway incorporates all the existing networks into one system, but at the same time it is the multi-dimensional, unlike the traffic highway which projects two directions of movement. He observes that indigenous forms of communication should be integrated with modern communication systems for sustainable development.

Wole Adamolekun urges caution in his article titled "The Information Superhighway and Traditional Communication Where we stand", he asserts that traditional communication is

still relevant and should be incorporated in the new communication technology networks" He further adds that New Technologies do not always portend positive developments.

Magaret Karembu upholds the relevance and importance of the Information Superhighway in environmental communication. She points out the fact that Africa might not benefit much from the data base in the internet because of lack of technology. In general, the article gives a situational analysis of the Information Superhighway in Africa and suggests policy issues which need to be addressed both internationally and regionally if the expectation of environmental communication are to be realized.

Charles Nyambuga