

Use Your Power Wisely

RE: your story on the outcome of talks between the NAU and Nafwu (Nafwu says NAU meeting 'a total failure', November 2003). In the article, you describe the talks as a failure. The fact that some common ground was found, which, considering the delicate and inflammable nature of the topic, is quite noteworthy, was merely mentioned in the last sentence of your report. Another daily newspaper based their headlines on this very fact, that some common ground between the parties was found.

As members of the media, you directly influence public opinion and thus hold immense power over the course of political events and ideologies. I find, in the interest of peace and stability, certain sensitive topics should be handled more carefully, and not become victims of purely profit-oriented sensationalism. It is not in the interest of the Namibian people that this

particular and other topics become even hotter than they already are; by feeding on the negativity of certain events, you are definitely not acting responsibly.

If instead, you focus on positive aspects in your reporting, this will propagate in the public mind and eventually become reality. This principle of suggestive reporting is well known and in a more negative context it borders on propaganda.

There is no such thing as unbiased reporting; so against this background, please realise your power and its related responsibility, and use it to everyone's advantage.

Concerned citizen

Swakopmund

(Name and address provided)

Note: It was Nafwu leader Alfred Angula who stated that the meeting was a "total failure", not The Namibian. - Ed