



# Reporting China – Africa in West Africa

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# CHINA MEDIA STRATEGY IN AFRICA

- China's engagement with Africa has attracted significant attention from policymakers, scholars, and journalists worldwide
- concept of media assistance Western donors and NGOs to define their efforts to promote independent media in developing countries, has little applicability to China's engagement in Africa

Chinese actors prefer :  
to frame their activities in the media sector as  
forms of collaboration and exchange,  
aimed at encouraging mutual understanding, at  
strengthening diplomatic and economic ties,  
and  
counterbalancing the negative reporting of both  
China and Africa in Western media.

# In West Africa

## Nigeria targets \$4 billion Chinese investment for oil industry

October 5, 2016 Talatu Usman



## WORLDPOST Nigerian In China: Why Are People Here So Racist Towards Black People?

"There are so many more Chinese people who live in my country and yet they don't get hassled anywhere near as much as we do in China! Why?"

12k

Eric Olander and Cobus van Staden The China Africa Project



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Le Niger et la Chine signe deux accords de coopération économique et technique portant sur une aide non remboursable de 13,5 milliards de FCFA et un prêt sans intérêt de 9 milliards FCFA : Bientôt un 3ème pont sur le fleuve Niger



Echanges de documents entre les deux pays

La ministre des Affaires Etrangères, de la Coopération, de l'Intégration Africaine et des Nigériens à l'Extérieur Mme Kané Aïchatou Boulama et l'ambassadeur de la République Populaire de Chine au Niger M. Shi Hu ont signé hier après midi à Niamey deux (2) accords de coopération économique et technique entre nos deux (2) pays. Aux termes de ces accords, le gouvernement chinois accordera au gouvernement nigérien une aide non remboursable de 150 millions de Yuan RMB, soit 13,5 milliards de FCFA, et un prêt sans intérêt de 100



## Republic of Benin: 22 years old girl caught with drugs at a Chinese airport

28, June 2016

A citizen from the Republic of Benin aged 22 was arrested on Thursday in possession of drugs at an airport in China. The girl named Ciarath Aladja was arrested on the 24<sup>th</sup> of June and immediately charged for drug

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## Nigerians Languish in Chinese Jails

March 17, 2016


5341 16



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# What the issue is? China

the economic downturn in China:

- The country's debt has increased just as quickly over the past two years as in the two years after the 2008 crunch.
- Its debt-to-GDP ratio has soared from 150% to nearly 260% over a decade  a financial bust or an abrupt slowdown

# .....in Africa

- The struggle for access to Africa's oil and other raw materials +
- the strengthened political position and bargaining power of many African governments.
- Most focus on China and Africa has considered the economic aspects of the relationship

## .....in Africa

- There have been positive reports about Chinese economic expansion,
- a great deal of criticism regarding the attitude of Chinese entrepreneurs and workers in Africa. Issues include:
  - corruption and lack of transparency in contracting
  - environmental crime, such as poaching and illegal logging etc...

# The new deal

- In December 2015, the fifth Forum on China–Africa Cooperation (FOCAC) :Each conference adopts a three-year action plan, putting forward a range of Chinese commitments to increasing trade volume, infrastructure development, scholarship provision, and more
- The FOCAC Johannesburg action plan (2016–2018):
  - industrialization;
  - **security and military cooperation;**
  - **environmental protection;**
  - **media cooperation;**
  - educational exchanges.
  - China–Africa Press Exchange Center Program: **training for 1000 African media practitioners per year**
  - **Distribution of ready-made TV programs**



## **The voice of ordinary Africans : perceptions from our audience**

The report Afrobarometer is based on almost 54,000 interviews in 36 African countries, is being released on 24 October 2016 (World Development Information Day) and is available at [www.afrobarometer.org](http://www.afrobarometer.org)

# Perceptions of China in Africa

36 countries | 2014/2015

## China ranks 2nd

- as a development model (after the U.S.)
- as greatest external influence (after the former colonial powers)

Top factors contributing to:

- a **positive**

image of China:  
Investments in infrastructure and business development



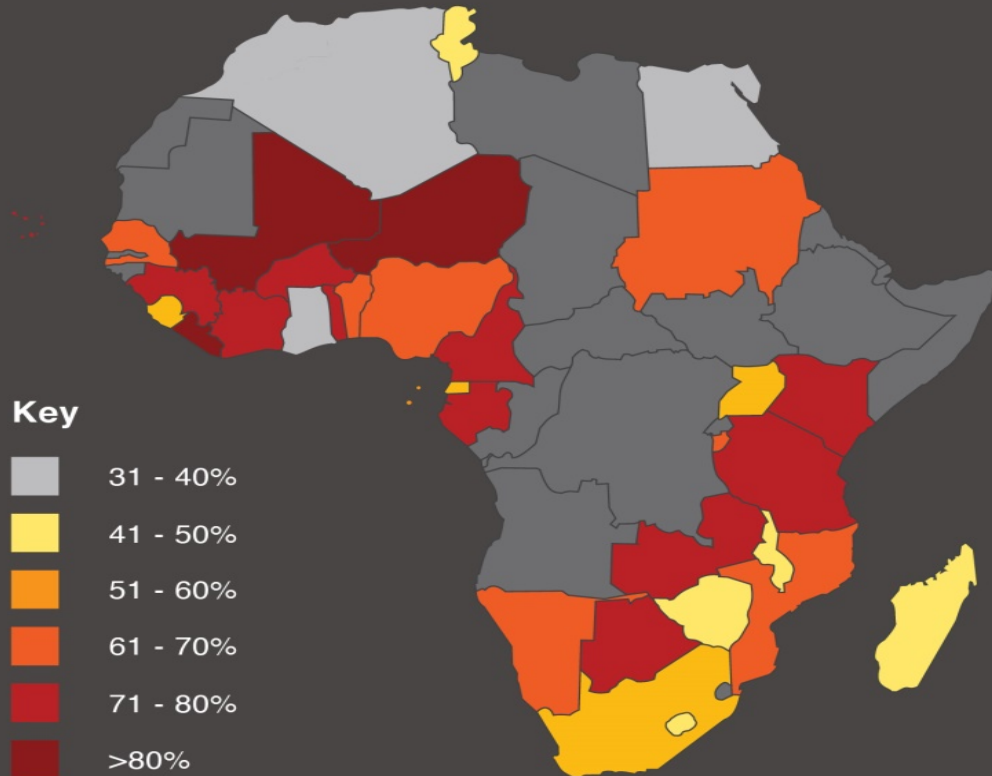
- a **negative**

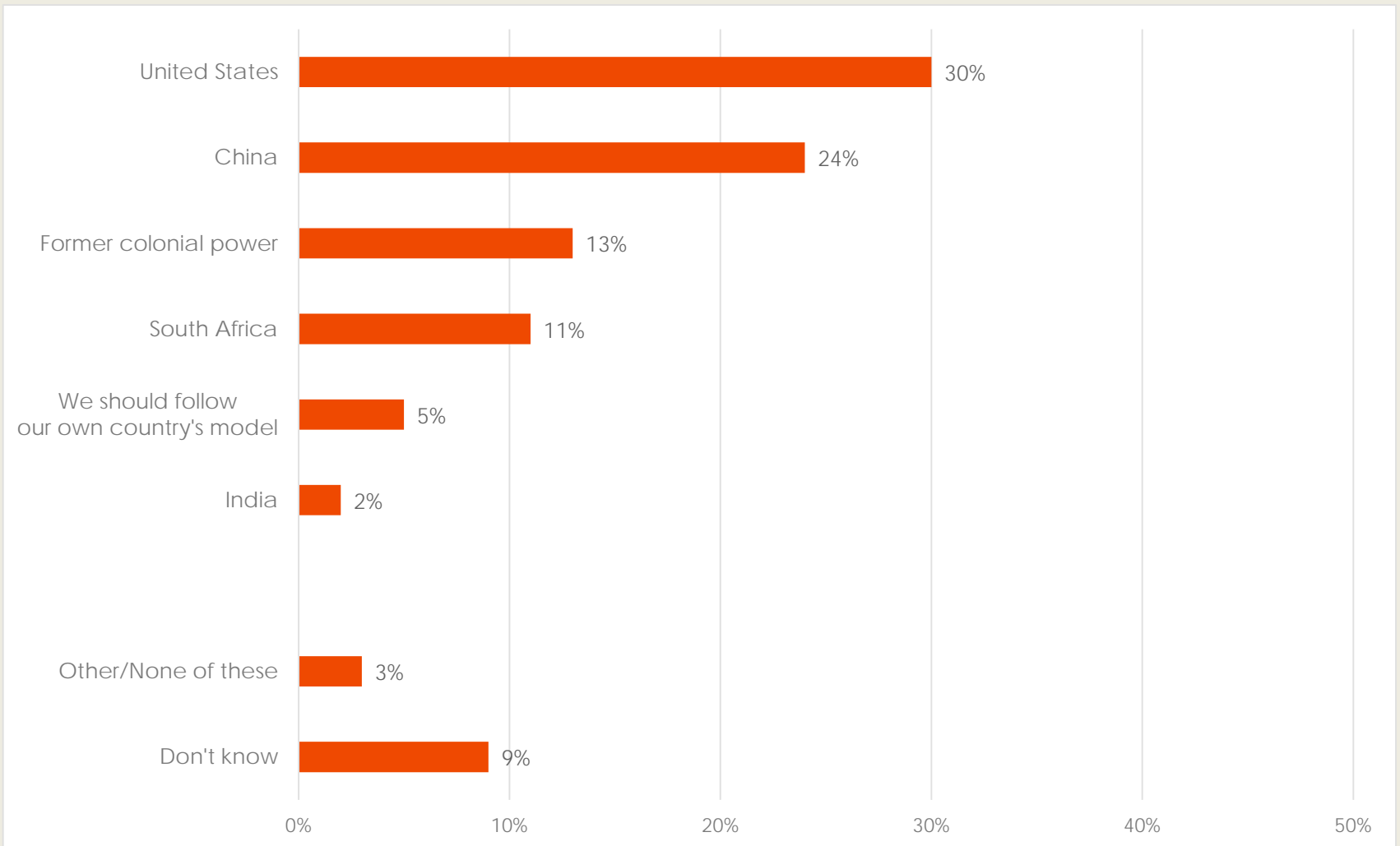
image of China:  
Poor quality of products

China is a “somewhat” or “very” positive influence in their country:

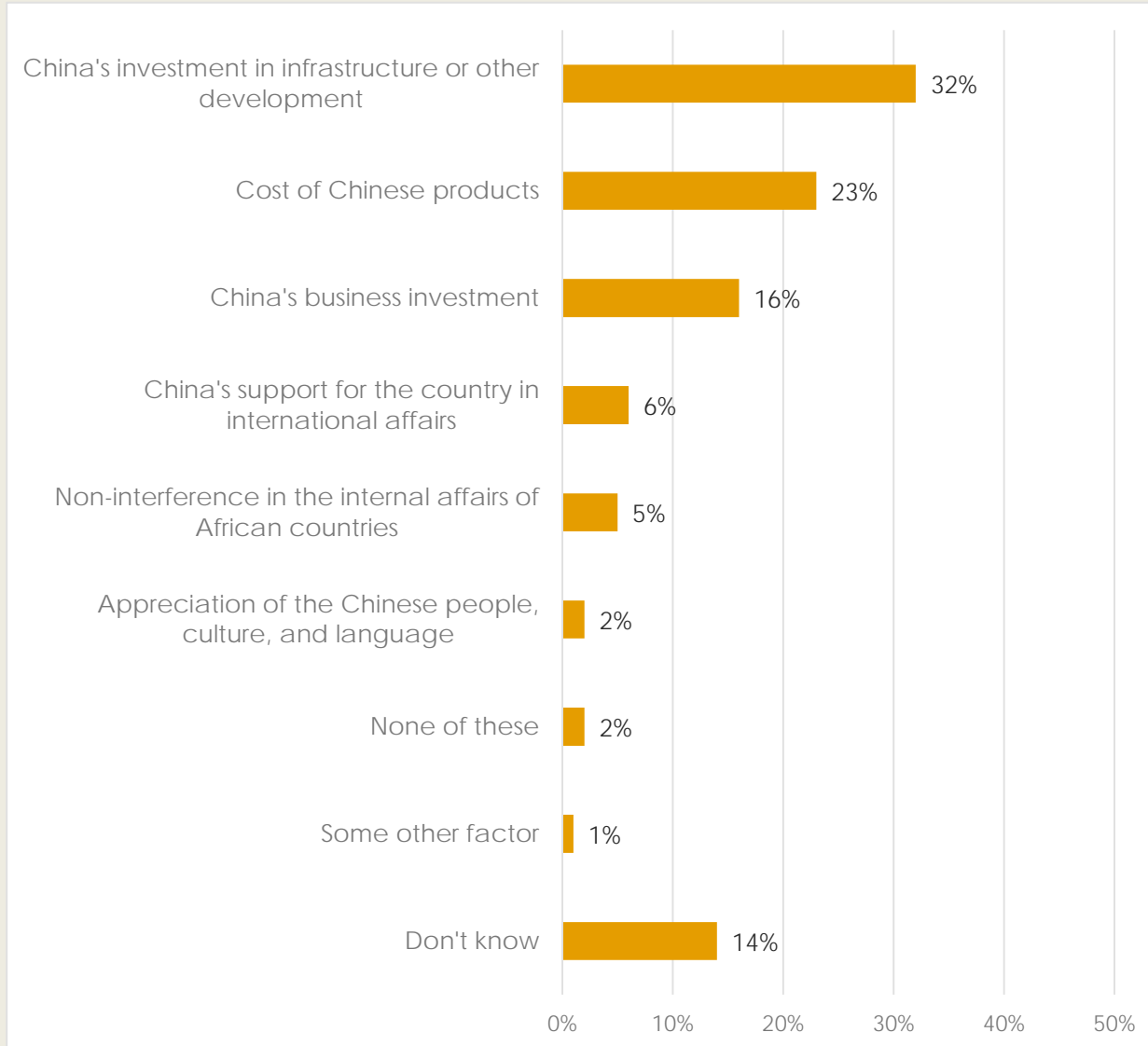
# 63%

(average all countries)





**Respondents were asked:** *In your opinion, which of the following countries, if any, would be the best model for the future development of our country: United States? China? [Former colonial power]? India? South Africa? Another country?*



## Factors contributing most to a positive image of China

Respondents were asked: *Which of the following factors contributes most to positive images of China in [your country], or haven't you heard enough to say?*

# Are we stuck in the rock?

- Africans seem happier with china interventions
- Are we (african media) desperately looking for stories where our main audience say there is none?
- Do we have the whole capacity to monitor and excavate different aspects of the hidden agenda behind china intervention in Africa? Vs china media communication in AFRICA?
- Where do we get the ingredient for the cooking? Access To Information?
- Media ownership in many corners of the continent: media independence and the independence of journalists

# WE ARE UNDER PRESSURE

- Environmental and / or ecological challenges
- Security challenges
- The cultural invasion of our societies
- Health challenges
- The challenges of governance
- Conflicts (social, political)

# WE ARE UNDER THE HAZARD OF ICT

- The instantaneous factual is taken hostage by the networks
- We offer an inadequate resiliency: we just make a (legal) migration to digital platforms
- We are no longer the only "historians of the present"

# What then our duties are ?

- Creativity
- Anticipating / putting into perspective
- Informing politicians and leaders
- Improving public policy



# What's next?

- Research through and understanding the issues
- Training and mentoring reporters (investigative reporting engineering and journalists's security)
- Transnational reporting project
- Increase networking

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