

CHINA'S PUBLIC
DIPLOMACY IN AFRICA:
Potential & Implications of
the Media?





*Chinese New Year, Johannesburg,
2012 –
by Graham De Lacy*



PRESENTATION:

1. Understanding China's media engagement in Africa

1. Implications of media in African market

- a. New players
- b. New platforms
- c. What informs perceptions?

1. Conclusion

Year	Country of operation	Type of engagement	Activity
2000	Africa	official exchange	FOCAC is launched
2000	Uganda	technical support	Xinhua donates satellite equipment to TV station (to receive its content)
2000	Democratic Republic of Congo (DRC)	technical support	Xinhua News and Radio-Television National Congolese (RTNC)
2001	Guinea	technical support	An agreement of about \$9.6 million to build radio and TV network
2002	Zambia	technical support	China lent the government \$14.5 million for FM radio transmitters
2003	Lesotho	technical support	2003-2005: provision of TV and radio equipment up to \$4.5 million to expand the national network
2003	Comoros	technical support	Beijing helps the Comorian government build radio and television building
2003	DRC	technical support	DRC receives third generation transmitters to broadcast shortwave signals
2004	Gabon	technical support	Assistance in building the country's broadcasting station
2004	Kenya	technical support	Xinhua establishes its Africa bureau headquarters in Nairobi
2005	DRC, Mali, Djibouti & Equatorial Guinea	official exchange	State-run media sign agreements on co-operation/information exchange
2005	Equatorial Guinea	technical support	Audiovisual equipment and building for the National Radio, by Gwang Ding Construction Company
2005	Lesotho	technical support	Assistance with a \$15 million project to upgrade radio and television and donation of \$4.5 million worth of equipment and technical assistance
2005	Zambia	technical support	Zambia borrows \$14.5 million for FM radio transmitters and a new government complex

2000-2006:
Focus on technical media support & infrastructure

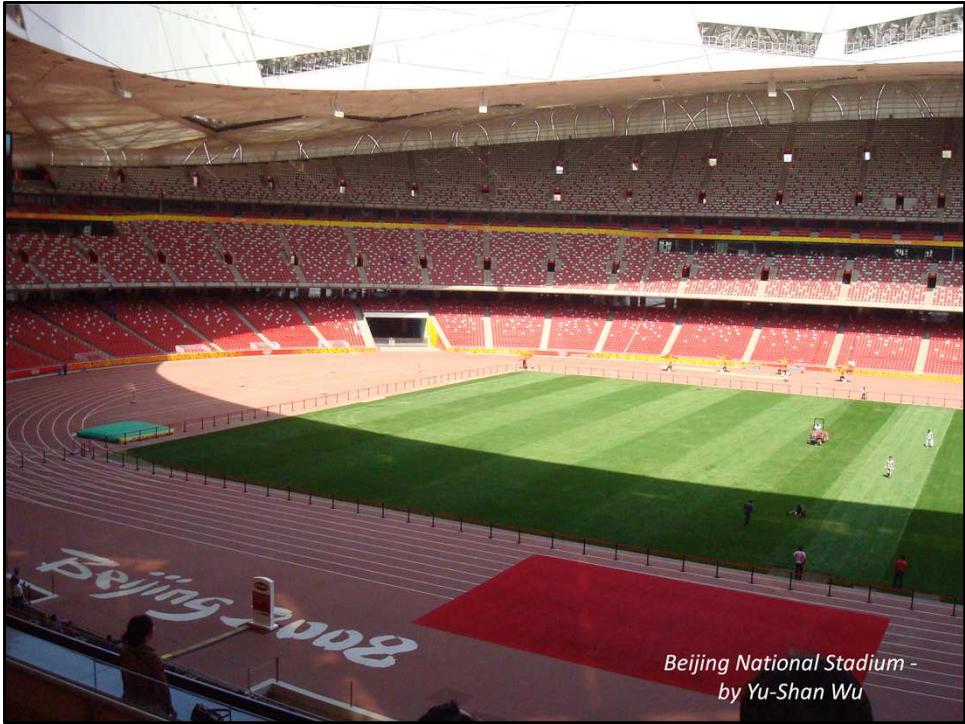
Wu, Y.
The Rise of China's State-Led Media Dynasty In Africa,
SAIIA Occasional paper, 2012

2006	Africa	official exchange	Beijing Summit			
2006	Africa	training	20 radio and TV journalists from Africa are welcomed by the Chinese Media University			
2006	Africa	training	The Third Workshop for African Journalists takes place			
2006	Africa	training	Xinhua hosts African journalists by invitation of Beijing			
2006	Uganda	technical support	Ugandan government borrows \$120 million for ICT backbone infrastructure			
2006	Zambia	technical support	A loan of \$560,000 for the purchase of transmitters to extend the national broadcast reach			
2006	Mauritius	technical support	Construction of a building for the state broadcaster, Mauritius Broadcasting Corporation			
2006	Zambia	technical support	A donation of media equipment worth			
2006	Nigeria	technical support	2006	Kenya	media presence	Xinhua's Regional Editorial office that provides content to French-speaking Africa, moves to Nairobi
2006	Malawi	technical	2006	Africa	official exchange	In November the Sino-African Cooperation Forum (SACF) was held in Beijing
2006	Seychelles	technical	2006	Africa	training	Resulting from SACF, Xinhua began hosting African journalists invited by Beijing
2006	Kenya	Chinese presence	2007	Africa	training	30 French speaking African journalists attend a training course at the Chinese Media University
2006	Kenya	technical	2008	Liberia	technical support	\$4 million FM Radio Expansion in co-operation with the Liberia Broadcasting System (LBS)
			2008	Africa	content	Xinhua launches its 'China Africa News Service' to expand coverage of African and Chinese news of mutual interest

2006 onwards:
Introduction of Journalist exchanges/training

2009	Africa	official exchange	Summit in
2009	Mozambique	content	Agreement come from
2009	Africa	official exchange	Seminar and Information from Africa brainstorm
2010	Kenya	media presence	November Nairobi
2010	South Africa	content	December: XinhuaCNC and Myriad International Holdings (MIH) joint venture to reach about 4 million Africans
2011	Kenya	official exchange	April: China-Africa Media Conference in Nairobi
2011	Namibia	official exchange	'The Role of the Media in Shaping Africa-China Relations' panel, at the Africa-China Young Leaders Forum
2011	Zambia	official exchange	January: MOU on capacity building and press protection
2011	Kenya	content	Chinese company wins a contract to distribute media content
2011	Kenya	media presence	Xinhua Mobile Newspaper is launched in Kenya
2012	Kenya	media presence	January, CCTV Africa launched (November 2011 the regional center was established)
2012	Africa	Media presence	China Daily Africa Edition launches

2009-12
China starts to introduce media content & presence.



*Beijing National Stadium -
by Yu-Shan Wu*

<http://cctv.cntv.cn/lm/africalive/01/index.shtml>





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China's Media Investment In Africa Shows Leadership And Raises Questions



AFRICA

Africa, tune in for the 'real China'

Chinese TV show aims to tell Africa's real story

China Daily Newspaper Unveils Africa Edition, Sticks It To The West

China Daily to publish African edition as Beijing strengthens voice abroad

CHINADAILY Africa

Chinese media expands Africa presence

Chinese media make inroads into Africa

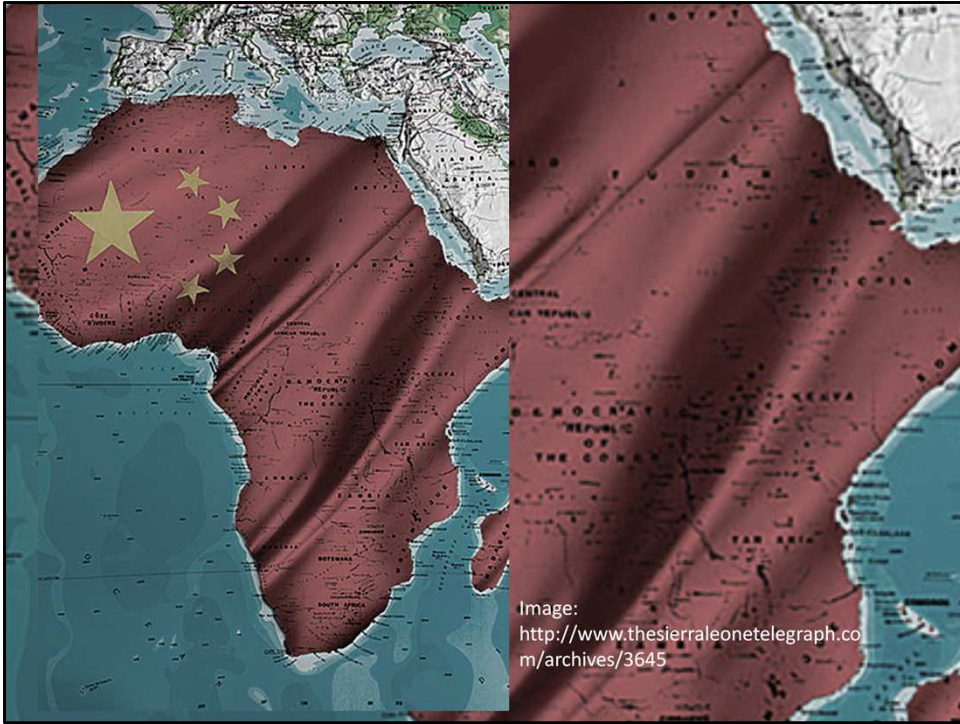


Image:
<http://www.thesierraleonetelegraph.com/archives/3645>

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 <p>eNCA</p> <p>@eNCAnews</p> <p>eNews Channel Africa, eNCA, is a South African 24-hour news channel, focusing on stories from across the country and the African continent. #DSTV403, #SKY517</p> <p>South Africa · enca.com</p>	 <p>CCTV Africa</p> <p>@cctvnewsafrika</p> <p>A NEW VOICE FOR AFRICA! CCTV Africa focuses on African news and perspectives.</p> <p>Nairobi, Kenya · cctv.cntv.cn/lm/afrialive/...</p>
 <p>Channel Africa</p> <p>@channelafrica1</p> <p>International radio station</p> <p>Johannesburg, South Africa · channelafrica.org</p>	 <p>Al Jazeera English </p> <p>@AJEnglish</p> <p>Al Jazeera English, the 24-hour English-language news and current affairs channel, headquartered in Doha, Qatar. Follow @AJELive for breaking news alerts.</p> <p>Doha, Qatar · aljazeera.com</p>



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STUDIES: ECONOMIC FOCUS IN CHINA- AFRICA

- *Not Confucius, nor Kung Fu: Economy and Business as Chinese Soft Power in Africa* (Jura, J & Kaluzynska, K)
- *China in South Africa: Another BRIC in the wall?* (Wasserman H)
- *Xinhua: presents the Sino-African relationship?* (Journalism and Media Studies Centre, HKU)
- [The Foreign Policy Views of Ordinary South Africans: A Public Opinion Survey](#) (Smith, K & Van der Westhuizen, J)



*South Africa Pavilion, Shanghai World Expo 2010 –
by Yu-Shan Wu*

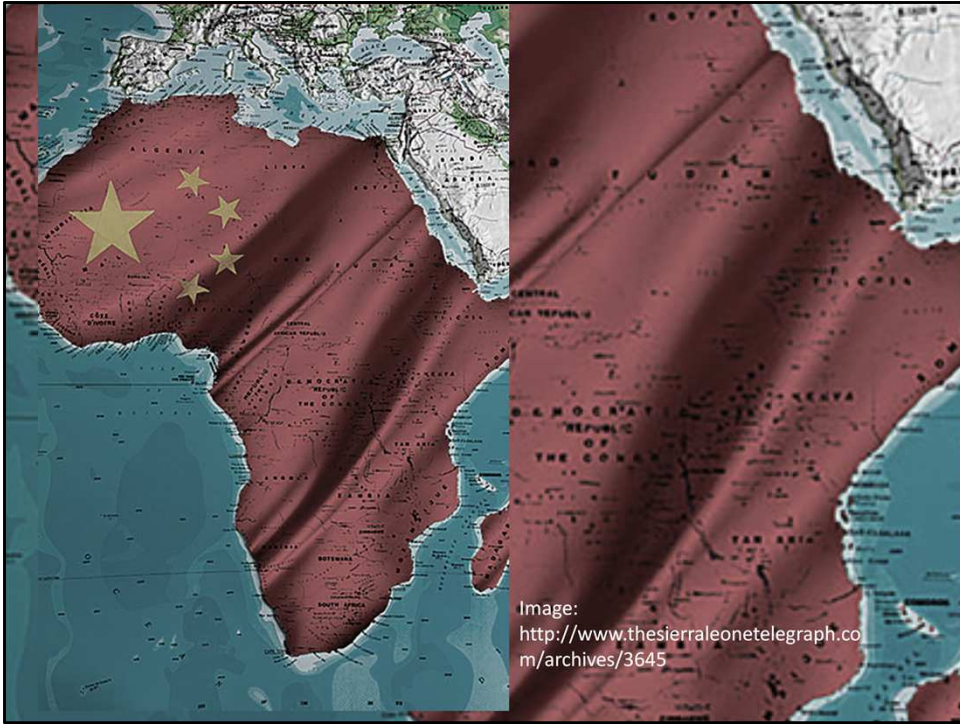


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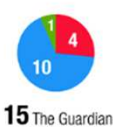
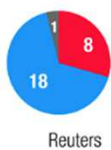
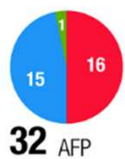


News Coverage of Sino-African Issues by Western Media

July 2011 - June 2012

Topics

- Politics
- Economy
- Environment
- Entertainment
- Livelihood



(keep Xinhua for discussion)



74 Xinhua News Items

June 2011 - June 2012

Topics

- Politics
- Livelihood
- Economy
- Culture

