
Chinese Media Overtures in Africa — What Role for Communication for Development

Dani Madrid-Morales, PhD Fellow

City University of Hong Kong

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Presentation Outline

- Sino-African media encounters
 - China's development aid in Africa
 - A typology of Chinese involvement in Africa's media sector
- Communication for Development and China
- Case Study: StarTimes
 - StarTimes and digital TV in Africa
 - The market dimension in China's C4D

How and why China became Africa's biggest aid donor

April 26, 2016 12:28am EDT

LE FIGARO · fr

Chine: 60 milliards d'aide pour l'Afrique

Par Lefigaro.fr avec Reuters | Mis à jour le 04/12/2015 à 09:52 / Publié le 04/12/2015 à 09:49

China and Africa

A despot's guide to foreign aid

Want more cash? Vote with China at the United Nations

AFRICA

China Pledges \$60 Billion to Aid Africa's Development

By NORIMITSU ONISHI | DEC. 4, 2015

NEWS

China ramps up development aid to Africa

Updated 1 May 2016 at 11:26 pm

First posted 29 April 2016 at 6:04 am

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theguardian

China commits billions in aid to Africa as part of charm offensive - interactive

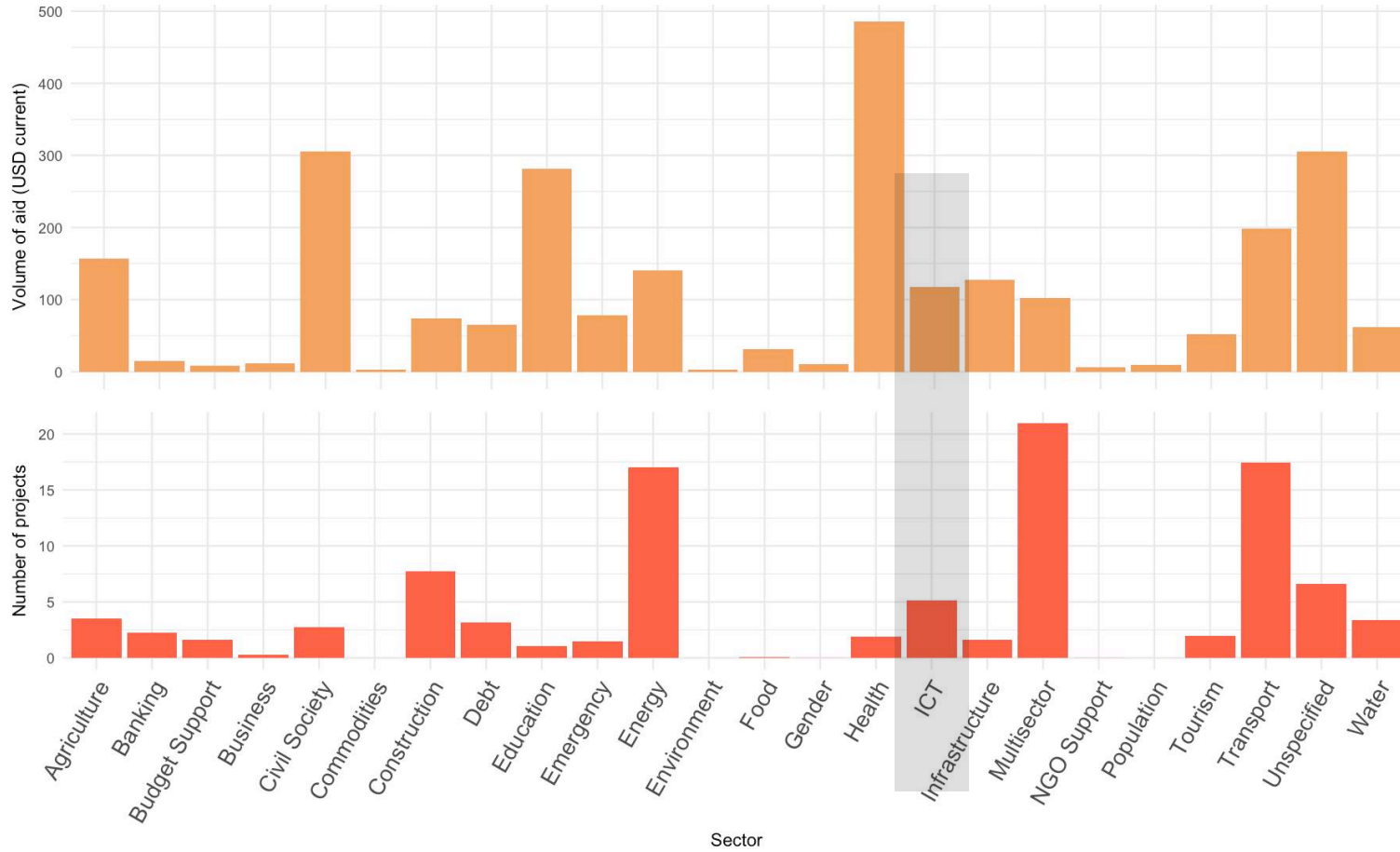
Database reveals government has backed 1,700 projects on continent since 2000 in apparent attempt to win favour. The country's financial commitments are significantly larger than previous estimates

Claire Provost and Rich Harris

The Guardian, Monday 29 April 2013 17.58 BST

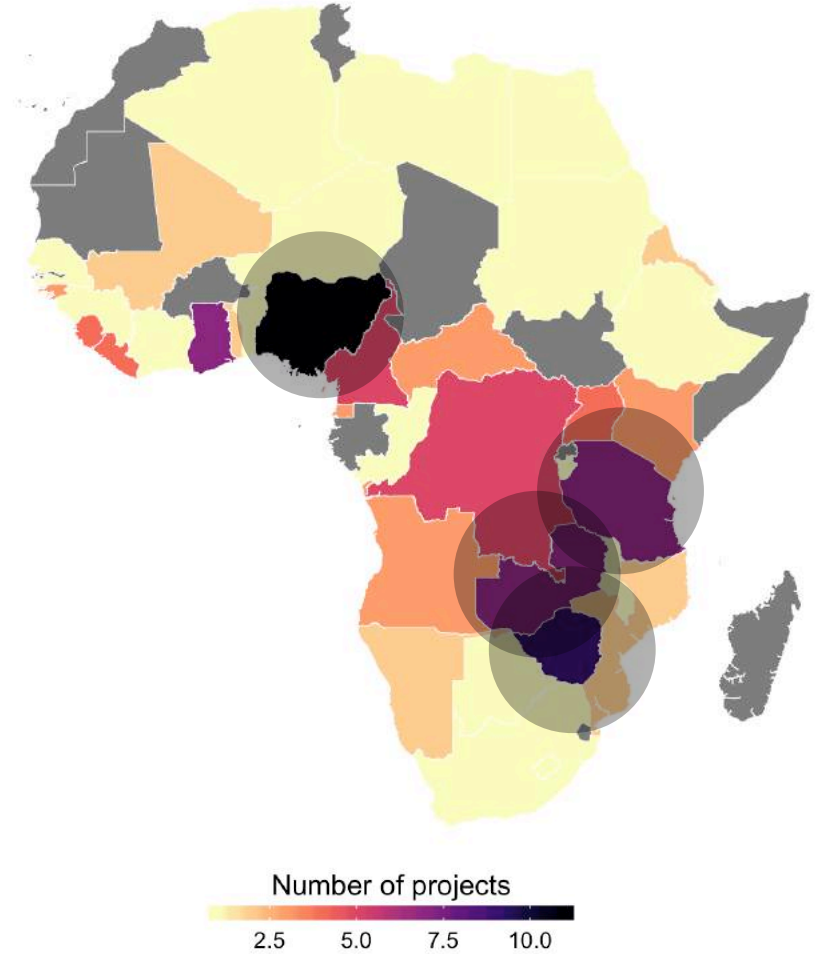
Chinese Aid to Africa by sector

Number of projects and volume of aid (2000-2013)



ICT-related aid projects by China in Africa

Total number of projects by country (2000-2013)



Data: AfricaAid 2017

China grants 49.5 billion FCFA to Niger for telecoms services

Niamey, Niger (PANA) - China is to make 49.5 billion CFA francs available to Niger to finance the construction of fiber optic and other telecommunications services in the West African country, according to an agreement signed here Monday between officials of the two countries.

1,500 orphans, less privileged benefit from Huawei charity project

ON DECEMBER 16, 2013 8:44 PM / IN [NEWS](#) / [COMMENTS](#)



BY EMEKA AGINAM

namibian

13 SEPTEMBER 2006

Namibia: China Chips in At Outapi

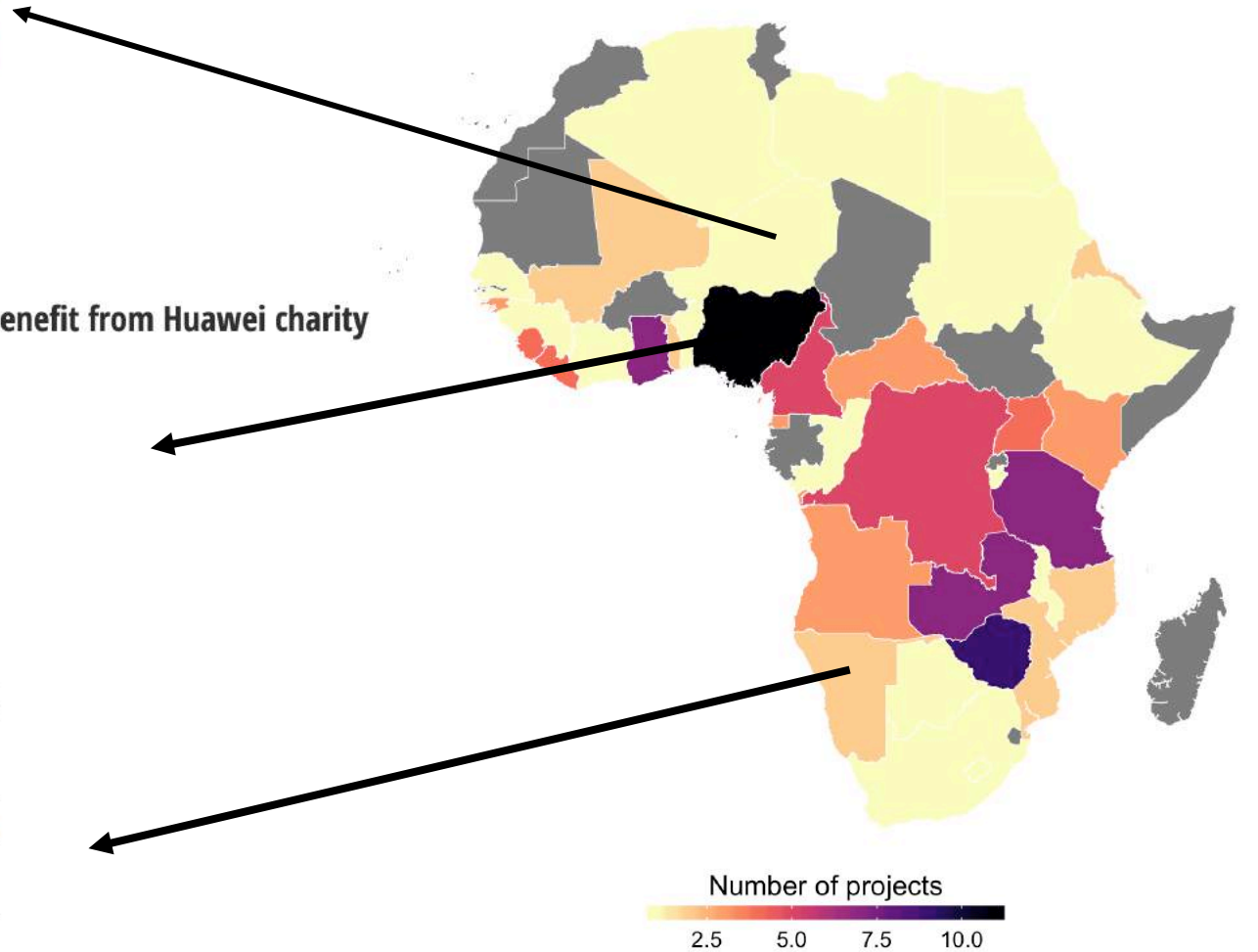
Tagged: [Asia](#), [Australia, and Africa](#) • [Environment](#) • [External Relations](#) • [Namibia](#) • [Southern Africa](#)



Windhoek — The Chinese Ambassador to Namibia, Liang Yinzhu, donated 100 computers and 30 printers to the Outapi Town Council in the Omusati Region on Monday.

ICT-related aid projects by China in Africa

Total number of projects by country (2000-2013)



Data: AfricaAid 2017

Table 1. A typology of China's media engagements in Africa

Type of Involvement	Company Name	Industry	Date	Description
Infrastructure Development	Cell C & ZTE	Telecom	2010	Chinese telecommunications company ZTE awarded a USD378 million dollar contract to expand Cell C's GSM/UMTS network.
Training	--	Multiple	2015	South African journalists' participation in a workshop for media officials and senior editors organised by China's Ministry of Foreign Affairs.
Content Production	<i>Chinafrica</i>	Print	2012	Re-launch of <i>Chinafrica</i> , a bilingual (French and English) magazine edited by China International Publishing Group, and establishment of a regional bureau in Johannesburg.
Content Distribution	StarSat	Broadcast	2013	Chinese-owned StarTimes acquisition of On Digital Media's TopTV and establishment of StarSat, a subscription based satellite platform offering Chinese and non-Chinese TV content.
Direct Investment	Independent Media	Print	2013	A Chinese investment holding acquisition of 2% of Independent Media South Africa. The acquisition eased content exchange between the South African group and Chinese state-owned media

(Madrid-Morales & Wasserman 2017)

Table 2. Competing Explanations on China's Involvement in Africa

Locus of explanation	Examples of China's media presence in Africa
Market expansion and diversification	Huawei's contract with the Uganda Broadcasting Corporation to put in place a digital terrestrial television network across the country.
Ideology and political alignment	Provision of telecommunications equipment to the Zambian government prior to the celebration of elections from 1996 to 2006.
Counter-hegemonic narrative & harnessing soft power	Launch in 2006 of a local FM radio station broadcasting in Mandarin, English and Kiswahili in Nairobi, Kenya.
'Cultural reproduction'	Series of workshops for African Journalists in Beijing organized under the FOCAC agreement for human resource development.

(Madrid-Morales 2016)

Communication for development –a theoretical overview

- There have been three paradigmatic approaches to C4D
 - The modernization paradigm (Lerner 1958; Rogers 1962)
 - The dependency paradigm (Cardoso & Faletto 1967; Freire 1985)
 - The multiplicity paradigm (Servaes 1991; Friedmann 1992)
- There are two prevalent communication models:

Top-down diffusion

Bottom-up participation



(Servaes 2016)

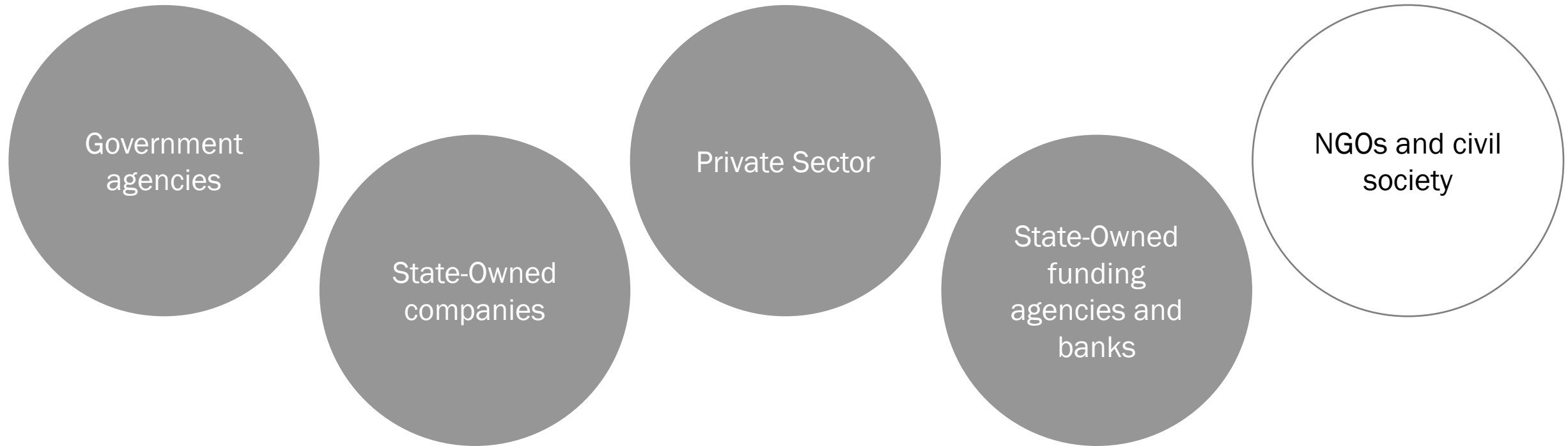
China and communication for development (I)

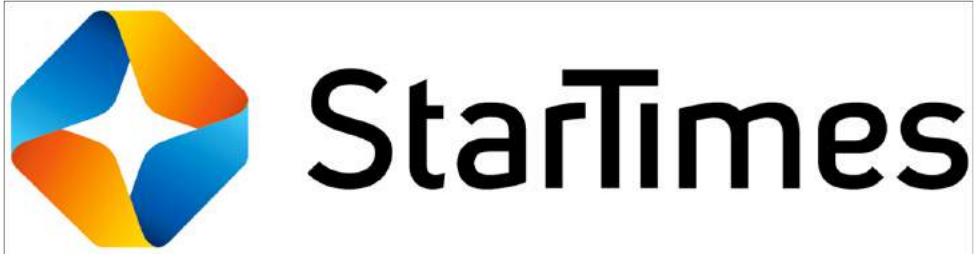
- China's approach to development aid and cooperation is governed by a series of principles that have been immutable for some decades and expressed in a 2011 white paper:
 - China sees herself as “the world's largest developing nation;”
 - (Almost) non-conditionality of aid;
 - Cooperation is described as “mutually beneficial” and “win-win;”
 - Mix of multilateral and bilateral cooperation;
 - Pragmatism as THE norm.

China and communication for development (II)

- Cooper (2017) identified four key differences between China and OECD's DAC donors:
 - Support for independent media versus support for government;
 - Involvement versus non-involvement;
 - Training versus infrastructure;
 - Diverse versus unified support.

Actors in China's communication for development activities





- Privately owned company, founded in Beijing in 1988 as 四达时代集团.
- A subsidiary in Rwanda was established in 2008.
- Now present in 23 African countries (operating in 16).
- It is the only private company in China allowed by the Ministry of Commerce to move into radio and TV content production overseas.
- It has links with the Exim Bank that facilitates financing.
- StarTimes' second largest shareholder in China-Africa Development Fund.

StarTimes – Digital TV in Mozambique

- Early 2014, Exim Bank provides (a conditional) loan for digital migration to Mozambican government
- April 2014, StarTimes and Ministry of Transport and Communication sign an agreement for transitioning from analogue to digital without public tender.
- June 2015 and December 2015, StarTimes misses deadline to implement the migration.
- July 2016, a new public tender is announced to complete digital TV migration.
- November 2016, StarTimes wins the tender with the cheapest bid.



2011, launch of StarTimes Mozambique. A joint venture led by Valentina Guebuza

StarTimes – Digital TV in Kajiado (Kenya)



The event was attended by Sun Zhijun, vice minister of the Publicity Department of the CCP



“Digital broadcasting platforms will expose Chinese culture to Kenyan people (...) It will enable local people to access content that enriches their cultural and spiritual awareness”

Sun Zhijun



120 households in Saina Village received free access to StarTimes PayTV through by satellite



StarTimes – Development Communication?



StarTimes sponsors an annual conference on “Digital TV” aimed at exploring the “potential of social development” of digital TV

StarTimes corporate funding extends to cultural and sports events

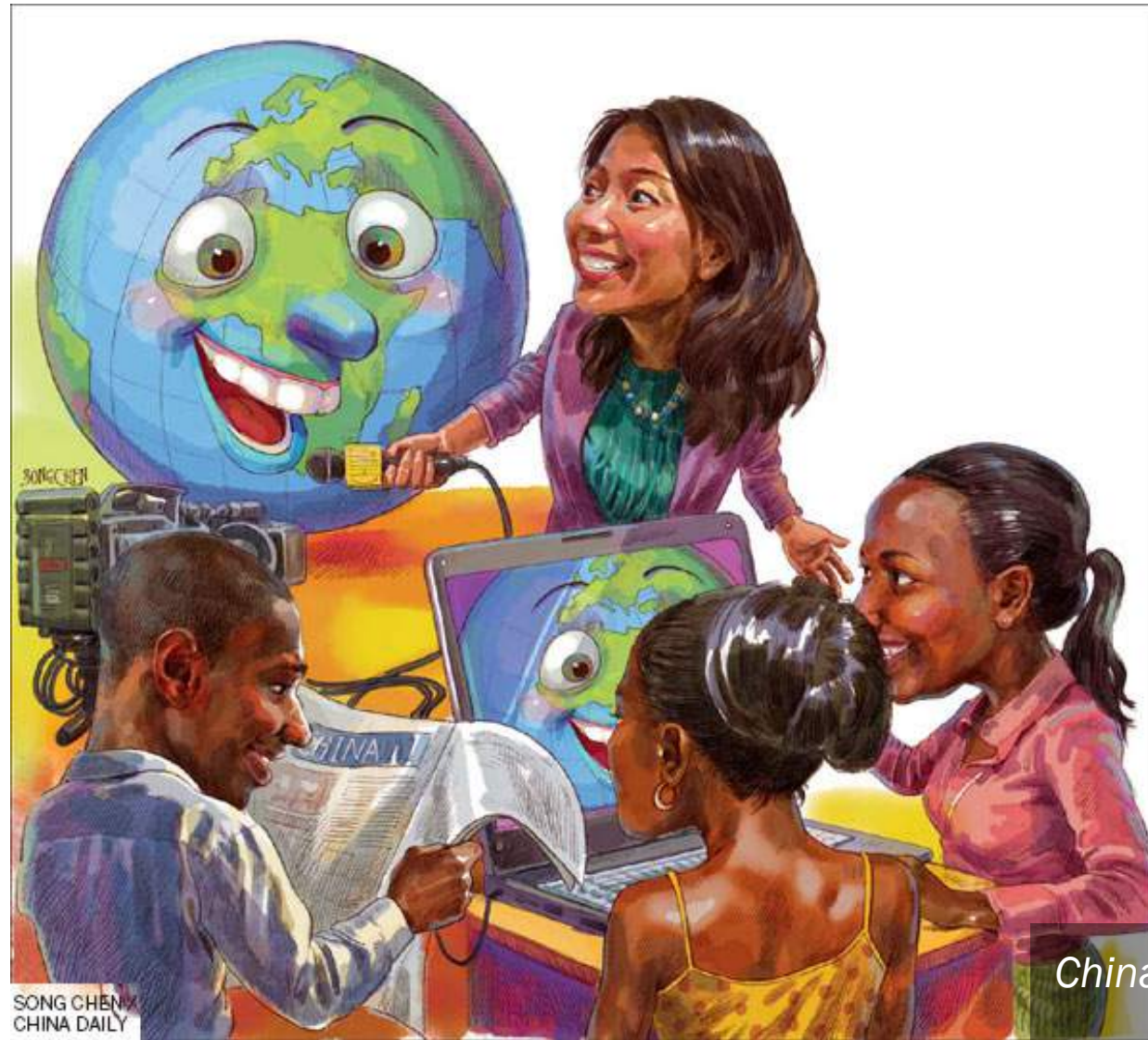


StarTimes is building a content production and dubbing centre in Nairobi as well as a training centre

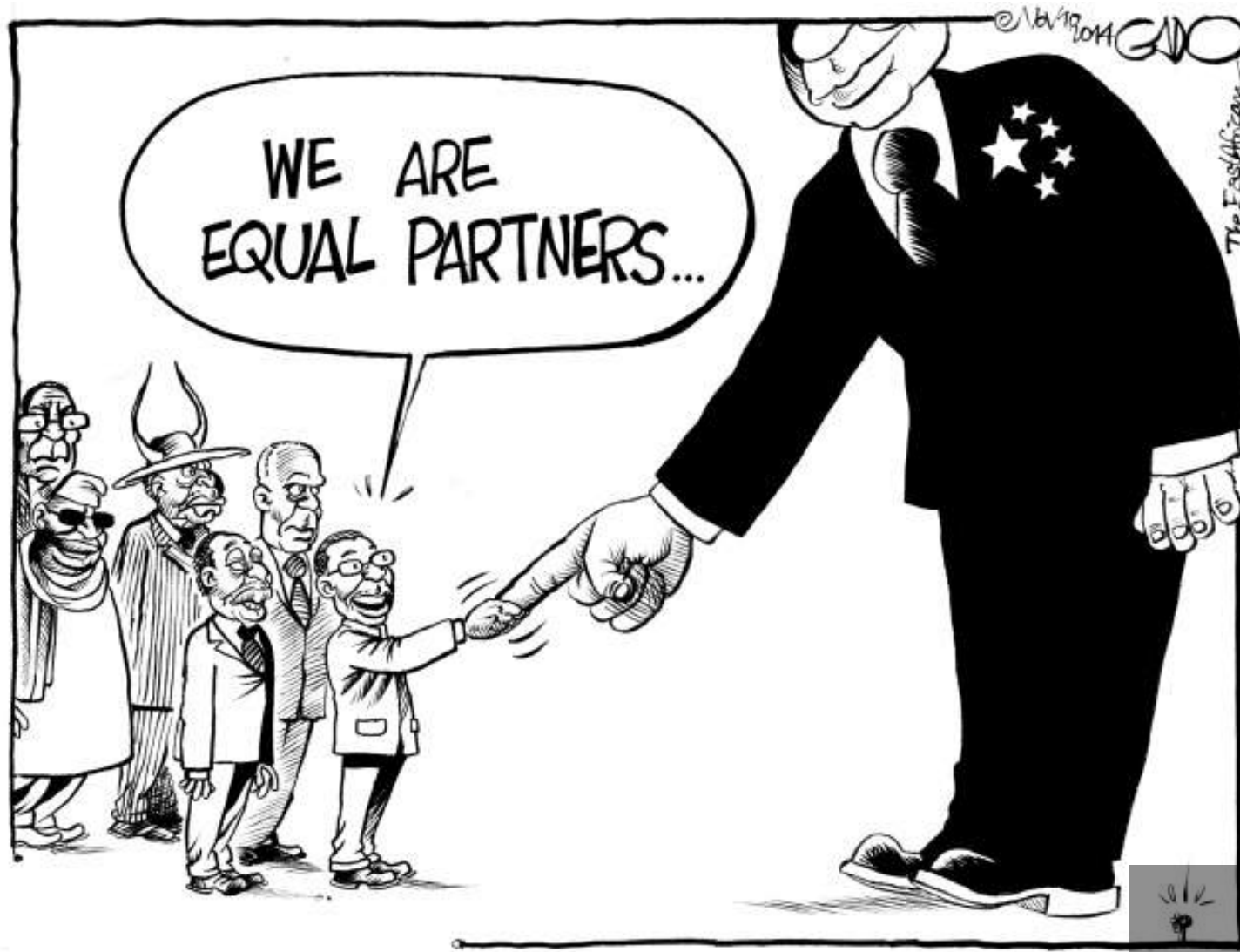


Final Ideas

1. There is a need to broaden the way we think of communication for development, particularly as new actors like China adopt a bigger role and overtake actors who had been dominant until recently.
2. The market and economic dimensions of China's engagement with media and communication in Africa must not be taken for granted, as it outweighs most other rationales.
3. There might be need for us to dust some of the literature on cultural imperialism as we seek to understand China's role in global communication.



*China Daily African Edition,
March, 2014*



The East African,
11 October 2014



Daily Nation,
24 December 2014

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Dani Madrid-Morales

@DMadrid_M

dani.madrid@cityu.edu.hk

www.danimadrid.net