

A Big Brother from the East or an Oriental Imperialist? Analysing Sino-African Engagements in the Nigerian Mediasphere



Speaker: Dr. Mistura Adebunola Salaudeen
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Abstract

Although China's growing international strength have been perceived, in certain circles, as inconsequential to the hegemonic dominance of the United States, other schools of thought posit that China's brand of soft power diplomacy is slowly but surely eroding the already waning international relevance of the West, particularly in Africa. Furthermore, while it is understood that the Chinese media play an integral part in the construction of Chinese image and in the fostering of desired perceptions in Africa, the African media also serve as platforms for the analysis of China's activities in the continent. Nye (2008) posits that the success of a country's soft power is determined by how its soft power resources/instruments is successful in constructing a positive image of the country and how it induces favourable perceptions among the target foreign publics. This study analyses the nature of China's expanding diplomatic frontiers in Africa and its bid to upstage US economic hegemon in Africa, particularly in the continent's largest economy, Nigeria. Given China's numerous diplomatic efforts in Nigeria and the recent influx of Chinese presence in the country, there is a need to ascertain the representation of China in Nigerian mediascape. Thus, through a thematic content analysis (quantitative and qualitative) of four selected Nigerian newspapers, this study examined how the local media frame China and portray Sino-African relations in their news reports. Evidence from the study shows that the Nigerian newspapers take a more critical stance towards China's activities in Africa than they do towards China as a country.

Biography

Dr. Mistura Adebunola Salaudeen is a Research Executive Administrator at the Centre for Media and Communication Research (CMCR), School of Communication, Hong Kong Baptist University. She recently completed her PhD from the School of Communication, Hong Kong Baptist University. She obtained her master's degree in communication and language arts from the University of Ibadan, Nigeria, and her bachelor's degree in mass communication from Adekunle Ajasin University, Nigeria. Her research interests include digital media studies, media credibility studies, journalism studies and communication issues focusing to Sino-African relations.