

---

# Contents

<b>1</b>	<b>Introduction</b> . . . . .	<b>1</b>
	Osagioduwa Eweka, Sharon Adetutu Omotoso, and Ayo Olukotun	
<b>2</b>	<b>Political Communication: An Evolving Field Yet to Berth in Africa</b> . . . . .	<b>15</b>
	Tayo Popoola	
<b>3</b>	<b>Political Communication and African Diplomacy</b> . . . . .	<b>31</b>
	Alaba Cornelius Ogunsanwo	
<b>4</b>	<b>African Ethics and African Political Communication: Some Comments</b> . . . . .	<b>51</b>
	Sharon Adetutu Omotoso	
<b>5</b>	<b>Strategic Political Communication in Africa</b> . . . . .	<b>63</b>
	Charles Okigbo and Ben Onoja	
<b>6</b>	<b>Habermas in Africa? Re-Interrogating the “Public Sphere” and “Civil Society” in African Political Communication Research</b> . . . .	<b>81</b>
	Suleiman A. Suleiman	
<b>7</b>	<b>Hostile Political Communication: Triadic Examples from Africa</b> . . . . .	<b>101</b>
	Osagioduwa Eweka	
<b>8</b>	<b>Media, Propaganda, and the Image Dilemma of African States</b> . . .	<b>121</b>
	Joshua Olatunde Fajimbola	
<b>9</b>	<b>Singing Truth to Power and the Disempowered: The Case of Lucky Mensah and His Song, “Nkratoɔ”</b> . . . . .	<b>133</b>
	Obadele Bakari Kambon and Godwin Kwafo Adjei	
<b>10</b>	<b>Gender and Political Communication in Africa</b> . . . . .	<b>159</b>
	Tayo Agunbiade and Olajumoke Akiode	

<b>11</b>	<b>From “Governor-General” to “Kwankwasiya”: Democracy and Branded Political Communication in Nigeria’s Fourth Republic</b> . . . . .	171
	Isaac Olawale Albert	
<b>12</b>	<b>Nigerian Newspapers’ Publication of Predicted and the Actual Outcome of 2015 Presidential Election in Nigeria: Lessons for Africa</b> . . . . .	189
	Michael Abiodun Oni	
<b>13</b>	<b>Reporting Africa: The Role of the Media in (Un)Shaping Democratic Agenda</b> . . . . .	209
	Christopher Afoke Isike and Sharon Adetutu Omotoso	
<b>14</b>	<b>Globalization and Political Communication in Africa: Anglo-American Influences in Kenya and Nigeria</b> . . . . .	229
	Okoth Fred Mudhai	