



Bruce Mutsvairo (Ed.)

# The Palgrave Handbook of Media and Communication Research in Africa

- Brings together leading scholars from across the continent
- Offers a counter-narrative to the methodological and theoretical approaches adopted from the West in the African context
- Challenges some of the widely held notions and stereotypes about media and communication research in Africa

This handbook attempts to fill the gap in empirical scholarship of media and communication research in Africa, from an Africanist perspective. The collection draws on expert knowledge of key media and communication scholars in Africa and the diaspora, offering a counter-narrative to existing Western and Eurocentric discourses of knowledge-production. As the decolonial turn takes centre stage across Africa, this collection further rethinks media and communication research in a post-colonial setting and provides empirical evidence as to why some of the methods conceptualised in Europe will not work in Africa. The result is a thorough appraisal of the current threats, challenges and opportunities facing the discipline on the continent.

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