Role of *Africa Media Review* in the Sustainable Development of African Communication Research by David O. Edeani

Organizations: New Directions for Development Communication by Chuka Onwumechili

Demographic Patterns and Sustainable Development in Ghana by E. O. Tawiah
Africa Media Review provides a forum for the study of communication theory, practice and policy in African countries. It is published three times a year by the ACCE Institute for Communication Development and Research, P. O. Box 47495, Nairobi, Kenya. Telephone: 227043/216135/215270/334244 ext.28068 Telex: 25148 ACCE KE.

Correspondence and Advertising

Authors should send contributions to the Managing Editor, ACCE Institute for Communication Development and Research, P. O. Box 47495, Nairobi, Kenya. Books for review, book review articles and all other matters regarding AMR should be sent to the same address.

Annual Subscription Rate

<table>
<thead>
<tr>
<th></th>
<th>Africa</th>
<th>Outside Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>US$45:00</td>
<td>US$60:00</td>
</tr>
</tbody>
</table>

These rates include packaging and postage.

Single copies are US$ 15:00 within Africa and US$ 20:00 outside Africa. Cheques and money orders should be made payable to African Council for Communication Education and sent to the above address. Special arrangements will be entered into where applicable for subscribers in Africa through their nearest ACCE national co-ordinator. ACCE institutional and individual members receive AMR as part of membership privileges.

Managing Editor


Editorial Assistants


Circulation


ACCE President

Dr. Francis Wete, University of Yaounde, Cameroon.
## Table of Contents

1. Marketing Communications and Sustainable Development in Africa  
   by Ikechukwu Nwosu  
   24

2. Role of *Africa Media Review* in the Sustainable Development of African Communication Research  
   by David O. Edeani  
   53

3. Organizations: New Directions for Development Communication  
   by Chuka Onwumechili  
   70

   by Isaac Obeng-Quaidoo and Waithira Gikonyo  
   96

5. Demographic Patterns and Sustainable Development in Ghana  
   by E. O. Tawiah
Comments on this Issue

This issue of AMR contains five of the many papers that were presented at the 9th Biennial Conference which was held in Accra, Ghana, in October 1994, the only exception being Dr. Chuka Onwumechili's paper, "Organizations: New Directions for Development Communication."

This paper attempts to situate organizational communication within the territory of development communication by arguing that the former has a critical role to play if the latter is to discharge its onerous responsibility successfully. This is not to argue that organizational communication is necessary and sufficient to bring about and sustain development. An integrated and complementary approach is advocated.

The issue of integrated marketing approaches and their application in promoting sustainable development is very well treated by Dr. Ikechukwu Nwosu, who argues persuasively that advertising, public relations, events marketing, direct response marketing, corporate communications, trade promotions and consumer psychology should be employed in development communication to "market" the idea and methods of sustainable development.

Dr. David Edeani's paper provides a succinct and eloquently expressed view that African scholars have paid considerable attention to the issues of development communication though there are still no fully developed theories of African Communication.

Isaac Obeng-Quaidoo and Waithira Gikonyo present the results of their research that suggest the concept of "sustainable development" is confusing to many people. They recommend the adoption of participatory techniques in IEC programming. Exemplifying with Ghana, E. O. Tawiah argues that the present demographic patterns are detrimental to sustainable development. He discusses a number of factors, (such as trade imbalances, debt burden, investments in health and education of the girl-child), that can affect sustainable development.

Charles Okigbo