

**UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG**

ABSTRACT

Distinctly African”: The
Representation of Africans in *City
Press*

By Kuselwa Gongo

This study examines the representation of Africans by fellow Africans in a South African Sunday paper, *City Press*, after the paper changed its motto from ‘The People’s Paper’ to ‘Distinctly African’ in October 2004. This editorial repositioning of *City Press* coincided with some of the tenets of the African Renaissance and African nationalism. The representation of Africa in the media, both outside and inside the continent, has been problematic for centuries. This study examines whether the claim by *City Press*, of a representation that is “Distinctly African” is achieved or refuted. This is done through analysing the way in which Africa, Africans, and African issues are framed and represented over a period of two years. In analysing these representations of Africa, Africans and African issues, the study looks at whether or not the way in which *City Press* represents Africa conforms to the ideals of the African Renaissance and African nationalism.