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# Chinese media in Africa: News, entertainment, and technology

Dani Madrid-Morales | The University of Sheffield | @DMadrid\_M

September 14, 2022, Department of Media Studies, Stockholm University



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# Context

... on the importance of information flows in  
Africa-China-Africa relations today & in the  
past



# Globalizing media

1. The media sector worldwide starts a process of **convergence and concentration** in the 1980s
2. Private news organizations and **transnational conglomerates** were at the center of debates in 1990s
3. State-sponsored global media organizations outside **“traditional” nodes of content production** grow in the 2000s.



# China's (media) “going out” policy

1. Global **media “exchanges”** have been at the core of China's foreign policy for decades



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# PEKIN 1

## INFORMATION

4 mars 1963

Numéro spécial inaugural

北京  
周  
報

**Proétaires de tous les pays,  
unissons-nous contre  
l'ennemi commun!**

Ce numéro comprend aussi les autres articles importants du  
Renshi Ribao et du Hongqi sur les questions vitales  
du mouvement communiste international

LE POINT DE VUE ET LES NOUVELLES DE CHINE

# Antecedents



Source: [https://www.sohu.com/a/343180564\\_738143](https://www.sohu.com/a/343180564_738143)

## L'Afrique centrale et orientale en lutte pour l'indépendance nationale

par Houo Ki-tche

Le mouvement pour l'indépendance nationale se développe impétueusement en Afrique centrale et orientale. Tandis que le Mozambique dénoie colon portugaise et que les deux Rhodésias et le Nyassaland, en Afrique centrale, et le Kenya et le Zaïre, en Afrique orientale, sont encore sous domination britannique, deux autres colonies britanniques, la Tanganyika et l'Ouganda, et le Rwanda et le Burundi, anciens territoires sous tutelle belge, ont successivement accédé à l'indépendance.

### Importance base de colonialisme

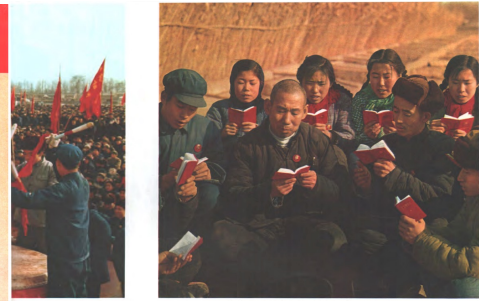
En tant que zone d'investissement des puissances impérialistes, l'Afrique centrale et orientale revêt une importance telle qu'elle vient, pour tout le continent africain, immédiatement après l'Afrique du Sud. L'Afrique centrale est riche en ressources minières. Elle possède la plus célèbre zone cuprifère du monde et bien d'autres autres premières d'importance stratégique. L'Afrique orientale a longtemps servi de base stratégique importante aux puissances impérialistes, qui ont fait d'énormes investissements dans ces régions. Après la Seconde guerre mondiale, des capitaux étrangers au montant à plus de 20 millions de livres sterling furent investis en moyenne chaque année en Afrique centrale. Avec la création de la "Fédération de l'Afrique centrale" par la Grande-Bretagne, la pénitration du capital étranger s'accroît. Le total des capitaux étrangers investis dans le cadre de cette "Fédération", captifs en majeure partie britanniques, dépasse 270 millions de livres sterling. Les investissements de la Grande-Bretagne en Afrique centrale et orientale sont estimés à plus de 500 millions de livres sterling, ce qui représente un quart de la totalité de ses investissements en Afrique. Le capital monopolier étranger contrôle entièrement l'industrie minière de cette région, de même que toutes les autres branches importantes de l'économie nationale, le commerce extérieur compris. Ainsi l'Afrique centrale et orientale constitue une source importante des richesses amassées par les capitalistes monopoliers des pays impérialistes.

L'Afrique centrale et orientale occupe une position stratégique d'importance vitale. Elle joue un rôle capital dans les plans stratégiques des puissances impérialistes qui veulent s'assurer le contrôle des vastes territoires de la région afro-asiatique, et constitue un maillon essentiel reliant l'Afrique du Sud à l'Asie de l'Ouest et du Sud-Est. C'est pour cette raison que le bloc impérialiste a installé la plus grande base militaire britannique en Afrique, alors que Mombasa est un des plus grands ports de la marine britannique sur l'Océan Indien. De plus, la Grande-Bretagne a mis sur pied un "Commandement de l'Afrique Orientale" au Kenya pour renforcer son contrôle militaire sur cette partie de l'Afrique et sur les régions voisines. Les Etats-Unis ont établi une base d'ingénierie à Zanzibar, et ont contraint le Portugal à partager avec eux ses aérodromes et ses ports stratégiques au Mozambique. Si les pays impérialistes considèrent cette région comme une zone vitale, c'est précisément parce qu'ils ont la d'importants intérêts stratégiques, coloniaux et économiques. En vue d'y maintenir leur contrôle, ils recourent à tous les moyens — de la répression armée à la duplicité politique — pour saper et entraver le progrès du mouvement d'indépendance nationale.

### Mouvements invincibles pour la libération nationale

Si le mouvement de libération nationale en Afrique ne cesse de progresser dans son ensemble, il s'est développé, ces dernières années, à un rythme sans précédent en Afrique centrale et orientale. Il y a à peine plus d'un an, aucun pays indépendant n'existait encore en Afrique centrale et orientale. Mais aujourd'hui, grâce aux peuples dans l'effort ne cesse de s'affirmer et au progrès impétueux de la lutte anti-impérialiste, quatre pays ont accédé à l'indépendance dans cette région. La Tanganyika, qui est la plus grande pays dans cette partie de l'Afrique.

4 mars 1963



The children, united with their parents and teachers of Mao Zedong thought and national liberation struggle, are studying and reading Mao Zedong's "Four Great Questions" and "Four Great Principles" in the classroom.



Four and ten-year-old members of the Chinese People's Liberation Army are studying Mao Zedong's "Four Great Questions" and "Four Great Principles" in the schoolyard.



# China's (media) “going out” policy

1. Global **media “exchanges”** have been at the core of China's foreign policy for decades
2. Chinese (state-owned) media have been trying to become **more international** since the early 2000s.



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## Hu Jintao promotes cooperation and development

The first World Media Summit took place in Beijing on October 9, 2009.

Source: Peter Parks (AFP)



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## Xi Jinping's first message on Weibo

A computer is set up in the newsroom of the People's Daily (the mouthpiece of the Communist Party of China) on 25 December 2015. Source: CNTV



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## The media's family name is the Party (媒体姓党)

Xi Jinping visits the study of *Xinwen Lianbo* (prime time evening news show on China's national broadcaster) on 18 February 2016 (Source: Xinhua)



# China's (media) “going out” policy

1. Global **media “exchanges”** have been at the core of China's foreign policy for decades
2. Chinese (state-owned) media have been trying to become **more international** since the early 2000s.
3. North America and, particularly, **Africa** have been at the center of China's media internationalization



# Types of mediated engagements

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**Type of Involvement**

**Example**

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(Madrid-Morales & Wasserman, 2019)



# Global Chinese media main actors

## 1. The most active

State-owned media such as Xinhua (news agency), CGTN (the international branch of CCTV), China Radio International (CRI) or China Daily (English-language newspaper).




# Global Chinese media main actors

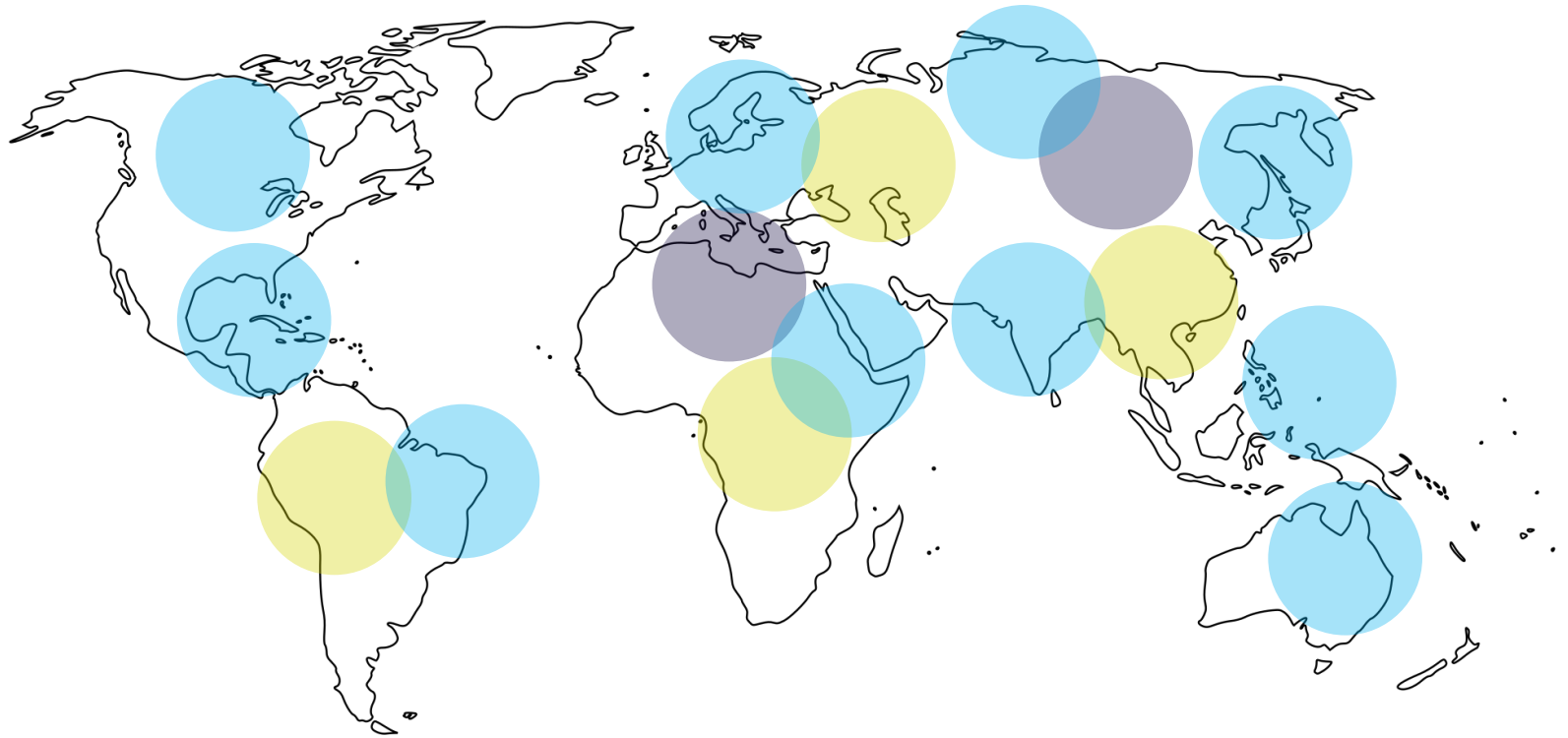
## 2. The most impactful

Profit-oriented corporations such as ZTE, Huawei or StarTimes, all of which have the backing of the Chinese State through capital or political support.



# Primary areas of operation

-  **Xinhua**
-  **StarTimes**
-  **Huawei**





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# News industry

... on the multiple strategies used by Chinese media companies to shape global narratives



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TIES THAT BOND  
RWANDA'S MAGIC  
JOURNEY, P12



NEW APPROACH  
CHINA'S LASTING  
IMPRESSION, P24



**CHINA DAILY** 中国日报  
AFRICA  
WEEKLY  
DECEMBER 14-20, 2012

VOL.1 - NO.2 ISSN 2306-590X

www.chinadailyafrica.com

K50-01

#### NOTE FROM THE PUBLISHER

By ZHU LING

The relationship between China and the African continent is one of the most significant relationships in the world today.

It is growing and complex and not always understood – not just by those in other parts of the world but Africans and Chinese, too.

We hope to set that right and that is why China Daily, China's leading English-language newspaper, is launching an Africa Weekly edition today.

The Africa edition, which will be the latest addition to our stable of international publications in the United States, Europe and the Asia-Pacific, will aim to be a prime source for news, information, comment and analysis on issues that affect both China and Africa.

Our cover story today is the first of many that will look at the connections between the world's second-largest economy and Africa, and analyses whether the 21st century will actually be Africa's as it takes up the high-growth mantle from China and other Asian countries.

The weekly edition, which will be circulated throughout the continent, will have a team of dedicated reporters in both Africa and China, and will be a forum for some of the world's leading commentators who will contribute columns and other opinion articles.

It will also include regular interviews with leading African politicians, academics, heads of think tanks and writers as well as the top international experts on the China-Africa relationship.

It will be the only publication on the market that will look in-depth at what the precise nature of Chinese involvement in Africa is and also the prominent role many Africans are now playing in China itself in both commercial and cultural spheres.

We will want to look behind the increasing economic ties which has seen Chinese overseas direct investment in Africa increase eight-fold from \$1.6 billion in 2005 to \$13.04 billion at the end of 2010, the last year for which official figures are available, as well as trade forecast to be \$200 billion this year.

We will regularly feature interviews with leading figures from Chinese enterprises in Africa and ask them about issues in which our African readers are interested.

We will also interview Africans working for Chinese companies about the issues affecting them.

Many Africans today also want to learn Chinese – and study and work in China – and we will produce features and other content on those who have done just that.

Most of all, however, we want you to enjoy a unique publication that is being launched for you, the reader.



## EMERGING AFRICA

KEY ROLE FOR CHINA IN TRANSFORMATION, GROWTH PROCESS

By ANDREW MOODY and ZHONG NAN

Africa is now experiencing some of the highest growth rates in the world. Over the past year, nine African countries featured in the top 25 fastest growing nations, according to IMF figures, with Ghana with a growth rate of 13.5 percent, behind only Qatar. Some now believe Africa could be one of the economic success stories of the 21st century. Can Africa adopt a similar growth model to China, which has been transformed beyond recognition over the past 30 years? China and other Asian countries have built their success on manufacturing and exporting to the rest of the world. >> DEVELOPMENT, PAGE 4

# Chinese media in Africa

- **2006 | CRI** opens FM station in Kenya
- **2010 | Xinhua** launches CNC's English language channel
- **2012 | CCTV** (now **CGTN**) opens broadcasting center
- **2012 | China Daily** launches an Africa Weekly Edition
- **2012 | Chinafrica** sets up an office in Johannesburg

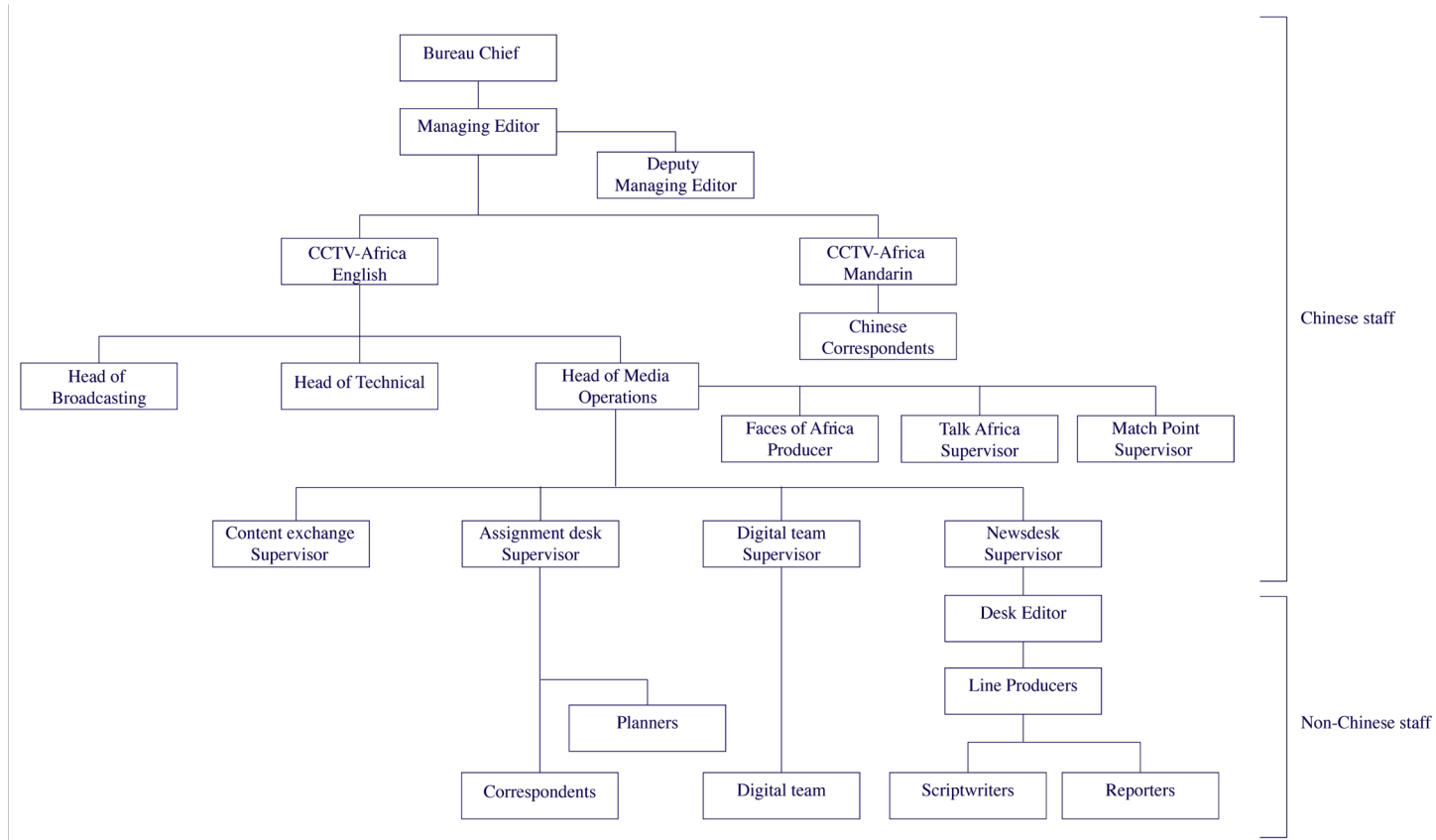


# CGTN Africa

- Launched in 2012, it is a **production and broadcasting center** based in Nairobi. It produces two+ hours of content on African affairs daily.
- It employs over 120 staff, mostly Africans, but also Kenyans. CGTN Africa operates as the **regional office for CCTV's Africa operations.**



# Structure of CGTN





# CGTN Africa's “purpose”

«We have the news of what is happening in Africa. We tell a  
**positive story** of African people»

(CGTN Africa Managing Editor, Pang Xinhua)



# CGTN Africa's “purpose”

«Some people from a few countries are always painstakingly **distorting the facts** of China-Africa friendly ties (...) [Chinese media] is bound to tell the whole world the true picture of China-Africa exchanges»

(Chinese Ambassador to Kenya, Liu Guangyuan)



# “Borrowed boats” I

## Beijing calling

Location of radio stations that are part of three networks backed by the Chinese government and broadcasting China-friendly programming around the world.

(借船出海)



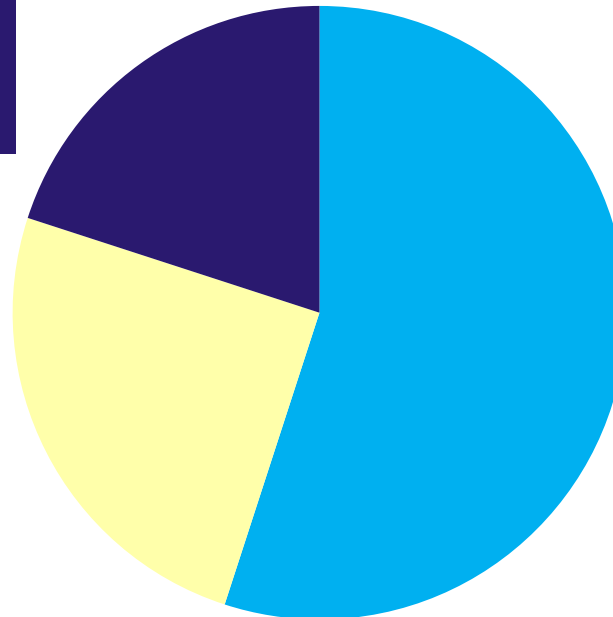
Source: <https://www.reuters.com/investigates/special-report/china-radio/>



# “Borrowed boats” II

China International Television Corporation & China-Africa Development Fund -- 20%

Public Investment Corporation (PIC) -- 25%



Sekunjalo Independent Media Consortium (SIM) -- 55%

Source: <https://www.reuters.com/investigates/special-report/china-radio/>



# “Borrowed boats” III

- Since 2015, Xinhua has contributed its content to the Africa News Agency (ANA), created by Independent Media.
- Similar agreements exist with other news agencies such as Ghana News Agency.

NEWS / AFRICA



A Nigerian policeman gestures at a driver to pull over his car for proper checking at a roadblock in Lagos as the city faces a two-week lockdown with residents told to stay in their homes and vehicle movement banned in an attempt to halt the spread of the new coronavirus. Picture: Sunday Alamba/AP

## MPs to donate salaries to Nigeria's coronavirus fight

By Xinhua and ANA Apr 1, 2020



Lagos - The Nigerian House of Representatives Tuesday announced that its 360 members have agreed to donate their salaries for the next two months toward the fight against the dreaded Covid-19 pandemic.

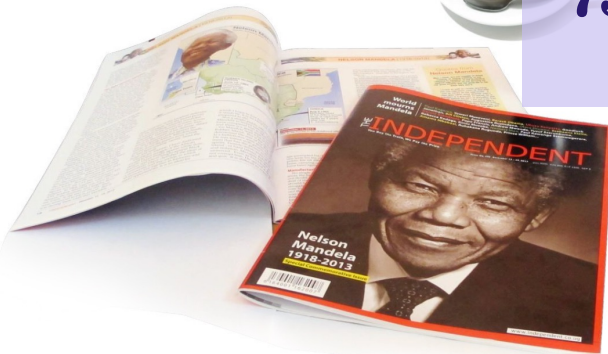


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# Chinese narratives

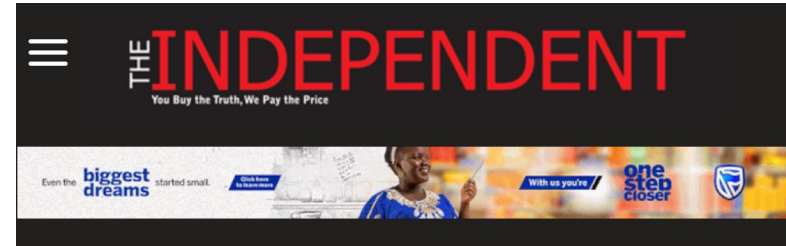


YOU BUY THE TRUTH WE PAY THE PRICE



164 reports on Ukraine  
124 provided by Xinhua  
75% of Ukraine stories

Independent Publications Limited, Plot 62/84, Kampjaya Street, P. O. Box 3304, Kampala, Uganda Tel: +256-312-637-391/2/3/4 Fax: +256-312-637-396  
E-mail: editorial@independent.co.ug, advertising@independent.co.ug, circulation@independent.co.ug Website: www.independent.co.ug



Vaccine-preventable diseases outbreaks on the rise in Africa: W  
Home / WORLD / Russia begins second phase of special military operation in Ukraine: Lavrov

## Russia begins second phase of special military operation in Ukraine: Lavrov

The Independent April 19, 2022 WORLD Leave a comment



Russian Foreign Minister Sergei Lavrov. File Photo

Moscow, Russia | Xinhua | The second phase of Russia's special military operation in Ukraine has begun, Russian Foreign Minister Sergei Lavrov said Tuesday.

The operation in eastern Ukraine is aimed at "completely liberating" the populations of Donetsk and Lugansk, Lavrov said during an interview with India Today.

"This operation will continue, the next phase of this operation has now begun. There will now be an important moment during this special operation," he added.





# Russian narratives



Home > Newsroom > Top Stories > Kyiv tried to urgently conceal traces of military biological program funded by U.S. Defense Dept - Russian Defense Ministry

6 Mar 2022 18:59

## Kyiv tried to urgently conceal traces of military biological program funded by U.S. Defense Dept - Russian Defense Ministry



MOSCOW. March 6 (Interfax) - Facts of the urgent concealment by the regime in Kyiv of the traces of a military biological program funded by the United States Department of Defense and implemented in Ukraine were exposed during the special military operation, Russian Defense Ministry spokesperson Igor Konashenkov said at a briefing on Sunday.

"We have obtained documents from employees of Ukrainian bio laboratories that the especially dangerous pathogens of plague, anthrax, tularemia, cholera and other deadly diseases were urgently destroyed on February 24," Konashenkov said.

"Russian expert of the Nuclear, Biological and Chemical Protection Troops are now analyzing the documents," he said.



## Kiev a détruit des échantillons mortels provenant de laboratoires de guerre biologique financés par les Etats-Unis (MAE russe)



French.xinhuanet.com | Publié le 2022-03-09 à 13:52

MOSCOU, 8 mars (Xinhua) -- Les autorités de Kiev ont détruit des agents pathogènes dangereux de maladies mortelles stockés dans des laboratoires en Ukraine financés par les Etats-Unis, a confirmé mardi le ministère russe des Affaires étrangères.

Le ministère a reçu des documents d'employés de laboratoires biologiques ukrainiens confirmant la destruction en urgence d'agents pathogènes dangereux tels que la peste, l'anthrax, la tularémie, le choléra et d'autres maladies mortelles le 24 février, selon une déclaration de la porte-parole du ministère, Maria Zakharova.

Elle a ajouté que ces laboratoires étaient financés par le Pentagone et faisaient partie d'un programme d'armes biologiques.

Selon le ministère, ces agents pathogènes ont été immédiatement détruits pour dissimuler les preuves indiquant que les Etats-Unis et l'Ukraine ont violé l'article I de la Convention sur l'interdiction des armes biologiques.

Mardi également, le ministère chinois des Affaires étrangères a appelé les Etats-Unis à publier les détails de leurs laboratoires biologiques en Ukraine et a exhorté les parties concernées à assurer leur sécurité. Fin



xinhuanews

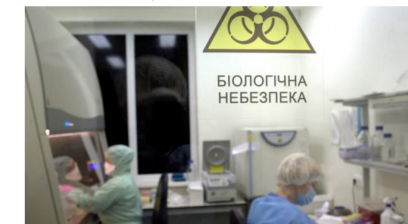
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xinhua



## « Kiev a détruit des échantillons mortels provenant de laboratoires de guerre biologique financés par les Etats-Unis » (Min Aff russe)

9 mars 2022 | administrateur | Environnement | 0

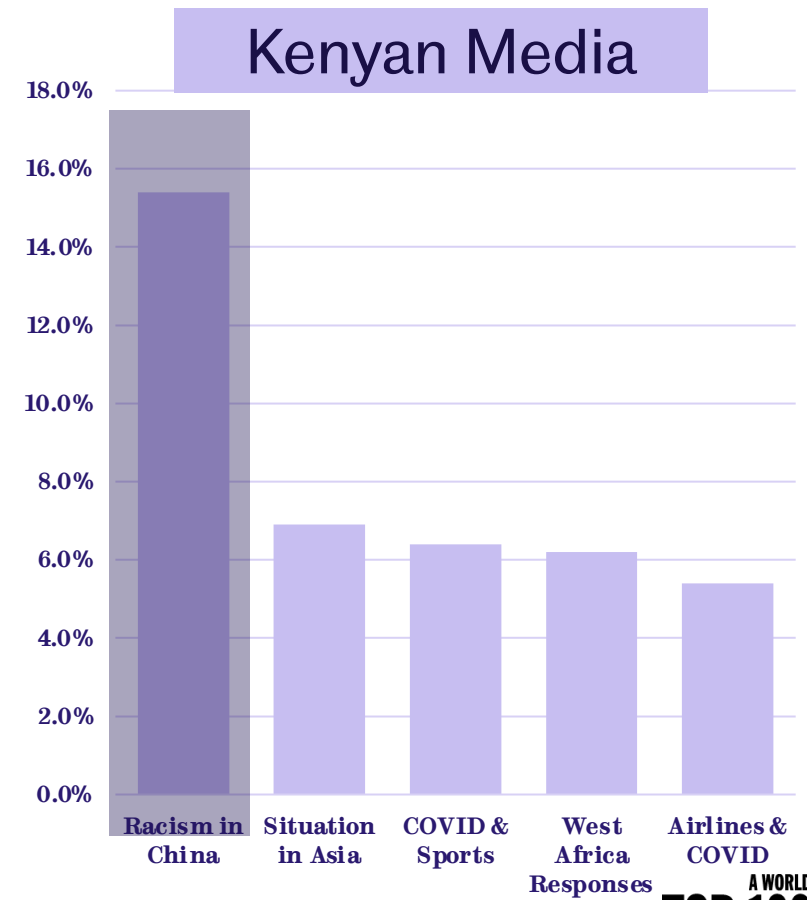
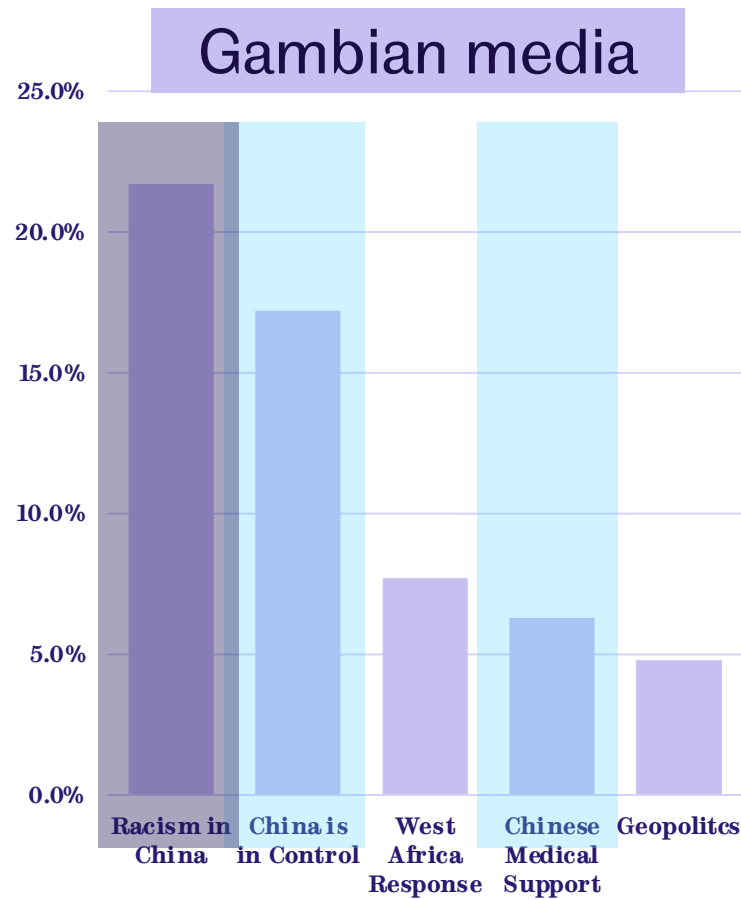
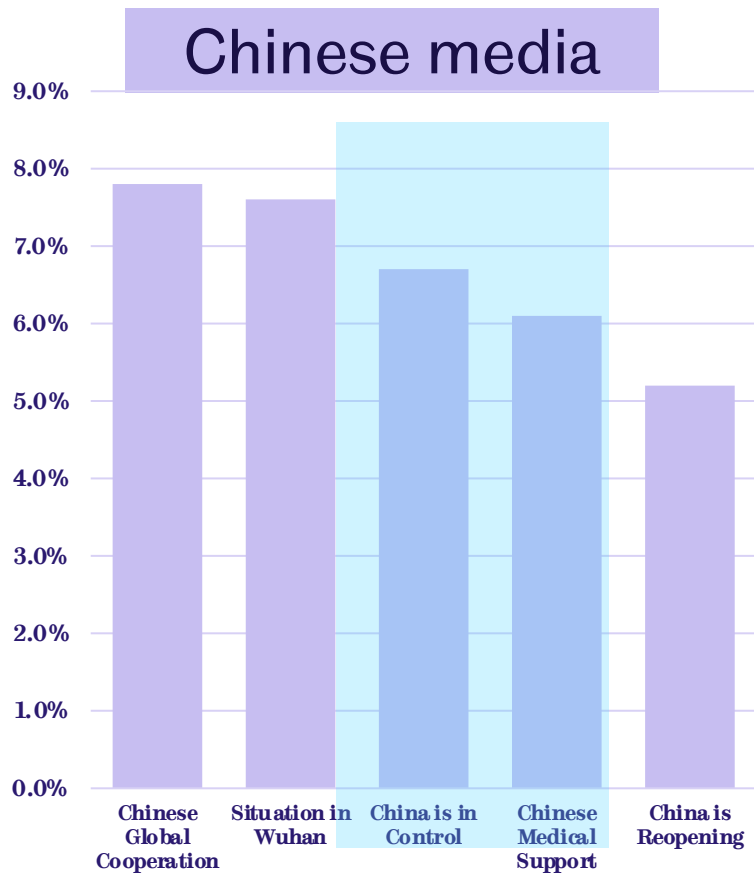


« Les autorités de Kiev ont détruit des agents pathogènes dangereux de maladies mortelles stockés dans des laboratoires en Ukraine financés par les Etats-Unis », a affirmé mardi 8 mars 2022 le ministère russe des Affaires étrangères.

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# Chinese narratives on COVID-19





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# Entertainment

... on how television programming makes its way from Beijing to African countries.



# Chinese blockbusters



WOLF WARRIOR 2 - Official Trailer

44,858 views · May 19, 2017

65 11 SHARE SAVE ...





# Imports/exports of TV content (in hours)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Exports to Africa</b>	500	48	113	1,294	283	1,240	314	891	347			
<b>Imports from Africa</b>	0	0	3	9	1	11	3	49	0	0	1	0
<b>Exports to US</b>	1,464	1,372	3,032	8,455	15,538	9,380	4,559	5,761	3,318			
<b>Imports from US</b>	7,463	8,697	8,526	6,905	4,061	4,603	6,074	5,918	6,861	6,621	41,653	7,354
<b>Exports to South Korea</b>	410	525	668	1,039	695	763	505	784	1,207			
<b>imports from South Korea</b>	2,869	1,328	1,285	583	1,299	1,383	3,348	1,038	1,343	147	46	70

Source: China Statistical Yearbook



# The ubiquity of StarTimes

1. Privately owned company, founded in Beijing in 1988 as 四达时代集团 and specializing in **digital TV** services.
  1. A subsidiary in Rwanda was established in 2008.
  2. Now present in 23 African countries (operating in 16).
2. It is the only private company in China allowed by the Ministry of Commerce to move into radio and TV **content production** in Africa.

# StarTimes Model

- Close relationship of CEO to Chinese leadership
- Quasi monopoly over multiple sectors of pay TV industry:
  - Content distribution
  - Provision of equipment
  - DTT signal distribution





# Chinese platform, Chinese content





# Chinese platform, African content

**NA VIPAJI VIENDELEE!**

**Bongo** STAR SEASON 12

Kila Jumapili Saa 3:00 Usiku

Vionjo

J'Tatu, J'Tano & Ijuma Saa 2:30 Usiku

Special Partners: DRAGON

Download StarTimes ON

StarTimes ENJOY DIGITAL LIFE

**BOX OFFICE**  
on Ch. 013/102

**WIVES ON STRIKE THE REVOLUTION**

WEDNESDAY  
JANUARY 26

GMT 7:00PM CAT 9:00PM

**Wives On STRIKE**  
THE REVOLUTION

StarTimes



## 10,000 villages project in Kenya

A partnership between the Chinese and Kenyan governments, and StarTimes to “bring” satellite TV in rural Africa (November 2021)



# StarTimes – Digital TV in Kajiado (Kenya)

120 households in Saina Village received free access to StarTimes PayTV through by satellite



The event was attended by Sun Zhijun, vice minister of the Publicity Department of the CCP





# StarTimes' 10,000 villages “purpose”

«Digital broadcasting platforms will **expose Chinese culture to Kenyan people** (...) It will enable local people to access content that **enriches their cultural and spiritual awareness**»

(Vice minister of the Publicity Department , Sun Zhijun)



# StarTimes' 10,000 villages “purpose”

«We hope to use our satellite TV service, which has 100 percent coverage in Rwanda, to showcase and promote **Sino-Rwandese cultural exchange**»

(CEO of Star Africa media, Jess Jing)



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# Technology

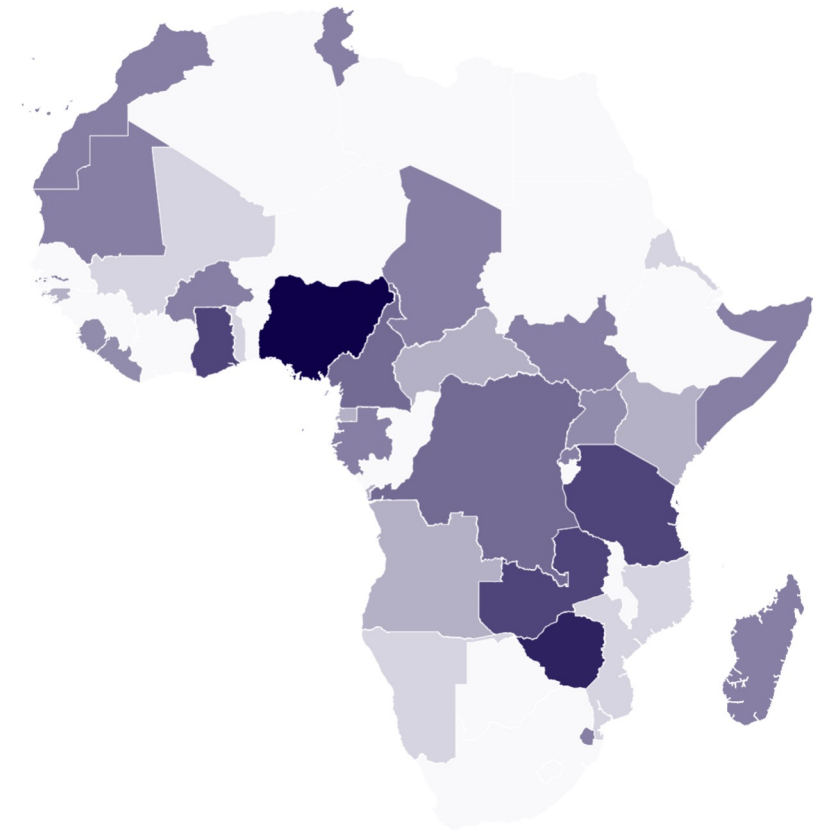
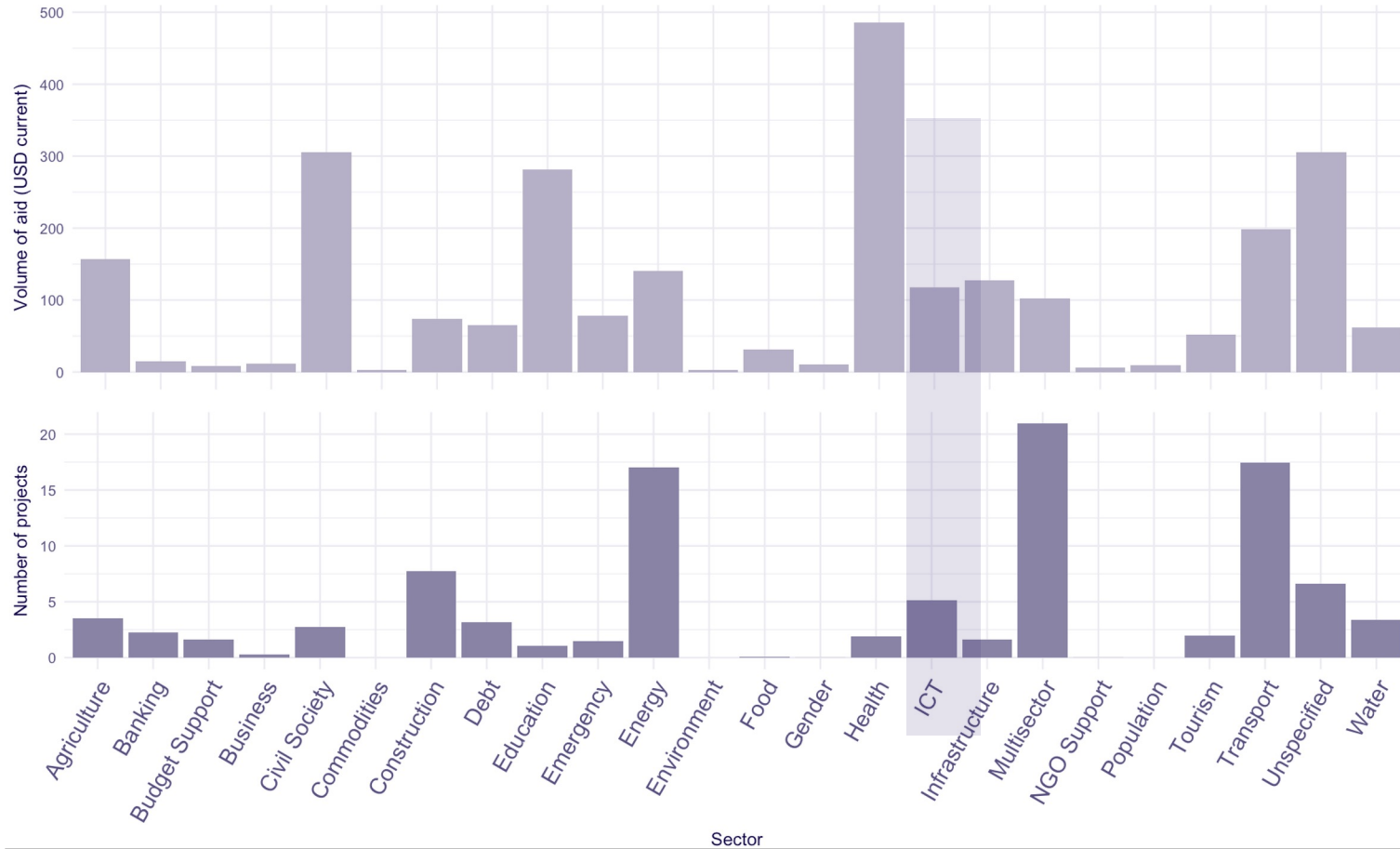
... on how digital technologies, from mobile to communication to surveillance, are added to China's global media mix.



### ICT-related aid projects by China in Africa Total number of projects by country (2000-2013)

## Chinese Aid to Africa by sector

Number of projects and volume of aid (2000-2013)



Data: AfricaAid 2017



### ICT-related aid projects by China in Africa Total number of projects by country (2000-2013)

#### China grants 49.5 billion FCFA to Niger for telecoms services

**Niamey, Niger (PANA)** - China is to make 49.5 billion CFA francs available to Niger to finance the construction of fiber optic and other telecommunications services in the West African country, according to an agreement signed here Monday between officials of the two countries.

#### 1,500 orphans, less privileged benefit from Huawei charity project

ON DECEMBER 16, 2013 8:44 PM / IN [NEWS](#) / [COMMENTS](#)



BY EMEKA AGINAM



13 SEPTEMBER 2006

#### Namibia: China Chips in At Outapi

Tagged: [Asia, Australia, and Africa](#) • [Environment](#) • [External Relations](#) • [Namibia](#) • [Southern Africa](#)



Windhoek — The Chinese Ambassador to Namibia, Liang Yinzhu, donated 100 computers and 30 printers to the Outapi Town Council in the Omusati Region on Monday.



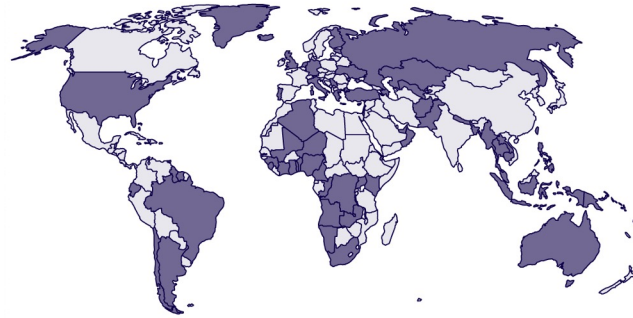
Data: AfricaAid 2017





# BRI and Digital Silk Road

● Internet cables (fiber)  
Number of countries: 76



○ "Smart city" initiatives; surveillance  
Number of countries: 56



● Telecom equipment  
Number of countries: 21



● Internet-connected appliances  
Number of countries: 27



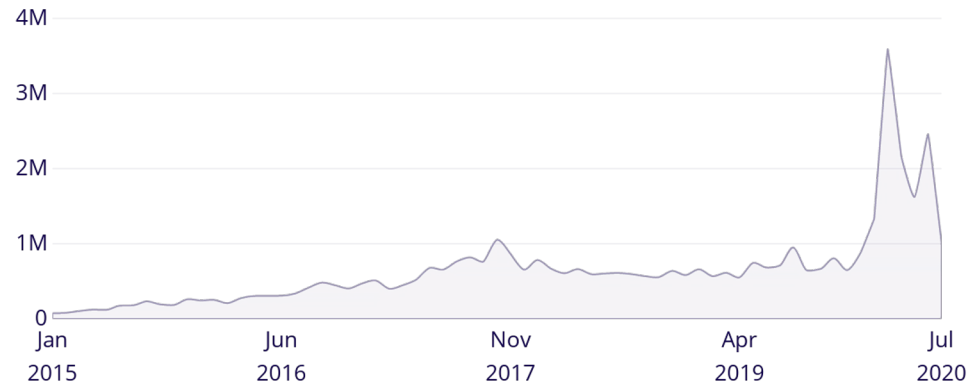


# COVID-19 and social media

Volume

The total volume of the conversation is 43,071,832

This conversation peaked on Mar 1



China PD

Date range: Jan 1st, 2015 to Jul 15th, 2020



**Chinese Embassy in South Africa** @ChineseEmbSA · Jul 15

Amidst the surging numbers of confirmed cases of #COVID19, China continues to provide assistance to Africa countries to combat the epidemic. #ChinaLovesAfrica



**People's Daily, China** @PDChina · Jul 14

#Liberia on Tue received 3rd batch of anti-pandemic medical supplies from #China through the Organization of African First ladies for Development to help mothers and children combat #COVID19. Donation includes disposable medical masks, infrared thermometers and surgical masks.



1

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1





# Chinese Diplomats on Twitter

← **中国驻马里大使馆 Ambassade de Chine au Mali**  
118 Tweets

**中国驻马里大使馆 Ambassade de Chine au Mali**  
@Chine\_au\_Mali

Ambassade de Chine au Mali  
Mali | Joined August 2018  
23 Following 1,469 Followers  
Not followed by anyone you're following

Tweets Tweets & replies Media Likes

中国驻马里大使馆 Ambassade de Chine au Mali @Chine\_... · Jun 24  
Ce qu'il faut savoir sur la Fête des Bateaux-dragons:

1 8

← **Zheng ZhuQiang**  
31 Tweets

**Zheng ZhuQiang**  
@ChinaAmbUganda

Ambassador of China to Uganda  
Kampala, Uganda | Joined March 2018  
46 Following 1,160 Followers  
Followed by Yuan Zeng

Tweets Tweets & replies Media Likes

Zheng ZhuQiang @ChinaAmbUganda · Jul 9  
Today, I met Hon. Janet Museveni, First Lady and Minister of Education and Sports and handed over some face masks and forehead thermometers from ChinaAid for the benefit of Ugandan mothers and children.

← **ChinaEmbAngola** ✓  
420 Tweets

**ChinaEmbAngola** ✓  
@ChinaEmbAngola

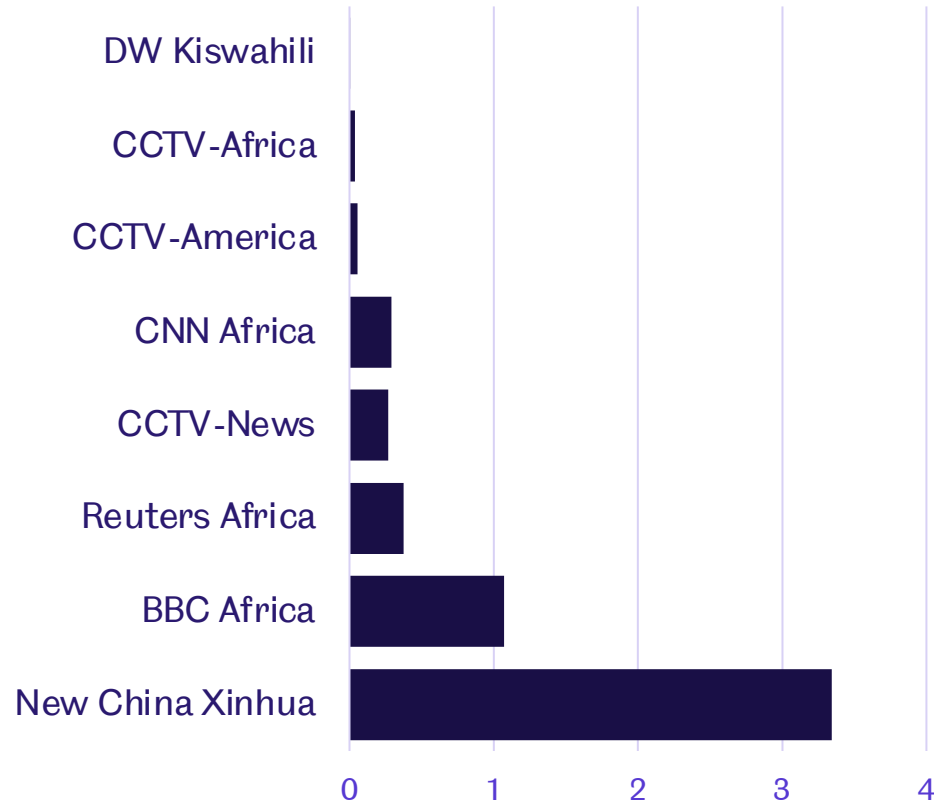
Embaixada da China em Angola  
Translate bio  
Angola | [ao.chineseembassy.org/por/](http://ao.chineseembassy.org/por/) | Joined October 2019  
109 Following 1,400 Followers  
Not followed by anyone you're following

Tweets Tweets & replies Media Likes

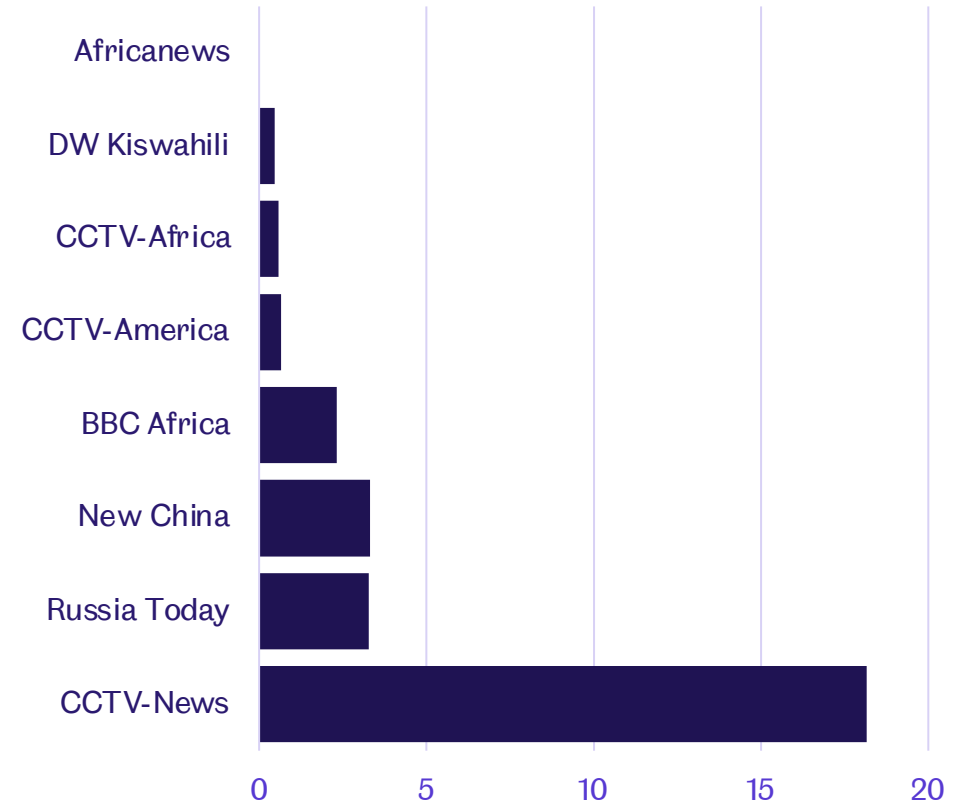
ChinaEmbAngola @ChinaEmbAngola · Jul 16  
A empresa chinesa BGI assina protocolo de cooperação com Ministério da Saúde de #Angola na construção conjunta do laboratório infálvel para testes da #COVID19, testemunhado pelo Embaixador Gong Tao junto com Ministra da Saúde e Ministro @amb\_tete #China #juntosnocombate



# Chinese media on social media



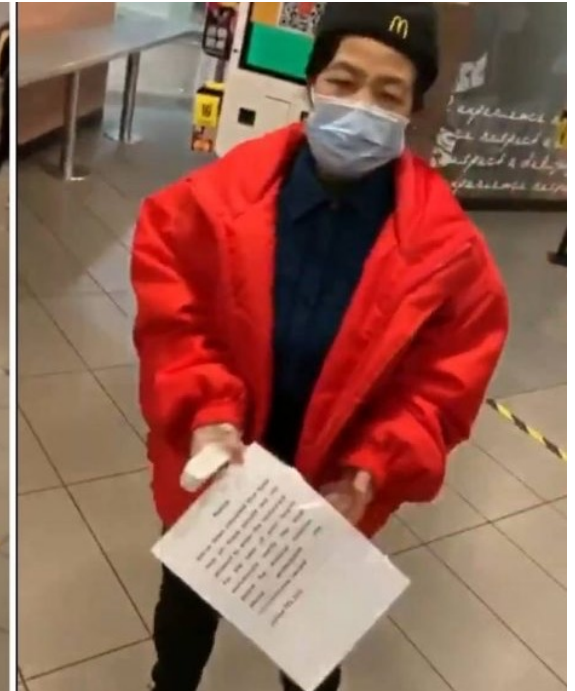
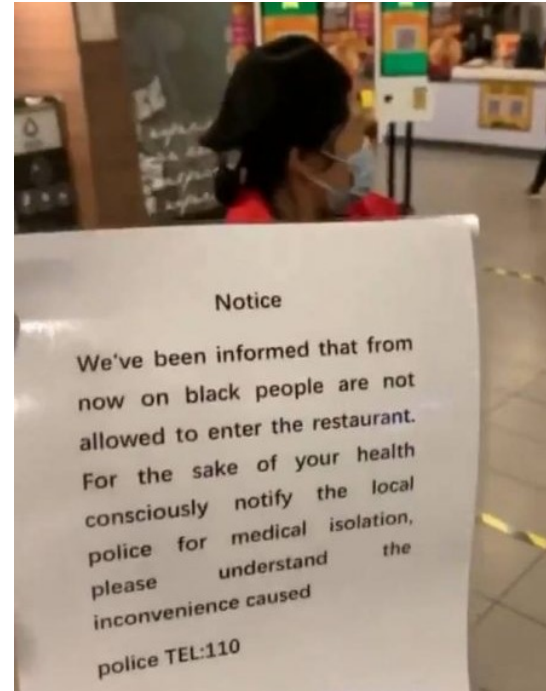
Twitter



Facebook



# Sounding the alarm





# Widening the reach





# It gets political



**Kwesi Quartey**  
@AmbKwesiQuartey

I invited the Chinese Ambassador to the AU, H.E. Amb. Liu Yuxi, to discuss the recent attacks on #Africans in #China. He expressed regret for what had happened and intimated China's determination to use this as a lesson to improve relations with their African brothers.



Kwesi Quartey

7:58 AM · Apr 14, 2020 · Twitter for Android

62 Retweets 14 Quote Tweets 163 Likes

#ChannelsTv  
What Gbajabamila Told Chinese Ambassador In Nigeria  
219,952 views · 10 Apr 2020

LIKE DISLIKE SHARE DOWNLOAD SAVE



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# Counter narrative

Opinion 09:19, 13-Apr-2020



## Alleged harassment of Africans in China based on misinformation

Stephen Ndegwa

Share



An African expat (R) learns the Chinese language at a service center for foreigners in Dengfeng Street of Guangzhou, south China's Guangdong Province, July 27, 2018. /Xinhua

**Editors Note:** Stephen Ndegwa is a Nairobi-based communications consultant and international affairs columnist. The article reflects the author's views, and not necessarily those of CGTN.

Society 18:42, 20-Apr-2020



## The inside story of Africans in Guangzhou amid COVID-19 outbreak

Updated 12:25, 21-Apr-2020

Li Ruikang

Share



Guangzhou, a metropolis in southern China, was caught in the global limelight after reports of Africans "being discriminated against and forced into quarantine" surfaced. The capital of south China's Guangdong Province is now trying to find a balance between preventing the recurrence of a second COVID-19 outbreak and staving off claims that it is acting against what is believed to be the core principle of international norms.



Minister Counsellor Zhao @zhaobaogang2011

50

my friend in Guangzhou sent me video showing normal life of Africans. n distorted video of



## Rumor Buster: Videos showing discrimination in China's anti-epidemic measures are fake

Source: Xinhua | 2020-04-24 17:23:07 | Editor: huaxia



ce24.com  
e videos purport to show violence against Africans in

3, 2020

Reply Copy link

Read 28 replies

BEIJING, April 24 (Xinhua) -- Certain videos recently circulated online purport to show discrimination towards foreign nationals, particularly Africans, in China in its anti-epidemic measures. However, these are just groundless rumors.

French television France 24 in an article posted on its website debunked some fake videos, reproaching the disinformation that had nothing to do with the pandemic.



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# Takeaways



# Final Ideas

1. Beijing's plan is very **long term**, with **generous funding** and no rush to achieve immediate goals



# Final Ideas

2. While there is a clear united effort by many different actors involved in influence operations (part of CCP's United Front efforts), Beijing has long lacked a consistent “**grand strategy**”. This is **changing**.



# Final Ideas

3. Under Xi Jinping, there's been a change in approaches (**less pragmatic, more ideological**), which has led to more global pushback than under Hu Jintao.



# Final Ideas

4. There is strong **competition for attention**, and influence on the news media agenda on the continent. This involves authoritarian regimes (Iran, Russia, China), as well as liberal democracies (France, Germany, UK).



# Final Ideas

5. A series of **systemic asymmetries** characterize Africa-China-Africa media relations that affect flows of content, capital and norms; regulatory frameworks and creative agency.



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# Questions?