

ABSTRACT

This chapter discusses the role of the media in the management of pandemic situations in Africa. Examples from various African countries such as Egypt, Ghana, Kenya, Nigeria, South Africa and Tanzania are examined to highlight the actual situation. Communication and health communication theories discussed are: Theory of Reasoned Action, Health Belief Model (HBM) and the Protection Motivation Theory. The role the media (Newspapers, magazines, radio, television and social media networks) have played in persuading people to accept to be vaccinated and to wear masks is discussed. Studies conducted in Africa reveal that different countries have had to deal with different reactions towards COVID-19 communication. Studies reviewed from other continents show that what is applicable there can also work in Africa. African, Chinese and Iranian examples are discussed to prove that the above-named theories can also be applied in Africa to persuade people to maintain COVID-19 protocols and to accept to be vaccinated. Social media users communicated COVID-19 messages but most of them have participated more in spreading misinformation and propaganda about COVID-19 just as it happened during the Ebola pandemic in West Africa.