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THE ROLE OF COMMUNICATION IN AFRICA'S REGIONAL INTEGRATION:
A CASE STUDY OF THE AFRICAN UNION

By

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MASTER OF ARTS IN INTERNATIONAL STUDIES

31 AUGUST 2015

DECLARATION

This Research Project is my original work and has not been presented for the award of a degree in any other University.

Sign

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This research project has been submitted for examination with my approval as the University Supervisor.

Sign

Date

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DR. SHAZIA CHAUDHRY

DEDICATION

I dedicate this project to my family, most particularly my Dad James Makunyi and my Mom Eunice Kareamburi for the support they have given me throughout my education. This Research Project caps their statement of unyielding support for their son to learn and acquire more knowledge to serve the society.

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LIST OF ABBREVIATIONS

AU: African Union

SADC: Southern African Development Community

ECOWAS: Economic Community of West African States

CDSF: Capacity Development Strategic Framework

CAADP: African Agricultural Development Programme

TCSO: Transnational Civil Society Organizations

NEPAD: New Partnership for Africa's Development

PAP: Pan-African Parliament

OAU: Organization of African Unity

ECOSOC: Economic, Social and Cultural Council

DIC: Disseminated Intravascular Coagulation

USA: United States of America

UN: United Nations

EAC: East African Community

CEO: Chief Executive Officer

ICT: Information and Communications Technologies

UNESCO: United Nations Educational, Scientific and Cultural Organization

IXPs: Local Internet Exchange Points

RECs: Regional Economic Communities

UEMOA: West African Economic and Monetary Union

EU: European Union

IGOs: Inter-Governmental Organizations

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ABSTRACT

The world is currently witnessing a renaissance of regionalism and integration schemes. Regionalism has become popular as states seek closer economic and political ties. Communication plays an important role in achievement of strategic goal in organizations, firms, countries, economic blocs and regional bodies such as the African Union. In addition communication is a key success factor in fundraising and improving public relations, and as result communication help organizations/countries to map influence networks and to elicit feedback to update the existing strategies. The African Union was premised on the idea that a process of integration within the continent may enable African countries and peoples to find their rightful role in the international community. The AU is aspiring to achieve a common vision of a united and strong Africa and to build a strong partnership between governments and civil society. The purpose of this study was to investigate the role of communication in Africa's regional integration. It was guided by the following objectives: To examine the role of communication in enhancing regional integration in Africa, to evaluate communication channels and strategies adopted by the Africa Union and its member states and to establish means through which African Union can improve regional integration through communication 10% of the AU officers working at Kenindia Business Park, Westland's, offices. The sample was selected by use of simple random sampling.

To test for validity and reliability the researcher used test-retest method which involves administering the same instrument twice to the same group of respondents at two separate times in two weeks interval between the first and the second test. Data collected was mainly quantitative in nature and was appropriately analyzed using descriptive statistics. The study established that African Union ways of communication to its members was still unable to enhance regional integration as expected. It was noted that Africa ranks last in terms of intra-regional trade after Europe, Asia and North America according to a 2011 WTO report. The study found that Natural resources dominate Africa's economy, leaving other sectors neglected and underdeveloped due to lack of coordination and improper communication. Poor communication on political and economic factors also contribute to Africa's poor performance vis-à-vis the free flow of goods and services. The study established that the poor quality of road networks is one of the main hindrances to the movement of goods in Africa. The study concludes that communication is a necessary condition for trade and regional overall economic and social development since it provides the physical links between the various countries and forms a major component of the costs of trade, the global competitiveness of every country and thus its development prospects, aspirations of its people and integration with other countries.

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.1 Introduction

Renaissance of regionalism and integration schemes are being witnessed currently by the world. Regionalism has become popular as states seek closer ties economically and politically.¹ The rise of dissimilarities and regional powers is viewed as major facilitator towards enhanced levels of integration.² Regional integration is apparent in organizations such as the African Union (AU), the Southern African Development Community (SADC), Economic Community of West African States (ECOWAS) and East African Community (EAC) in Africa. Intra-continental exchange has been very imperfect as opposed to the proportion of extra-continental interaction and this happens as a result of Africa's dependence on the world system. Regional integration in Africa has remained more of an aspiration than reality despite the numerous resolutions, declarations, constitutions and diplomatic efforts, regional integration. Compared to the previous years, regionalism is much solidly based today. Self-sufficiency and integration idea has more followers than any other time in Africa countries.

The definition of integration has several of perspectives that are in existence. Integration is a process in which a number of actors in their own discrete national settings decide to shift their loyalty, expectations, set goals and political directions towards a

¹ African Unification Front (2002). *Brief Overview of the History of the African Union: Towards African National Sovereignty*.p.35

² Onwuka, R.I. & Sesay, A. (2011). *The Future of Regionalism in Africa*. Macmillan Press, Basingstoke. Stanford UP,p.31

common center.³ Regional integration also refer to the various forms and contents of economic co-operation arrangements (such as common markets, free trade areas and harmonization of policies) that prevail or are proposed within the periphery of states existing in one geographical region.⁴ Over the years regional integration has been prejudiced by the political vision of African Unity. It has also been viewed as a means of providing an appropriate scale to import substitution industrialization policies. In Africa, regional integration remains a significant economic and political goal.

An important role in regional integration is enhanced by communication through the media and other forms of publicity. The mass media has a role to draw the attention of the people in the African communities, on the prospects and contests of integration, propagate ideas of regionalism and integration and the envisioned gains for the citizenry such as to lead in to a greater regional consciousness that will formulate an AU culture. The sole reason for the call to augment regional economic blocs has been so as to facilitate a speedy free movement of goods and labour, common services, customs and monetary unions and other steps towards more complete integration.⁵ The justification behind this thinking is the fact that the media has the aptitude to set integrative trends and increase awareness thereby contributing to a suitable regional distinctiveness.⁶

1.2 Statement of the Research Problem

An important role is driven by communication in achievement of strategic goal in organizations, firms, countries, economic blocs and regional bodies such as the African

³ Hass, E. B. (1968) *The Uniting of Europe.1950-1957.Stanford*: Stanford UP, p.16.

⁴ Ibid p.1

⁵ Ibid p.11

⁶ Garza ,R. (2009). “Normative Europe: Changing values and Attitudes in Central America”, pp.1-2 in A. Grant and F.Soderbaum (eds.) *The New Regionalism in Africa*, Aldershot: Ash gate.

Union. Some studies which were done before showed that communication enriches coordination of activities,⁷ effective communication saves money and heightens reputation,⁸ in addition communication is a key factor of success in fundraising and enlightening public relations,⁹ and as result communication helps countries to map impact networks and to elicit feedback to update the strategies which are in existence.¹⁰

Slight improvements in issue of justice and human rights through the African Court of Human and Peoples Rights, securing development agreement with rest of the international community, emancipation and empowerment of women, youth development, education, culture, the environment and corruption have been recorded by AU. There are also several achievements which have been enhanced by AU, these are includes enriched sustained economic growth rates in Africa particularly through Comprehensive African Agricultural Development Programme (CAADP) and New Partnership for Africa's Development (NEPA, increased public accountability and access to the African masses through the Pan African Parliament which represents all elected African national legislatures, improved election monitoring, political, economic and corporate governance.¹¹ Nevertheless, AU is still far from fully accomplishing its objectives as unity among African states remains weak compared to others such as European Union and United States of America. The main drawbacks exit in the

⁷ Pauls, P. & Jijstad, B. (2003). *Group Creativity: Innovation through Collaboration*, Oxford University Press.p.1

⁸ Ibid.p.2

⁹ Shimul, A. S. (2013). Sponsorship Communication Strategy for the Asthma Society of Canada: Implications for Nonprofit Organizations in Bangladesh. *Daffodil International University Journal of Business and Economics*, Vol. 7, No. 1,p. 47.

¹⁰ Defense Science Board. (2004). *Strategic Communication. Department of Defense: United States of American Washington, DC: Office of the UnderSecretary of Defense for Acquisition, Technology, and Logistics.p.22*

¹¹ Thabo Mbeki (2012). *The African Union At 10 Years Old: A Dream Deferred!* Available at [http://www.unisa.ac.za/contents/colleges/docs/THE%20AFRICAN%20UNION%20AT%2010%20YEARS%20OLD1%20\(3\)%20\(Recovered\).pdf](http://www.unisa.ac.za/contents/colleges/docs/THE%20AFRICAN%20UNION%20AT%2010%20YEARS%20OLD1%20(3)%20(Recovered).pdf). Accesses on January 11, 2015

achievement of fundamental freedoms for all and the social, cultural and economic development' of the African masses, and political stability.¹²

The African Union was premised on the idea that a process of integration within the continent may enable African countries and peoples to find their rightful role in the international community. A setting is provided in which members can discuss how to rid the continent of the remaining relics of colonization and apartheid; to promote international cooperation within the framework of the UN; to safeguard the sovereignty and territorial integrity of African countries; and to synchronize and strengthen cooperation for development. The AU is aspiring to achieve a common vision of a united and strong Africa and to build a strong partnership between civil society and governments.

International understanding is promoted through communication which is a key in formulating interstate relationships.¹³ Thus, the objectives of the AU can be attained if there is an effective and competent communication among all member states. Nevertheless, no study has been carried out to evaluate the role of communication in achieving regional integration in Africa. This study seeks to fill the research gap by examining the role of communication in facilitating regional integration by the AU. The study will answer the following research questions: What is the role of communication in enhancing regional integration in Africa? Which communication channels and strategies have been adopted by the Africa Union and its member states? What are the means through which African Union can improve regional integration through communication?

¹² Ibid p.2

¹³ Larry A. S. (2007) (ed.). *Communication Between Cultures*. The Thomas Corporation.p.12

1.3 Objectives of the Study

The broad objective of this study is to establish the role of communication in regional integration in Africa through the AU.

The specific objectives of this study are;

- i. To examine the role of communication in enhancing regional integration in Africa.
- ii. To evaluate communication channels and strategies adopted by the Africa Union and its member states.
- iii. To establish means through which African Union can improve regional integration through communication

1.4 Literature Review

This section presents the review of related literature. The reviewed literature covers Integration of Africa through AU, communication and diplomacy, communication and regional integration and the importance of communication.

1.4.1 Integration of Africa through AU

On May 25, 1963 the Organization of African Unity (OAU) was established; until 2002, it remained the collective voice for the continent.¹⁴ The OAU aimed to ensure that all Africans enjoyed human rights, raise the living standards of all Africans, and settle arguments and disputes between members. Also, the anticipated purpose of the OAU was to promote the unity and solidarity of the African States in a time of independence

¹⁴ Ibid p.3

movements.¹⁵ In an Organization Charter of African Unity adopted in 1963 in Addis Ababa, Ethiopia, African States devoted to work together to synchronize and intensify their collaboration and determinations to attain a better life for Africa people.¹⁶ Nonetheless, the initial 32 independent Member States of the OAU were viewed as a governmental talking shop with little power.¹⁷ The policy of non-interference in the affairs of Member States also restricted the OAU in achieving its goals.¹⁸ The OAU fought to implement its decisions and its lack of an army made it difficult to arbitrate in civil wars and countries struggling with imperialism.

The Assembly of the African Union, the chief decision-making body within the AU, comprises of the Heads of State or Government of Member States.¹⁹ While the Assembly is devolving gradually some of its decision-making to the Pan-African Parliament (PAP), the African Union is also composed of a number of official bodies that have an important say in critical issues. Such bodies like the Executive Council; Peace & Security Council; Economic, Social and Cultural Council (ECOSOC); Specialized Technical Committees; and Human Rights Institutions, all play a prominent role addressing pressing challenges.²⁰

Within the organization, consensus was difficult to achieve.²¹ The French colonies, the pro-capitalists and pro-socialist groups during the Cold War, all had their plans and made it very difficult to reach an agreement on what had to be done. The OAU still provided a

¹⁵ *Organization of African Unity, Purposes and Principles*, 1996, p. 2-3.

¹⁶ *Organization of African Unity, The Organization of African Unity (OAU) Charter*, 2003, p. 1.

¹⁷ Bujra, D. (2002). *Africa: Transition from the OAU to the AU*, p. 1.

¹⁸ Boddy, E. (2006). *Biography: Idi Amin Dada*, p.1

¹⁹ African Union, *The Assembly*, 2007, p. 1.

²⁰ *Council on Foreign Relations, The Nascent African Union*, 2006, p. 2-3.

²¹ Thompson, T. (1996). *Africa and Unity: The Evolution of Pan-Africanism*, p. 41-47.

forum that enabled Member States to adopt coordinated positions on matters of common concern despite the difficulties and struggles that it endured. For example, the organization worked and succeeded in forging a consensus in support of liberation struggle and the fight against apartheid through the OAU Coordinating Committee for the Liberation of Africa.²² Nevertheless, under the leadership of Muammar al-Qaddafi the idea of attempting to unify Africa surfaced again in the mid-1990s.²³ The Lusaka Summit, a year later, drew the roadmap for the implementation of the AU.²⁴ Consequently, the Sirte Extraordinary Session (1999) decided to establish an African Union.²⁵ The declaration to establish an AU was followed by the Constitutive Act of the African Union (2000).²⁶ And then, on July 9, 2002, in Durban, South Africa, the African Union was launched by its first president, Thabo Mbeki.²⁷ The AU was formed in hopes of further improving the objectives to secure Africa's democracy, human rights, sustainable economy, and bringing to an end the intra-African conflict that has plagued the region.²⁸

The Assembly of the African Union, the chief decision-making body within the AU, consists of the Heads of State or Government of Member States.²⁹ While the Assembly is gradually devolving some of its decision-making to the Pan-African Parliament (PAP), the African Union is also composed of a number of official bodies that have an important say in critical issues. Such bodies like the Executive Council; Peace & Security Council;

²² *Organization of African Unity Department of Foreign Affairs, Profile: The Organization of African Unity*, 2000, p.1.

²³ *Browne, Pan-Africanism and the African Union*, 2005, p. 2.

²⁴ *African Union, African Union In A Nutshell*, 2007, p. 1.

²⁵ *African Union, Sirte Declaration on the AU*, 1999, p. 3.

²⁶ *African Union, Constitutive Act of the African Union*, 2000, p. 1.

²⁷ *Ibid*, p.3

²⁸ Babarinde, C. (2007). *The EU as a Model for the African Union: The Limits of Imitation*, 2007, p. 5.

²⁹ *African Union, The Assembly*, 2007, p. 1.

Economic, Social and Cultural Council (ECOSOC); Specialized Technical Committees; and Human Rights Institutions, all play a prominent role addressing pressing challenges.³⁰

The work of the AU are structured by three documents: the Vision of the African Union and the Mission of the African Union Commission, the Strategic Framework of the African Union Commission, and the Action Plans of the various Departments of the Commission.³¹ Included are for instance 23 Priority Programs, divided into six “Action Areas” where the continent will need to synchronize and incorporate to address health, political, economic and ecological issues. They include: shared vision; peace, governance and human security; economic integration; integration infrastructure; social development culture.

1.4.2 Communication

Communication is a strategic management process by which an organization communicates with its various audiences to the mutual benefits of both and to its improved competitive advantage.³² Cornelissen³³ define communication as the function and process of managing communications between an organization and important stakeholder groups (including markets and publics) in its environment.³⁴ Additionally, communication is instrumental in opening up new horizons through the spread of

³⁰ *Council on Foreign Relations, The Nascent African Union*, 2006, p. 2-3.

³¹ *African Union, Strategic Plan of the Commission of the African Union: Volume 3: 2004-2007 Plan of Action*, 2004; African Union, *Vision and Mission of the African Union*, 2007

³² Dolphin, R. R & Fan, Y. (2000). Is Corporate Communications A Strategic Function? *Management Decision* 38:2, 99-106.

³³ Cornelissen, J. (2004). *Corporate Communications: Theory and Practice*. SAGE Publications Inc. 2455 Teller Road. Thousand Oaks, California

³⁴ Dolphin, R. R & Fan, Y. (2000). Is Corporate Communications A Strategic Function? *Management Decision* 38:2, 99-106.

informatics and can be attributed to the spread of educational environments, world over.³⁵

Cornelissen³⁶ claim that above and beyond corporate success and career advancement, understanding communications management has advantages. Communications practitioners feel undervalued in many organizations, their strategic effort into decision making is conceded, and senior leaders feel powerless because they simply do not understand the events that are taking place in the company's environment and how these events may affect the company's profits and operations. Communications practitioners and senior leaders need to be able to take a critical perspective on corporate communications; that is, they need to be able to recognize and diagnose communication-related management problems, and have an understanding of appropriate strategies and courses of action for dealing with these. Such an understanding (and the learning and application in practice that it triggers) is not only essential to an effective functioning of the corporate communications function, but also is in itself empowering – it allows communications practitioners and managers to understand and take charge of events that fall within the remit of corporate communications; to determine which events are outside their control; how communications practitioners can contribute to other functional areas within the company; and discover new strategies that the company could have used successfully and will be able to use in the forthcoming days.³⁷

³⁵ Verderber, R. F. (1998) (ed.). *Speech for Effective Communication*, Holt, Rinehart and Winston, Inc., Orlando, Florida. p.3

³⁶ Cornelissen, J. (2004). *Corporate Communications: Theory and Practice*. SAGE Publications Inc. 2455 Teller Road. Thousand Oaks, California

³⁷ Ibid. p.5

Three dimensions of corporate communications are presented by Balmer and Greyser.³⁸ These are primary communications (the communications effects of products, services, management, staff and corporate behavior), secondary communications (the communication effects of controlled forms of communications) and tertiary communications (the communications effects of communication given by third parties such as competitor and media commentary, the media and that from interest groups). The three dimensions of corporate communications provide a tripartite bridge between an organization's identity and corporate image and reputation. In short, it represents the nexus between corporate reputation and corporate identity.³⁹

Communication has been key in formulating federal relationships as concerns the promotion of international understanding.⁴⁰ Unfortunately, Communication has however been misused in transferring alien cultures that have often clashed with our local cultures. Among the key concerns have been the protection of national cultures as part of the local people's self-determination and their protection from foreign effects of mass communication. It is this realization that informed the founding of a channel of regulating international communication through conventions. These have well been founded within the realms of United Nations resolutions and UNESCO declarations.

1.4.3 Communication and Diplomacy

Radical changes have been seen in the last half a century in the organization of international life and the unprecedented challenges that have confronted diplomacy

³⁸ Balmer, J.M.T. and Greyser, S.A. (2003). *Revealing the Corporation: Perspectives on Identity, Reputation, Corporate Branding and Corporate-level Marketing*, Routledge, London.

³⁹ Gray, E.R. and Balmer, J.M.T. (1998). Managing corporate image and corporate reputation. *Long Range Planning*, Vol. 31 No. 5, pp. 695-702.

⁴⁰ Larry A. S. (2007) (ed.). *Communication Between Cultures*. The Thomas Corporation.p.12

are in high demand for a shift in human venture. Tran, compares the role of communication in diplomacy to that of blood to human body in a bid to underscore the importance of communication in the diplomatic process. He argues that communication is the fuel that lubricates the process of diplomacy in any interstate political body.⁴¹ The great paradigm shift in acceleration of the art of the flow of information across national boundaries is purely unmatched.

The relationship between communication and diplomacy dates far back in history. Diplomacy can be defined as a regulated form of communication or the international community's way of communication.⁴² The place of communication upon modern and forthcoming diplomacy largely remains precarious, due to the essential roles of diplomacy namely: representation, communication and reproduction of international society which effectively make diplomatic communication trans-historical.⁴³ In fact, the introduction of resident envoys, a vital innovation of pre-modern diplomacy, was necessitated by the great need to gather information regarding neighboring states around Italian City states that were ambitious yet vulnerable.⁴⁴ Gathering of information, has since then been regarded as a key function of modern day diplomacy. Ambassadorial appointees have since been tasked with gathering information on a myriad of issues ranging from the economic stability or lack of it, of the host state, to the details of the state's foreign policy, the state of their armed forces, the health of the key people at the helm of leadership, the balance

⁴¹ Tran, Van Dinh (1987) *Communication and Diplomacy in a Changing World*. (Norwood,NJ:Ablex)

⁴² Constantinou. C.M (1996) *On the Way to Diplomacy* .Minneapolis MN.University of Minnesota Press.p.25.

⁴³ Der D. J. (1987b) *On Diplomacy* (Oxford:Basil Blackwell)pp.199-209.

⁴⁴ Hamilton, Keith, and Richard Langhorne (1995) *The Practice of Diplomacy : Its Evolution, Theory and Administration* (London/New York: Routededge.)

of power within the government, the status of the opposition, among other issues.⁴⁵

Communication plays a very vibrant role in the conduct of International relations. Therefore, communication is a fundamental pillar to the art of diplomacy. A communitarian strategy ought to be at the center of any diplomatic undertaking. It should be based on the primacy of community, nonviolence, ecology, participatory democracy, economic self-reliance, social responsibility and cultural pluralism.⁴⁶ Consequently, communication in any diplomatic processes cannot be taken for granted either as a neutral and mechanical aspect of international interaction, or as a concern, because a potential public relations endeavor is to be conducted. It is fundamentally, in its own right a proper subject of international relations evaluation, that governments among other actors must give more consideration to.⁴⁷ There exists a profound linkage between communication, peace, democracy and real development.

The modern national state, unlike in classic diplomacy, has had its decision process and sovereignty thereof conceded toward the citizenry constituency. For communication that is meant to influence public opinion to be effective, it should be directed to the principal voices in the national decision making. This is as a result of the devolved citizenry participation in national tasks. In advanced modernization of diplomacy, sovereignty rests in the public; the leaders become the servants of the people.⁴⁸ Therefore, communication remains to be an essential aspect of diplomacy.

⁴⁵ Berridge ,G. R (1995). *Diplomacy: Theory and Practice* (London : Prentice Hall/Harvester Wheatsheaf) p.41.

⁴⁶ Korzeny F. 1990(ed.) *Communicating for Peace, Diplomacy and Negotiation*. Sage Publications,London, England.p.173

⁴⁷ Fisher G.(1979). *American Communication in a Global Society*. Norwood,NJ:Ablex.pp.123-124

⁴⁸ Lloyd A. F. (1961). *Some International Implications of the Political Psychology of Brazilians* : Institute for International Social Research ,Princeton,N.J.,P.48

Modern diplomacy has acquired an aspect of public diplomacy that requires the involvement of both the government and private individuals in influencing public attitudes and opinions. Therefore, though communication technology has revolutionized the practice of diplomacy, as government speak to counterpart governments; they also speak to their citizenry who have become part of their advisory on policy matters.⁴⁹ Modern diplomacy has also seen mass communication avail to the citizenry, the world within instant sound and sight thus forming a platform in which the citizenry speak directly to each other across the national frontiers.

1.4.4 Communication and Regional Integration

The late 20th century advances in communication have greatly enhanced the scope of international communication beyond the government to government to including across international businesses and cross culture and citizens interactions at speeds hither to unprecedented. International communication or communication that occurs across international borders has been traditionally concerned with government to government information exchanges. Besides governments, many international non-state actors are also shaping international communication.

Interactions between people of different cultures countries could possibly be an art old as the history of man and nations. Communication's role in international relations is indeed vital for it does govern the ability to shape international opinion on common issues that threaten human survival and can only be sorted out through consultations and cooperation between states. Such problems include arms race, poverty, illiteracy, environmental

⁴⁹ Hoffman A.S (1968). *International Communication and the New Diplomacy*. Indiana University Press. P.4

pollution, discrimination against women, unemployment, among others. The mass media is tasked with the role of alerting international public opinion to such problems so as to make them better understood and generate the will to solve them. They are also called upon to join people together rather than divide them so as to promote peaceful exchanges and mutual understanding. George Gordon asserts that “various forms of communication between living organisms had doubtlessly reached heights of sophistication long even before the primitive speech (noise) was developed.”⁵⁰

International communication encompasses political, economic, social and cultural concerns in the modern world. From the origin of humanity, communication has taken place over distance and time through contacts established between cultures via trade and travel; war and colonialism. The end result of such interactions has been implanting of ideas, religious beliefs, languages and economic and political systems across the world.⁵¹ The international communication is all about sharing ideas, knowledge and beliefs among the various peoples of the world and thus is instrumental in promoting mutual understanding and resolving struggles internationally.

International communication’s key use has been in its employment for public diplomacy with the aim of influencing other nations’ policies by appealing to its citizenry through means of public communication.⁵² For instance, the propaganda of ideological confrontation dominated the use of international media channels during the era of the

⁵⁰ George, N. G. (1996). *The Languages of Communication :A Logical and Psychological Examination*, New York: Hastings House, P.237

⁵¹ Schramm, W. (1954). *How Communication works*, in Schramm W.(Ed.) *The Process and Effects of Communication* .pp.3-6, Urbana, Illinois. University of Illinois Press.

⁵² Fortner S. R. (1994). *Public Diplomacy and International Politics : The Symbolic constructs of Summits and International Radio News*. Praeger series in Political Communication.

cold war.⁵³ Thus, after the Soviet Union had been dismantled, socialism retreated and the global south became marginalized in the international decision making process. The West led by USA, emerged the principal key agenda setter in international communication. On the other hand, language barrier has in the past been blamed for the initial failure of regional blocs in Africa, which were established soon after independence. Previous experiments on regionalism thus, have shown that there is little to talk about on matters; “ideal community”. The states merely cooperated as there were hardly attempts to seriously integrate owing to deep rooted differences. For instance, the Mano River Union Agreement that brought together Sierra Leon, Liberia and Guinea seemed a union that was ideal. They had ethnic groups that straddle their common borders and were then all poor developing states. However underneath these obvious similarities, lay immense differences. “First there was a serious language barrier between the Anglophone Liberia and Sierra Leone, and Francophone Guinea.”⁵⁴

Though not one single cause is accredited to the death of the initial set up of the EAC but rather a diversity of ailments, it is remarkable that the community lacked what can be referred to as the treasured lubricants for smooth-working cooperation of common languages as with English and Kiswahili in East Africa. The common educational background provided by Makerere for some political leaders and for many of the generation of civil servants who took over the administration of all the three East African Countries at Liberation.⁵⁵

⁵³ Wells, A. (1996). *World Broadcasting :a comparative view*.(Norwood ,NJ: Abex Publishing.)p.2.

⁵⁴ Onwuka, R.I & Sesay A, (1985). *The Future of Regionalism in Africa*. Macmillan Press,Basingstoke,p.74

⁵⁵ Asante. S., (1985). ECOWAS/CEAO: *Conflict and Co-operation in West Africa in Onwuka R. and Sesay. A. (eds.), the Future of Regionalism in Africa*. Macmillan Press, Basingstroke, pp.172-189.

1.4.5 Importance of Communication

A key success factor in various organizations is communication. It helps organizations/countries in fundraising, improving public relation or marketing new products and services.⁵⁶ Countries can design successful communication strategy if they can align the message with goals and objectives of the audience, and for this it is vital for organizations to know who their audience is and how that audience perceives the message being delivered.⁵⁷ It is vibrant for organizations/countries to decide the target audience, shape the message and then deliver the message in an efficient and effective way.

A communication strategy provides a set of sub-goals for each of the core objectives: determine potential sources for the data, and assign deadlines and responsibility for the acquisition of the data; segment the client audience into target groups, prepare the grounds for cooperation by explaining the relevance of communication to each schedule regular checkpoints with each client group and create channels to elicit feedback. Communication strategies establish a set of objectives that each individual message builds toward. Three core objectives for communications are to: elicited data and information, communicate model insights, and build a relationship between the modeling and client team.⁵⁸ In addition to establishing objectives, a well-articulated communication strategy delineates each objective.

Once the objectives of the communication strategy have been established and delineated,

⁵⁶ Shimul, A. S. (2013). Sponsorship Communication Strategy for the Asthma Society of Canada: Implications for Nonprofit Organizations in Bangladesh. *Daffodil International University Journal of Business and Economics*, Vol. 7, No. 1, 47-63.

⁵⁷ Ibid p.4

⁵⁸ Peck, C. (2011, 11 07). *Corey Peck on communication strategies for model-based consulting projects*. (C. R. Hughes, Interviewer) Colorado Springs, CO, USA.

it becomes magnitudes easier for the modeling team to get the right message to the right audience in the right format at the right time.⁵⁹ After an initial framework for communication has been established, the next step is to formulate an action plan that will help the modeling team to achieve its objectives. Sterman⁶⁰ proposes selection of a set of communication vehicles that will keep the client engaged and contributing throughout the organizational processes. To bring this about, not only must milestone presentations and regular checkpoints be scheduled; but also the objectives, audiences, and contribution the audience is expected to make in must be defined and planned for. Finally, evaluation metrics must be established and mechanisms to track success need to be created.⁶¹

Coordination and communication are closely related, but are different in their respective scopes. Coordination includes the broad range of project activities related to the management of the people and resources.⁶² Communication is perhaps the most important tool in achieving organizational, national and international goals. Good communication among team members should be clear, honest, open, and frequent but not excessive. Therefore, achieving effective coordination depends on the communication skills of the participants and their ability to tailor their communication style and techniques to the project at hand. Effective communication saves money and enhances reputation. It helps prevent coordination problems that can cause frustration and dissatisfaction among team members and lead to project failures.

⁵⁹ Homer, J. (2011). Jack Homer on communication strategies for model-based consulting projects. C. R. Hughes, Interviewer.

⁶⁰ Sterman, J. (1991). *A skeptic's guide to computer modeling*. In G. Barney, *Managing a Nation: The Microcomputer Software Catalog* (pp. 209-229). Boulder, CO, USA: Westview Press.

⁶¹ Defense Science Board. (2004). *Strategic Communication*. Department of Defense: United States of America. Washington, DC: Office of the Under Secretary of Defense for Acquisition, Technology, and Logistics.

⁶² Pauls, P. & Jijstad, B. (2003). *Group Creativity: Innovation through Collaboration*, Oxford University Press.

Communication strategies help organizations/countries to map influence networks and the prevailing sentiments within them; plan communication themes and messages; target audiences and select channels to reach them; monitor success; and to elicit feedback to update current strategies.⁶³ Once an initial communication infrastructure has been established, communication strategies provide guidelines that help orchestrate the actions, images, and words used by individuals within an organization to achieve its objective.⁶⁴

Communication strategies help organizations to map influence networks and the prevailing sentiments within them; plan communication themes and messages; target audiences and select channels to reach them; monitor success; and to elicit feedback to update current strategies.⁶⁵ Once an initial communication infrastructure has been established, communication strategies provide guidelines that help orchestrate the actions, images, and words used by individuals within an organization to achieve its objective.⁶⁶

1.4.6 Knowledge Gaps

The literature reviewed has established that communication is key in formulating interstate relationships thus promote international understanding. Communication strategy is a key success factor for countries in improving relation and it is vital for countries to decide the target audience, shape the message and then deliver the message

⁶³ Defense Science Board. (2004). *Strategic Communication*. Department of Defense: United States of America. Washington, DC: Office of the UNderSecretary of Defense for Acquisition, Technology, and Logistics.

⁶⁴ Hastings, R. (2008). *Principles of Strategic Communication*. Washington: Department of Defense.

⁶⁵ Defense Science Board. (2004). *Strategic Communication*. Department of Defense: United States of America. Washington, DC: Office of the UNderSecretary of Defense for Acquisition, Technology, and Logistics.

⁶⁶ Hastings, R. (2008). *Principles of Strategic Communication*. Washington: Department of Defense.

in an efficient and effective way. Therefore, the objectives of the AU can be achieved if there is an effective and efficient communication among all member states. However, no study has been carried out to evaluate the role of communication in achieving regional integration in Africa. This study seeks to fill the research gap by examining the role of communication in facilitating regional integration by the AU. The study examines communication channels and strategies that have been adopted by the Africa Union and its member states, the role of communication in enhancing regional integration in Africa and the means through which African Union can improve regional integration through communication.

1.5 Theoretical Framework

The researcher adopts the Agenda Setting Theory for further analysis of this study. On assessing the media's impact in the society, several approaches have been advanced. Among these is Agenda setting (and agenda building) advanced by McCombs and Shaw.⁶⁷ The media is deemed to have a great effect on the mobilization.⁶⁸ Agenda setting informs the notion that the media may not dictate to us what to think but it does definitely influence our thinking. They select what to disseminate, where to do and the language to use to disseminate the information. Agenda setting thus makes an assumption that the media, the government and the citizenry reciprocally influence each other collectively, this leading to Agenda building.⁶⁹ Thus formulation of policies like the integration process is deeply influenced by this synergy. The second assumption the theory of

⁶⁷ McCombs, M; Shaw, D (1972). "The agenda-setting function of mass media". *Public Opinion Quarterly* 36 (2).

⁶⁸ Proffess ,D.,F.L.Cook,J.C. Doppelt,J.S.Ettema ,M.T.Gordon,D.R.Leff and P.Miller (1991). *The Journalism of Outrage :Investigative Reporting and Agenda Building in America*, New York :The Guilford Press.

⁶⁹ Lang ,G. and Lang (1983). *The Battle for Public Opinion* ,New York : Columbia University Press p.8- 9.

agenda setting is that the media consumers independently play a role of choosing and using the media. Therefore media consumers do not consume entirely what is “thrown” at them by media managers and editors. Hence in this case, Africans do not consume media content on the process of integration just because it is available, but on the notion of importance and the utilities derived thereof.⁷⁰

The agenda setting approach also perceives the media as the watchdog. The assumption here is that the media is tasked with the role of monitoring state activity and “fearlessly reporting on the abuse of authority.”⁷¹ Therefore besides the media playing the informative role on the on-goings-in the society, the media ostensibly mobilizes the public, the professional bodies and civil societies to keep leaders accountable to the citizenry. This means that the media may from time to time set the agenda and ensure that journalists often monitor the actions of the various actors in ensuring the success of the process of integration for example. Such initiatives in turns play the role of promoting accountability, transparency and good governance.

The other assumption is that the media is the platform for people to articulate their positions on various issues. This concept of public sphere is the brainchild of a German Critical philosopher Jurgen Habermas⁷² to represent the space that mediates between society and the state. The state here presents itself as the bearer of public opinion. The citizenry of the African states have a platform through the media to advance

⁷⁰ Society for International Development, 2011. *East African Integration: Dynamics of Equity in Trade, Media and Labour*.p.134.

⁷¹ Curran,J,(2002) *Media and Power* ,Routledge, London. p.217

⁷² Hebermas,J. (1974). *The Public Sphere; an Encyclopaedia Article*. (S.Lennox & F.Lennox;Vert) New German Critique 3, pp49-50

their interests in the process of to attain full integration. Therefore the AU secretariat is tasked with offering a platform for the laity to express their issues and ensure their participation in the integration process. This research advances the idea that agenda setting goes a long way in influencing behavior, including how the citizenry of African states view regionalism and embrace the AU agenda.

1.6 Justification of the Study

The study will make contributions towards policy development and add to the existing body of academic knowledge on communication and its role in regional integration. The study findings will aid the African Union in developing communication policies that suits socio-economic diversities in Africa. Through better communication channels, the African Union will enable African countries and peoples to find their rightful role in the international community. The study findings will assist African Union in formulating communication strategies that enhances coordination's of its programs for the African unity and intensify cooperation for development. The study findings will also enable the African Union to come up with policies that safeguard the sovereignty and territorial integrity of African countries and promote international cooperation within the framework of the UN. The study also add to the existing body of academic knowledge on communication and its role in regional integration. Therefore, scholars and researchers will use the findings of the study as a source of reference in further studies on communication and regional integration.

1.7 Hypotheses

The study tested the following null and alternative hypotheses

H₀: Communication does not play an important role in facilitating regional integration in Africa through African Union.

H₁: Communication plays an important role in facilitating regional integration in Africa through African Union.

1.8 Research Methodology

1.8.1 Research Design

The research is designed as case study of the African Union. Case studies place more emphasis on a full contextual analysis of fewer events or conditions, and their inter relations.⁷³ The design is most appropriate when detailed, in-depth analysis for a single unit of study is desired. Case study research design provides very focused and valuable insights to role of the role of communication in regional integration in Africa through AU. The design enables the researcher not only to establish factors explaining phenomena but also unearth underlying issues affecting communication at the AU.

1.8.2 Study Site

The study was restricted to the African Union. Specifically the study was carried out at the AU offices in Kenya. The AU offices are located at Kenindia Business Park, Westland's, Kenya.

1.8.3 Target Population

The target population for the study comprised of official of African Union at AU offices in Nairobi.

⁷³ Cooper, D. R. & Schindler, P. M (2006). *Marketing Research*. New York: McGraw–Hill.

1.8.4 Sample Size

A sample size of 10% of the AU officers working at Kenindia Business Park, Westland's, offices were considered. They were randomly being picked for interviews. Time limits and financial resources determined sample size in projects.

1.8.5 Data Collection Instruments and Procedure

The study drew data from both primary and secondary sources of information. Primary data was derived from interactive interviews with official at the African Union offices in Nairobi. An interview guide was used to obtain data from the AU officials. Secondary data was sourced from published and unpublished material, journals, academic papers and periodicals on communication at the AU.

1.8.6 Reliability and Validity of Data Collection Instruments

The validity of a research instrument is concerned with the accuracy with which the instrument measures what it is supposed to. This study used interview guide and tested its validity by use of content validity, which is a process of logical analysis that involves careful and critical examination of items in the research instruments. To determine the reliability of the research instrument, a pre-test was done.

1.8.7 Data Analysis

The study collected qualitative data which was analyzed though content analysis. Content analysis involves systematic and objective identification of special characteristics of a message gathered from written documents and transcriptions of verbal communications.

1.8.8 Ethical Consideration

The researcher trained all the interviewees on how to treat respondents with courtesy and

respect so as to obtain the required information. The researcher ensured that transparency was kept all through during data collection process to avoid collection of corrupt information.

1.8.9 Scope and Limitations of the Study

This study focused on the role of communication in regional integration: a case study of the African union. The study was restricted to the African Union. Specifically the study was carried out at the AU offices in Kenya. The AU offices are located at Kenindia Business Park, Westland's, Kenya. Due to large population and location of offices financial resources and time constrained the researcher. Also some respondents were not being cooperative.

1.9 Chapter outline

Chapter one gives a general introduction to the study. It provides the background of the study, the problem statement, objectives, hypothesis, theoretical framework, literature review and methodology in relation to Role of communication in regional integration. Chapter two presents an overview of the role of communication in enhancing regional integration in Africa.it gives details of regional integration and ICTs as tools for development in Africa, it reviews networks of integration, The Role of Information Communication in Enhancing Integration, Mass Communication as a Catalyst for Integration in the EAC Integration, current status of information and communications technologies (ICT) in Africa, Challenges facing Regional integration in Africa and global economy and finally the conclusion. Chapter three analyzes the communication channels and strategies adopted by the Africa union and its member states. It is divided in sub

topics including:- Communication channels used by African Union, Communication and Progress on African Regional Integration, Communication Strategy Improving Regional Integration, Infrastructure Development and regional integration and the Conclusions. Chapter four provides a critical analysis of the study and discusses key findings on the role of communication in enhancing regional integration in Africa. Chapter five presents conclusion and recommendations of the study.

CHAPTER TWO

INFORMATION COMMUNICATION TECHNOLOGY GROWTH AND INTEGRATION

2.0 Introduction

This chapter analyses the information communication technology growth and integration. It is organized in the following sub-topics: regional integration and ICTs as tools for development in Africa, it reviews networks of integration, The Role of Information Communication in Enhancing Integration, Mass Communication as a Catalyst for Integration in the EAC Integration, An Overview of Communication Strategies in Integration Projects, regional integration in Africa and transport sector, regional integration in Africa ICTs and trade facilitation, current status of information and communications technologies (ICT) in Africa, Challenges facing Regional integration in Africa and global economy and finally the conclusion.

2.1 Regional Integration and ICTs as tools for development in Africa

The telecommunications infrastructure in Africa was literally established in a colonial context where communication was not considered a tool for the socioeconomic development of the colonies. Rather, communication infrastructure facilitated the administration of the colony and extraction of colonial resources to the colonizer's country. They were therefore developed skeletally for this basic utilitarian purpose. The weight on communications infrastructure as a stratagem for development rises from the point that the subdivision has always been challenging

particularly posing major hindrances in efforts at continental integration and cooperation. They were hence developed skeletally for this basic utilitarian purpose. While many African countries have been politically independent for several decades, those colonial networks remain the backbones of telecommunications in many parts of the continent⁷⁴.

Andrew⁷⁵ states that despite relative proximity of the caller and the called, there are even places where telephone communications still must be routed via Europe. Such clumsy linkages are not only expensive and time consuming (but) they constitute a palpable barrier to the development of any meaningful business relationships among neighboring countries (EAfrica Commission). This pattern also prevails even with the “new” ICTs. The choice of what phone to use for each call depends on what network the other party subscribes to.⁷⁶ Each initiated call is routed out of the country before terminating locally. E-mail exchanges follow similar patterns: a sent e-mail travels out of the continent before being routed back to perhaps someone next door. This increases bandwidth cost and time. In the first place, many of the mobile telephone networks in African countries rarely interconnect with one another even within the same region. Thus, in highly populated countries with multi-service providers, individuals simultaneously subscribe to different mobile telephone carriers and carry around between two and three cellular phones.

⁷⁴ African Economic Community. *Pan-African Perspectiva: The African Economic Community* <http://www.panafricanperspective.com/aec.htm>

⁷⁵ Axline, Andrew W. (2011). “Latin American Regional Integration: Alternative Perspective son a Changing Reality.” *Latin American Research Review*. Vol. 16, No. 1, 167-186

⁷⁶ Brohman, John. (2006). *Popular Development: Rethinking the Theory & Practice of Development*. Malden, Massachusetts: Blackwell Publishers Ltd.p.13

2.1.1 Networks of integration

According to Olivia⁷⁷ different countries are working on developing local internet exchange points (IXPs) to further facilitate domestic and regional connectivity. For example, in 2006, about 30 internet service providers (ISPs) in Mali met to discuss the possibilities of setting up a domestic IXP in the country. Also in 2006, the Nigerian Communications Commission hired a consultant to begin work on the construction of an IXP in Lagos. A national IXP is vital to reducing cost and improving the communication process because in its absence, an ISP must send all outbound traffic through its international links, most commonly via satellite (E-Africa Commission).

According to John⁷⁸ NEPAD, has much of its resources to tackling these connectivity issues through the e-Africa Commission. The 2001 NEPAD document includes a section on the digital divide, and ICT development has since become a priority action area to promote conditions suitable not only for national socioeconomic development but also to facilitate regional integration, cooperation and trade. In August 2006, a protocol to build one of those networks was approved in Kigali, Rwanda. The network derived its legal mandate from the African Union constitutive Act. It becomes a NEPAD flagship project and there are plans to build similar networks in other parts of the continent. In 2003, at a meeting of NEPAD heads of state in Abuja, Nigeria, a resolution was reached to build an open access broadband network to connect African countries with each other as well as with

⁷⁷ Wang. G. (2011). *The Information Society: A Retrospective View*. Newbury Park, London: Sage Publications, p.19

⁷⁸ Ibid pg26

the global society.

Wang⁷⁹ says that the ICT broadband will be operated as a “public good” and charged on a cost-recovery basis. It will contract network capacity to other operators in the region, thus becoming a “carrier’s carrier” (E-Africa Commission). Construction of the broadband began in the last quarter of 2006 and was expected to be completed early 2008. Eassy is a terrestrial cable project with a similar purpose but facilitates information and communication infrastructure for countries along the eastern and southern coast of Africa. Sponsored by 22 “licensed telecommunications operators in Eastern and Southern African region,” the project in March 2007 contracted Alcatel-Lucent to build 10,000 kilometers of 320 Gigabits submarine cable to link eight countries between South Africa and Sudan.

2.2 The Role of Information Communication in Enhancing Integration

Development is null and void save for when information about it exists. On the other hand, information remains irrelevant until is communicated. There is a great need to communicate the right information, at the right time and to the right people.⁸⁰ Trinity of communication, Information and Development is so tangled and symbiotic such that none of the three variables can survive in separation. In the context of development therefore, there is need for African governments to focus carefully on their rural folk setting so as to assess not only their views on government policies but also to have an overview of their communication needs.

⁷⁹ Georgette Wang. (2013). *The Information Society: A Retrospective View*. Newbury Park, London: Sage Publications,p.4

⁸⁰ Abidi,S.A.H. (2012)*Communication ,Information and Development in Africa*. Bano Abidi Publications.P.V

Effective public communication displays greater competence on the part of the government and also promotes greater visibility and an informed popular participation.⁸¹ The Communications strategy was meant to make the EAC more real than abstract; brand it as a dynamic, people-centered ideal identity that would propel a brand of a prosperous, secure and United East Africa. The initiative as also meant to ensure that all the EAC citizens , their legislative representatives as well as other policy makers are aware of this brand , have a positive attitude towards the EAC and are actively engaged in its activities and the integration process as a whole.⁸² Regional politics just like national politics have traditionally been based on this particular precept. Accouterments ranging from parliamentary legislation to reports by selective committees are structured to attract huge media impact so as to increase the government's accountability to the people and ultimately attract them to participate in opining on the merits and demerits of the issues at play. However, while this observation appears to be stating what is obvious, the EAC secretariat appears challenged on this front. The realization of this challenge may have triggered the announcement by the EAC information and Public Relations office, in September 2009, of the body's plan then to develop and implement a 5-year Information and Communications strategy. According to Norris the need for this brand strategy as it were, was as a result of the realization that the EAC needed a strong information, education and Communications scheme that would propel the fast tracking of the integration process. During an Extra-Ordinary summit held in Dares Salaam on 29-30 May 2005, the EAC heads of state had resolved that the regional integration process would be anchored upon popular

⁸¹ Magaga.A, *Marketing the Cause: Communication Tools and Techniques and Strategies-The Case of the East African Community.*(A presentation to the EAC ,in Arusha on 28April 2011.)p.6

⁸² Ibid p.15

awareness and participation. The extent to which citizens are engaged in public affairs and the political process is so dependent on the volume of information on the same that is in the public gallery. It is this communication that helps shape the citizen's interest in public affairs. There is a correlation between interest in public affairs and their access to the media such that the citizen's level of attention to public affairs is inversely proportional to their level of access or contact with the media.⁸³

Success in communication is hinged on effective integration of various important communication elements. This integration if managed correctly within the AU domain would eventually shape the bloc's stakeholders' perceptions. Though these strategic issues that require to be addressed by communicators are well known by them, they seldom implement communication programs in this holistic manner. It is this almost invisible implementation of the Communication strategy that informs the necessity to make an evaluation on the role of an effective communication strategy in fast tracking the process of integration.⁸⁴ John states that, years after that resolution, it remains evident that AU citizenry rarely understands or appreciates the AU, its organs and institutions, its roles and activities as well as the challenges that it faces on its path to full integration. Fewer even appreciate the opportunities that are potentials underlying, in the case of a full integration of the Community. The beginning of drawing the citizen's attention to any regional matter is getting them interested in the affairs of their own nation. Therefore, national broad based debate on a state's involvement in the regional matters such as regional integration, is quite hard, if the debate involves a

⁸³ Norris, P. (2000) *A Virtuous Circle : Political Communications in Post Industrial Societies*. Cambridge University Press. pp.1-11.

⁸⁴ Ibid

citizenry that is apathetic towards public affairs or that has over time focused on narrow political ideologies. Therefore, regardless of the other issues that may determine the efficacy of the AU integration process, such as labour, capital, movements of goods and services, access to information ranks among the most critical determinants. This is because the AU citizenry deem information and knowledge fundamental to the way they perceive the AU and what the process of integration means to them. Communication does constitute a huge part of participatory approaches.⁸⁵

Consequently, commencement must be hinged upon where the real needs and problems exist for development to have any significance to the people who are in dire need for it. Effective communication is a perfect instrument for active participation of the people at the grassroots.⁸⁶ Real development lacks majorly in rural areas, urban slums and other depressed sectors. Such residents as the ones that live in the aforementioned peripheries must be given a chance to identify their real needs. The hindrance to this has been either their inadequate participation in development strategies set up to ameliorate their needs or the bottom-up communication strategies employed.

2.2.1. Transportation and Communication Infrastructure

The main interference to effective integration and cooperation among African countries is the insufficiency of transportation and communication infrastructure. Deficient integration and cooperation is in turn considered as important factors in African underdevelopment. The prevailing hypothesis is that African countries have a better chance of non-dependent development if they concentrate more on economic

⁸⁵ Ibid p.16

⁸⁶ Srinivas R.Melkote & H. Leslie Steeves, 2001(ed.) *Communication for Development in the Third World: Theory and Practice for empowerment*. Sage Publications, India. P.338.

integration and cooperation rather than contest with each other to produce the same kinds of commodities for a raw material saturated international market. Infrastructural development in different regions and continent provides a break in this vicious cycle. The mandates of the African Economic Community and the reconstitution of the Organization of African Unity as African Union are similar to the European Economic Community and the European Union. Africans may be deliberately or unintentionally attempting to duplicate the results of the deeply integrated European initiatives.

Alot and Mueller⁸⁷ state that advanced ICT infrastructure not by itself generate continental integration and cooperation in Africa given these social and political impairments⁸⁸. Conversely, the continent has one less problem to deal with if the infrastructural communication barriers in Africa are removed. But more significantly, Georgette⁸⁹ argue that these issues cannot be examined in isolation of each other. A dynamic analysis of the integration of issues of regional cooperation, development and ICT will provide a more nuanced understanding of the intricacies of the processes through which African countries and others in the developing world will use integration, regional cooperation and ICTs to promote their economies.

2.2.2 Communication as a Social Need in regional integration

Communication facilitates the transmission of the social inheritance; the rational choices that the society makes depend upon enlightenment on their cultural values,

⁸⁷ Alot M. & Mueller M. 2009. *East African Integration: The Rise and Rise of the East African Community*. Secretariat of the East African Community.

⁸⁸ Molo. K. (2013). *Information and Communication Technologies for Development in Africa*. Vol 1:p.23 Opportunities and Challenges for Community Development. Ottawa, Ontario: Coterie/IDRC

⁸⁹ Ibid p.28

which is dependent on communication. According to Molo⁹⁰ the communication process in the society performs three major functions namely: the Surveillance of the environment; this function is meant to evaluate the society's threats and opportunities which affect the value position of the community and the component parts with it, correlating the society's component as a means of responding to the environment.

Communication holds the ability to activate, socialize, homogenize and even adapt people to their own culture.⁹¹ Communication and in particular mass communication function as an agent of social change. However, irrespective of the incredible function of communication, the phenomenon has limited virtues, faults or even powers. Though communication is powerful, it doesn't possess an all-powerful status; it has no ability to transform neither the substance of social life nor the tenor of social life. Therefore, the effectiveness of communication is reinforced by other social factors and its ability to shape public opinion and emerging interests in the society. According to Katua⁹² though in the past communication has been treated with isolated phenomenon within the society and seldom given adequate thought, the modern world, having realized its role in the political system, its convergence with the social structure and its relationship with any society's culture, has fully embraced it and recognized it as a social process that ought to be studied a broad social context.

⁹⁰ ibid

⁹¹ Katua Nzile's Interview. Managing Editor, News, Kenya Television Network, Nairobi, 1 December, 2009. Featured in SID, 2011, East African Integration: Dynamics of Trade, Education, Media and Labour .Ascent Limited.p.150.

⁹² Ibid

2.2.3 Communication as a Political Instrument in Regional Integration

Declaration of UNESCO states that communication and politics are so entangled that one cannot divorce from the other. This relationship is so unbreakable that the influences of the two phenomena upon each other cannot be undervalued. Two decisive relationships define the relationship between politics and communication; communication and power and, communication and freedom. How deep these relationships grow vary from one society to the other responding to the various traditions, societal resources, social systems and development needs. All social groups and the citizenry possess the freedom to have access to communication, both as recipients or contributors, as a fundamental human right by virtue of their human dignity.⁹³ The modes of exercising freedom are upheld by various legal systems and constitutions.

Problems which are political in communication have their solutions hinged upon a balance of state's authentic interests and the citizenry's right to information. They though vary according to the political ideology, level of development or even the resources that a nation is endowed with. There can however be no authentic excuse that can eliminate the freedom of information from its proper place. On the other hand, much communication from the political fraternity tends to adopt the shape of the top-downward model. Unfortunately, this reduces the citizen to the role of a passive receiver and overshadows their interests. However, this is a recipe for conflicts with values of the citizenry.⁹⁴ This over-centralization of information is mainly resultant to the elitism that

⁹³ The UNESCO Declaration of 1978 speaks of "the exercise of freedom of opinion, expression and information, recognized as an integral part of human rights and fundamental freedoms". *The UN Declaration of human rights also stipulates the right to freedom of expression*. Pp.19-20

⁹⁴ Ibid p.31

characterizes the political fraternity. Though this is mainly informed by the negative consequences of disseminating information, but when the freedom of information can be reconciled with ethical demands, through the enactment of a strict course between the observance of individual rights and those of the society as a whole.

Conservatively, freedom ought to be exercised in restraint; upholding responsibility. It should also be reconciled with the respect for the law and should not infringe on the freedom of others. Conversely, the word freedom (just like other terminologies such as democracy, socialism and peace) does not have a universal definition and is prone to be interpreted in diverse ways, depending on its societal context.⁹⁵ None the less, freedom of communication in its pioneering days was placed on the freedom for thoughts and opinions. It is the development of the press that shifted this to the diffusion of information. The citizen's right to information the right to know what would affect the citizen's life, helps them make decisions and make a contribution to their thoughts, and has been greatly broadened by the development of new technologies that have provided for, improved access to information on a wide scale. Communication has thus become more political, social and economic in character.

The link between communication and power, therefore cannot be underrated given the vibrant role of information as a counterweight to power and keeps check on the authority. Access to information and data is fundamental for many institutions that compose the information infrastructure such as public opinion organizations and the press as it shapes the development of very vital disciplines for any society's growth; statistics, sociology, psychology, operational research, economics among others . Information thus in its own

⁹⁵ Ibid p.15

right is a source of power.⁹⁶ Communication is effective in its contribution to the expansion of strong and stable social political systems.

Communication takes place within a framework determined by political and social struggles that have shaped the social consensus that defines a particular society. Therefore, the communications organization in any democratic society is a political reflection on the existing society.⁹⁷ The number of citizens who now seek information and technological advancements have made them potential message transmitters⁹⁸. This has also greatly promoted critical intelligence and independent judgment within societies.

2.3 Mass Communication as a Catalyst for Integration in the AU Integration

There is a great role that should be played by mass communication in the promotion of the AU integration process. Reports have often shown that there has been a great interest by the AU citizenry on the progress of the process but they do increasingly rely on the media to help shape their opinion and inform them on the progress of the process. Nevertheless, the levels of the media usage and their quality is wholly dependent on the citizen's economic status, location (rural or urban), level of literacy, gender and age although considerable AU populace are deemed to be well informed of the AU integration process existence.

It is apparent that the extent to which the AU citizenry get engaged in this integration

⁹⁶ Mwenda Mukuthuria. (2006), Kiswahili and Its Expanding Roles of Development in East Africa Corporation: A Case of Uganda. *Nordic Journal of African Studies* 15 (2):154-165 ,Egerton University, Kenya.

⁹⁷ Hofmeister W. & Karsten.G (2011) *Political Parties: Functions and Organization in Democratic Societies*. Konrad Adenauer Stiftung.p.7

⁹⁸ Ibid p. 22

process depends highly on the quality and volume of communication on the process that is disseminated to the public gallery. Communication through the media is core to regional integration as it is responsible for the creation of a linkage between the national and the supra-national institutions on one hand and on the other, the citizens of the AU.⁹⁹ It is only this linkage that will confer legitimacy to the member states and political leaders, among other stakeholders to drive the engine of integration at the behest of the AU citizenry.

The inconsistency of this is that the African Union citizenry has become particularly interested in the integration process especially since the Common Market Protocol came into effect. However, the situation is slowly changing given the perception that an expanded market will be beneficial to the media as well. Therefore as Mr. William Pike, the chief executive of “The Star Newspaper” admits in an interview that forms part of the aforementioned analysis, advancing the integrationist agenda is a stance that has the ability to shape public opinion and consequently the public embrace of the African Union agenda.¹⁰⁰ This renewed interest in African Union is evidenced by the fact that 54.1% of the African Union media carry African Union news at least once a week, according to the study. This coverage and interest is encouraging albeit it remains low given the envisaged importance of regionalism. However, according to the report, most of the EAC coverage have its genesis from press conferences and from press releases. The fact that almost 48% of the stories originate from press releases and media events at the

⁹⁹ Chimera, R.(2008). *Kiswahili: Past, Present and Future Horizons*. University of Nairobi Press.pp.87-88.

¹⁰⁰ Interview with William Pike, Chief Executive Officer of “The Star Newspaper in Kenya captured in, SID, 2011, East African Integration: Dynamics of Trade, Education, Media and Labour .Ascent Limited. P. 149.

African Union secretariat means that the media ought to engage the secretariat more.

According to a report based on the content analysis on media reports in four of the five East African countries between January 2009 and March 2010 (Burundi was excluded) and in which AU issues presented in the media reports in English language were analyzed, the African Union mass media seems not greatly persuaded about the Integration process and consequently, their effect on the integration agenda is limited. The analysis concludes that the regional mass media has given the AU integration project cursory coverage.¹⁰¹

That the report indicates that low access to information on African Union integration process and that journalists' fears of being mistreated in other African Union countries is attributed to the poor coverage –both in quality and quantity- of the African Union integration process, is a matter of concern. The Kenya Television Network (KTN) then Managing Editor blames limited press freedom in Uganda, Tanzania, Rwanda, and Burundi and to some extent in Kenya as a major hindrance to broadcast news on the EAC.¹⁰² On the other hand, the report indicates that few media houses have explicit editorial policies set out exclusively for the EAC coverage. This automatically determines the quality and quantity of the media coverage. The EAC media centre in Arusha has also not done much to engage the EAC media in their task of promoting the EAC integration process. The secretariat has also not done much to enhance the region's media personnel enhance their knowledge of regionalism and the

¹⁰¹ SID, (2011), *East African Integration: Dynamics of Trade, Education, Media and Labour* .Ascent Limited. pp 149-150

¹⁰² Katua Nzile's Interview. Managing Editor, News, Kenya Television Network, Nairobi, 1 December, 2009. Featured in SID,2011, *East African Integration: Dynamics of Trade, Education, Media and Labour* .Ascent Limited.p.15

process of integration.

2.4 An Over View of Communication Strategies in Integration Projects

2.4.1 The Communication Strategy of the African Union Commission 2012-2016

The AU, in acquaintance of this task, has developed a strategy of enhancing integration using the Regional Economic Communities as the union's building blocks.

¹⁰³The African Union and its precursor the Organization of African Unity (OAU) and which were founded on the ideals of Pan Africanism are organizations whose fundamental objectives has been to foster African unity and enhance the continent's development and progress.

The 54 governments has been assigned the continental body to keep them informed regarding its operations. This is not only meant to foster accountability and transparency but to also persistently promote the AU's achievements purposefully through different channels.¹⁰⁴ This will in turn allow the influence of the member country's citizenry in the integration process. This communication strategy is key to enable the displacing of the negative social economic and political forces that characterize the continent and its people. Therefore, the publicity of the African Union is a vibrant tool of drowning out the din of skepticism and acquiescence that dealt a blow to the many attempts hither to this, in putting Africans in charge of charting their destiny. Hence, a cautious and organized strategy that is informed by a strong communications culture within the commission, blended by the adoption of advanced information and communication techniques, would be instrumental in not only

¹⁰³ *The Communication Strategy of the African Union Commission*, 2012-2016 document.

¹⁰⁴ *Ibid* p.12

deliberately building networks within the continent but also in bringing the AU closer to its residents.¹⁰⁵

The strategy aims at instigating arduous reforms in all its departments in ensuring that the information and communication policy becomes part of its development strategy. Consequently, in a bid to ensure the full engagement of the African people in the development and economic integration of Africa. This is informed by the realization of the potential of a communication strategy in enhancing visibility and hence improving the image of the African Union. Besides, the policy would help the organization disseminate information and messages to the public and therefore integrate them in decision making ultimately strengthening cohesion within the Union.¹⁰⁶

The decisive objective of the strategy is to valorize the union's mission in communicating accurately and vibrantly its mission and publicizing detailed information as regards the African Union's Commission's activities and roles. This is key in promoting the organization's leadership position. The African Union Commission envisages that a credible and robust communication strategy would contribute to the development of an African Union that is well perceived and accepted by the whole AU citizenry as well as its external partners as the unique and credible voice of Africa. Therefore, the communication strategy would ultimately help forge greater partnership and resources and hence strengthen the impact of the organization in peace and development.

¹⁰⁵ Ibid p.4

¹⁰⁶ *The Communication Strategy of the African Union Commission, 2012-2016 Document.*

2.5 Regional integration in Africa and Transport sector

Babarinde ¹⁰⁷ states that the attainment of the MDGs and the objectives of Africa's regional integration can be achieved by the involvement of transport and communication in the plan. It is particularly imperative to strengthen Africa's competitiveness in regional and global markets by reducing the high cost of doing business in the continent, intensified by deficiencies in transport infrastructure. While the transport-induced cost of doing business is generally a huge challenge for most of Africa, it is a graver problem for Africa's 15 landlocked countries, which have to depend on their coastal neighbors to facilitate their international trade by sea. Inadequate and often poor access to the ports and other trade barriers combine to augment the landlocked circumstances of these countries. This is partly why the Almaty Programme of Action was initiated in 2003 to provide a framework for mobilizing global support to address the special needs of countries which are landlocked.¹⁰⁸

RECs and their countries have also been engaged in various programmes, such as the multi-stakeholder corridor initiatives, to improve and expand national, sub regional and regional transport infrastructure and related services in the context of Africa's regional integration process.¹⁰⁹ RECs and countries participating in the SSATP have, for instance, set up the RECs Coordination Committee for the coordination of transport activities and the exchange of experiences and best practices at the continental level. In the ensuing sections, we highlight the status, key issues and prospects related to the different modes

¹⁰⁷ Babarinde, C. (2007). The EU as a Model for the African Union: *The Limits of Imitation*, 2007, p. 5. SADC's Strategic Indicative Plan for the Organ on Politics, Defence and Security

¹⁰⁸ Ibid

¹⁰⁹ UNCTAD (2009), *Review of Maritime Transport 2009*, p. 169

of transport infrastructure in Africa¹¹⁰.

2.5.1 Road transport

Across national boundaries, ECOWAS, for example, is focused on harmonizing rules and regulations relating to mechanical stipulations for road and travel facilitation. ECOWAS has also renewed efforts to complete the West African Highway network and regional connectivity and prepare a road infrastructure recovery programme for member States emerging from war (Guinea-Bissau, Liberia and Sierra Leone), because their links are considered weak segments of the regional road network. RECs are focusing on coordination, harmonization and integration of transport infrastructure networks and services and on regional road transport and transit facilitation on the corridors. AUC¹¹¹ states that in road transport for instance, most of the RECs have adopted sub regional road network initiatives partly financed by their own resources.

ECOWAS and UEMOA carry out the regional road transport and transit facilitation programme in West Africa. It entails the establishment of joint border posts, elimination of abnormal practices, and HIV/AIDS mitigation campaigns on the major corridors. UEMOA is handling the Tema-Ouagadougou-Bamako and Lome-Ouagadougou-Niamey corridor initiatives while ECOWAS is implementing the project on the Abidjan-Lagos corridor. Measures to further integrate transport infrastructure and services across the REC and to harmonize road user charges continue to be a priority¹¹². In SADC, the road network is physically integrated, except for Angola and the Democratic Republic of

¹¹⁰ African Union Commission, (2011) *Status of Integration in Africa*.p,1

¹¹¹ African Union Commission (AUC), (2010). *Status of integration in Africa (SIA)*. AUC: Addis Ababa, Ethiopia,p.16

¹¹² ECOWAS, (2009). "ECOWAS ministers pledge to improve security in the region," *article from press release* No. 118/2009, 6 November 2009, www.ecowas.int, Abuja, Nigeria.

Congo.

According to AU, the strategy covers the rehabilitation of the railway lines, roads and ports. The corridors relating to the Milange-Mocuba road in Mozambique as well as the Santa Clara-to-Lubango road in Angola are being rehabilitated. SADC has adopted the SADC driver's license among several proposals to harmonize the way in which drivers are trained, examined and licensed across the region. A number of SADC countries, including Angola, Botswana, Lesotho, Malawi, Mauritius, Namibia, South Africa, Swaziland and Zambia, now issue the driver's license. COMESA has also developed trade and transport facilitation instruments, including the one-stop border post in Malaba in the northern corridor at the Kenya Uganda border and in Chirundu of the Zambia-Zimbabwe border in the north/ south corridor; harmonization of road carrier licensing; harmonization of customs documentation; and a common regional instrument to develop and maintain safety on the roads.

Important progress has been made with the appraisal of corridor facilitation efficiency for the Beira corridor, Walvis Bay, North-South and the Dar-es-Salaam-Kapiri-Mposhi corridors. Efforts to improve corridor performance are also being visualized, and a transit facilitation project has been developed to address delays at border posts. An example of the importance of transport infrastructure is the Lobito corridor, which provides a strategic outlet to the sea for much of the Democratic Republic of Congo and Zambia. This corridor has fallen short of its potential because it is in disrepair and requires significant rehabilitation. Within the context of NEPAD, Angola has formulated a strategy for the rehabilitation of infrastructure along the corridor and for other corridors within the

country.¹¹³

2.6 Regional integration in Africa ICTs and Trade Facilitation

Integration in telecommunications in Africa by AU has been transformed from a high-cost service available only in certain locations and affordable only to large organisations and rich individuals, into a mass market service which is available in the large majority even of rural areas.¹¹⁴ The Transformation Ready programme is concerned with identifying ways of leveraging that technology and market transformation to achieve comparable transformation in social and economic development. The linkages between ICTs and business activity are many and various. They include trade in ICT goods and services themselves (computer hardware and software, telephony and internet access, business process outsourcing, etc.), the use of ICTs in facilitating domestic and international business deals, and the use of ICTs for facilitating trade across borders (customs clearance, port management, interconnecting border management agencies), which is the principal theme of this report.¹¹⁵

Information and communication technologies (ICTs) include electronic and digital networks, hardware (equipment), software and applications which enable users (individuals and businesses) to access information, entertainment and other resources. The range and reach of ICTs in all societies, including Africa, has extended greatly in the

¹¹³ Ibid

¹¹⁴ Srinivas R.Melkote & H. Leslie Steeves, (2001). *Communication for Development in the Third World: Theory and Practice for empowerment*. Sage Publications, India. P.338

¹¹⁵ George, N. G (1996). *The Languages of Communication :A Logical and Psychological Examination*, New York: Hastings House, P.237

last two decades, as a result of innovations in technology (notably mobile wireless technology), increased network capacity and lower costs for the deployment of networks and services.¹¹⁶

The correlation between ICTs and trade, and between ICTs and regional integration, is bi-directional. ICTs can stimulate trade and regional integration (through cross-border connection, trade facilitation, data sharing, improvements in security, etc.). Regional integration also creates new platforms for ICT development and use (e.g. Regional research and education networks, which are discussed in the education component of the Transformation Ready reports). The ICT sector itself is an increasingly important business sector throughout Africa, generating revenues and creating employment through the sale of hardware (computers, mobile phones, etc.), software and applications, and particularly from the use of mobile telephony and the internet. Many jobs have been created, for example, through the establishment of cybercafés and the sale of airtime.¹¹⁷

George states that wireless technologies such as mobile phones and the internet provide platforms for applications that give access to information and other resources to trading businesses in developing countries. In Senegal for example, Manobi, a joint venture run by French and Senegalese entrepreneurs, gathers information on the prices of foods being sold in markets in and around Dakar and uploads them to its central database using mobile phones. Farmers in the field then use their mobile phones to establish where they

¹¹⁶ Fisher G (2009). American Communication in a Global Society. Norwood, NJ: Ablex. pp.123-124

¹¹⁷ Ibid

will obtain the best price before taking produce to market¹¹⁸. On rural farms and in urban trading communities alike, small-scale enterprises use these, particularly mobile telephony, to manage their supply chains, reduce input costs, maintain and extend customer relationships and find the best markets for their goods.

Through the emergence of regional services (such as low-cost cross-border roaming), regional network operators and regional regulatory associations the ICT sector has had a significant impact on regional integration. Governments and businesses in Africa have been attracted by the opportunities to develop trade in ICT goods and services, in particular in the global IT Enabled Services (ITES) sector, including business process outsourcing. This interest has grown as international bandwidth has become cheaper. Countries that participate in trade in ITES compete on the basis of human capacity and skills, cost advantages, infrastructure and an enabling policy, regulatory and business environment, all of which need careful nurturing in Africa. ICT-related trade is also governed by obligations under a number of agreements, including the General Agreement on Trade in Services (GATS)¹¹⁹. Scramm estimates that the annual addressable market for IT services and ITES in 2008 was some \$500 billion, but that less than 20% of that market was exploited.

2.6.1 Current status of Information and communications technologies (ICT) in Africa

COMESA, IGAD, EAC and IOC are collaborating to address several aspects of ICT development, including policy and regulatory integration; infrastructure

¹¹⁸ Ibid p17

¹¹⁹ Jijstad, B. (2013). *Group Creativity: Innovation through Collaboration*, Oxford University Press.

development; capacity strengthening; partnership and regional cooperation; and promoting investment. George ¹²⁰ points out that Regional cooperation among RECs in terms of ICT remains one of their top priorities. They also have instigated the Regional ICT Support Programme (RICTSP) to contribute to the Eastern and Southern African region's agenda to promote a strong ICT environment. Many RECs' partners are supporting the implementation of these major projects. This is true in the case of UNECA, which supports the policies of the National Information and Communication Infrastructure (NICI). Its main objective is to realize the vision of the African Information Society (AIS) at the national level and to create a conducive environment for the liberalization and deregulation of the telecommunications sector. In collaboration with COMESA, IGAD and SADC, the New Partnership for Africa's Development (NEPAD) e-Africa Commission has undertaken integration and rationalization plans to develop a fiber-optic network in Eastern and Southern Africa. The AfDB Group is leading a project to connect African capital cities with high speed dorsals by 2012.¹²¹

A study by AUC revealed that IGAD is instigating a high regional ICT support programme to contribute to the overall integration process with an effective and efficiently functioning ICT environment. The program's objective is to decrease the digital divide by removing some of the restraints to the use of ICT. The Association of Regulators of Information and Communication in Central and Eastern Africa (ARICEA) has been established by COMESA. The ARICEA is a consultative and collaborative forum that gathers regulators and associated actors in the ICT sector in the Eastern and

¹²⁰ Ibid p.21

¹²¹ Trade Law Centre (tralac) (2012) *The Regional Indicative Strategic Development Plan: SADC's trade-led Integration Agenda, How is SADC doing?* Stellenbosch: tralac,p.5

Southern African region.¹²² Once the project is completed, the costs of doing business in the REC should be reduced drastically.

ICT is vital to regional integration.¹²³ A substantial financial investment in this area is essential for economic growth and justifiable development to occur. ICT is necessary even in predominantly agricultural regions, where the majority of the African people live. Lately we have seen a growing demand for cellular phones in lieu of land lines. About 10 million mobile phone users were recorded in 2000. This figure increased dramatically, to about 180 million in 2007¹²⁴. This detonation can be explained by market liberalization, which permitted many mobile companies to operate in a number of African countries. By contrast, internet access in many parts of Africa lags behind the rest of the world. According to the Networked Readiness Index (NRI), between 2007 and 2008, sub-Saharan countries were classified as the lowest in ICT use. However, North-African countries, South Africa and Mauritius have made some progress in the ICT. A number of RECs are attempting to promote the use of ICT in their regions.¹²⁵ Like Western countries and South America, African Union (AU) is attempting to integrate its ICT policies into its national science, technology and innovation programmes.

ECCAS has also organized a strategy, with UNECA's support. The aim is to develop ICT in Central Africa that includes quality infrastructures, wide-band networks and super interconnections. SADC also has moved ahead in the ICT sector, implementing the

¹²² African Union Commission, (2011) —Status of Integration in Africa, p.13

¹²³ Amos, G (2013). *The Languages of Communication :A Logical and Psychological Examination*, New York: Hastings House, P237

¹²⁴ Ibid p.11

¹²⁵ *African Union Commission (2014), Minimum Integration Programme Economic Affairs Department*. New York: Hastings House, P207

SADC Regional Information Infrastructure (SRII), which is intended to provide the necessary telecommunications infrastructure and connectivity. The program takes place in three stages: the short term covers the digitalization of transmission links; the medium term deals with the expansion of those activities; and the long term involves the implementation of all fiber regional transmission highways. The South African Telecoms Association (SATA) is undertaking a study on long-term project for the implementation of a minimum network that would interconnect its member States with the East Africa Submarine Cable System (EASSY).¹²⁶

The Ibn Khaldun Project for a North African fiber-optic network was implemented by UMA in 2007. It also received financial support from the AfDB Group in 2009, under the aegis of NEPAD's Infrastructure Projects Preparation Fund (NEPADIPPF), to finance a technical study to promote ICT development. The ICT market should be further liberalized by accelerating the privatization of the telecommunication network to attract foreign investors, establishing great telecommunication projects in rural areas, promoting increased number of ICT training centers and reducing communications prices.¹²⁷ Some RECs have established new mobile operators and best access to internet services.

2.7 Challenges facing Regional integration in Africa and global economy

There are various challenges that are faced by deeper integration into the global economy. It can, for instance be associated with greater susceptibility of individual countries to external shocks which, in turn, tends to negatively affect overall economic

¹²⁶ ECOWAS (2011) *Regional Strategic Plan 2011-2015: A proactive Mechanism for change*. Abuja, Nigeria,p.22

¹²⁷ AUC, AfDB and UNECA (2012), *Assessing Regional Integration in Africa V: Towards an African Continental Free Trade Area*, Addis Ababa,p.112

performance.¹²⁸ Thus, globalization does not necessarily offer the same potential opportunities to all countries and the costs may also be differentiated. This advocates that African countries should be cognizant of the costs and benefits of regional integration and hence carefully examine the terms and conditions under which they link themselves to the world.

In the discussion above African Union only recognizes eight RECs, the continent currently has fourteen inter-governmental organizations (IGOs), working on regional integration issues, with numerous treaties and protocols governing relations among them, and between them and the member states. This proliferation of institutions and protocols means that out of the 53 member states of the African Union (AU), 26 belong to two of the fourteen IGOs, 20 belong to three of them, and one country belongs to four.¹²⁹ Overlapping memberships, mandates, objectives, protocols and functions create unhealthy multiplication and duplication of efforts and misuse of the continents' scarce resources making these regional groupings very inefficient.¹³⁰ While countries may have rational explanations for belonging to more than one regional grouping, the numerous groups and memberships presents its own set of challenges.¹³¹

Credibility and sustainability are important characteristics of effective macroeconomic policy. The establishment and maintenance of a sound macroeconomic policy stance by

¹²⁸ Babarinde, C. (2007). *The EU as a Model for the African Union: The Limits of Imitation*, 2007, p. 5. SADC's Strategic Indicative Plan for the Organ on Politics, Defence and Security

¹²⁹ Protess, D., FLCook, J.C. Doppelt, J.S.Ettema, M.T.Gordon, D.R.Leff and Miller (1991). *The Journalism of Outrage: Investigative Reporting and Agenda Building in America*, New York: The Guilford Press.p.4

¹³⁰ Ibid p.20

¹³¹ Chimerah, (2009) *Model for the African Union: The Limits of Imitation*, 2009, p. 5. SAD

AU is critical for rapid and sustained economic growth. If key economic agents are not influenced that an enabling macroeconomic environment will be sustained, they may not respond in the expected growth oriented manner and the effects of policy reform may be blurred or even negated. The failure of private investment to recover in Africa in spite of considerable policy reform efforts may point to lack of credibility of the reforms. This provides a strong justification for the search for appropriate mechanisms for locking in policy reforms through effective agencies that can restrain African governments. When it is effective, this restraint mechanism should help to eliminate unpredictable and frequent changes in policy (or policy reversal) that often undermine policy credibility. Various options for linking Africa with the world derive their value from their usefulness as external agencies of restraint that can assist in locking in African policy reform; thereby sustaining policy credibility and enhancing policy effectiveness¹³². These options can be classified into two broad categories. One category of options for linking Africa with the world consists of regional arrangements of the North-South type. In this category may be placed the free trade agreements between the European Union (EU) and several African countries, the proposed post-Lome IV linkage between groups of African countries and the EU, as well as the proposed United States- Africa free trade agreement(s). The second category of options for linking Africa with the world consists of the multilateral arrangement in which individual African countries relate to each other and the rest of the world in the context of the framework of the World Trade Organization (WTO). These two broad categories of options are examined, one after the other, in the rest of this section.

¹³² World Bank Institute(2006): *The Poverty Reduction Manual*,p.36

2.8 Conclusion

This chapter has analysed the information communication technology growth and integration. It was discussed under sub-topics: regional integration and ICTs as tools for development in Africa, it reviews networks of integration, The Role of Information Communication in Enhancing Integration, Mass Communication as a Catalyst for Integration in the EAC Integration, An Over View of Communication Strategies in Integration Projects, regional integration in Africa and transport sector, regional integration in Africa ICTs and trade facilitation, current status of information and communications technologies (ICT) in Africa, Challenges facing Regional integration in Africa and global economy and finally the conclusion.

The beginning of drawing the citizen's attention to any regional matter is getting them interested in the affairs of their own nation. Therefore, national broad based debate on a state's involvement in the regional matters such as regional integration, is quite hard, if the debate involves a citizenry that is apathetic towards public affairs or that has over time focused on narrow political ideologies. Therefore, regardless of the other issues that may determine the efficacy of the AU integration process, such as labour, capital, movements of goods and services, access to information ranks among the most critical determinants. This is because the AU citizenry deem information and knowledge fundamental to the way they perceive the AU and what the process of integration means to them. Communication does constitute a huge part of participatory approaches

CHAPTER THREE

COMMUNICATION CHANNELS AND STRATEGIES ADOPTED BY THE AFRICA UNION AND ITS MEMBER STATES.

3.0 Introduction

This chapter analyses the communication channels and strategies adopted by the Africa union and its member states. It is divided in the following sub topics:- communication channels definition, Communication channels used by African Union, Information Communication Technology and Globalisation, Communication and Progress on African Regional Integration, Communication and Africa Regional Integration Growth, African union Communication strategy in improving regional integration, Communication Strategy Improving Regional Integration, Infrastructure Development and regional integration and the Conclusions.

3.1 Communication Channels definition

Bryant ¹³³ states that communication channels are the means through which people in an organization communicate. Electronic communication is a less personal method of communication but more efficient. Policies, letters, memos, manuals, notices and announcements are all messages that work well for this channel. Recipients may follow up through an electronic or face-to-face channel if questions arise about a written message. This channel can be used for one-on-one, group or mass communication. When using this channel, care must be taken to craft messages with clarity and to avoid the use

¹³³ Wedge Bryant, (1996). *Communication Analysis and Comprehensive Diplomacy*. Institute for the Study of Behaviour in Wells, A(ed.)1996. World Broadcasting: A comparative view.(Norwood ,NJ: Abex Publishing.)

of sarcasm and innuendo unless the message specifically calls for it. Written communication should be used when a message that does not require interaction needs to be communicated to an employee or group.

Srinivas¹³⁴ states that electronic communication channels encompass email, Internet, intranet and social media platforms. Thought must be given to what channels are used to complete various tasks, because using an inappropriate channel for a task or interaction can lead to negative consequences. Complex messages require richer channels of communication that facilitate interaction to ensure clarity. Face-to-face or personal communication is one of the richest channels of communication that can be used within an organization. Physical presence, the tone of the speaker's voice and facial expressions help recipients of a message interpret that message as the speaker intends. A speaker can evaluate whether an audience has received his message as intended and ask or answer follow-up questions. This is the best channel to use for complex or emotionally charged messages, because it allows for interaction between speaker and recipients to clarify ambiguity.

Broadcast media communication channel comprise of TV, radio and loud speakers. These types of media should be used when addressing a mass audience. Businesses seeking to notify customers of a new product may advertise or do promotions using a broadcast channel. Similarly, a CEO may do a global company address by having a television feed broadcast across global sites. When a message intended for a mass audience can be enhanced by being presented in a visual or auditory format, a broadcast channel should be used. A mobile communication channel should be used when a private or more

¹³⁴ Ibid

complex message needs to be relayed to an individual or small group. A mobile channel allows for an interactive exchange and gives the recipient the added benefit of interpreting the speaker's tone along with the message. Some within an organization may opt to use this channel versus a face-to-face channel to save on the time and effort it would take to coordinate a face-to-face meeting.¹³⁵

3.1.1 Communication Channels/ strategy used by African Union

Trade Law Centre ¹³⁶ states that a communication strategy in African Union context is a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches. One should have in mind the clear objectives before thinking about a communication strategy. Objectives are normally the basis of any communication strategy. Resources need to be considered. The communication strategy is supposed to address and solve problems at grass root level utilizing findings, communication methods, techniques and the appropriate media. These objectives will help determine how to go about solving the problem before thinking about a communication strategy.

According to EAC¹³⁷ while the choice of the ideal communication channel depend on the target audience and the communication objectives, the following options are generally available and considered for internal and external communication: Electronic mail (e-

¹³⁵ Srinivas R.Melkote & H. Leslie Steeves, (2001) (ed.) *Communication for Development in the Third World*.

¹³⁶ Trade Law Centre (tralac) (2012) *The Regional Indicative Strategic Development Plan: SADC's trade-led Integration Agenda, How is SADC doing?* Stellenbosch: tralac,p.5

¹³⁷ The EAC Declaration of 2008 speaks of “the exercise of freedom of opinion, expression and information, recognized as an integral part of human rights and fundamental freedoms”. *The UN Declaration of human rights also stipulates the right to freedom of expression*. Pp.19-20

¹³⁷ Ibid p.15

mail), Electronic newsletter (e-newsletter), use of media channel mix, Mobile SMS broadcasts, Social media such as Twitter, LinkedIn and Facebook Intranet, Notice boards and Staff meetings among others.

Some barriers include high cost of telecommunications, existence of social barriers and difficulties based on gender, languages, lack of local contents, cultural considerations, and lack of clear and engaged policies in favor of the ICT prompt us to call on our governments to be more pro-active on ICT issues.¹³⁸ Nevertheless, the African Union (AU) is conscious about the obstacles that prevent the African society from developing and bridging the gap between us and developed countries. Indeed, the limited access to telecommunications infrastructure, affordability and electricity (in particular in rural areas) are the major problems that hinder faster economic development on the continent.

ICT social networks like Twitter and Facebook have allowed dissemination and sharing of free information outside official communication channels owned or controlled by public authority in AU, which affects, in some cases, accessibility and integrity of information. AUC¹³⁹ states that freedom of expression and the dissemination of truthful information are rights and it means ICT can be used to shape public opinion for the maintenance of public order, denounce abuses and atrocities. Participatory and interactive systems help and promote the keeping of a safe and healthy environment for all. Africa is not left behind as a producer of technology resource allowing for sharing true information that can be used to check impunity and atrocities against humanity. Indeed, the software Ushahidi, created in Kenya in 2008 made it possible for citizens and authorities to follow

¹³⁸ ¹³⁸ African Union Commission, (2011) —Status of Integration in Africa,p.13

¹³⁹ ¹³⁹ African Union Commission, (2011) —Status of Integration in Africa,p.17

in real time crisis from the point of view of those who experience them. With this tool, people can use a mobile phone, SMS or e-mail, to describe the tragedies they are going through or that are being experienced around them. Such an ICT tool is now replicated in Ghana, South Africa, and DRC and throughout Africa, wherever the need to communicate on a latent or actual crisis arises. This ICT program is used today by the news channel Al Jazeera to report on conflicts in the Middle East.

The AU communication strategy emphasise the need to maintain efficient and effective internal and external communication systems¹⁴⁰. To enhance effective communication and get all the officials and targeted audience of the AU, it is speaking with one voice. This among others entail coordinated activities within and across the AU Organs and Institutions. The AU Organs and Institutions are numerous and distantly located from each other. There is however a great opportunity for idea sharing and collaborative problem solving through internal and collaboration between AU Organs and Institutions. The goal of internal communications is to among others: Promote collaboration among AU staff, Organs and Institutions, Enhance synergies between Departments and Institutions, Engender alignment across functions, Mobilise resources for AU communication activities, Enhance internal staff motivation and commitment to furtherance of the AU objectives.¹⁴¹

¹⁴⁰ Balassa, B (2011). *The Theory of Economic Integration*, Allen and Union, London.

¹⁴¹ Amos, G (2013). *The Languages of Communication :A Logical and Psychological Examination*, New York: Hastings House, P237

3.2 Information Communication Technology and Globalisation

According to Srinivas & Steeves¹⁴² developments in communication and technology have generated new avenues for economic activity and opened security susceptibilities. Such advances have also enabled advances in operational responses to insecurity. Even the earliest conceptions of early warning systems relied on the centrality of a computer-based system for information management. Technological advancement has played a key role not only in the possibilities for early warning but also in the modalities for information more broadly.¹⁴³ One of the first examples of this were efforts made during the 1970s funded by the United States Department of Defence on integrated crisis warning systems. It is against the backdrop of multidisciplinary advances in research on decision-making processes, the use of quantitative variables and indicators, the recognition of the credibility of forecasting as a science and the development of computer technology that conflict early warning systems became a possibility.

The massive increases in the amount of publicly available information have challenged fundamental assumptions about intelligence and the functions and capacities of intelligence organisations.¹⁴⁴ On the one hand, the massive information flows that are available in the modern globalized environment, as epitomized by the World Wide Web (www), necessitate the requirements of computer based systems to

¹⁴² Srinivas R.Melkote & H. Leslie Steeves, (2001). (ed.) *Communication for Development in the Third World: Theory and Practice for empowerment*. Sage Publications, India. P.338.

¹⁴³ Ibid

¹⁴⁴ Babarinde, C. (2007). *The EU as a Model for the African Union: The Limits of Imitation*, 2007, p. 5. SADC's Strategic Indicative Plan for the Organ on Politics, Defence and Security

manage, store and process information. As Gibson¹⁴⁵ notes, globalization and the increased ability of information to be communicated to union members around the globe, has also witnessed a significant shift in changing societal expectations. Transnational civil society organisations (TCSO) is used to exemplify the impact of globalization as follows: While TCSOs may not have the power to effect change, they have certainly understood that moral authority, based on transparent knowledge, provides convincing reputational risk management challenges for the other entities (offending in their eyes) within global commons. These changes in the manner in which societies can interact with information impact upon the manner in which AU agencies tasked with information functions can operate. Increases in the flow of information and the manner in which information can be stored and transferred mean that it is becoming increasingly difficult to keep secrets. It calls for a re-examination of when secrecy is required, the stringent application of security measures to ensure secrecy when required and a more nuanced understanding of why secrets should be kept.

3.2.1 Communication and Conflict management in African regional integration

According to AUC¹⁴⁶ globalized activism, monitoring and assessment role of civil society opens new space for African civil society groups as active participants in conflict management, resolution and prevention. This could be particularly pertinent in terms of the monitoring and evaluating the influence of interferences by regional and international actors in conflict situations. New capabilities in the field of decentralisation, tailored systems and networking were brought up by information technology. The most

¹⁴⁵ Ibid

¹⁴⁶ *African Union Commission (2014), Minimum Integration Programme Economic Affairs Department.* New York: Hastings House, P.207

necessary revolution has been in the way that people can interact with information. Information nowadays is accessible, cheap and more tangible unlike in the past where information was scarce, expensive and considered authoritative.

This is not to indicate that there are no longer barricades and controls on information flows. Keohane and Nye ¹⁴⁷ explains that the information revolution alters patterns of complex interdependence by exponentially increasing the number of channels of communication in world politics between individuals in networks, not just individuals within bureaucracies. However, ICT advances have opened the space for information to be used in a different way and has enabled new flows of information, the manner in which this will manifest is ultimately a matter of politics.¹⁴⁸As with other fields of international activity, the manner in which ICT has enabled information flows and the manner in which people are able to interact with technology is uneven. But it exists in the context of an existing political structure, and its effects on the flows of different types of information vary vastly ... Politics will shape the information revolution. The so-called digital divide does, however, not detract from the global trend towards increased globalisation of information and the tendency to rely on technology for information collection, processing, dissemination and storage. Africa is the world's most rapidly growing market for mobile telephony and is also home to some of the fastest growing fixed-line markets in the world.¹⁴⁹ Although in 2009, only 6.8% of the population on the continent utilized Internet access.

¹⁴⁷ Ibid

¹⁴⁸ Schramm, W. (1954). *How Communication works, in Schramm W.(Ed.) The Process and Effects of Communication* .pp.3-26, Urbana, Illinois. University of Illinois Press

¹⁴⁹ Ibid

3.3 Communication and Progress on African Regional Integration

Wang ¹⁵⁰ states that Progress in African integration is mixed across sectors, regional economic communities, and member states. There have been some developments in communications. Through communication, some regional economic communities have made significant progress in trade liberalization and facilitation (The West African Economic and Monetary Union, or UEMOA, and the Common Market for Eastern and Southern Africa, or COMESA), in free movements of people (the Economic Community of West African States, or ECOWAS), in infrastructure (the Southern African Development Community, or SADC, and the East African Community, or EAC), and in peace and security (ECOWAS and SADC). Overall, however, there are extensive gaps between the goals and achievements of most regional economic communities, particularly in greater internal trade, macroeconomic convergence, production, and physical connectivity.¹⁵¹

Some regional economic communities show more connectivity (SADC, ECOWAS, COMESA, the Arab Maghreb Union, or UMA), while others are lagging behind (the Central African Economic and Monetary Community, or CEMAC, the Economic Community of Central African States, or ECCAS, the Economic Community of Great Lakes Countries, or CEPGL). And it is still a major pain to make a call across national borders in Africa.¹⁵² In communication there has been quantifiable success in inter-country connectivity, thanks to the global revolution in telecom technology and the

¹⁵⁰ Georgette Wang. (2013). *The Information Society: A Retrospective View*. Newbury Park, London: Sage Publications, p.4

¹⁵¹ Ibid

¹⁵² Abidi, S.A.H. *Communication, Information and Development in Africa*. 1991. Bano Abidi Publications. P.V

growing commercialization and privatization of national services.

3.4 Communication and Africa Regional Integration Growth

The type of communication channels applied, the rate of technological progress and knowledge accumulation, and the quality of institutions and governance critically affects the growth rate of an economy. Econometric evidence suggests that the correlations between growth and those three factors are statistically significant and robust in large cross-sections of developing and industrial countries. Systematic political contact among members can build trust and expedite cooperation, including on security.

3.4.1 Use of Communication Strategies in Accelerating Africa's Integration

Babarinde¹⁵³ notes that regional integration can contribute to economic growth. This can happen by increasing the impact of the rate of technological progress and knowledge accumulation, and the quality of institutions and governance. Trade is often linked with technological spillovers because a country can import technology and knowledge developed abroad.¹⁵⁴ Regional integration can increase the rate of technological progress over that under autarchy by stimulating trade. Technology and knowledge across borders are also channeled by FDI. The technological spillovers grow when regional integration promotes FDI. Additionally, adhering to specific macroeconomic merging criteria and forcing countries to create a macroeconomic environment supportive of international competition facilitate sound economic outcomes such as low inflation, low deficits, and consistent exchange rates.

¹⁵³ Babarinde, C. (2007). *The EU as a Model for the African Union: The Limits of Imitation*, 2007, p. 5. SADC's Strategic Indicative Plan for the Organ on Politics, Defence and Security

¹⁵⁴ Ibid

The credibility of a government's commitment to macroeconomic stabilization which is done through effective communication, with additional positive spillovers to growth can be increased by deciding to participate in regional integration. Third, through effective communication, countries are often required to update and improve their legislative and regulatory frameworks as a part of integration. Integrating with countries that have efficient institutions bureaucratic procedures, rule of law, enforcement of property rights, efficiency of judicial system, and transparency of governance can stimulate other countries to improve.

3.5 Communication Strategy Improving Regional Integration

Mast and Huck ¹⁵⁵ state that 2012 marked 10 years of the AU. The DIC marked the year with a number of information materials and looked forward to the collaboration of the cluster in publicizing the event. NEPAD/Agency Ambassadors: assist and support in identifying and assigning brand ambassadors (no more than five) to create publicity for the Agency and its programs. They can be well established people who are pro-African development and who can help to bring to light the NEPAD Agency agenda within the context of what they do. Some ideas of projects also include collaboration among ACC members in the dissemination of information through the UN radio and television channels, collaboration in facilitating African Union delegates to address United Nations member states, especially on issues arising from the African Union summits, collaboration in distributing publications published by parties in the ACC. Launch a

¹⁵⁵ Mast, C & Huck, S, 2005,"Innovation Communication; *Outline of the concept and Empirical findings from Germany* "Vol 2.No 7, Stuttgart.

program to support AUC communications personnel to be better able to represent the AU and defend it in regional and international forums initiated or sponsored by the UN system. This could be through short term attachments or training, attendance at or jointly servicing major events etc.¹⁵⁶ Assistance with expertise to set up media and communication facilities in the new African Union conference center.

According to Fisher the Capacity Development Strategic Framework (CDSF) of the AU has identified citizen transformation as one of the key cornerstones in the development of Africa. While taking full ownership of the development agenda and processes alongside state and non-state actors, it calls for well informed and empowered citizens to foster and claim accountability for quality services. So, generating a sense of ownership among the citizens is key, especially in light of the view, again articulated in the same document, that “one of the greatest challenges to Africa’s transformation stems from the fact that the vast majority of African citizens know very little about the vision of the African Renaissance as espoused in the AU vision and objectives”.¹⁵⁷

Programs and activities of the AU is necessary as such a holistic communication strategy, clearly identifying all stakeholders and their roles in communicating the vision. It is visualized that the ACC assist the AUC to come up with such a strategy, together with plans and policies for implementation. The strategy should also include means of resource deployment to support the strategy and monitoring and evaluation mechanisms. Some ideas of projects are: Media dialogue in support of the AUC Agency, training media that would give media more information about the AU, its organs, programs and

¹⁵⁶ Ibid pg.40

¹⁵⁷ Fisher G (2009). American Communication in a Global Society. Norwood, NJ: Ablex. pp.123-124

activities, Media award or some incentives to keep media interested in reporting on the AU. This is necessary because once off training can just be used as a nice trip by participants but if we provide some sort of a grant for them, then we have a better chance of getting regular coverage, Create network of journalists dedicated to key issues (thematically) of the AU who can work and support over a long term period.¹⁵⁸

Such a networks are already in place from the work that has been done by Disseminated intravascular coagulation (DIC) in collaboration with the Freidrich Ebert Foundation (FES). In partnership with European Union, the DIC is also in the process of creating a Pan African Media Network². These initiatives need to be bolstered and supported to grow. Some ideas of projects also include support the Pan African Media Portal³ created by DIC with European Partners. This serve as a one stop shop for all information concerning media, such as media houses, training schools as well as other information.

All the modern facilities should be offered by the new conference center to enable communication and media work. To achieve this and Assistance with branding, the ACC should suggest experts who can best advise Disseminated intravascular coagulation on the technical roadmap and other requirements. The AUC is currently undertaking a branding campaign for the Union. The ACC can assist with expertise on how the United Nations agencies have managed to adapt the UN logo to represent their individual agencies, without necessarily cannibalizing or breaking away from the original.¹⁵⁹

It will be necessary to ensure that the symbols of the organs and institutions are an extension of the overall African Union brand in later stages.

¹⁵⁸ Mefalopulos, M, (2013). Participatory Communication Strategy Design. FAO, Rome.

¹⁵⁹ Mefalopulos, M, (2013). Participatory Communication Strategy Design. FAO, Rome.

3.6 Infrastructure Development and regional integration

As Meyer et al ¹⁶⁰argues, African countries are categorized by high transactions costs which constrain both trade and economic growth. A significant component of Africa's high transactions costs may thus be justifiable in terms of infrastructural deficiencies. The high transactions costs are, in turn caused by high transport costs, difficulties associated with contract enforcement, high cost of information and poor quality of ancillary public services. Infrastructural services are closely interconnected to regional economic growth. These services are analytically significant for the productive activities of business enterprises as well as the economic and recreational pursuits of individuals. Thus, the adequacy, efficiency and cost of key infrastructural services, such as transport, communication and energy can have major repercussions for the ease or difficulty with which a country or region successfully integrates into the rapidly globalizing economy in the world. ¹⁶¹

There are two main channels where infrastructure contributes to economic growth. First, it raises the productivity of other factors by reducing transactions costs and facilitating improved access to information it enriches the productivity of economic agents as more efficient provision of intra-structural services as intermediate inputs reduces their costs. Second, it enriches the productivity of economic agents as more efficient provision of intra-structural services as intermediate inputs reduces their costs. When inadequate or unreliable infrastructural services reduce the international competitiveness of a country or region, its capacity for successfully engaging in international trade is reduced and its

¹⁶⁰ Meyer et al, (2013), A World Society and the Nation, American Journal of Sociology,103 (1)144-48)

¹⁶¹ Jijstad, B. (2013). *Group Creativity: Innovation through Collaboration*, Oxford University Press.

level of integration into the global economy is diminished.¹⁶² These two developments may substantially constrain its prospects for achieving higher rates of economic growth. This suggests that adequate and efficient provision of infrastructural services is a major challenge of economic growth and development strategy.

According to AUC¹⁶³ effectual and reliable cross-border communication links are vital for attracting investment and optimizing its allocation and use. These infrastructural services are thus of particular significance for enhancing regional economic growth. Intra-regional trade is introverted by weak intra-regional infrastructural linkages. In particular, poor port facilities, weak telecommunication links, and underdeveloped road networks all limit the potential for expanding intra-regional trade. But this relationship between infrastructural and regional integration, trade and growth does not in and of itself explain why regional cooperation could be necessary for the development of African infrastructure. It is important, in context of regional integration, to identify which infrastructural services have externalities and regional spillovers and/or have characteristics by economies of scale. This identification would make it possible to associate particular types of infrastructural services to the benefits that can be claimed for regional cooperation in the area of infrastructure development.

According to Oyejide¹⁶⁴ many African countries have had obstacles in economic growth due to poor and inadequate infrastructure. Particularly, insufficient and defective infrastructural services appear to be accountable, at least in part, for moderating supply

¹⁶² Ibid pg 33

¹⁶³ African Union Commission (AUC), (2010). *Status of integration in Africa (SIA)*. AUC: Addis Ababa, Ethiopia, p.16

¹⁶⁴ Oyejide.P.(2011). *Mass Communication Theory, An introduction*, Sage publications, London.

response to the fairly widespread and rigorous policy reforms implemented in these countries from the early 1980s. Due to an underdeveloped infrastructure high transactions and information costs have caused market segmentation which, in turn, limits the beneficial effects of liberalization.¹⁶⁵ Today, Africa's poor infrastructure is probably a major restraint influencing against the region's industrial effectiveness and development of private sector. Therefore, "poor communication and transport channels remains the single most important development challenge for Africa given its inter-linkages with economic growth ... global competitiveness and trade, and indeed regional integration".

In addition to the externalities/regional spillovers and economies of scale arguments for regional cooperation in infrastructure development, Oyejide¹⁶⁶ surveys the literature to compute several benefits of regional cooperation in this area. This modality can, for instance, help to improve reliability of supply and minimize uncertainties typically associated with long-term infrastructure investment. Regional coordination and use could ensure greater efficiency and developmental impact since the required investment is often substantial.

3.7 Conclusions

New regionalism can serve as multi-faced phenomenon, which touches a much wider number of policies through advanced communication strategies.¹⁶⁷ Regional integration initiatives should fulfill at least eight important functions through use of emerging

¹⁶⁵ Ibid

¹⁶⁶ Oyejide.P.(2011). *Mass Communication Theory, An introduction*, Sage publications, London.

¹⁶⁷ Wilmer & Domick, J, (2009), *Mass Media Research-An introduction*, Wadsworth Publishing Company, Belmont.

communication strategies:¹⁶⁸ These are; the strengthening of trade integration in the region; the creation of an appropriate enabling environment for private sector development; the development of infrastructure programmes in support of economic growth and regional integration; the development of strong public sector institutions and good governance; the reduction of social exclusion and the development of an inclusive civil society; contribution to peace and security in the region; the building of environment programmes at the regional level; and the strengthening of the region's interaction with other regions of the world.

¹⁶⁸ Mcquail D, (2006), *Mass Communication Theory, An introduction*, Sage publications, London.

CHAPTER FOUR

COMMUNICATION AND REGIONAL INTEGRATION: A CRITICAL ANALYSIS

4.0 Introduction

This chapter provides an overview of the study findings on the role of communication in regional integration. It discusses communication channels used by African Union and their effectiveness, African Union current Strategic Plan, Communication Role in enhancing AUC Strategic Plan 2014 – 2017, Communication and Economic Development in regional integration, Communication in Peace Building and Regional Integration, Communication role in Politics and Regional Integration, Communication barriers faced by African Union and regional integration, ICT development and role in African Union and finally the conclusions.

4.1 Communication channels used by African Union and their effectiveness

The researcher sought to establish various communication channels used by Au in communication. According to the findings effective leaders recognize the importance of good communication. Communication problems can cause bottlenecks in the organization. But before you blame subordinates for bottlenecks, stop and examine a bottle. Notice where the neck is. Responsible leaders communicate effectively. They work hard to prevent bottlenecks and keep channels open up, down, and throughout the organization by establishing an appropriate working climate and adjusting their communication behavior to fit the situation, and also through practicing techniques to

improve communication in their organization.

Based on the findings the key informants interviewed majority of study respondents stated that AU had an organized communication structure. They explained that African Union Communications (Pty) Ltd (AUC) was founded in 2001 to focus on providing professional products and services to the Broadcast and Telecommunication market in Africa. Additionally it was noted that more than 25 years of experience was gained being the Harmonic distributor in South Africa in the Multimedia arena by providing systems such as Satellite Distribution Networks, Direct to Home Satellite (DTH) platforms and Contribution links. During the past few years, complete Multi-Channel Digital Free-to-Air and Pay TV Head-End Systems were provided to customers such as Sentech, Multichoice, Multichoice Africa, NBC, RTD, TV Cabo and smaller operators in Africa. The projects included Design, Integration and Support and Maintenance of these systems. The support services for these existing customers will be continued out of African Union Communications with full back-up support from Harmonic Inc, with Customer Support offices based in London, UK, Paris, France, Israel and USA.

According to the findings African Union also communicate messages through meetings. Ghana hosted communication and information specialists from 32 African nations and US Africa Command (USAFRICOM) during the Africa Endeavor (AE) 2010 Mid-Planning Conference early April. This conference was a follow-up to the Initial Planning Conference held in Kampala, Uganda in January 2010. Africa Endeavor is US Africa Command's annual communications exercise that focuses on interoperability and

information sharing among our African partners.¹⁶⁹ The goal is to develop command, control and communication tactics, techniques and procedures that can be used by the African Union (AU) in support of humanitarian assistance, disaster relief and peacekeeping missions. According to Colonel¹⁷⁰ "This exercise [Africa Endeavor] confirmed that sharing relevant, timely information and communicating effectively across barriers both language and cultural is essential to good relations with other nations," said Army Brigadier General Robert Ferrell, director of Command, Control, Communications, and Computers (C4 Systems), US Africa Command. "A country's security is reinforced by open communications with its neighbors, partners and even opponents. Africa Endeavor aims to strengthen that open dialogue and to reinforce relationships among countries within the region and across the continent in order to improve everyone's security."

4.2 African Union current Strategic Plan

Several informants interviewed¹⁷¹ stated that the African Union currently has a strategic plan on communications. They further explained in details that that second Africa Union Commission Strategic Plan came to an end in 2012, and Policy Organs dedicated 2013 as a transition year in which the outstanding results areas are to be finalised. Consequently, the AUC has successfully developed the successor plan that runs from 2014 – 2017, which was adopted at the 21st Ordinary Session of the Assembly. This plan marks a

¹⁶⁹ African Union Commission (2010), *Minimum Integration Programme Economic Affairs*. Department Management Decision 38:2, 99-106.

¹⁷⁰ Interview with, regional security expert 12th July 2015 at Kenindia Business Park Nairobi

¹⁷¹ Peter J, Moses A., Alex Y. and Joan information and communication officers July 11th 2015 at Westland's offices Nairobi

paradigm shift from the normative approach to actually engaging stakeholders. It is the aim of the Commission to widen and strengthen understanding of its work for her stakeholders to appreciate immediate benefits inherent in the plan. Some respondents explained that it is against this background that the Commission felt the need to engage stakeholders with a view to deepen their general understanding of AUC's vision and strategy. It is only through a clear understanding that the principles of subsidiarity and complementarity will be put to practice.

The findings further revealed that AUC Stakeholders, including partners and beneficiary, had already identified their respective roles to pursue and support AUC strategic direction/intentions. As stated by respondents¹⁷² the Commission is in the process of developing a popular version of the plan, which will be widely available and edible to the wider audience. On communication structure the key informants¹⁷³ pointed out that professional media houses is expected to be involved to design and reproduce the version that will be visually appetizing. The popular version will accompany the technical and bulky report for sectors of the society who may be interested to understand the foundations of the plan. However, the bulk of the effort rests with member-states as approvals, integration and implementation of all proposed programmes rests with them. Sub-regional and regional bodies such as the RECs and the African Union Commission (AUC) have an important facilitating role especially with respect to: Policy and strategy setting, Coordination and catalyzing socio-economic and integration agenda, Consensus building & advocacy, Experience and information sharing, Setting the framework and putting in place the enabling conditions necessary for peace, security, political stability

¹⁷² An interview with Cate department of Women, Gender and Development 2015 July 12 at AU offices Westland's offices Nairobi

¹⁷³ Interview with Canal and Abel Economic Affairs experts 11th July 2015 Westland's offices Nairobi

and growth.

4.2.1 Function of AUC Strategic Plan 2014 - 2017

The Commission reviewed the previous Strategic Plans and scanned the environment in an effort to design Strategic Priorities that address Africa's problems. The priorities that emerged from analysis are grouped into eight clusters to form the eight priorities; Promote peace and stability ,including regional initiatives, good governance, democracy and human right as a foundation for inclusion, security and the development of the continent and its people Expand Agricultural production, developing the Agro-processing and businesses sectors, increase market access and attain Africa's collective Food self-sufficiency and nutrition through promotion of smallholder agriculture, sound environment and natural resource management, including climate change. Promote inclusive economic development and industrialization through the acceleration of infrastructure development projects that will aid economic integration and utilization of the continent's mineral and other natural resources. Build Africa's human capacity through the prioritization of Primary Health Care and Prevention; Education, skills development and investment in science, research and innovation, access to clean water and sanitation with inclusion of the vulnerable groups.¹⁷⁴ Mainstream the participation of women and the youth in all priorities and activities of the Union and the continent Implement strategies of resource mobilization, with special emphasis on alternative source of funding, and/or additional funding to enable Africa to finance its programmes and development. Strengthen a people centered Union through active communication of

¹⁷⁴ Interview with Samuel. University of Nairobi, on 27th June 2013 at AU offices Westland's offices Nairobi

the programmes of the African Union, the branding of the Union and participation of Member States and other stakeholders in defining and implementing the African agenda. Strengthen the institutional capacity of the AUC, the RECs and other organs, and its relations with strategic and other partners

4.3 Role of Communication in enhancing AUC Strategic Plan 2014 - 2017

Based on the findings AU priority area is to strengthen a people centered Union through active communication of the programs of the African Union, the branding of the Union and participation of Member States and other stakeholders in defining and implementing the African agenda. Study findings reveal that an AU's Outcome plan is to be an African Union Commission that communicates with and engages Member States/Stakeholders in defining and implementing the African Agenda. They also explained that the Output plan is Rebranding of the AUC, effective communication and increased visibility achieved Set up and implement communication and advocacy campaigns and thematic media plans to raise awareness and ensure stakeholders' / citizens' involvement and ownership put in place and implement a Union-wide Strategy for Communication and outreach in collaboration with member states and other stakeholders to improve the image of Africa; Design and implement thematic and specific media plans to raise awareness and ensure ownership of the AU vision and missions; Enhance AUC capability to deliver effective communications and output, develop, coordinate, and implement a continental communications strategy to inform and influence audiences across Africa.

4.4 Communication and Strategic Plan Implementation Arrangements

According to the findings the researcher noted that through effective communication, the

key stakeholder's institutions on the continent as well as ordinary African citizens are made aware of what the Commission is setting out to achieve in order to strengthen their ownership and involvement. Measures to popularize the Strategic Plan should therefore be undertaken, involving communication channels such as press, TV, brochures, etc. Member States need to ensure adequate funding (domestic resources) and legal instruments for the programmes of the Strategic Plan, The programmes of the Third Strategic Plan must be fully owned by Africa, including the continent progressively playing a bigger role and assuming leadership in the financing of these programmes. Operational efficiency, synergy and collaboration of AUC departments, Adherence to the principles of subsidiarity and complementarity between the AUC, other Organs and RECs Within the Commission a culture of integrated thinking should be nurtured and strengthened such that the Commission acts one entity in pursuit of the goal and priorities of the Third Strategic Plan, To enhance streamlining, coordination, harmonization and reduced transaction costs, the Commission's donor partners need to move towards full direct budget support, There is a need to explore new and innovative sources of funding in partnership with government and the private sector. Contributions from MS have to be increased to support programme budget.¹⁷⁵

Obed¹⁷⁶ point out that through communication the Commission is ensuring that partners and Members States are approached early and that all prerequisites for triggering the release of funds are addressed in good time. It is also putting efforts to ensure that all departments, in a timely manner make available the fund utilization reports every quarter

¹⁷⁵ An interview with Cate department of Women, Gender and Development 2015 July 13 at AU offices Kenindia Business Park Nairobi

¹⁷⁶ Interview with Obed R information and communication officers, 13th July 2015 at AU offices Westland's offices Nairobi

to AUC Management for their attention, decision making and direction, and to partners for their information. The Commission is moving from focusing on predominantly normative work to a more proactive involvement in implementation of many of the complex inter-regional frameworks, policies and programmes: assessments/feasibility studies, design, negotiations/brokering agreements, putting in place governance frameworks, monitoring frameworks, mobilizing resources, etc., so as to accelerate progress towards realization of the continental agenda. The Commission acquire critical capacities and competencies required to advance the continental agenda; the technical complexity of multi-country projects and investment negotiations require new skills which the Commission must acquire or grow.

The key informants Osman and Francis¹⁷⁷ states that within the Commission Information and Communication Directorate has a duty to facilitate publicity through various communication channels that are at available. A hyperlink within the AUC Website will be created for access by all stakeholders.

4.5 Communication and Economic Development in regional integration

World class infrastructure communication crisscrosses' Africa. By 2063 the necessary infrastructure (quality and size) be in place to support Africa's accelerated growth, technological transformation, trade and development, including: high-speed railway networks, roads, shipping lines, sea and air transport, as well as well-developed ICT and digital economy. There would a continental High Speed Rail Freeway connecting all the major cities/capitals of the continent. The Freeway would have adjacent highways and

¹⁷⁷ Osman and Francis Department of Rural Economy and Agriculture at AU offices Westland's

contain pipelines for gas, oil, water, as well as ICT Broad Band cables.

The researcher noticed that these world class infrastructure would see intra-African trade mushrooming from less than 12% in 2013 to approaching 50% by 2045. This would in turn spur the growth of Pan African companies in mining, finance, food and beverages, hospitality and tourism, pharmaceuticals, fashion, fisheries and ICT, generating world leaders in their sectors. Africa will be a continent with increased factor mobility (labor, capital and skills), free movement of people and enhanced trade, and continental institutions such as the Central Bank, etc. are fully functional. The political union brought to reality by 2063 coupled with improved connectivity and free movement of people, goods and services would spur intra-African trade to unprecedented levels and strengthen Africa's place in global trade.¹⁷⁸

According to Joel ¹⁷⁹ through communication regional integration builds on strategic considerations arising from imperfect and incomplete markets at home and abroad, which handicap the spread of efficiency gains in certain sectors and the development of new productive patterns with progressively higher degrees of value added. The conventional literature on the benefits and costs of economic integration focuses on tariff preferences in a framework of optimal competitive equilibrium. This equilibrium is assumed to be disturbed only by the existence of import restrictions. In this framework, integration is beneficial only if it implies a move toward free trade; that is, if the effects of trade creation (shift toward cheaper sources of supply) are larger than those of trade diversion (shift toward more costly sources of supply).

¹⁷⁸ An interview with department of Women, Gender and Development 2015 July 12 at AU offices Kenindia Business Park Nairobi

¹⁷⁹ An interview with Trade and Industry officers 2015 July 12 at AU offices Westland's Nairobi

The crucial issue, however, is how costs are measured; in the standard approach it is at actual market prices net of tariffs, assuming away transitional costs and incomplete markets, as well as acquirable competitiveness. The assumptions lead to the obvious conclusion that overall unilateral liberalization is always the optimal national policy and better than regional integration. But the real world is more complicated. For many non-traditional products, access to markets is more limited and unstable, making economies of scale, the emergence of externalities of location and agglomeration and specialization more difficult to achieve. It is for these types of products that regional integration becomes a potential platform for diversifying growth of exports, and to improve trade's contribution to development. In the face of distortions in world markets, guaranteed access to regional foreign markets can be a catalyst for exploiting potential externalities; indeed, this is a leading objective of policy-makers and a major force encouraging regional integration. Moreover, in face of economies of scale, what otherwise would be a costly trade diversion can eventually become a cost-reducing and welfare-enhancing effect. All this can be achieved through effective communication.

4.6 Communication in Peace Building and Regional Integration

According to the findings African Union structure, communication strategies are the result of careful analysis of the information environment in the area of operations. In developing the peacemaker's core messages, several options and alternatives should be explored. Once agreed, the key messages should be adhered to by all members of the peacemaking team. This gives the negotiator coherence in communicating with the outside world, and may contribute to his or her leverage with the parties to the conflict. Adequate information strategies are key in enabling the peacemaker to better understand

the operating environment, and to communicate better the aims of the mission and the potential benefits of peace. Such strategies further help the mediation team to mitigate spoilers' use of inflammatory language. When the appropriate tools are creatively applied, they may not guarantee success but will definitely contribute to it. When these tools are ignored or contravened, they too often lead to failure.¹⁸⁰

Arguably the respondents¹⁸¹ stated that AU compares its outcome with the history of the developed nation union such as US. AU networking has led to great benefits to the member states on matters to do with peace and security. However, the most visible U.S. peace and security activities in Africa are its counterterrorism initiatives in the Sahel and the Horn, counter piracy and maritime security operations, and various ant trafficking programs. The United States has also contributed over \$250 million to AMISOM since 2007, and it has provided important communications equipment to bolster the CEWS and communication between the AU and regional ASF brigades. More generally, the United States has provided logistical support, staff training, and exercises for battalion, brigade, and multinational force headquarters personnel, as well as equipment for trainers and peacekeepers, primarily through the African Contingency Operations Training Assistance (ACOTA) program. By June 2011, ACOTA had provided training and non-lethal equipment to just over 176,000 peacekeepers from its twenty-five African partner states. Phoebe and Clinton¹⁸² states that indeed, the rising numbers of African peacekeepers deployed to UN missions would not have been possible without the ACOTA program.

¹⁸⁰ An interview with officers, Department of peace and security 2015 July 12 at AU offices Kenindia Business Park Nairobi

¹⁸¹ An interview with officers in Department of peace and security 2015 July 11 at AU offices Westland's

¹⁸² An interview with department of Women, Gender and Development 2015 July 13 at AU offices Kenindia Business Park Nairobi

Though effective communication there is widespread agreement on both sides of the relationship that the U.S. government should help strengthen Africa's emerging peace and security architecture. U.S. officials also believe that over the long term, the U.S.-AU relationship should come to resemble the U.S.-EU relationship (i.e., one built on strong diplomatic and official relationships between personnel within the U.S. government and the AU across a wide range of sectors). In the short term, the U.S. government should be encouraged to strengthen its mission in Addis Ababa and intensify its interaction with AU officials and member states.

Further it was noted that the secondment of U.S. government personnel to the AU Peace and Security Department and to AMISOM provides a useful opportunity to learn lessons about the benefits of such an approach as well as the potential tensions provoked by such appointments within the AU. To implement this agenda, the U.S. government should enhance the AU Commission's information management capabilities.¹⁸³ Information management is a crucial but often neglected aspect of dealing with armed conflict. Without it, early warning efforts are doomed to failure; mediation initiatives are unlikely to consistently generate the desired effects; and peace operations cannot be expected to succeed. The AU's dire lack of capabilities and limited human resources to gather and analyze information relevant to conflict management must end. Priority areas for action should include bolstering the PSC secretariat, enhancing the AU's ability to collect early-warning information, and developing the AU's capacity for institutional learning. Without

¹⁸³ Rael P. representative of Women, Gender and Development 10 July 2015 at AU offices Westland's

the ability to evaluate missions, produce lessons learned studies, and generate recommendations for reforming existing practices and systems, the AU will never be able to conduct its own peace operations effectively.¹⁸⁴

4.7 Communication role in Politics and Regional Integration

According to Information and Communication officers many initiatives emerge under a political umbrella designed to bring nations closer in more than market economics. The degree of commitment varies but the motive is often present. Through communication authorities can use regional integration as a window of opportunity for continued liberalization, but in the more predictable and controlled environment of a reciprocal agreement of circumscribed scope. In fact, regional integration adds a compensatory ingredient to import liberalization, by fostering reciprocal exports in tandem with reciprocal imports. Hence, the doses of positive and negative impulses to economic activity and investment are more balanced with regional integration, than is the case in pure unilateral import liberalization. Moreover, the regional agreement does lower the average level of protection vis-à-vis the status quo, creating trade, raising competition and promoting specialization in the sub regional market. The arrangement for liberalization can meet less political resistance because of a number of associated factors such as public sentiments about “getting together” with a known neighbor, compensation through reciprocity with guaranteed market access, and more limited impacts on fiscal income (the starting point for most integration agreements has involved modest levels of trade

¹⁸⁴ Collins and Leonard Information and Communication officers 10 July 2015 at AU offices Westland’s

and rather symmetric tariff structures).

4.8 Communication barriers faced by African Union and regional integration

Although there are many barriers to effective understanding, four of them arise directly from misunderstanding the message. Leaders communicate more effectively when they consider the message in relation to its source and its recipients. According to Odei¹⁸⁵ AU leaders always and must find ways to cooperate and share information even when equipment standards vary among participants, "Successful communication will not always occur, however, the effort towards that goal often means the difference between a situation being settled peacefully and a misunderstanding spiraling out of control." Africa Endeavor 2009 included participants from 25 African nations, three international organizations (African Union, Economic Community of West African States and Economic Community of Central African States), two European partners (Switzerland and Sweden) and the United States. More than 30 African nations are scheduled to participate in Africa Endeavor 2010.¹⁸⁶

Navy Commander Britt Talbert, the Africa Endeavor lead planner for US Africa Command, said that favourable testimonies from various countries had resulted in this increase in participation.¹⁸⁷ Africa Endeavor has trained more than 1000 communication specialists from more than 30 countries to more effectively participate in African Union and regional security and peacekeeping missions in Sudan, Somalia, the Central African

¹⁸⁵Ibid

¹⁸⁶ Ibid

¹⁸⁷ Ibid

Republic and elsewhere and is vital to the effectiveness of African Standby Forces.¹⁸⁸

"Information is the oxygen of the modern world and transcends the boundaries of every aspect of today's global society," stated Ghanaian Brigadier General Joseph Searyoh, Defence Communications Information Systems director general. "Our collective actions in improving the way we create, share, gain access to and use information are tearing down walls and building bridges in fostering a greater understanding and furthering the goals we share in common."¹⁸⁹

According to Paul ¹⁹⁰ there was meeting co-organized from 25 to 27 May 2015 at the Sandton Convention Center, by the African Union Commission, in collaboration with the Department of Arts and Culture of the Republic of South Africa as part of its Africa Month Celebrations, the 2015 edition of the PACC was held under the theme: "Unity in Cultural Diversity for Africa's Development."

Alice¹⁹¹ explained that the debate focused on the theme; the cultural Diversity and Human Rights; the culture for Peace and Cultural Diversity as well as cultural Diversity and cultural governance. The approach to inventorying artists, professional and cultural structures and cultural infrastructures to inform cultural policy development and post 2015 Development Agenda for Culture have been discussed.¹⁹² The meeting shared as well views on the ways and means to improving understanding and cooperative relations; the issue of language as a depository and vehicle for cultural diversity and factor in Africa's development and integration. The presentation of the Agenda 2063

¹⁸⁸ Phyllis an officer in information and communication department 10 July 2015 at AU offices Westland's

¹⁸⁹ Ibid

¹⁹⁰ Alice an officer in Department of Human Resources, Science and Technology 11 July 2015

¹⁹¹ Morris and Gregory officers in Department of Human Resources, Science and Technology 12 July 2015

¹⁹² An interview with Catherine political affairs department 10 July 2015

communication strategy constituted an opportunity to discuss the appropriate approach to communicating Africa's transformation in view to reach the main stakeholders: the African citizens. Alice¹⁹³ states that in the meeting the participants highlighted the need for Africa to put an end to the suppression of cultural expression of one group by another and for African culture to be domesticated where other cultures tend to dominate in African communities, calling for the diminishment of the distance between cultural conferences and people at grassroots level for the latter to be able to participate effectively.

An appeal was done to the AU to provide structures for the contributions of civil society to be incorporated more effectively and in this regard, the establishment of national chapters of ECOSOCC were considered as critical. The meeting stressed the necessity to expand and promote local arts and cultural festivals, and to invite participants from other countries to foster integration and tolerance between cultures.¹⁹⁴

The meeting specified that diversity and Human Rights are crucial pillars supporting cultural development in Africa, while culture is an important tool of human heritage with power to strengthen social cohesion as a fundamental pillar for achieving lasting peace and development for any nation. It embraces freedom and democracy and it should be considered how arts and culture can be used for cultural diplomacy in dealing with conflicts, noting that a model culture policy for Africa is proposed, containing the

¹⁹³ ibid

¹⁹⁴ Mbondo information and communication officer 11 July 2015 at AU offices Westland's

elements of institutional structures and decision making, arts policy domains and instruments stressing that a database and mapping of existing artistic trends is important for each country.¹⁹⁵ According to the findings therefore underlined the need for education to be mobilised to realize linguistic rights; to use African languages in all levels of society. They also underscored that Africa should understand its history, to be able to start new creative industries and use its creativity to enhance the African economy. The participants called for the improvement of culture governance, training, decentralisation, policy advocacy for creative solidarity and partnership all over the world.¹⁹⁶

4.8.1 Infrastructural communication barriers in relation to trade in Africa

The poor quality of road networks is one of the main hindrances to the movement of goods in Africa. It also drastically increases the cost of transportation. Transportation costs in Africa represent about 70% of the value of exports compared to 20% in the rest of the world. Although road transport accounts for about 80-90% of all freight and passenger movement in Africa, only 24% of the roads are paved. The remainder are made of gravel or earth surfaces, making access subject to weather conditions. African Union member countries have also failed to prioritize the maintenance of existing road networks which led to African countries losing up to half of their road networks over the last 40 years. Maintenance is much more cost effective than (re)building new road networks and should therefore be prioritized by Governments. Besides, connectivity among existing

¹⁹⁵ Data from Department of Infrastructure and Energy 12 July 2015 AU offices Kenindia building

¹⁹⁶ Ibid

road networks would allow for larger areas to be accessible by roads and facilitate trade.

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The findings reveal that maritime ports are also used to transport goods over long distances in Africa. However, road networks are still needed to reach final destinations. Inland waterways present an interesting potential for increasing accessibility among African countries. The continent has five major rivers (Nile, Zambezi, Congo, Niger and Senegal) and three main lakes (Malawi, Victoria, Tanganyika) that could be used for this purpose. This potential remains, however, mostly untapped due to political instability, social unrest and bureaucracy. Air transportation in Africa on the other hand suffers very high intra-continental costs, which makes the trade of time-sensitive goods between African countries costly and difficult. The three major African airport hubs (Nairobi, Addis Ababa and Johannesburg) are mainly served by national airlines. The remaining African countries are generally served by weak, state-owned national airlines, or private airlines which operate under regulatory restrictions. Limited competition, in addition to high landing charges by international standards and connectivity problems, pushes up the costs of air travel in Africa.¹⁹⁸

4.9 ICT development and role in African Union

According to the findings well-developed ICT systems are vital for the production of low cost goods that can compete globally and penetrate export markets. Compared to other

¹⁹⁷ Data from Department of Infrastructure and Energy 13 July 2015 offices Kenindia building

¹⁹⁸ Dannis and Beets department of Strategic Policy Planning, Monitoring and Evaluation, 12 July 2015 offices Kenindia building

developing regions, Africa Union member states are still lagging far behind in terms of ICT systems. Fixed telephone line penetration (which would allow for fixed broadband) remains inferior to 10% in most countries, far behind South America where Internet penetration is about 20%. Although Africa has the highest growth rate in terms of mobile penetration, this has not yet translated into a significant increase in Internet access. In today's globalized economy, readily available, efficient and cheap access to ICT is a necessity to enable businesses to efficiently communicate, order materials or obtain information on potential trade opportunities. African countries need to make significant improvements in their ICT infrastructure as it remains mostly inefficient and very expensive, essentially due to the lack of competition. Besides competition, the majority of African countries do not have access to essential submarine fibre-optic infrastructure, which increases the costs of basic ICT service to the end users and limits the development of low cost ICT systems. ¹⁹⁹

Despite 20% of the global population residing in Africa, the continent only consumes about 3% of the world's energy. This current energy consumption is insufficient to serve personal needs, let alone business. Rural areas, which are often the most underdeveloped areas, are also the most affected by the lack of access to electricity, making growth, development and business activities difficult. Africa has a long way to go with regards to increasing energy supply so that, for example, companies do not have to face extra operational costs such as generators. Many African countries are well endowed with

¹⁹⁹ Ibid

natural gas and oil and should aim at bringing these resources to their people in addition to the rest of the world.²⁰⁰

4.10 Conclusion

The value of leaders communicating effectively is demonstrated daily in the organization's performance. In the world countries with similar political, regional, cultural, social, economic aspects and needs are merging into economic blocks. Regional blocks provide a wider and bigger market that offers possibilities of diversification in production, processing, and marketing for members. By communicating effectively trade agreements provide strong institutional incentives to prevent regional conflict among member states, by creating conditions of trust that help prevent militarized aggression.

Infrastructure communication is a necessary condition for trade and regional overall economic and social development since it provides the physical links between the various countries and forms a major component of the costs of trade, the global competitiveness of every country and thus its development prospects. As economic and social services such as banking, retail, health, and education cannot function effectively without a modern and efficient infrastructure system.

²⁰⁰ Ibid

CHAPTER FIVE

SUMMARY OF KEY FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter presents summary of the findings, conclusions based on the findings and recommendations there-to the role of communication in regional integration: a case study of African Union. The chapter also presents recommendations for further studies.

5.2 Summary of Findings

The study aimed to assess the role of communication in regional integration. The study established that African Union ways of communication to its members was still unable to enhance regional integration as expected. It was noted that Africa ranks last in terms of intra-regional trade after Europe, Asia and North America according to a 2011 WTO report. The study found that Natural resources dominate Africa's economy, leaving other sectors neglected and underdeveloped due to lack of coordination and improper communication. The study found that poor communication on political and economic factors also contribute to Africa's poor performance vis-à-vis the free flow of goods and services. The study established that the poor quality of road networks is one of the main hindrances to the movement of goods in Africa. However the majority of African countries do not have access to essential submarine fibre-optic infrastructure, which increases the costs of basic ICT service to the end users and limits the development of low cost ICT systems.

5.3 Discussion of the findings

The study established poor communication on matters to do with economic obstacles also known as infrastructural obstacles to intra-African trade are a consequence of Africa's poor development. Today, the biggest challenge faced by Africa is the lack of road infrastructure. There are fewer kilometers of road now than the continent had some decades ago, with about 70 percent of the rural population living more than 2 kilometers away from an all-season road. Consequently, the transportation of goods regionally is more expensive than with other regions of the world. In fact, transportation vehicles spend more time and money on the road than anywhere else.

The study also established that today, the overall quality and reliability of the Information and Communication Technology (ICT) infrastructure is a critical location factor for businesses across all sectors of an economy. A modern economy lacking a reliable ICT infrastructure will find it hard to either compete with others or benefit from international trade. This is the case for African Union countries, most of whom have inadequate, inefficient and very expensive telecommunication services. African financial institutions find themselves unable to support communication as a way of enhancing intra-regional trade, mainly because of a weak capital base, limited knowledge and experience in managing counter-party risks, and limited correspondent banking relationships. The continent has multiple and non-convertible currencies, inefficient payment mechanisms, insurance requirements and customs guarantees. While currency conversion makes trade more expensive, the non-convertibility of some currencies makes many things tremendously time consuming.

The study further found out that, policy-makers with limited market knowledge fail to consult with businesses as they implement programs intended to increase intra-regional trade. Poor communication in addressing conflicts, terrorism, and political instability causal factors also not well addressed in Africa Union members states. For instance less or no businessmen would happily send their goods to a country where the driver could be killed or taken hostage; few tourists would visit a country where terrorists are free to attack; nobody would want to establish a business in a country where the president has no legitimacy, and where people are killed or forced to flee their homes and property; and no one generally wants to trade with corrupt officials. Failure to address this issues effectively has led to interruption in foreign direct investment (FDI) as well as intra-African trade.

5.4 Conclusions

The study notes that much has been done already to raise awareness on the indispensability and viability of African sub regional and regional integration in the face of these risks of marginalization and the loss of opportunities offered by globalization. The study also notes that the globalization process is increasingly being realized from a regionalized African platform to enhance the bargaining power of countries or their regional groupings.

The study concludes that communication is a necessary condition for trade and regional overall economic and social development since it provides the physical links between the various countries and forms a major component of the costs of trade, the global competitiveness of every country and thus its development prospects. As economic and

social services such as banking, retail, health, and education cannot function effectively without a modern and efficient communication system.

This findings leads to conclusion that Communication plays an important role in facilitating regional integration in Africa through African Union. Hence rejection of the null hypotheses of the study.

5.5 Recommendations

The study recommends that AU projects should be identified that have the greatest potential impact that can provide benefits simultaneously to more than one large group of stakeholders, and that have the potential for quickly recovering development costs. Economies of scale and scope can also be brought about by intra-public sector collaboration, leading to better cost-benefit factors in at least the following ways: A unified data centre with adequate disaster recovery to host applications for all agencies; A government-wide ICT network with high availability and adequate redundancy; Common citizen helpdesks for trouble-shooting and general assistance; Shared information systems (e.g. human resources management systems, financial management systems, and inventory and asset management systems) ; Sharing the same service delivery infrastructure through citizen service centres.

The study recommends that Africa needs a communication system that can provide a means of transforming technical innovation into broad implementation. Social media and mobile devices can facilitate effective citizen participation. In this case the study recommends that e-participation should include contact between people and their elected officials, access to public information, participation in public decision-making and monitoring how government programmes are being run

5.5.1 Recommendation for Further Studies

The study recommends that similar study should be conducted to investigate the role communication in regional integration by individual African Union member states. It also recommends that another study be conducted to establish why the various RECs have not achieved their original laid objectives as per African Union expectation.

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APPENDICES: INTERVIEW GUIDE

1. What communication channels are used by African Union?
2. In your own opinion; are the current communication channels effective?
3. How do you relate complex messages and channels of communication in relation to information clarity in enhancing regional integration?
4. What is the current African Union Communications Strategic Plan and what is its function?
5. What communication strategies are planned to help in achieving set objectives by the Union?
6. What are communication strategy implementation arrangements?
7. What is your general Perception of relationship between communication and rate in economic development?
8. How do you relate communication and peace building in enhancing regional integration?
9. In your own opinion how do you relate communication and trade in regional integration?
10. What the link between Communication and politics in relation to regional integration?
11. What is your general Perception what communication barriers does African Union experience?
12. What is the impact of the infrastructural communication barriers in relation to trade in Africa?
13. What's your view on the use of emerging communication strategies in enhancing Regional integration?