

African Centered Leadership @ Work

THE “MEDIA”: An African Centered Interpretation

I. Types

A. Print

- **Books**
- **Magazines**
- **News Papers**
- **Journals**

B. Electronic

- **Computer – chat rooms, message boards, blogs, email**
- **TV - ABC, NBC, CBS, FOX, BET, kwk**
- **Radio – Clear Channel**
- **Films – Hollywood**
- **Music CDs, Tapes – “Big 5”**
 - **Warner Brothers**
 - **EMI Group**
 - **Sony Music Group**
 - **Universal Music Group**
 - **BMG Entertainment**

II. Features

- **Corporate-Owned**
- **National/International**
- **Used by political and economic elites to ensure their hegemony.**

III. Definition

- M – is**
- E – ducation**
- D – estroying**
- I – ntelligent**
- A – fricans**