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**The portrayal of the global south by the global north news media.**

A common conclusion of this literature is that Americans maintain what can be called a national geographic image of their African counterparts. The mention of Africa typically conjures up stereotypical images of lush jungles and wild, animals’ poverty and famine, corruption and tribal warfare, and deadly diseases, such as EBOLA and AIDS viruses. These stereotypical images are further reinforced by the nature of media reporting, which, when it does focus on Africa usually concentrates on the sensationalist and often negative aspects of the continent.

 The media nonetheless serve an important agenda-setting function within the realm of foreign policy. What ultimately is reported in the media can focus the attention of presidents and congressional representative’s historically prone to neglect the African continent. In numerous cases-including the Nixon administration’s decision to provide humanitarian relief for starving Biafrans during the Nigerian civil war (1967-1970), the Reagan administration’s decision to extend famine relief to Ethiopia during 1983-1985 despite the pro-Marxist tilt of the ruling mengistu regime, and congressional success in passing the 1986 comprehensive anti- apartheid act over the veto of Regan white house changes in policies were principally due to media driven protests.

 The importance of media-driven policies is especially relevant to understanding changes in the Clinton administration’s policy toward Somalia after the dramatic deaths of 18 U.S soldiers on October 3-4, 1993 an event that served as the only true African crisis of the Clinton administration. Americans were horrified by the sight of a dead American being dragged through the streets of Mogadishu, explains former chairman of the Joint Chiefs of Staff (JCS) Colin Powell in his autobiography. We had been drawn into this place by television images, now we were being repelled by them.

 During the 10 months preceding the events of October 1993, popular approval of Clinton administration’s handling of U.S foreign policy towards Somalia declined from high of 77 percent in January to 51 percent in June and 41 percent in September. Declining public approval ratings not surprisingly were matched by rising congressional critics and inquire into the administration’s policies during the same period. According to harry Johnson chairman of house subcommittee on Africa, at least 15 bills and resolutions were brought to the floors of the house and senate demanding the withdrawal of U.S. troops from Somalia.

 **HOW THE MEDIA MISSED RWANDA GENOCIDE (report from an international press institute)**

From April to July 1994, approximately 500,000 Rwanda tutsi,some 80 percent of the country’s Tutsi population, were exterminated In the most efficient complete genocide of modern times. Western media blame the international community for not intervening quickly, but the media must blame for not immediately recognizing the extent of carnage and mobiling world attention to it. They failed to report that a nationwide killing campaign was under way in Rwanda until almost three weeks into the violence. By that time, some 250,000 Tutsi had already been massacred.

During those first weeks of genocide, western reporting was marred by four lapses, first it mistook genocide for civil war. The country had been wracked by a low-level civil war from 1990 to 1993 between the government, controlled by Hutu majority, and a rebel force comprised mainly of Tutsi. Though a minority, the tusi had ruled until the late 1950s when the Hutu took power and forced many tusi to flee as refugees. Conflict continued through the next three decades, so upon the outbreak of genocide on April 6, 1994, western correspondents reported the initial burst of violence in the capital Kigali as resumption of bloody civil war.

April 11, an editorial in London times pondered international calls for a cease fire and asked rhetorically, “which parties would be asked to cease fire against whom?”

Perhaps the main reason that the western correspondents have had difficulty reporting ethicnic violence accurately is that is that at least one sides doesn’t want them to, and reporters cannot confirm May allegations without risking their lives by visiting combat zones. There is no moral requirement for journalist to make such a personal sacrifice. But so long as reporters do not confirm the facts on the ground, they must try do everything else possible to piece together the real story for readers in full awareness that combats, governments and private agencies are all trying to manipulate them.

Rwanda Hutu government wanted reports to think that violence was civil war rather than genocide. In a similarly manipulative way, the Kosovo liberation army wanted reporters to think that Yugoslav government violence pior to natos bombing was genocide or ethnic cleansing rather than counterinsurgency. in both cases, western reporters were fooled. They should take a lesson from this as they continue their vital task of informing western policymakers and publics about the world.

**Challenges of a reporter;**

1: language barrier

2: distorted information

3: uncooperative sources

4: writers block

5: the pressure of deadlines

6: last minute edits

7: social media

8: priotize your schedule

9: getting rejected

10: information overload

**Challenges of reporters during racism and corona virus;**

Journalists need to navigate with care around racism and extremism to avoid string up intolerance, and to report fairly the mosaic languages, religion, cultures and different historical perspective that shape modern society. It is an issue at heart of ethical journalism initiative.

 Many newspapers, broadcasters and other media outlets have failed to rise to challenge of portraying the global social awareness and challenging ignorance, they stroke the fires of intolerance and racism.

 However, some previously indifferent governments are paying attention to promoting minority rights, fighting discrimination and combating prejudice. And most significantly, once Shy minority groups are increasingly assertive as they emerge from years of self imposed silence and exclusion to take their rightful place in the society.

 Journalists have a duty to avoid fanning the flames of racial hatred. We do not ask them to be militant but simply to do their job and respect the truth as they see it and always within law that guides our profession

Journalist must:

1: use appropriate language, stick to the facts and avoid terms that inflame the situation.

2: avoid spreading inaccurate, simplified or distorted information.

3: protect asylum seekers, refugees or victims of trafficking and migrants who choose to speak with media by protecting their identity when appropriate.

Covering the corona virus story requires careful navigation and constant attention. News organizations trying to responsibly report on the growing heath crisis are confronted with the task of conveying its seriousness without provoking panic, keeping up with a torrent of information while much remains a mystery and continually advising readers and viewers how to stay safe.

 Reporters love to sensationalize trivia or rare risks think flesh eating bacteria to give their audience a vicarious thrill, sandman said but when risks get serious and widespread, media coverage get sober.

 The words and actions of journalist and other public figures and signals of tier own.