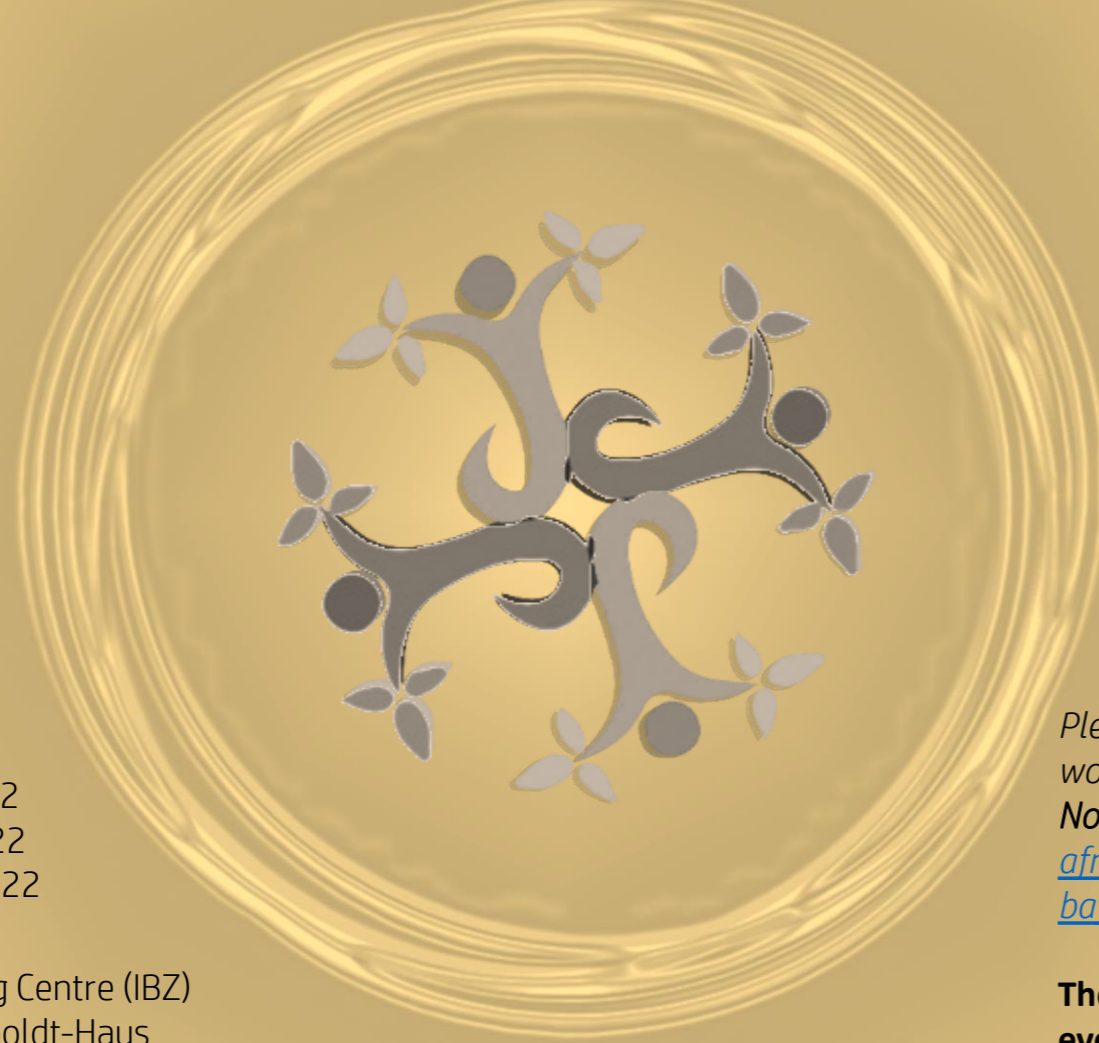


The Africa Multiple Cluster Gender and Diversity Office
presents an ICDL Workshop by
Dr. Winston Mano (PhD)
University of Westminster, UK



Time/Dates:

10:00 – 17:00

Monday, 21 Nov 2022

Tuesday, 22 Nov 2022

Thursday, 24 Nov 2022

Venue:

International Meeting Centre (IBZ)

Alexander von Humboldt-Haus

Guest House of the University of Bayreuth

Eichendorffring 5

95447 Bayreuth

Please register for the workshop with the GDO by 15 November 2022 at africamultiple-gdo@uni-bayreuth.de

The workshop is a hybrid event. Zoom details on registration.

DON'T MISS: Friday, 25 Nov 2022, One-to-one mentoring sessions with Dr. Mano!

The Afrokology of Media and Communication Studies

The workshop builds on the July 2022 GDO Round Table on Decolonising African Media Studies at the Annual Cluster Conference on 'Medialities'.

It was clear that decolonising media and communication is an imperative task. Both staff and students wanted to do it. There was, however, no conclusive agreement as to how to go about decolonising the field in ways that push back at Othering strategies, but which also addressed and included emancipatory epistemes, which acknowledge post-independence theorising among other efforts to date.

The workshop will introduce Afrokology as a necessary decolonial heuristic tool that is generative of decolonial epistemes that challenge existing hegemonies in media and communication and build alternative methods and theories.

Session 1: Introduction: What is Afrokology of African Media and Communication?

Session 2: Afrokology and Representation Issues: Identity, Gender and Diversity Issues

Session 3: Afrokology and Media Production: How to decolonise praxis

Session 4: Afrokology and Technology: Policy Frameworks, Rights and Accountability

Session 5: Afrokology and Research: Curating and Publishing



Dr. Winston Mano
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London UK

Dr. Winston Mano is a Reader and a member of the University of Westminster's top-rated Communication and Media Research Institute (CAMRI). He is also a Course Leader for the MA in Media and Development. Dr. Mano is the Founder/Editor-in-Chief of the *Journal of African Media Studies*. He is also a Senior Research Fellow at the University of Johannesburg, South Africa. Winston Mano's research interests include Afrokology, Decoloniality; African radio, music, media audiences, new media and democracy, China- African media relations; African democracy and development. His teaching role includes teaching BA and MA modules on media audiences, communication policy and development as well as supervising PhD students.

Dr. Mano has as authored in and edited several books and has also published in peer-reviewed journals such as *Communicatio; Javnost; the Radio Journal; Interactions; Critical Arts, Global Media and Communication* and *Westminster Communication and Culture*.

The **Afrokological heuristic tool** introduced in this Workshop is presented in Mano and Milton (2021) in the *Routledge Handbook of African Media and Communication Studies*. Afrokology of media and communication from the global South can be an urgent means to reaffirm the agentic capacities of the voiceless but also to reset the epistemic boundaries of existing knowledge and practice in medialities.

The Afrokological tool draws from the concept of “conviviality” which allows one to unpack more innovative ways of making sense of multiple medialities in daily life.

Afrokology as presented by Mano and Milton (2021) can help awaken a new relational accountability that promotes respectful representation, reciprocity in media and communication in line with the lived experiences of those it is meant to benefit.

