

GENDER AND DIVERSITY OFFICE (GDO)





The Afrokology of Media and Communication Studies

Overview

Time/Date	10:00 - 17:00 Mo. 21.11.22 ; Tue. 22.11.22 ; Thur. 24.11.22 Fr. 25.11.22 One-to-one Mentoring Sessions with Dr. Mano
Workshop Organiser	The Gender & Diversity Office (GDO), Africa Multiple Cluster, University of Bayreuth
Facilitator	Dr. Winston Mano , University of Westminster, London UK
Goals	Using the Afrokological heuristic tool , <ul style="list-style-type: none">• Critical engagement with the epistemic boundaries of existing knowledge and practice in medialities• Find out how to unpack more innovative ways of making sense of multiple medialities in daily life• Discuss how commitment towards decolonising media and communication studies can look like• Consider how your research can participate in centring previously marginalised and alternative theorisations from Africa and the global South; promote respectful representation, reciprocity in media and communication in line with the lived experiences of those it is meant to benefit.
Open to all	Especially, MA and PhD students
Hybrid participation	Zoom link: To be shared
Registration	By 15.11.22 . Write to: africamultiple-gdo@uni-bayreuth.de

Agenda

Time	Session	Preparatory Literature
Monday, 21 November 2022		
10:00 – 13:00	Session 1 Introduction: What is Afrokology of African Media and Communication?	<p><u>Decoloniality and the push for African media and communication studies</u> Mano, W. and milton, V. 2021. Decoloniality and the push for African media and communication studies. in: Mano, W. and milton, V. (ed.) <i>Routledge Handbook of African Media and Communication Studies</i>. Abingdon and New York: Routledge. pp. 1-18.</p> <p><u>Afrokology of media and communication studies: theorising from the margins</u> Mano, W. and milton, V. 2021. Afrokology of media and communication studies: theorising from the margins. in: Mano, W. and milton, V. (ed.) <i>Routledge Handbook of African Media and Communication Studies</i>. pp.19-42.</p>
13:00 - 14:00	LUNCH BREAK	
14:15 - 17:00	Session 2 Afrokology and Representation Issues: Identity, Gender and Diversity Issues	<p><u>Decolonizing and provincializing audience and internet studies: contextual approaches from African vantage points</u> Mano, W. and Willems, W. 2017. Decolonizing and provincializing audience and internet studies: contextual approaches from African vantage points. in: Willems, W. and Mano, W. (ed.) <i>Everyday Media Culture in Africa: Audiences and Users</i>. Routledge.</p>
Tuesday, 22 November 2022		
10:00 - 13:00	Session 3 Afrokology and Media Production: How to decolonise praxis	<p><u>Afrokology as a transdisciplinary approach to media and communication studies</u> milton, V. and Mano, W. 2021. Afrokology as a transdisciplinary approach to media and communication studies. in: Mano, W. and milton, V. (ed.) <i>Routledge Handbook of African Media and Communication Studies</i>. pp.256-275.</p>

13:00 - 14:00	LUNCH BREAK	
14:15 - 17:00	Session 4 Afrokology and Technology: Policy Frameworks, Rights and Accountability	<u>Afrokology and the right to communicate in Africa</u> milton, V. and Mano, W. 2022. Afrokology and the right to communicate in Africa. <i>Javnost - The Public (Journal of the European Institute for Communication and Culture)</i> . 29 (1), pp. 33-49. https://doi.org/10.1080/13183222.2021.1889830 “ <u>Big Tech’s Scramble for Africa: An Afrokological Critique</u> ”, Winston Mano (2022) in Mano, W. and El Mkaouar, L. (ed.) <i>Media Ownership in Africa in the Digital Age Challenges, Continuity and Change</i> .
Thursday, 24 November 2022		
10:00 - 13:00	Session 5 Afrokology and Research: Curating and Publishing	<u>Afrokology as a transdisciplinary approach to media and communication studies</u> milton, V. and Mano, W. 2021. Afrokology as a transdisciplinary approach to media and communication studies. in: Mano, W. and milton, V. (ed.) <i>Routledge Handbook of African Media and Communication Studies</i> pp.256-275.
13:00 - 14:00	LUNCH BREAK	
14:15 - 17:00	Interactive Session  Discussion: <i>quo vadis</i> ‘decolonising African Media Studies’  Feedback	
Friday, 25 November 2022		
10:00 – 16:00	<i>One-to-one mentoring sessions with Dr. Mano</i>	