

The background of the image is a vibrant, abstract composition of overlapping geometric shapes in red, yellow, green, and blue. A large, prominent red five-pointed star is positioned on the left side. The text 'TAU' is rendered in a white, outlined, 3D-style font, with the letters appearing to have depth and shadows. A thin white vertical line separates the 'TAU' acronym from the full name of the university.

TAU

**TRUE AFRICA
UNIVERSITY**

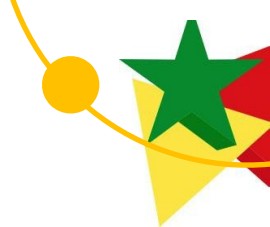
March 23, 2023 | Webinar



It's Time For New Narratives Around Africa.

Moky Makura

Executive Director, Africa No Filter



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When I say
Africa.....



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Technology



Stories matter |



Inspire

Inform

Influence

Narratives matter |

def: **Narratives** are a collection of related stories that are articulated and refined over time to represent a central idea or belief.





AFRICA *No Filter*



OUR VISION

A world where prevailing narratives about Africa are reflective of a dynamic evolving continent



OUR MISSION

To create the conditions under which stories and narratives about Africa better represent the continent

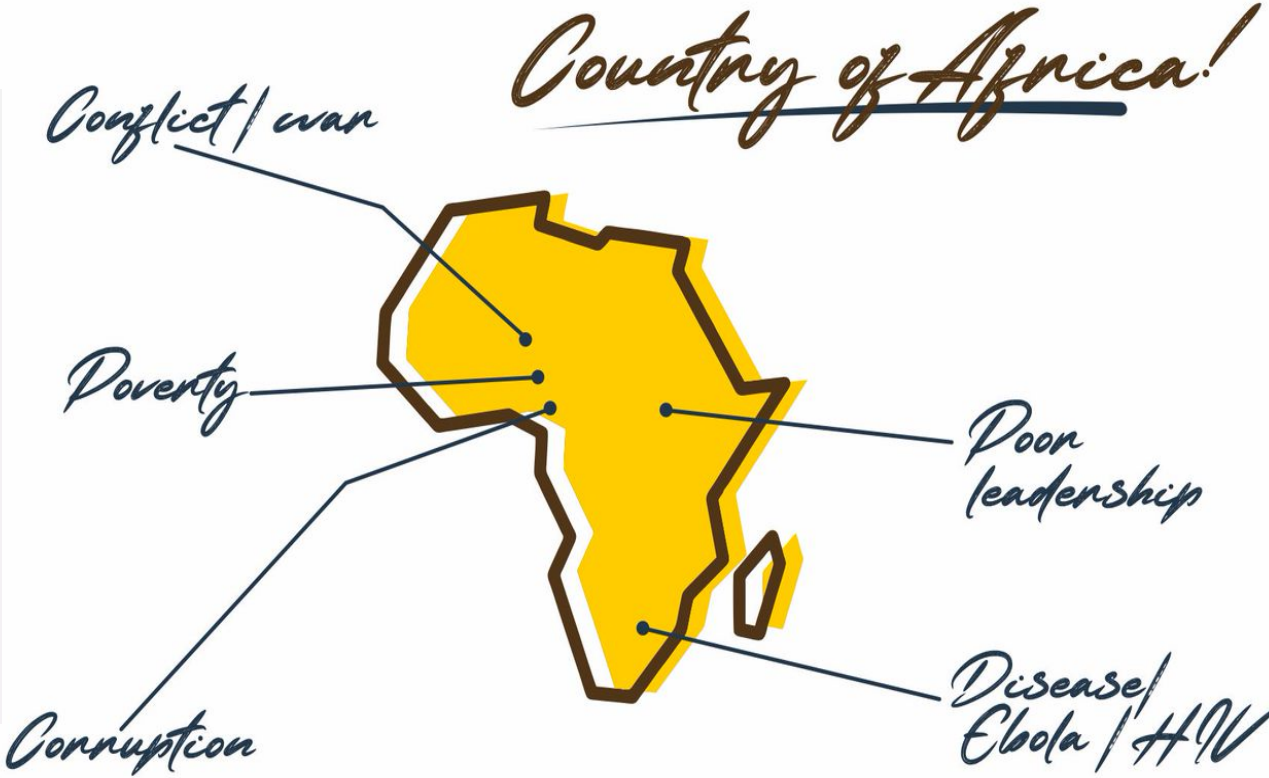


OUR GOAL

Over time is to leave an empowered narrative change ecosystem and an informed community of storytellers who continue working to shift harmful representations of the continent.



5 main frames through which most stories are told about Africa



AFRICA
No Filter

Literature Review of
Academic writing on African Narratives

Report Prepared by:
Rebecca Pointer

Report Name:
African narratives; A gloomy picture, with some emerging positive trends

Date:
14th June 2020

3 Persistent Narratives



Africa is broken

Africa is dependent



Africans lack agency



1.

AID and Donor relations



2.

Business and Investment



3.

How the world sees us and how we see ourselves





The past
How we got here



The present
Where we are today



The future
Where we could be tmrw



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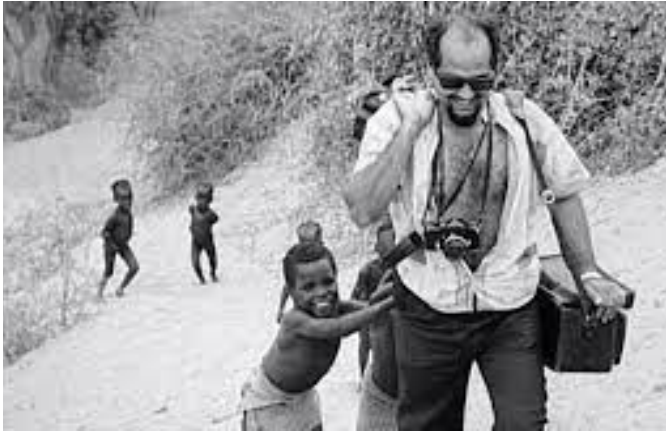
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1985



1. How we got here





Bob Geldof's Band Aid
Do they know its Christmas

Michael Jackson + Lionel Richie
We are the world







ORIGINAL MOTION PICTURE SOUNDTRACK
BEASTS OF NO NATION

MUSIC BY DAN ROMER



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Where we are today



*“Africa is in the house, men! Africa, we are in the house! You get me? This is a big win for Africans of my generation all over the world and this should be a lesson for every African out there. No matter where you are, no matter what you plan to do, you can achieve it.” 2021, **Grammys Burna Boy.***





AFRICA IN THE MEDIA

January 2019

By Johanna Blakley, Adam Amel Rogers,
Erica Watson-Currie and Kristin (Eun Jung) Jung

THE AFRICA NARRATIVE
a project of the University of Southern California's
Norman Lear Center



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HOW AFRICAN MEDIA COVERS AFRICA



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Where we could be tmrw



1.

We need to tell **stories better**

2.

We need to tell **better stories**



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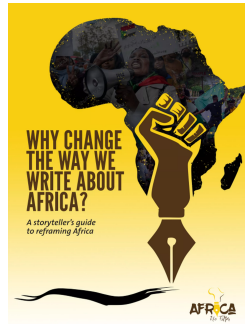
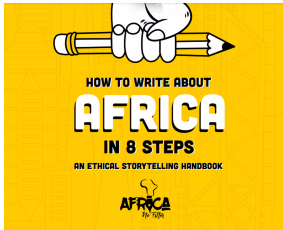


How ANF is helping



1.

We need to tell
stories better



GLOBAL
MEDIA INDEX FOR AFRICA

2.

We need to tell
better stories



habari_njema
Habari_Njema

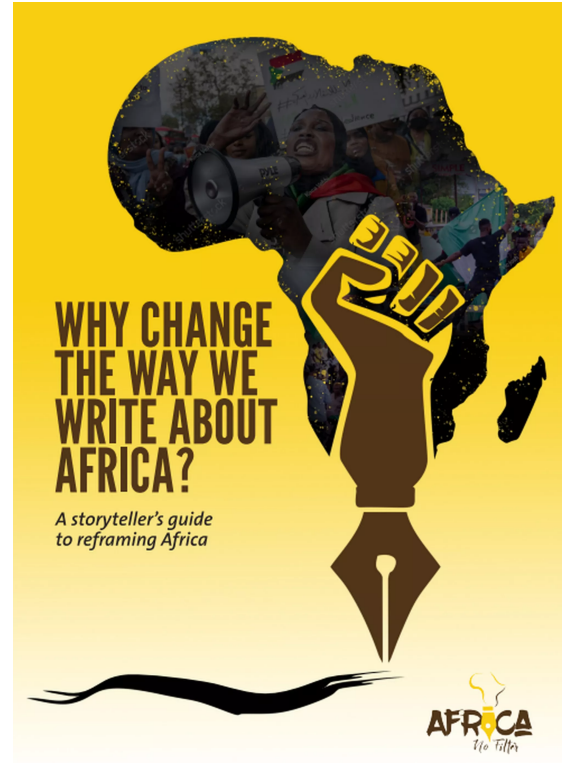
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1 Following 653.2K Followers 8.1M Likes

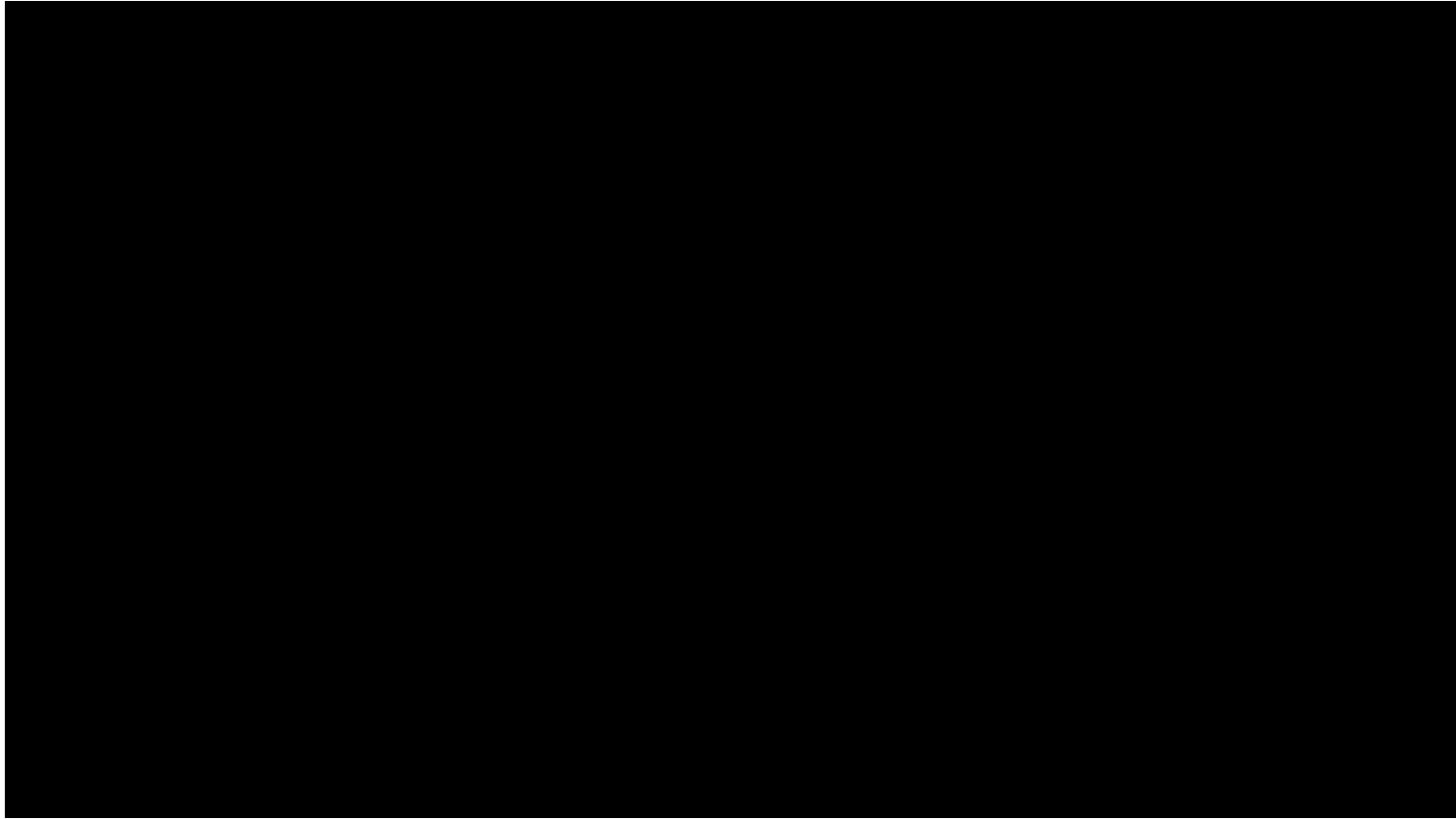
Everything Africa from politics to pop culture
HELP 200 ORPHANS

linktr.ee/HabariNjema





When I Say Africa Film

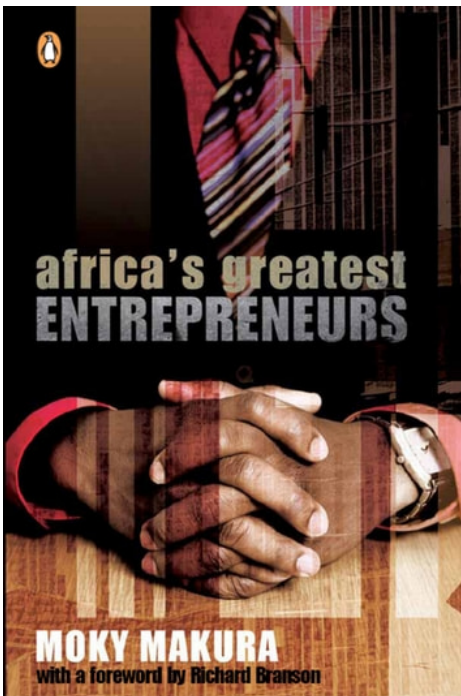


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Thank you!

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