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pp 5 - 6

Editorial Note

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Aaron Tshidzumba

Editor-in-Chief

Journal of African Films and Diaspora Studies (JAFDIS)

This issue brings together twenty-one scholarly articles exploring critical intersections between media, communication, and African society. The collection represents contemporary research from across the continent, that is, Nigeria, South Africa, and Botswana, examining how media shapes public discourse, cultural identity, and social justice in rapidly evolving digital and cinematic spaces.

The articles cohere around three thematic concerns: **(1) media power and representation**, addressing how journalism, film, and advertising frame societal issues and shape public perception; **(2) freedom, censorship, and accountability**, investigating threats to press independence and the role of media in democratic governance; and **(3) gender, agency, and cultural identity**, exploring how marginalized voices particularly women and indigenous perspectives challenge dominant narratives through cinema, animation, and entrepreneurship. Together, these contributions underscore a central premise: media are not neutral conduits of information but active agents in constructing social reality. Whether examining emotional discourse on Twitter, state censorship of protests, Nollywood's ethical responsibility, or the subaltern's struggle for voice in patriarchal geographies, the research insists that scholars, practitioners, and policymakers must grapple with media's profound capacity to empower or silence, to illuminate or obscure, to democratize or concentrate power.

Ndivhoniswani Aaron Tshidzumba
Professor in Communication Science
University of South Africa