MÉDIA E COLONIALISMO(S)
COLONIAL MEDIA AND POST INDEPENDENCE EXPERIENCE IN NORTH AFRICA

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ABSTRACT

European colonialism had not only occupied many african countries, exploited their natural resources and deprived their inhabitants of basic rights, but also sought to establish its new political, social, economic and cultural system. However, in order to impose its new rules and values, it had used military forces as well as political and media means to convince and influence people minds and hearts. The press was one of the main arguments of seduction and dissimulation of the colonial culture and information.

This paper which focuses in its first part on French occupation of North Africa, describes how French colonial authority used and abused the media to perpetuate its presence and set up new forms of values and ideas aimed at destroying local culture and traditions. The second part describes how local populations had reacted to the colonial presence by adopting new forms of opposition and resistance. Again, the ‘indigenous press’ was a determining factor in promoting ideas of militantism, independence and sovereignty. The third part highlights the main phases of the media evolution and experience during the post independence period.

Keywords:
Colonialism, occupation, militancy, independence, new order of information, state monopoly diversity and pluralism.

INTRODUCTION

French colonial forces were present in North African countries under the protectorate status, however, in the case of Algeria, it was a tough and cruel occupation. In fact, France invaded the country in 1830 and remained until 1962 – agreeing to independence after seven years of fighting and a deadly struggle against the colonisers. Although, North Africa region is often considered as a political and cultural homogenous bloc as it had been influenced by French occupation. However, in reality there are significant differences between countries of Arab Maghreb in terms of political system, economic model, culture and media policies. Thus, Morocco was erected as a kingdom with a liberal economic policy, Tunisia adopted a republican regime led by president Habib Bourguiba from 1956 until his removal in 1987. Its economy was liberal orientation in comparison to Algeria, which gained its independence in 1962, but adopted a unique party system and set up socialist regime until 1988 which ignited political changes to democracy and pluralism.