African Americans are citizens of the United States with ancestors who came from Africa. Their forefathers were brought to American colonies as slaves in the 17th and 18th centuries. About 40 million African Americans, 13% of the total population, live in the USA today. Their forefathers were brought to American colonies as slaves in the 17th and 18th centuries. About 40 million African Americans, 13% of the total population, live in the USA today. In the past African Americans have been known by many names. A widely circulated list of historical “facts” about slavery dwells on the participation of non-whites as owners and traders of slaves in America. That black people bought and sold other black people raises vexing questions for 21st-century Americans like African-American writer Henry Louis Gates Jr., who writes that it betrays class divisions that have always existed within the black community. Historian Tiya Miles provided this snapshot of the Native American ownership of black slaves at the turn of the 19th century for Slate magazine in January 2016. Apologists for the African slave trade long argued that European traders did not enslave anyone: they simply purchased Africans who had already been enslaved and who otherwise would have been put to death. Find, read and cite all the research you need on ResearchGate. This ‘hopeless’ representation of Africa in the Economist, and indeed in most other Western media outlets, has persisted since the late nineteenth century during the era of slavery and colonialism. Africa has been known as the needy “dark continent” characterized by primeval irrationality, tribal anarchy, civil war, political instability, flagrant corruption, incompetent leadership and managerial ineptitude, hunger, famine and starvation as well as rampant diseases (Michira, 2002). This dominant representation of Africa in the Western media usually ignores the actualities and specificities of