

**Thumbnail Image:**



Jan 09, 2023 by [Nicholas J. Cull](#), [Simon Anholt](#)

## People, Places, Power | Season 2, Episode 47: Africa on the Move? The Prospects for a Better Image <sup>[1]</sup>

**Note from the CPD Blog Manager:** This post features the podcast *People, Places, Power* co-hosted by CPD Faculty Fellow [Nicholas J. Cull](#) and Good Country Index founder [Simon Anholt](#) and features their weekly discussions on international reputation, foreign policy and related issues along the way.

Season 2 launched in May 2022 and covers nation-ranking indices, the impact of COVID-19 on national images, branding indices, transnational issues and much more.

Season 1: Ep. 1: Biden's America | Ep. 2: Brexit Britain | Ep. 3: In Search of the Good Leader | Ep. 4: The European Union | Ep. 5: What Price Monarchy? | Ep. 6: Cities and International Image | Ep. 7: Mega Events? Buyer Beware. | Ep. 8: Germany: From Pariah to Paragon | Ep. 9: Culture: Decorative or Useful? | Ep. 10: Can Individuals Make a Difference? | Ep. 11: Migration Nations | Ep. 12: Credible India? | Ep. 13: The Bad Image | Ep. 14: Populism | Ep. 15: Oh, Canada! | Ep. 16: Digital Disruption: New Technology & Soft Power | Ep. 17: Japan at the Crossroads | Ep. 18: Scotland's Next Step | Ep. 19 Public Diplomacy and Place Branding | Ep. 20: The Talent Trade: Who's Looking for Einstein? | Ep. 21: France: Trouble at the Top? | Ep. 22: Systems and Structures: Organizing Public Diplomacy | Ep. 23: Trust: The Linchpin of Reputation | Ep. 24: Nordics: The Saga of Success? | Ep. 25: The Media: Friends or Foes of Country Image? | Ep. 26: Israel: Branded by Conflict? | Ep. 27: Afghanistan

Season 2: Ep. 28: War in Ukraine | Ep. 29: Meet the Goodest: The Good Country Index for 2022 | Ep. 30: Issues in the Index: The Nation Brands Index, 2021 | Episode 31: Honest to God: The Image of Religions and other Transnational Groups | Episode 32: COVID-19, Image, Media and Communication | Ep. 33: What's in a Name? Renaming Places as a Strategic Gambit | Ep. 34: The Power of "From:" The Country-of-Origin Effect | Ep. 35: Northern Ireland Peace and the Challenge of 'Relevance' | Ep. 36: The Power of Language | Ep. 37: For the Love of Mexico | Ep. 38: Of Greenwashing and 'Hipster Nations' | Ep. 39: Italy: Rising or Falling? | Ep. 40: Nations and Truth: International Reputation in an Age of Disinformation | Ep. 41: Visions of Progress and Country Image | Ep. 42: All About Me? National Images and Personal Identity | Ep. 43: Britain in Transition: The UK's Image and the New King and Prime Minister | Ep. 44: Weighing Image Strategies for Low-Income Countries | Ep. 45: Bridging the Gulf: Reputation and the Gulf States | Ep. 46: Small is Beautiful? Subnational Places and Image Promotion

## **Episode 47: Africa on the move? The Prospects for a Better Image**

In this episode, Nick and Simon discuss the shifting image of Africa, taking a lead from the latest version of the Anholt-Ipsos Nation Brands Index. Countries discussed include Egypt and Morocco, South Africa, Kenya, Tanzania and Botswana. Simon argues that external knowledge of culture is the key and proposes a collective effort in that regard like a joint equivalent of the British Council. Nick notes some single-country successes like Angola's win at the Venice Art Biennale. They agree that progress is slow and conclude with a discussion of the increased presence of China on the continent.