

Evangelization through media in Muslim communities: A case study of Sawtu Linjiila in the Northern Cameroon from 1960 to 2003.¹

By

Francis A. FOGUE KUATE
Ph.D. Candidate
University of Ngaoundere (Cameroon)
Department of history
farfogue@yahoo.fr

This paper addresses the problematic of the involvement of media in the evangelization process of Muslim populations. Through Sawtu Linjiila which is an audiovisual house of production based in Ngaoundere-Cameroon, it emphasises the role that mass media play in evangelisation strategies of Christian churches in Muslim area. It argues that, since its foundation in 1964 by Protestants missionaries, Sawtu Linjiila has influenced the social advancement and the cultural behaviour of its audience by being both an element of cultural dialogue and a factor of religious and social exclusions in the northern Cameroon. This influence comes out through the production of religious and socio-cultural radio programmes. Those programmes which aim at enhancing the evangelization of Muslims are produced in fulfulde which is the most spoken language among the Muslim community living in the northern Cameroon. Otherwise, programmes produced by Sawtu Linjiila are broadcasted by local and foreign radio stations. Through an analytic and a diachronic approach, this paper looks at the way mass media are used for the purpose of promoting Christian religious ideologies in Muslim communities. It ends by investigating social and cultural challenges that accompany the use of mass media in religious propaganda in a context characterized by the religious pluralist and cultural diversity. This analysis relies on many investigations. Those investigations consisted, on the one hand, of interviewing the personnel and the audience of Sawtu Linjiila. On the other hand, programmes schedules and audio tapes have also been useful.

Key words: Evangelization, Media, Sawtu Linjiila, Muslim communities, Northern Cameroon.

¹ This paper evolved from my Master thesis (2004) on “The communication structures of the Evangelical Lutheran Church of Cameroon (ELCC) and their socio-cultural effects in the Adamawa province (northern Cameroon) from 1960 to 2003. Sawtu Linjiila is one of those communication structures.