

## Appendix – Interview Questions

1. What foreign news networks do you regularly watch and why?
2. Is CCTV-Africa popular in your country?
3. How often do you watch CCTV-Africa and where do you watch it – on TV, online, on mobile devices?
4. Would you please tell me how you generally feel about CCTV-Africa? What kind of network do you think it is and how do you find its programmes?
5. What do you think of the video you just watched? What is it about? Does it concern you that the CCTV-Africa is a part of a state-managed media system?
6. Do you think the content of the news conveys a certain kind of agenda or ideology? If yes, what do you think it is?
7. Do you agree with the agenda or ideology espoused by CCTV-Africa? If yes, why? If not, why not?
8. Can you think of an example from your own viewing experience which supports this agenda or ideology or indeed opposes it?
9. Do you think the news produced by CCTV-Africa is appealing to your government?
10. What is the attitude of your government towards China? Is the relationship with Beijing a cooperative one? Do you support your government's opinion of cooperating with the Chinese government?
11. Do you think the general viewers in your country are supportive or against this agenda or ideology? If yes, why; if not, why not?
12. Do you think the news produced by CCTV-Africa is appealing to the public of your country?
13. Do you think the public and the elites have different opinions on cooperating with the Chinese government? If you do, what do you think is the reason for this?
14. Would you describe yourself as part of the African elite?
15. Does regularly watching Chinese news on African affairs influence the way you think about China?
16. Is CCTV-Africa's approach to covering African issues different from those of mainstream Western news networks such as CNN and BBC?
17. Are you at all concerned that rather than a Western discourse about the world at large, African viewers are now being exposed to a Chinese perspective on African affairs?
18. What do you say to critics who suggest that a Chinese version of cultural imperialism is replacing Western media and cultural imperialism?