This book revisits the concepts and methodologies associated with Eurocentrism in particular and hegemonic discourse in general and how these relate to African studies. Racial bias, intolerance, parochialism and male chauvinism have manifested themselves in various ways and this text aims to address the important issues surrounding this phenomenon. Other major topics addressed here are the historical writings on the Atlantic slave trade, reformist feminist evangelism, and the various forces involved in the development of Africanist theories and models.