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THE COALFACE OF JOURNALISM: A QUALITATIVE RESEARCH INVESTIGATION INTO DEVELOPMENT COMMUNICATION OBJECTIVES AMONGST RURAL NEWSPAPERS IN THE OVERBERG DISTRICT

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Thesis (MPhil (Journalism))--University of Stellenbosch, 2010.

ABSTRACT: This thesis explores how six commercial local newspapers based in the towns of Swellendam, Bredasdorp, Caledon and Gansbaai are reporting on gender and HIV/AIDS in ways that may help to shift specific attitudes as well as to generate appropriate community responses. The overall aim of the study is to advance theories around the location of commercial news media in the development context. It also aims to inform and empower development workers and activists on the opportunities or pitfalls in engaging with rural local media to advance their development goals. In most prior studies into the nature of gender or HIV/AIDS reporting in the media in South Africa, the focus has been exclusively on mainstream corporate and/or urban-based media titles and very little investigation has been done into the performance of small ruralbased media. The study employs two methods of data collection namely, a quantitative content analysis of newspapers and structured interviews with the editors of the papers, and a sample group of government employees and community activists in the respective towns. The structured interviews provide a qualitative dimension to the content analysis, bearing in mind the dangers of quantifying media content and making isolated judgements on the actual context of journalistic practice. Through the interviews, the researcher has been able to explore the extent to which the perceptions of the media editors visavis a public interest role with respect to gender and HIV/AIDS actually differs from the quantitative evidence of their performance and the perceptions of key informants in their communities. The findings of the study suggest that local rural media hold out great hope with respect to the advancement of development communication goals through commercial media platforms. The editors in the four towns have established organic connections with their community, albeit tenuous, but which extend into the ranks of development workers in their towns. The data from the content analysis suggests that women enjoy high visibility in the pages of their local papers, and they are most likely to be portrayed as positive achievers than as women encountering violence. The tenuous nature of the connections between editor and community are most starkly evident around the issue of HIV/AIDS, with coverage of this being very low despite much work being undertaken in the community to deal with the pandemic. With respect to the issue of gender, there was demonstrable evidence from actual examples of content, that showed on the one hand the capacity to motivate for change in women's lives, but also on the other hand a danger of reinforcing attitudes that compound women's oppression. The study offers

recommendations to a range of role players to ensure, firstly, the continued survival of local rural newspapers, and also support in building capacity to see these papers mature into journalism products that are integrative and transformative.

AN INTERNET STRATEGY FOR A NICHE MAGAZINE: A USES AND GRATIFICATIONS APPROACH

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Thesis (MPhil (Journalism))--University of Stellenbosch, 2010.

ABSTRACT: Magazine publishers are under increasing pressure to extend their business strategies beyond the traditional printed products. A culture of instant gratification of media needs, pervasive social networking and the immediacy of content delivery, which are all provided by the World Wide Web, aggravate fears that readers will ultimately abandon the printed media in favour of the Internet as the primary content provider. These fears are rooted in the assumption that consumers choose the media they use based on preconceived ideas as to how these media will fulfil their needs. If the Internet succeeds in supplanting or displacing printed media, it could potentially destroy the traditional magazine model whereby publishers simultaneously generate revenue from the sale of media content to their audience and the sale of the audience's attention to their advertisers. Therefore it is imperative that magazine publishers develop a relevant and efficient strategy to maintain their position as "intermediary" between advertisers and the media audience. To develop such a strategy, they need to understand what media uses consumers have for the Internet and what gratifications they expect to receive. Once this is understood, publishers could develop their online and offline strategies to service these uses and gratifications. This thesis contains qualitative research conducted in a phenomenological paradigm through the application of two descriptive surveys. The first survey focused on the experiences and attitudes of visitors to the website of WegSleep, an Afrikaans South African niche magazine for the caravanning and camping community, whilst the second compares similarities between the seven most visited magazine websites in South Africa during 2008. A correlation of the findings leads to the conclusion that although the Internet could potentially emulate all media, readers do not employ the Internet for exactly the same purposes as printed media. Whilst some displacement does take place, magazines are still better at serving readers' affective and escapist needs. Conversely, the Internet is the preferred medium with regard to information gathering and cognitive media needs as well as personal integrative needs. Social integrative needs appear to be non medium specific. A complementary combination of the printed product and the online offering could therefore provide gratification of all media needs and promote brand loyalty instead of medium loyalty.

OPSOMMING: Daar is toenemende druk op tydskrifuitgewers om sakemodelle te ontwikkel wat nie net die gedrukte medium insluit nie, maar ook voorsiening maak vir

'n strategie in die digitale milieu. Die vermoë van die Internet om onmiddellik aan gebruikers se mediabehoefes te voldoen, sosiale netwerke te vestig en inhoud dadelik beskikbaar te stel, wakker vrese aan dat verbruikers dit uiteindelik as hul primêre media bron sal gebruik en die gedrukte media gevolglik die rug sal keer. Hierdie vrese is gegrond op die aanname dat gebruikers 'n keuse uitoefen oor die media wat hulle gebruik aan die hand van hul behoeftes en die bevrediging wat hulle van hierdie media verwag. Indien die Internet wel daarin sou slaag om gedrukte media te vervang of verplaas, kan dit 'n vernietigende uitwerking op die tradisionele tydskrif-sakemodel hê. Volgens hierdie model genereer uitgewers gelyktydige inkomste uit die verkoop van inhoud aan lesers en die verkoop van die lesers se aandag aan adverteerders. Derhalwe is dit noodsaaklik vir uitgewers om 'n relevante en effektiewe strategie te ontwikkel ten einde hul rol as tussenganger tussen adverteerders en die mediagehoor te behou. Om dit te doen moet hulle hulself vergewis waarvoor lesers die Internet gebruik en watter behoeftes hulle verwag om met die gebruik daarvan te bevredig. 'n Grondige begrip hiervan sal uitgewers in staat stel om toepaslike strategieë vir hul gedrukte produkte en digitale aanbiedinge te ontwikkel. Hierdie tesis bevat kwalitatiewe navorsing in a fenomenologiese paradigma deur die toepassing van twee beskrywende peilings. Die eerste peiling het gefokus op die ervarings en gesindheid van die gebruikers van die webwerf vir die Afrikaanse tydskrif WegSleep – 'n nismarktydskrif vir die Suid-Afrikaanse karavaan- en kampeergemeenskap. Die tweede peiling vergelyk ooreenkomste tussen die sewe Suid-Afrikaanse webwerwe wat die meeste besoekers in 2008 ontvang het. 'n Korrelasie van die bevindinge lei tot die gevolgtrekking dat hoewel die aard van die Internet dit moontlik maak om alle media na te boots, lesers dit nie vir dieselfde doel as gedrukte media gebruik nie. Ofskoon daar wel 'n mate van verplasing is, voldoen tydskrifte beter aan lesers se affektiewe behoeftes en hul soeke na ontvlugting. Die Internet bevredig op sy beurt weer kognitiewe behoeftes en die behoefte aan persoonlike integrasie. Maatskaplike integrasie is skynbaar nie afhanklik van 'n bepaalde medium nie. Uitgewers kan dus munt slaan uit 'n strategie wat bestaan uit 'n meewerkende kombinasie van die gedrukte produk en die digitale aanbieding om sodoende in al die media behoeftes te voorsien en eerder 'n lojaliteit teenoor 'n titel of handelsmerk te kweek as teenoor 'n bepaalde medium.

A CRITIQUE OF THE RAPE OF JUSTICIA, WITH EMPHASIS ON SEVEN CARTOONS BY ZAPIRO (2008 – 2010)

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Thesis (MA) (Journalism) – University of Stellenbosch, 2010

ABSTRACT: Regarding the work of Zapiro, a number of articles have been written, but only two postgraduate studies have been completed since 1991. On the Rape of Justicia cartoons, which were conceived recently (2008 - 2010) no academic study has been conducted. In this study seven cartoons by Zapiro are analysed, as indicated by the title and in the text. The theoretical approach for this thesis is

founded on the Libertarian and Critical research models, as well as the views of the Cultural history school. As a research methodology the qualitative approach was utilised. As data gathering techniques content analysis was complemented by literary and technical criteria. Interviews of selected informants were used as supplementary instruments. The goal of the study was to determine whether the Rape of Justitia cartoons can be construed as fair criticism, as is normally expected of a political commentator, while taking into account that editorial cartoonists traditionally occupy a unique position in the field of journalism. The proposed hypothesis of this thesis is that Zapiro acted within his rights as a cartoonist in a democratic country. The conclusion was that Zapiro did not overstep the bounds of freedom of speech, especially not so in his capacity as a visual satirist.

OPSOMMING: 'n Aantal artikels is oor Zapiro se werk geskryf, maar slegs twee nagraadse studies is sedert 1991 voltooi. Aangaande die Rape of Justitia-spotprente, wat onlangs geskep is (2008-2010), is geen akademiese studie onderneem nie. In hierdie studie word sewe spotprente deur Zapiro geanaliseer, soos aangedui in die titel en in die teks. Die teoretiese benadering wat hierdie tesis volg gebaseer op die Libertynse en Kritiese navorsingsmodelle, sowel as die uitgangspunte van die Kultuurhistoriese geskiedskool. As navorsingsmetodologie is die Kwalitatiewe benadering gevolg. As datainsamelingstegnieke is inhoudsanalise met literêre en tegniese kriteria aangevul. Die doel van hierdie studie was vas te stel of die "Rape of Justitia"-spotprente as regverdig kritiek beskou kan word, soos wat normaalweg van 'n politieke kommentator verwag word, met inagneming van die feit dat redaksionele spotprenttekenaars 'n unieke posisie in die joernalistieke sfeer beklee. Die voorgestelde hipotese van hierdie tesis is dat Zapiro binne sy regte as 'n spotprenttekenaar in 'n demokratiese land opgetree het. Die gevolgtrekking wat gemaak is, was dat Zapiro nie die grense van spraakvryheid oortree het nie, veral nie in sy hoedanigheid as visuele satirikus nie.

MAGAZINES AND THEIR ONLINE COUNTERPARTS: HOW MAGAZINE WEBSITES COMPETE OR COMPLEMENT THE PRINT PUBLICATION IN TERMS OF CIRCULATION FIGURES, ADVERTISING INCOME AND EDITORIAL CONTENT.

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Thesis (MA) (Journalism) – University of Stellenbosch, 2010

ABSTRACT: Technological innovations such as the Internet and online media were predicted to lead to the demise of traditional print publications such as magazines. In order to remain relevant and accessible to consumers who are migrating online, print media have to incorporate online media such as companion websites into their marketing strategy. Magazine publishers therefore have the difficult task of promoting their brands online in the form of interactive websites, yet without jeopardising the future of print media. This study focuses on the sustainability of print

media in the wake of digital media developments. This research study asks whether magazines and their online counterparts compete or complement each other in terms of three critical issues: circulation figures, advertising income and editorial content. Qualitative research methodology was used to gather the data required for this research study. A comprehensive, self-administered questionnaire was deemed the most appropriate research design. This research study was conducted within the theoretical frameworks of the theory of media evolution (which incorporates convergence) and Giddens' theory of globalisation, as these were deemed most appropriate and were both considered especially applicable to new media developments. It can be concluded that if magazines have a proper online strategy and strategically publish content, the two mediums will not be in aggressive, direct competition. It is possible for a magazine and its online counterpart to complement each other, cement interactive relationships with consumers and advertisers, and thereby ensure that the print publication can be sustained if not grow.

OPSOMMING: Daar is voorspel dat tegnologiese ontwikkeling en nuwe media soos die Internet tot die dood van tradisionele media soos tydskrifte en koerante sou lei. Gevolglik het tydskrifte amper geen keuse nie as om nuwe media deel van hul bemarkingstrategie te maak as hulle lesers wil behou. Redakteurs het die netelige taak om hul tydskrifte, oftewel produkte, oor die Internet te bemark sonder om die toekoms van tradisionele media te skaad of heeltemal op die spel te plaas. Dié navorsingsprojek probeer dus bepaal hoe tradisionele media te midde van toenemend gewilde kommunikasie-middele kan voortbestaan. Die navorsing was toegespits op die vraag of tydskrifte en hul aanlyn-komponente mekaar teëwerk of aanvul wanneer dit by kritiese aspekte soos sirkulasiesyfers, advertensiewerwing en lesertalle kom. Inligting is bekom deur kwalitatiewe navorsingsmetodologie in die vorm van 'n vraelys wat deur kenners self voltooi moes word. Die teorie van media-ontwikkeling en Giddens se teorie van globalisasie het as teoretiese raamwerk vir die projek gedien. Die bevinding was dat indien tydskrifte 'n werkbare plan vir hul webtuistes opstel en nie al die artikels tegelyk en gratis weggee nie, die twee mediasoorte hulle nie in mededinging met mekaar sal bevind nie, maar mekaar eerder sal aanvul.

'N ONDERSOEK NA DIE OPKOMS VAN KLIËNTEPUBLIKASIES: MOONTLIKE RIGLYNE VIR ADVERTEERDERS

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Thesis (MPhil (Journalism))--University of Stellenbosch, 2010.

AFRIKAANSE OPSOMMING: Ten spyte daarvan dat die vyf tydskrifte met die hoogste sirkulasiesyfer in Suid-Afrika almal kliëntepublikasies (Engels customer publications) is, skiet advertensie-agentskappe klaarblyklik steeds dié publikasies ten gunste van verbruikerspublikasies af omdat hulle dit waarskynlik nie as

geloofwaardig beskou nie. Waar talle verbruikerstydskrifte egter min of geen groei in 'n ál meer mededingende en gefragmenteerde mark toon, ervaar die top-kliëntepublikasies steeds merkwaardige groei. In die verlede is die meeste kliëntepublikasies deur die betrokke maatskappy se bemarkingsbegroting gefinansier. Vandag egter, word finansiering al meer deur adverteerders verskaf. Die vraag wat dog dikwels deur skeptiese advertensie-agentskappe gevra word, is of derdeparty-adverteerders dieselfde waarde geniet as wat die maatskappy se handelsmerk in dié publikasies doen. Hoewel Suid-Afrikaanse kliëntetydskrifte net soos hul eweknieë in die VK en VSA die grootste sirkulasiesyfers het, geniet hulle egter nie dieselfde advertensie-ondersteuning as in dié lande nie. Dit is 'n interessante verskynsel en hierdie studie wil onder meer poog om vas te stel waarom dit so is. Kontrakuitgewers stem in die algemeen saam dat 'n standaard stel riglyne waarop advertensie-agentskappe hul besluitneming kan grond, beslis sal help om 'n gelukkiger stand van sake te bewerkstellig. Hierdie studie poog om binne die teoretiese raamwerk van die politieke ekonomie van die media 'n stel riglyne saam te stel waarop advertensie-agentskappe hul besluitneming oor advertensieplasing kan grond. Die metodologie wat gebruik is, behels veldnavorsing met indiepte-onderhoude as fundamentele navorsingstegniek en gevallestudies met inhoudsanalise as aanvullende tegniek. Om die riglyne te kon saamstel, is advertensie-agentskappe en die kontrakuitgewer New Media Publishing betrek en is vier kliëntetydskrifte – Edgars Club Magazine, Horizons, Skottel en Woolworths TASTE – ontleed.

ENGLISH ABSTRACT: Despite the fact that the five magazines with the largest circulation figures in South Africa are all customer publications, advertising agencies still seem to shun these publications in favour of consumer magazines because they say they do not deem them credible. Where several consumer magazines showed very little or no growth in an ever increasing and fragmented market, top customer publications continue to experience remarkable growth. In the past, most customer publications were financed by a company's marketing budget. Today, however, they are often financed by advertisers. The question that sceptical advertising agencies ask is whether third party advertisers benefit from the same value as the company's own brand. Although South African customer magazines have the same large circulation figures as their counterparts in America and the United Kingdom, they seem not to enjoy the same advertising support as these countries. This is an interesting phenomenon and this study aims to determine why that is the case. In general, contract publishers seem to agree that a standard set of guidelines on which advertising agencies could base their decision-making, would assist in ensuring a happier state of affairs. Within the theoretical framework of the political economy of the media, this study aims to compile a set of guidelines on which advertising agencies could base their decision-making regarding advertisement placements. The methodology includes field research with in-depth interviews as fundamental research technique and case studies with content analysis as supplementary technique. To compile these guidelines, advertising agencies and the

contract publisher New Media Publishing are concerned and four customer magazines – Edgars Club Magazine, Horizons, Skottel and Woolworths TASTE – analysed.

MORE PUBLIC AND LESS EXPERTS : A NORMATIVE FRAMEWORK FOR RE-CONNECTING THE CIVIC WORK OF JOURNALISTS WITH THE CIVIC WORK OF CITIZENS

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Thesis (MPhil (Journalism))--University of Stellenbosch, 2010.

ENGLISH ABSTRACT: In a system of representative government, the media is assumed as an important institution to reflect public concerns and holding government accountable for the way in which it addresses these public concerns. Not only is this role imposed by a paradigm which views the media as one of the institutions that sustain and consolidate liberal democracy – the so-called fourth estate alongside the legislative, executive and judicial pillars – but the media itself has conceptualised its identity around the notion that journalists are a “vital part of political life” (Sparks, 1991:58). This study explores the validity of this authority. It suggests that the authority of the media to frame public concerns in a way that is useful for ordinary citizens to “bridge the gap between the private, domestic world and the concerns and activities of the wider society (McQuail, 2005:432)” has been eroded because citizens feel that their concerns and priorities have become secondary to the priorities of powerful state, economic and other “experts” who determine the news agenda. At the same time, there is a general sense that representative government or what is generally known as liberal democracy is losing its currency because citizens have developed a “habit of seeing the political system as indifferent and unresponsive” to their problems and their circumstances (Mathews, 1999:33). This study explores the potential of a more productive relationship between the media and citizens to rekindle and energise the role of citizens to contribute to the public work of solving common problems that face the wider society. This study proposes three theoretical frameworks – democratic professionalism, public journalism and deliberative democracy – with the potential to re-conceptualise the way journalists consider their professional role. This re-conceptualisation raises the possibility for reassessing the political work of journalists and the political work of citizens and build new habits of participation and discussion in the political process of communities.

AFRIKAANSE OPSOMMING: In 'n stelsel van verteenwoordigende regering, word die media veronderstel as 'n belangrike instelling om publieke kwessies te weerspieël en die regering verantwoordelik te hou vir die wyse waarop dit hierdie publieke kwessies aanspreek. Hierdie rol word veronderstel in 'n denkraamwerk wat die media beskou as een van die instellings wat liberale demokrasie konsolideer as die sogenaamde “vierde pilaar” neffens die wetgewende, uitvoerende en geregtelike

gesag. Die role word verder deur die media self gekonseptualiseer as 'n identiteit rondom die idee dat joernaliste 'n "belangrike deel is van die politieke lewe" (Sparks, 1991:58). Hierdie studie ondersoek die geldigheid van hierdie gesag. Die studie dui daarop dat die media gesag het wat die moontlikheid bied om publieke kwessies aan te spreek op 'n manier wat van nut kan wees vir gewone burgers om die kloof tussen die private, huishoudelike wêreld en die sorg en die aktiwiteite van die breër gemeenskap te oorbrug (McQuail, 2005:432). Die gesag word ondermyn omdat gewone burgers voel hulle belange en prioriteite word sekondêr geag aan die magsbelang van die staat en ander "kenners" wat die nuus agenda bepaal. Terselfdertyd is daar 'n algemene persepsie dat verteenwoordigende die regering, of wat algemeen bekend staan as liberale demokrasie, geldigheid verloor omdat burgers voel dat die politieke stelsel onverskillig reageer op die probleme wat hulle ervaar. Hierdie studie ondersoek die potensiaal van 'n meer werkbare verhouding tussen die media en die burgers om die energie wat burgers in die openbare sfeer kan bydra te ontgin. Hierdie studie stel drie teoretiese raamwerke voor – demokratiese professionaliteit, openbare joernalistiek en beraadslagende demokrasie – wat moontlikhede bied om opnuut oor die professionele rol van joernaliste te besin. Hierdie "besinning" bied weer nuwe moontlikhede vir die politieke werk van joernaliste en die politieke werk van die burgers. Dit veronderstel nuwe gewoontes van deelname en gesprek in openbare politieke proses.
