

Thesise / Theses 2012

Johannes Rudolf Botha- *Xenophobia Conflict In De Doorns; A Development Communication Challenge For Developmental Local Government*

Abstract: Xenophobic hostility is not an unfamiliar concept – it is practiced all over the world, also in South Africa. Defined by the South African Human Rights Commission (SAHRC) as a deep dislike of non-nationals by nationals of a recipient state, it constitutes a violation of the human rights of a targeted group, threatening the very principles upon which the young democracy is modelled on. What distinguishes xenophobia in South Africa from the rest of the world is its violent manifestation. In this country xenophobia is more than just an attitude, it is a violent practise, fuelled by racism, intolerance, ignorance and incapacity to deliver on developmental expectations. The 2008 xenophobic attacks in major centres in South Africa stunned the local and international communities, causing researchers to rush in search of answers. Just as the furore turned into complacency, on 17 November 2009, 3000 Zimbabwean citizens living in the rural community of De Doorns in the Western Cape were displaced as a result of xenophobic violence. Reasons for the attacks vary, with some blaming the contestation for scarce resources, others attribute it to the country's violent past, inadequate service delivery and the influence of micro politics in townships. In assessing the reasons for the attacks the study claims that the third tier of government in terms of its Constitutional developmental mandate fails to properly engage with communities on their basic needs; that its inability to live up to post-apartheid expectations triggers frustration into violent xenophobic action. The De Doorns case offers valuable insight into the nature and scope of the phenomenon in rural areas, highlighting local government's community participation efforts in exercising its developmental responsibility and dealing with the issue of xenophobia.

Opsomming: Xenofobie is nie 'n onbekende verskynsel nie, dit kom reg oor die wêreld, ook in Suid-Afrika voor. Gedefinieer deur die Suid-Afrikaanse Menseregte Kommissie as 'n diep gesetelde afkeur aan vreemdelinge deur die inwoners van 'n gasheer land, verteenwoordig dit 'n skending van menseregte en hou dit 'n bedreiging vir die jong demokrasie in. Xenofobie in Suid-Afrika word gekenmerk deur die geweldadige aard daarvan. Hier verteenwoordig dit meer as 'n ingesteltheid, dit is 'n geweldadige uiting van gevoelens, aangespoor deur, rassisme, onverdraagsaamheid, onverskilligheid en die onvermoë om aan ontwikkelings-verwagtinge te voldoen. Die 2008 xenofobiese aanvalle in die stedelike gebiede van Suid-Afrika het die land en die wêreld diep geraak en 'n soeke na oplossings ontketen. Op 14 November 2009 word die gerustheid na die 2008 woede erg versteur toe 3 000 Zimbabwiërs in De Doorns in die Wes-Kaap deur xenofobiese geweld onthoem is. Redes wat aangevoer word wissel vanaf mededinging vir werksgeleenthede tot die land se geweldadige verlede, onvoldoende dienslewering en die invloed van mikro politiek in woonbuurte. Met die oorweging van redes vir die aanvalle maak die studie daarop aanspraak dat die derde vlak van regering in terme van sy Konstitusionele ontwikkelings-mandaat gefaal het om na behore met die gemeenskappe rondom hul behoeftes te skakel, dat die regering se onvermoë om aan die post-apartheid verwagtinge te voldoen frustrasie in xenofobiese geweld laat oorgaan het. Die De Doorns geval bied waardevolle insig in die aard en omvang van xenofobiese geweld in landelike gebiede en

lê klem die plaaslike regering se hantering van openbare deelname in terme van sy ontwikkelings verpligtinge.

Link: <http://scholar.sun.ac.za/handle/10019.1/20094>

Enge Lamprecht - *The Representation Of Caster Semenya In Beeld And Rapport During August And September 2009 : A Case Study*

Abstract: The representation of women in the media has been problematic in many respects. Women have often been portrayed in a limited number of roles and media reports have often unnecessarily focused on their physical appearance. In 2009, South African athlete Caster Semenya astonished the athletics world with her times in the 800 m. However, her performance was soon overshadowed by speculation about her sex. Before long, an Australian publication claimed that Semenya had male sexual organs and no womb or ovaries. The publication of this report left other media with a number of ethical dilemmas. This study examined the representation of Semenya in *Beeld* and *Rapport*, two Afrikaans newspapers, during the height of speculation. The aim of the study was to determine whether the specified media, in their portrayal of Semenya, adhered to journalism's ethical principle of truth-telling. Two theoretical frameworks, namely, Representation and African womanism, were used as analytical tools. Qualitative content analysis was used to analyse the portrayal of Semenya. The study found that the representation of Caster Semenya did not adhere to journalism's ethical principle of truth-telling in all respects.

Link: <http://scholar.sun.ac.za/handle/10019.1/80262>

Conette Le Roux-Hamman - *Politics And Hiv And Aids In South Africa : An Analysis Of The Media Reporting During The Presidency Of Thabo Mbeki (1999-2008)*

Abstract: When South African President Thabo Mbeki began doubting that HIV was the cause of AIDS in the late 1990s, failed to provide AIDS medication and stalled its introduction, openly supported HIV pseudoscientists and doubted HIV statistics, one of the most widely reported debates in the country's history emerged. When two independent 2008 studies found that the death of approximately 330 000 South Africans could have been prevented between 1999 and 2007 if President Mbeki's HIV policy made provision for AIDS medication, the AIDS debate was re-introduced, and it was these findings that provided the motivation for this study. The purpose of this study was to provide a historical perspective on HIV reporting in the media during Mbeki's presidency in order to answer how the media reflected and reported on his HIV policy, and also to provide possible reasons for the way the media reported on the matter. Research has shown that the government (particularly President Mbeki and his health ministers) and AIDS social movement organisations (particularly the Treatment Action Campaign [TAC]) were the main actors framing the AIDS epidemic in South Africa. Thus, this study examined the media's HIV trail in reporting on these actors' responses and counter-responses by means of content

analysis. Qualitative analysis, in the form of questionnaires sent to health journalists who reported on HIV during this period, was completed in order to provide the possible reasons for the media's reporting style. During the content analysis it was found that the media reporting was mostly positive towards the TAC and mostly critical towards Mbeki and his government, and the results of the questionnaires verified this, but also provided reasons why the media were mostly critical of Mbeki and his government. One principal reason was that the government's policies on HIV were so blatantly contrary to scientific evidence and medically unethical that it was the media's duty to fulfil their watchdog and surveillance role.

Opsomming: Toe die Suid-Afrikaanse president, Thabo Mbeki, in die laat jare negentig begin het om die oorsaak van VIGS in twyfel te trek, daarin misluk het om VIGS-medikasie te verskaf en produksie daarvan vertraag het, en openlik MIV-pseudowetenskaplikes ondersteun het en MIV-statistiek bevraagteken het, het 'n debat met moontlik van dié wydste nuusdekking in die geskiedenis van die land posgevat. Die VIGS-debat het weer op die voorgrond beland nadat twee onafhanklike studies in 2008 bevind het sowat 330 000 Suid-Afrikaners se dood kon tussen 1999 en 2007 vermy gewees het indien president Mbeki se MIV-beleid voorsiening gemaak het vir die verskaffing van VIGS-medikasie. Hierdie bevindinge het die motivering vir die studie verskaf. Die doel van hierdie studie was om 'n historiese perspektief van die mediadekking van MIV tydens Mbeki se presidentskap te verskaf om sodoende vas te stel hoe die media die debat oor Mbeki se MIV-beleid weerspieël het, maar ook om die redes te bepaal vir die manier waarop die media oor die kwessie berig het. Navorsing het getoon die regering (spesifiek president Mbeki en sy gesondheidsministers) en aktivistegroepe (spesifiek die Treatment Action Campaign [TAC]) was die hoofkarakters betrokke by die fokussering van die VIGS-epidemie in Suid-Afrika. Dus het hierdie studie probeer om die media se MIV-spore met betrekking tot beriggewing oor hierdie akteurs se stellings en reaksies deur middel van inhoudanalise te bestudeer. Kwalitatiewe analise in die vorm van vraelyste wat aan gesondheidsjoernaliste gestuur is wat in hierdie tydperk beriggewing oor MIV gedoen het, is gebruik om moontlike redes te verskaf vir die manier van beriggewing. Tydens die inhoudanalise is bevind dat mediadekking meestal positief teenoor die TAC was en meestal negatief teenoor Mbeki en sy regering. Die resultate van die vraelyste het dít bevestig, en redes verskaf waarom die media meestal krities was teenoor Mbeki en sy regering. Een van die vernaamste redes was dat die regering se beleidsrigtings met betrekking tot MIV so blatant teen wetenskaplike bewyse gekant was en boonop medies oneties was, dat dit juis die media se plig was om die rol van wag hond te speel.

Link: <http://scholar.sun.ac.za/handle/10019.1/80298>

Maphuti Mabothisakga Manny - Representation Of Black, Young, Women Politicians In South African Online News Media : A Case Study Of Lindiwe Mazibuko

Abstract: One of the main areas of transformation that continues to be a priority in the 21st century in South African and all other democratic societies is equality between men and women. The media plays an important role in attaining the desired balance in the way it represents both

genders. This study analysed the representation of South Africa's main opposition party's (Democratic Alliance) parliamentary leaders, Lindiwe Mazibuko, in the online print media in South Africa. Articles on Mazibuko from four leading news websites were analysed during the period in which her nomination to the position of parliamentary leader was announced, the run up to the party's elections, her election to the position and a month into her election. Not all persons suffered equally under the Apartheid regime therefore the empowerment of black women and their rise to positions of leadership and power remains an important priority if the gains of freedom are to be completely attained. Therefore every hindrance that would hamper their efforts should be addressed. The way the media represents not only women in general, but black women in particular is an important area of focus. Moreover, coverage of these women when they are in power and how they are portrayed to be handling these positions is critical. The paper approaches the representation of black, women politicians in the South African media from a womanist approach which goes beyond feminist assertions, from the mass communications theory, gender and media and the political economy theories. Using the quantitative research method of content analysis, 101 articles published on Timeslive, City Press Online, Mail & Guardian Online and Independent Online websites between 1 September 2011 and 30 November 2011 were analysed. The findings revealed that Mazibuko's age was mentioned in 62% of the articles, her gender in 28% of the articles and her race in 21%. This means that more than her race and gender, her age was the main area of focus for the majority of the news articles. The conclusion of this study questions the focus of these attributes that have no influence on her performance or ability to do her work and what it means to the progression of media representation of not only black women political leaders, but aspiring young, black, women political leaders.

Opsomming: Gelykheid tussen mans en vroue is een van die hoofareas van transformasie, en 'n voortdurende prioriteit in die 21ste eeu in die Suid-Afrikaanse en talle ander demokratiese samelewings. Die media speel 'n belangrike rol om 'n gewenste balans te bereik deur hoe beide geslagte verteenwoordig of uitgebeeld word. In hierdie studie was die verteenwoordiging van een van Suid-Afrika se hoof opposisie partye (Demokratiese Alliansie) se parlementêre leiers, Lindiwe Mazibuko, in die aanlyn gedrukte media in Suid-Afrika geanaliseer. Artikels oor Mazibuko van vier toonaangewende aanlyn nuus webtuistes tydens die aankondiging van haar nominasie tot die posisie as parlementêre leier, die aanloop tot die party se verkiesing, haar verkiesing tot die posisie, asook 'n maand na haar verkiesing, is geanaliseer. Nie alle mense het in dieselfde mate onder die Apartheidsbewind gelyk, daarom bly die bemagtiging van swart vroue en hul opgang na leierskap 'n gewigtige prioriteit indien die voordele van vryheid as geheel bereik sou word. Alle hindernisse wat hul pogings beperk moet dus aangespreek word. Die manier hoe die media nie net vroue in geheel, maar spesifiek swart vroue verteenwoordig, is 'n belangrike fokus area. Verder is die blootstelling van hierdie vroue wanneer hulle in magposisies is, asook hoe hulle voorgehou word om daardie posisies te hanteer, van kardinale belang. Hierdie tesis benader die verteenwoordiging van swart, vroue politici in die Suid-Afrikaanse media vanuit 'n vroue (womanist) benadering wat verder as feministiese bewerings gaan, vanuit die massa-kommunikasieteorie, geslag en media asook die politieke ekonomiese teorieë. Daar was gebruik gemaak van inhoudsanalise om 101 artikels wat op die webtuistes van 'Timeslive', 'City Press Online', 'Mail & Guardian Online' en 'Independent Online'

gepubliseer is tussen 1 September 2011 en 30 November 2011, te analiseer. Die bevindinge het daarop gewys dat Mazibuko se ouderdom in 62% van die artikels, haar geslag in 28% van die artikels en haar ras in 21% van die artikels genoem was. Dit beteken dat meer as haar geslag of ras was haar ouderdom die vernaamste fokusarea van die meeste nuusberigte. Die gevolgtrekking van hierdie studie bevraagteken hierdie eienskappe wat geen invloed het op haar vordering of vermoë om haar werk te doen, en wat dit beteken vir die vooruitgang van mediaverteenwoordiging van nie slegs swart, vroue politieke leiers nie, maar aspirant jong, swart, vroue politieke leiers.

Link: <http://scholar.sun.ac.za/handle/10019.1/80129>

Marenet Jordaan- Social Media In The Newspaper Newsroom : The Professional Use Of Facebook And Twitter At Rapport And The Mail & Guardian

Abstract: In a time of uncertainty for newspapers due in part to dwindling circulation, loss of advertising revenue and declining readership, Internet-based technologies have continued to grow. The unprecedented rise of social media, of which Facebook and Twitter are wellknown examples, has not gone unnoticed by the newspaper community. Despite their initial misgivings about the credibility of the information disseminated on these media, mainstream journalists worldwide have gradually started to adopt social media as professional tools. Social media serve as channels that help to funnel information towards journalists. Some newspaper journalists also use these media to broadcast news and promote their personal brands. The continued use of social media on a professional level will arguably have an impact on the daily routines and cultures within a newsroom. Academic research in this area is limited, especially within the South African context. This study explores whether the professional use of social media, with specific reference to Facebook and Twitter, influences the processes and cultures of news selection and presentation at the South Africa newspapers Rapport and the Mail & Guardian. A newsroom study within a social constructionism paradigm employed a combination of quantitative and qualitative research methodologies, including self-administered questionnaires, semi-structured interviews and ethnography. The main findings of this study were that the majority of journalists at Rapport and the Mail & Guardian used Facebook and Twitter actively on a professional level – mainly for trend tracking. The newsroom cultures were open and encouraging towards social media use. Journalists were also aware that social media create opportunities for their audiences to challenge the traditional roles of journalists and the realities constructed by the mainstream media. According to the journalists from Rapport and the Mail & Guardian the professional use of social media had not significantly altered their processes of news selection and presentation.

Opsomming: Terwyl koerante 'n onsekere tyd beleef, deels weens dalende sirkulasiesyfers, 'n verlies aan advertensie-inkomste en 'n afname in lesertalle, het Internetgebaseerde tegnologieë aanhou groei. Die ongekende groei van sosial media, waarvan Facebook en Twitter welbekende voorbeelde is, het nie ongesiens by die koerantgemeenskap verby gegaan nie. Ondanks hul aanvanklike bedenkinge oor die geloofwaardigheid van inligting wat op dié media

versprei word, het hoofstroomjoernaliste wêreldwyd geleidelik begin om sosiale media as professionele hulpmiddels te aanvaar. Sosial media dien as kanale waardeur inligting na joernaliste vloei. Sommige koerantjoernaliste gebruik ook die media om nuus uit te saai en hul persoonlike handelsmerk te bemark. Die volgehoue gebruik van sosial media op 'n professionele vlak sal bes moontlik 'n impak op die daaglikse roetine en kulture binne 'n nuuskantoor hê. Akademiese navorsing op die gebied is beperk, veral binne die Suid-Afrikaanse konteks. Hierdie navorsing ondersoek of die professionele gebruik van sosiale media, met spesifieke verwysing na Facebook en Twitter, 'n invloed het op die prosesse en kulture van nuusseleksie en -aanbieding by die Suid-Afrikaanse koerante Rapport en die Mail & Guardian. 'n Nuuskantoorstudie, binne 'n sosiale konstruktivisme paradigma, het 'n kombinasie van kwantitatiewe en kwalitatiewe navorsingsmetodologieë ingespan, insluitende: selfgeadministreerde vraelyste, halfgestruktureerde onderhoude en etnografie. Die hoofbevindinge van die studie was dat die meerderheid van die joernaliste by Rapport en die Mail & Guardian Facebook en Twitter aktief op 'n professionele vlak gebruik het – hoofsaaklik om tendense dop te hou. Die nuuskantoor-kulture was oop en aanmoedigend teenoor die gebruik van sosiale media. Joernaliste was ook bewus daarvan dat sosiale media geleenthede skep vir hul gehore om die tradisionele rol van joernaliste, sowel as die realiteite wat deur die hoofstroommedia geskep word, te betwis. Volgens die joernaliste van Rapport en die Mail & Guardian het die professionele gebruik van sosiale media nie hul nuusinsamelings- en aanbiedingsprosesse noemenswaardig beïnvloed nie.

Link: <http://scholar.sun.ac.za/handle/10019.1/20101>

Gillian Rennie - A Textual Analysis Of Jonny Steinberg's 'the Number' : Exploring Narrative Decisions

Abstract: This study attempts to explore aspects of the textual representation of Magadien Wentzel, the main character of *The Number*, a work of literary journalism by Jonny Steinberg. It sets out to respond to the following two central research questions: Firstly, what narrative decisions does Jonny Steinberg make in the text of *The Number* to convey aspects of the reality he experienced in relation to his main character, Magadien Wentzel; and secondly, what effect do these decisions have on the reader? As literary journalism is a genre with fluid boundaries and therefore various definitions, the thesis first presents the challenge of definition and lays out a broad history of the genre in its attempt to situate *The Number* as a work of social documentary and of literary journalism in South Africa. Taking realism as its theoretical point of departure, this study aligns itself with the view that there exists an independent, extra-textual real-world and that knowledge of this real-world can be produced and shared. In doing so, realism presents itself as a literary form associated with art that cannot turn away from harsh aspects of human existence – a characteristic mirrored by Steinberg's (and thus his character's) major themes. By means of a textual analysis which seeks to interpret aspects of Steinberg's narrative decisions in his text, this study uses tools of literary realism, namely the empirical effect and the character effect, in its exploration. This research, conducted within the qualitative research paradigm, is informed in particular by the assumption that there exists an implicit

communicative contract between author and reader which leads to narrative trust, seen as an indispensable quality to the non-fictional reading experience. In the case of Steinberg and *The Number*, this study finds that the writer's representation of a particular reality relies to an important degree on the level of trust he is able to inspire in a reader. This is pertinent because, being factual, non-fiction demands that a reader not only imagine a world other than their own, but that they believe it too. One of the ways in which Steinberg enables a reader to trust his representation of his particular reality is by overtly placing his literary and authorial concerns alongside his reportage of Magadien Wentzel, the main character of *The Number*. This distinctive narrative approach results in a modification of the reader's traditional contract with the writer, forged by the text between them, to one in which the text unites the reader with both Steinberg as narrator and Magadien Wentzel as character.

Opsomming: Hierdie studie poog om aspekte van die tekstuele voorstelling van Magadien Wentzel, die hoofkarakter in *The Number*, 'n werk van literêre joernalistiek deur Jonny Steinberg, te verken. Dit probeer om die volgende twee sentrale navorsingsvrae te beantwoord: Eerstens, watter narratiewe besluite neem Jonny Steinberg in die teks van *The Number* om aspekte van die werklikheid wat hy ervaar het met betrekking tot sy hoofkarakter, Magadien Wentzel, oor te dra, en tweedens, watter effek het dit op die leser? Aangesien literêre joernalistiek 'n genre is met vloeibare grense en daarom verskeie definisies, probeer die tesis eerstens die uitdaging van definisie te beantwoord. Daarmee lê dit ook 'n breë basis van die geskiedenis van die genre in sy poging om *The Number* te situeer as 'n sosiale dokumentêr en as literêre joernalistiek in Suid-Afrika. Met realisme as teoretiese vertrekpunt, vereenselwig hierdie studie hom daarmee dat 'n onafhanklike, ekstra-tekstuele regte wêreld bestaan, en dat kennis van dié “regte wêreld” geskep en gedeel kan word. So representeer realisme hom as 'n literêre vorm wat verband hou met die kunste, en wat sigself nie kan afwend van die harde aspekte van die menslike bestaan nie – 'n kenmerk wat deur Steinberg se hooftemas – en daarom ook dié van sy hoofkarakter – weerspieël word. Deur middel van 'n tekstuele analise wat poog om aspekte van Steinberg se narratiewe besluite in sy teks te interpreteer, gebruik hierdie studie aspekte van literêre realisme, naamlik die empiriese effek en die karakter-effek, in sy ondersoek. Hierdie navorsing, wat binne die kwalitatiewe navorsingsparadigma uitgevoer is, is veral geïnformeer deur die aanname dat daar 'n implisiete kommunikatiewe kontrak tussen die skrywer en die leser bestaan wat lei tot narratiewe vertroue, gesien as 'n onmisbare element van die nie-fiksie-leeservaring. In die geval van Steinberg en *The Number* het hierdie studie bevind dat die skrywer se voorstelling van 'n bepaalde werklikheid tot 'n belangrike mate berus op die vlak van vertroue wat hy by die leser genereer. Dit is belangrik, want synde feitelik, vereis nie-fiksie dat 'n leser nie net 'n wêreld anders as hul eie voorstel nie, maar dat hulle ook daarin kan glo. Een van die maniere waarop Steinberg 'n leser in staat stel om sy voorstelling van sy besondere werklikheid te vertrou, is deur die plasing van sy literêre en outeursbesorgdheid direk langs sy reportage van Magadien Wentzel, die hoofkarakter in *The Number*. Hierdie unieke narratiewe aanslag het 'n modifikasie van die leser se tradisionele kontrak met die skrywer tot gevolg, 'n kontrak wat gewoonlik deur die teks tussen hulle gesmee is, en wat verander in een waarin die teks die leser met beide Steinberg as verteller en Magadien Wentzel as karakter verenig het.

Link: <http://scholar.sun.ac.za/handle/10019.1/79987>

Julie Stevens - *Shattering The Boundaries Through Self-efficacy : Exploring The Social Media Habits Of South African Previously Disadvantaged Entrepreneurs*

Abstract: The primary purpose of this study is to explore the social media habits of South African previously disadvantaged entrepreneurs and the way in which the activity of online social networking through social networking sites (SNS) results in the outcome of building social capital for a business venture. At the heart of addressing the research topic is the concept of self-efficacy, which is explored as a key component of human motivation and behaviour. The study explores how self-efficacy beliefs are developed with regard to social media usage and their potential to influence positive outcomes for a business. Based on the research topic, the study which is empirical in nature, has applied a qualitative research design in order to interpret rather than measure self-efficacy behaviours related to social media usage. A purposive non-probability sampling procedure has been adopted to select twelve previously disadvantaged South African entrepreneurs for the study. Semi-structured interviews provide for an interactive and insightful data collection process. As a qualitative study, attention is given to guidelines which establish reliability and validity. Key findings from the study support and refine established Internet self-efficacy research (Eastin & LaRose, 2000) based on Social Cognitive Theory (Bandura, 1986). Based on the established relationships between various constructs and self-efficacy beliefs, the results of the study have been interpreted positively. The findings of the study contribute to the current digital divide debate, and point to a narrowing of the access and participation gap. According to the sample, social media has become embedded in their daily lives for both social and business purposes, and is contributing towards building social capital. This study provides scope to further explore social media as a new opportunity for previously disadvantaged entrepreneurs in South Africa.

Link: <http://scholar.sun.ac.za/handle/10019.1/80184>

Estelle Van Niekerk- *A Cross-section Survey Of Health Information-seeking Practices Among Young Adults On A South African University Campus*

Abstract: Health information-seeking is a complex and dynamic construct. This study attempted to quantify and explain the use of interpersonal communication, media and related technologies as health information sources among first year university students on the campus of Stellenbosch University (SU), using a cross-sectional survey design. The questionnaire and web-based survey intended to measure and document important research constructs at a single point in time. Data from this survey provide exploratory information on patterns of health information-seeking practices and preferences encountered among the research target group. Measures of the reasons for health information-seeking on specific topics; health information sources/channels and frequency of source/channel use; information source credibility and quality as well as the outcomes of the health information-seeking process were used as secondary research aims in this study. Health communication and health management needs of

the research population were also important research variables to establish. Results from this research indicate that the health status of the study cohort was good. The mean of the BMI kg/m² for the current study cohort lies at the higher end of the BMI kg/m² continuum for this age group, which indicates that the lifestyle of the study cohort is at risk. The use of health information sources among the research cohort was diverse. This research confirms that interpersonal communication is an important information medium through which young adults receive health information. The concept of an ecological context to health communication and its effects are therefore supported by these results. Use of media sources and related technology was common and diverse among the study cohort, mirroring patterns of media use for other young adult groups. Results further support the theory of effect-studies in communication (the media), where the provision of certain types of information through the media, indicate to have an impact on people's thinking and behaviour. A behaviour change as result of the health information-seeking process was reported among the research cohort. Health communication literature refers to small numbers of studies conducted on health information-seeking among young adults (student populations). The current research has attempted to add to the body of knowledge on health information-seeking and its outcomes among a student population group in a South African university setting.

Opsomming: Die soektog na gesondheidsinligting is 'n dinamiese en komplekse proses. Hierdie navorsing het gepoog om die gebruik van interpersoonlike kommunikasie, media en verwante tegnologieë as inligtingsbronne oor gesondheid onder eerstejaar-studente op die kampus van die Universiteit van Stellenbosch (US) te kwantifiseer en te verklaar. 'n Dwarsdeursnitopname is as studieontwerp gebruik. Die web-gebaseerde vraelys het gepoog om belangrike navorsingskonstrukte tydens 'n enkele tydgleuf te probeer meet. Data van hierdie opname verskaf verkennende inligting oor die patrone van die soeke na gesondheidsinligting en gesondheidsinligtingvoorkeure van studente. Redes vir die soek na gesondheidsinligting; mediums/metodes waardeur inligting verkry word; frekwensie van soektogte; geloofwaardigheid van mediums en die kwaliteit daarvan; onderwerpe waarna gesoek word en die uitkomste van hierdie gesondheidsinligtingsoektog, is as sekondêre navorsingsuitkomste van belang geag. Gesondheidskommunikasiebehoefte onder die navorsingsteikengroep was belangrik om vas te stel. Resultate van die navorsing dui aan dat die gesondheidstatus van die navorsingsgroep goed was. Die gemiddelde BMI kg/m² vir die groep was egter aan die bokant van die BMI kg/m² kontinuum vir die ouderdomsgroep en dui op moontlike leefstylrisiko's vir die groep. Die gebruik van gesondheidsinligtingsbronne was baie divers. Hierdie navorsing ondersteun die feit dat interpersoonlike kommunikasie, as gesondheidsinligtingsbron, nog 'n belangrike rol speel onder jong volwassenes. Die konsep van 'n ekologiese konteks vir gesondheidskommunikasie en die uitwerking daarvan, word ondersteun deur die huidige navorsingsresultate. Die gebruik van media en verwante tegnologieë, as inligtingsbronne vir gesondheid, is as baie divers gerapporteer. Dit bevestig patrone van mediagebruik wat onder ander jong volwassenes gevind is. Resultate van hierdie navorsing ondersteun ook die teorie van effek-studies in kommunikasie (die media), waar die verskaffing van inligting deur die media 'n impak op mense se denke en gedrag aandui. 'n Gedragsverandering is wel deur die navorsingsgroep aangedui as resultaat van die soeke na gesondheidsinligting. Gesondheidskommunikasieliteratuur verwys na enkele studies wat oor gesondheidsinligtingsoektogte onder jong volwassenes (studente-populasies)

gedoen is. Die huidige navorsing het gepoog om 'n bydrae te maak tot hierdie kennis en die uitkomst daarvan onder studente op 'n Suid-Afrikaanse universiteitskampus.

Link: <http://scholar.sun.ac.za/handle/10019.1/20022>

Francine Van Niekerk - *Die Rol En Regulering Van Internetdiskoerse Op Die Ng Kerk Se Webplatforms In Die Daarstelling Van 'n Publieke Sfeer*

Abstract: This study investigates if and how the Dutch Reformed Church (DRC) uses its websites to create a public sphere. Since the end of apartheid this church and its media had to adapt to the changing environment in South Africa, particularly in its increasing use of the new media to involve believers and non-believers. Because of the internet's potential to connect people from all over the world and its interactivity, scholars assert that the internet can create a public sphere. Habermas' idea of the public sphere, a conceptual space where critical public discourse takes place and anyone can participate, forms the theoretical underpinning for this study. This theory, however, is slightly adapted by arguing that conflict – within bounds – is also part of the communication process within the public sphere. This study focuses on seven active websites of the DRC in order to examine its relation to public theology from a critical cultural perspective. The ideals of public theology closely relates to that of the public sphere. These ideals are a public debate on issues relating to the common good, which are discussed from a religious stance. A central view is that regulation can hinder the forming of a public sphere. Thus the nature and level of regulation on the church's websites are examined. The nature of interaction between users and content on websites is also studied. This study combines qualitative and quantitative methods, including semi structured interviews, questionnaires, content analysis and systematic observation. The study found that Kerkbode's Facebookpage facilitates a lively forum for debate on issues that advances the public sphere. The Facebookpage of the DRC has the potential to create such debates. On both these websites and Kerkbode-online and NG Kerk-online, regulation on midlevel curbs this potential. Other obstacles for creating a public sphere that was identified on the DRC's websites, were personal insults, too narrow focus on internal church affairs and low participation in topics that could advance the public sphere.

Opsomming: Hierdie studie ondersoek die vraag of die NG Kerk se webwerwe dit regkry om 'n publieke sfeer te skep. Sedert die einde van apartheid het die kerk en sy media hom op verskeie maniere in die veranderende Suid-Afrika aangepas, onder meer deur die toenemende gebruik van nuwe media om gelowiges en nie-gelowiges te betrek. As gevolg van die internet se vermoë om mense van regoor die wêreld te verbind en die interaktiewe aard van die medium, meen kenners dat die internet 'n publieke sfeer kan skep. Habermas se idee van 'n publieke sfeer, wat 'n konseptuele ruimte is waar kritiese, openbare diskoerse gevoer word wat vir enigiemand toeganklik is, vorm die onderbou van hierdie studie. Dié teorie word hier aangepas deur aan te voer dat konflik en meningsverskil – binne perke – ook deel van kommunikasieprosesse binne die publieke sfeer is. Hierdie studie fokus op die sewe aktiewe webwerwe van die NG Kerk om hul verbintenis tot publieke teologie binne 'n krities-kulturele paradigma te ondersoek. Die ideale van publieke teologie hang nou saam met dié van die

publieke sfeer, naamlik 'n openbare gesprek oor sake van openbare belang wat vanuit godsdienstige oortuigings gevoer word. 'n Sentrale vertrekpunt van die studie is dat 'n ideale publieke sfeer deur regulering aan bande gelê kan word. Dus word die aard en vlak van regulering op die kerk se webwerwe ook nagevors. Die tipe interaksie tussen gebruikers en die inhoud van die webwerwe is ook bestudeer. Die studie gebruik 'n kombinasie van kwalitatiewe en kwantitatiewe metodes, insluitend semi-gestruktureerde onderhoude, vraelyste, inhoudsanalise en sistematiese observasie. Die studie het bevind dat Kerkbode se Facebookblad 'n lewendige forum bied vir debat oor sake wat die publieke sfeer bevorder. Ook die NG Kerk se Facebookblad het die potensiaal om sulke debatte te skep. Op albei hierdie webwerwe, asook Kerkbode-aanlyn en NG Kerk-aanlyn, het regulering op mesovlak dié potensiaal egter ingeperk. Ander hindernisse vir die skep van 'n ideale publieke sfeer wat op die NG Kerk se webwerwe geïdentifiseer is, is beledigings, 'n te noue fokus op interne kerksake en lae deelname aan debatte oor sake wat die publieke sfeer kan bevorder.

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