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WHAT ARE WOMEN REALLY READING? STEREOTYPES AND MESSAGES OF EMPOWERMENT IN SARIE

Charlea Sieberhagen

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ABSTRACT: To what extent does the editorial content of SARIE reflect messages of empowerment or stereotypical ideals of femininity? According to previous research, how are women represented in women's magazines? To answer these questions, research was done about the messages communicated through editorial content of the Afrikaans women's magazine SARIE. This study refers to previous research conducted about the ways in which women are represented in women's magazines. Through this study it was found that some women's magazines communicate an ambivalent message to women by promoting a certain image of beauty and the so-called "ideal woman" by depicting traditional feminine themes in a positive way. At the same time some magazines also educate and empower women by publishing informative content. Twelve editions of SARIE, published in 2014, were analysed in order to determine how women are depicted in the magazine. Three different kinds of articles were selected to be analysed by means of a narrative analysis. Word choices and phrases which characterise and describe women were identified in the selected articles. These phrases were used to determine themes in the selected texts in order to determine to what extent women are being stereotyped or empowered by the articles. The study refers to research by Media24 about SARIE's readership. It was found that messages of empowerment are prevalent in SARIE, but women are being characterised stereotypically in some articles as being mothers, as well as being submissive, supportive and subordinate to men while sacrificing their own happiness and careers.

OPSOMMING: Tot watter mate kommunikeer die redaksionele inhoud van SARIE boodskappe van bemagtiging en stereotipiese idees van vroulikheid? Na aanleiding van vorige navorsing, hoe word vroue in vrouetydskrifte uitgebeeld? Om dié vrae te beantwoord is navorsing gedoen oor die boodskappe wat deur die redaksionele inhoud van die Afrikaanse vrouetydskrif SARIE, gekommunikeer word. Dié studie verwys na vorige navorsing wat gedoen is oor die manier waarop vroue in vrouetydskrifte voorgestel word. Deur die studie is daar bevind dat sekere vrouetydskrifte dubbelsinnige boodskappe aan vroue kommunikeer deur skoonheidsideale en die idee van die "ideale vrou" te bevorder deur tradisionele temas oor vroulikheid in 'n positiewe lig te stel. Terselfdertyd bemagtig van die tydskrifte vroue deur hulle op te voed deur artikels te publiseer wat vroue inlig. Twaalf uitgawes van SARIE, wat in 2014 gepubliseer is, is ontleed om vas te stel hoe vroue in die tydskrif uitgebeeld word. Drie verskillende soorte artikels is gekies

vir die narratiewe ontleding. Woordkeuses en frases wat vroue beskryf en kenmerk, is in die artikels geïdentifiseer. Dié frases is gebruik om temas uit te lig om sodoende vas te stel tot watter mate vroue bemagtig en gestereotipeer word deur die tekste. Die studie verwys ook na marknavorsing deur Media24 oor SARIE se leserskap. Die studie het bevind dat boodskappe van bemagtiging in die tydskrif voorkom, maar dat vroue stereotopies gekarakteriseer word in sommige artikels deur hulle uit te beeld as moeders, asook as onderdanig, ondersteunend en ondergeskik aan mans terwyl hulle hul eie geluk en loopbane opoffer.

THE POLITICAL ROLE OF THE MEDIA IN THE DEMOCRATISATION OF MALAWI: THE CASE OF THE WEEKEND NATION FROM 2002 TO 2012

Gunde, Anthony Mavuto (2015-12)

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ENGLISH ABSTRACT: This study investigated the political role of the Weekend Nation newspaper in the democratisation of Malawi between 2002 and 2012 within the context of its foundational and ownership structures by a politician. Bearing in mind that the newspaper was founded by a politician belonging to the first democratically elected ruling party, the United Democratic Front (UDF), this research sought to examine the impact of media ownership on the political role of the Weekend Nation's journalistic practices in Malawi's democratisation. Between 2002 and 2012, Malawi was governed by three presidents – Bakili Muluzi of the UDF from 1994 to 2004, Bingu wa Mutharika of the Democratic Progressive Party (DPP) from 2004 to 2012, and Joyce Banda of the People's Party (PP) from 2012 to 2014 – all of whom were hostile to the Weekend Nation. Taking into cognisance the ownership of the Weekend Nation by a politician, the critical political economy theory of the media was deemed to be the most appropriate theoretical framework for this study. In media research, the critical political economy theory asserts that owners are able to regulate the output of the media institution either by intervening in the day-to-day operations, or by establishing general goals and understandings and appointing managerial and editorial staff to implement them within the constraints set by the overall allocation of resources. The study employed a qualitative research methodology, in particular in-depth interviews and qualitative content analysis. Research findings indicate that overall, the political ownership of the newspaper had no direct bearing on the journalists' political role in the enhancement of democracy and good governance in Malawi. It established that despite the ownership of the Weekend Nation belonging to a prominent and influential politician, the editorial independence was not compromised. Contrary to general expectations, this study established that the Weekend Nation in Malawi, was critical to the political elite in an indiscriminate manner. Although it was not the focus of this study, the research also showed that market forces, in line with the stance taken by the critical political economy theory, had some impact on the Weekend Nation's editorial independence.

The quest for more advertising revenue, to an extent, undermined the struggle for complete editorial independence.

OPSOMMING: Hierdie studie het die politieke rol van die koerant die Weekend Nation in die demokratisering van Malawi tussen 2002 en 2012 vanuit die konteks van sy fundamentele rol en eienaarskap deur die politieke elite ondersoek. Met as vertrekpunt dat die koerant gestig is deur 'n politikus wat lid was van die eerste demokraties-verkose regerende party, die United Democratic Front (UDF), het hierdie navorsing die impak van media-eienaarskap op die politieke rol van die joernalistieke praktyke van die koerant in Malawi se demokratisering ondersoek. Tussen 2002 en 2012 is Malawi deur drie president regeer – Bakili Muluzi van die UDF van 1994 tot 2004, Bingu wa Mutharika van die Democratic Progressive Party (DPP) van 2004 tot 2012, en Joyce Banda van die People's Party (PP) van 2012 tot 2014 – al drie was vyandiggesind teenoor die Weekend Nation. In ag genome dat die Weekend Nation aan 'n politikus behoort, is die kritiese politieke ekonomie van die media-teorie die mees toepaslike teoretiese vertrekpunt vir hierdie studie. In medianavorsing dui dié teorie daarop dat die eienaar die inhoud van die media-instelling bepaal deur hetsy inmenging in die dag tot dag uitvoering van pligte, of deur algemene doelwitte en veronderstellings wat gestel word, en deur bestuurders en joernaliste aan te stel wat dit sal uitvoer binne die bepalings van die toegewysde hulpbronne. Die studie het kwalitatiewe navorsingsmetodologie toegepas, spesifiek indiepte- onderhoude en kwalitatiewe inhoudsanalise. Die bevindings dui daarop dat die eienaarskap van die koerant geen direkte invloed op die joernaliste se politieke rol in die versterking van demokrasie en goeie bestuur in Malawi gehad het nie. Dit het vasgestel dat, ondanks die eienaarskap van die Weekend Nation aan 'n prominente en invloedryke politikus, die redaksionele onafhanklikheid nie gekompromitteer is nie. In teenstelling met algemene verwagtings het die studie bevind dat die Weekend Nation in Malawi krities ingestel was teenoor die politieke elite sonder om enige onderskeid te tref. Hoewel dit nie 'n fokus van die studie was nie, het dit ook aangedui dat markkragte, in ooreenstemming met die kritiese politieke ekonomie-teorie, tog 'n impak op die Weekend Nation se redaksionele onafhanklikheid gehad het. Die stewe na groter advertensie-inkomste het tot 'n mate die stryd vir algehele redaksionele onafhanklikheid ondermyn.
