

Thesise / Theses 2004

| Name | Topic |
|-----------|---|
| M Eckardt | The development of film criticism in Cape Town`s daily press 1928 - 1930: An explorative investigation into the <i>Cape Times</i> and <i>Die Burger</i>. |

The aim of the study is to examine the development of film criticism in Cape Town`s daily press from 1928 to 1930, using film reviews from the newspapers the Cape Times and Die Burger as main sources. The character of film criticism in the period under discussion is explained by using a description of the general function of film criticism as a basis and taking film criticism in Weimar Republic Germany as an example for the following comparison. The basis for the comparative analysis is a list of films screened in three selected cinemas in Cape Town from 1928 to 1930. Part of the analysis is an empirical study to examine the quantitative development of film reviews in the period under discussion. Length ranges with which to characterize film reviews are defined and the preferred average lengths of reviews for both newspapers as well as for films screened at the particular cinemas are listed. The qualitative part of the study is a content analysis of two selected groups of films: 1. films which received average-size reviews and 2. films which ran longer than average and received above-average size reviews. The survey reveals that the Cape Times followed a quantitative strategy, reviewing all films screened and that Die Burger had a qualitative strategy, reviewing specially selected films only but in more detail. The reviews in both newspapers can be characterized as functionalistic. The Cape Times displayed their business orientation by publishing mostly advertisement-like reviews; Die Burger`s political orientation was reflected in comments about the language in sound films, incorporating film and cinema into the language struggle. The study demonstrates that newspapers are the most valuable source for research concerning early South African film history. The existing standard reference, Thelma Gutsche`s The History and Social Significance of Motion Pictures in South Africa 1895-1940 can be fruitfully complemented by using Afrikaans newspapers, as well as Hans Rompel`s book Die Bioskoop in Diens van die Volk and other writings by this influential Afrikaner film critic.

| Name | Topic |
|--------------|---|
| Elna Rossouw | DIE FRAGMENTASIE IN DIE SUID-AFRIKAANSE VROUETYDSKRIFMARK: DIE INVLOED VAN VROU-GERIGTE NISTYDSKRIFTE OP DIE TRADISIONELE ALGEMENE BELANGSTELLING - VROUETYDSKRIF Gaan die tradisionele algemene belangstelling Suid-Afrikaanse vrouetydskrif die vloedgolf nuwe vrou-gerigte nistydskrifte oorleef? |

The appearance and content of magazines in the South African consumer market has changed drastically during the past two decades. Where once only a handful of women`s magazines existed from which readers could choose, shelves in shops today are filled to capacity with glossy publications which address every possible need, interest and desire of feminine readers.

This diversification in the South African women`s magazine market happened almost overnight and there is no doubt that the advent of the niche market of women-focused magazines has changed the landscape of the South African magazine. The established traditional women`s magazine of broad general interest had to take cognizance meticulously of the worldwide trend and of various economical, political and socio-cultural factors influencing the successful publication of women`s magazines locally.

The aim of this study is to see how the advent and growth of niche-market magazines focused exclusively on matters of interest specifically to women such as home, décor, garden, food, health, lifestyle, handcrafts and parenting have affected the world of the traditional South African women`s magazine.

The researcher endeavours to answer the question as to whether the traditional women`s magazine

of general interest can survive the flood of new women-directed magazines and has concluded that in order not only to survive, but to maintain necessary profit margins, the traditional general interest women's magazine is going to have to adapt its contents urgently and continuously to the needs of its readers.

| Name | Topic |
|---------------------------|--|
| Stephanie Townsend | Herposisionering/Vernuwing in die Suid-Afrikaanse Vrouetydskrifmark, met Spesifieke Verwysing na Innoverende Inhoud |

This project was undertaken in order to investigate the phenomenon of repositioning/rejuvenation in the South African women magazine industry, rooi rose and SARIE in particular. These two women magazines, already in a mature phase and seemingly showing very little difference in identity, have been constantly competing with one another for many years.

One of the goals of the study is to determine whether the manner in which repositioning is applied would be a sustainable solution and/or whether, considering the saturated market in SA, this would be the sole solution. Hypothetically speaking, the recipe for success may be embedded in new or innovative information and information to support the adopting process of the reader. The Diffusion of Innovation theory is used as the theoretical platform.

A content analysis of rooi rose and SARIE for the period July 2002 to December 2003 has been conducted and applied to seven categories. The data has been scientifically analysed using the Student's t-test. It emerged from the quantitative study that no correlation could be found between innovative content and content supporting the adopting process, and the fluctuation of the ABC figures during that time period. By no means is this an indication that innovative content does not play an important role in the editorial mix, only that SARIE's better performance since its repositioning should be attributed to other factors.

The two magazines are almost similar in terms of positioning, content and target market. For this reason, the role that publicity plays at the launch of each monthly issue should not be underestimated.

The Afrikaans women magazine market shows meagre growth that points publishers into other directions such as the expats market, for future growth and survival.

Finally, the general interest women magazine should seriously consider her own role in providing innovative information for her reader in order to counter the strong upcoming niche magazine market, which seems to have taken over this very important function of providing innovative information and content supporting the adoption process.

In the meantime, change as the only constant means that repositioning or rejuvenation is a given factor in the game of survival.

| Name | Topic |
|-----------------------|---|
| Gerrit van Wyk | Die voorstandersrol in die daarstelling van 'n agenda van nuus oor die bewoonde omgewing |

The independent interpretation of a series of interviews shows provisionally that the proponent of an issue is its scout and interpreter in the agenda-setting process. The proponent thus helps to develop and adapt the scope of an issue so that it will appear as a dynamic subject on the media agenda.

The focus of this assignment falls on the proponents of the inhabited environment as a career scientific development. The definition of this career scientific development was adapted to suit an investigation in media studies.

The interview questions examined three topics: the issue proponent's profile, motivation and discouragement to make contributions, and the technical skills and standards needed to place an issue on the media agenda.

The profile of a proponent is that of scout and interpreter. The respondents mention the stereotypes media institutions maintain as the greatest demotivation and their love for the inhabited environment as their greatest motivation. The respondents place a lot of value on high journalistic standards in the coverage of their issue.