

Thesise / Theses 2000

Name

Subject

PROPAGANDA: 'n Historiese kommunikasieproses van belang vir bestuurders van die media
Nicolene Botha

Although most journalists and media managers will deny that they are at all biased, few of the communication messages that are daily spread by the mass communication media are neutral. Media people transfer their own political orientation, also that of the organisation they work for, to their reports by means of their decisions of what news they will present and how they will present it. More often than not, journalists are completely ignorant of the fact that they form part of a propaganda attempt, because they do not realise that they are being manipulated. In order to distinguish between real news and propaganda in the form of news, it is essential to have insight into the nature and origin of propaganda, but especially in the techniques that are commonly used.

Knowledge of these different techniques provide a basis according to which journalists and media managers will be able to judge news events in order to determine the propagandistic intention thereof.

Transformation of the media with specific reference to senior staffing at the Independent Newspapers Cape (The Cape Argus and The Cape Times) And Media24 (Die Burger)
C R du Plessis

Before 1994, the year in which South Africa conducted its first democratic elections, newspapers did little to reflect the demographics of its country and more specifically its regions. This assignment delves into the progress made regarding transformation with specific reference to senior staffing at the Cape Argus, Cape Times and Die Burger since 1994. A comparison is drawn between what went before and after 1994 in the staffing structures of the newspapers mentioned.

In terms of content the assignment lists and studies a number of issues regarding transformation as per the topic. Histories of the above-mentioned newspapers are recorded. The South African Human Rights Commission's views on transformation in the media are mentioned as well. The views of these newspapers and those of the Government are also shared.

Changes have been made, although this has been at a pedestrian pace for a number of reasons. These changes need to be tracked through for more empirical work than has been possible in this assignment. These newspapers have set themselves targets and they are optimistic that in the near future more changes would be made. The prospect for future research of this topic is far from being saturated. The three media houses discussed are committed to transformation.

Hekwagterskap tydens die Waarheids-en-Versoeningskommissie se sitting oor chemiese en biologiese oorlogsvoering soos gereflekteer in drie Kaapse dagblaie
Jannie Ferreira

Between 1996 and 1998 South Africa's Truth and Reconciliation Commission investigated human rights violations since 1960. The South African and foreign media were faced with the challenge of presenting witness accounts of the numerous atrocities in a palatable form. Despite these attempts media managers at Cape Town's two English-language dailies in particular detected a measure of reader resistance to "bad news" which made the readers feel "powerless", and they consequently had to adopt a careful approach. The TRC could not be ignored, but the often gruesome details which came to light could not be stuffed down readers' throats. Gatekeeping had to be exercised and the news filters regulated.

This study attempts to illustrate the concept of gatekeeping by analysing the coverage the three Cape Town dailies, the Cape Argus, Cape Times and Die Burger gave the most sensational sessions of the Truth and Reconciliation Commission. In June and July 1998 about ten men, each of them doctors or generals, gave evidence about their involvement in the stockpiling of chemical and biological weapons for South Africa's arsenal. Reporters were confronted with a major challenge to comply with the journalistic rigours set by this session.

To illustrate the phenomenon of gatekeeping, interviews were held with nine journalists at the three newspapers to determine their views and perceptions, and the effect of these on the phenomenon of gatekeeping. Aspiring media managers, media managers, reporters and anyone performing a gatekeeping role may find the findings of this study useful.

**David M
Kashweka**

Sources of news in the media: Zambia and Namibia: Zambia and Namibia

The controversy over news sources between journalists and society continues to be a raging conflict. The ethics and principles of journalism are very unequivocal on the issue: News sources are the cornerstone of good investigative journalism. Very often, reporters feel compelled to promise confidentiality in order to solicit candid testimony from those who bear witness to the unsavoury conduct of others. Sources are the foundation of a journalist's success, developed, nurtured and often protected for the future. The reputation a reporter, or a newspaper or television station has for protecting sources who provide sensitive information is part of a continuing dynamic of good journalism.

At the same time, audiences and conventional wisdom expect sources to be fully identified as a way of assessing and assigning media credibility. Audiences generally have the right to detailed information held by reporters and editors. Only an argument of seeking a greater good, or trying to avoid grievous harm, can justify not identifying the source of information. Meanwhile, all the media executives in Zambia and Namibia agree that the most difficult area in news coverage is the identification of confidential sources. Some Zambian, Namibian and other African and Western reporters and editors have, in the past, preferred suffering physical harm or going to jail rather than disclose their sources of news and information.

On the whole, media experts, including Western and African executives, strongly feel that reporters should do everything possible to identify their sources in their news stories to maintain the credibility of their news organisations and avoid unnecessary litigation. Reporters and editors are thus strongly advised to observe certain safeguards to avoid obvious pitfalls.

Tseliso Mokela

The State and functioning of the media in Lesotho since 1966

Lesotho is swinging back and forth between press freedom and control. The government is following a policy of blocking negative and unflattering news from the public and it often practices a policy of misinformation. The authorities often manipulate the news so that it favours their causes, programmes

and image. Both government and the opposition parties victimise journalists who criticise their policies by subjecting them to lawsuits for defamation in a bid to silence them.

Editors and reporters who work for state-controlled media do not have editorial autonomy and freedom from government interference. Ministers of Information decide what should be broadcast or published, because truth is essentially a monopoly of those in power. Those who are in power use the state-controlled radio for political indoctrination in order to consolidate themselves, because they are aware that most of the country's population who tune in to the national radio are illiterate peasants who live on subsistence agriculture and for them freedom of expression have little or no meaning at all.

Democratically elected governments that ruled Lesotho since 1993 often resort to repressive tools inherited from their dictatorial predecessors in a bid to suppress and silence the press and other critical voices. Lesotho remains a politically and economically hostile media environment. The attitude of the politicians toward the media and freedom of expression is negative and out of tune with internationally democratic principles, but when we compare the present with the past, media practitioners do enjoy relative freedom never enjoyed before.

**Jearelle
Wolhuter**

**Die gebruik van 'n siftingstoets as keuringsmetode vir nagraadse
joernalistiekstudente en voornemende joernaliste**

There is a need to differentiate between people with better journalistic skills and people with weaker journalistic skills in both the academic and business world. In this report the use of a selection test is proposed as a way to select students or anyone who will be doing journalistic type work. A selection test is an easy way to identify better candidates and, in conjunction with an interview, it can give one a good impression of a candidate's abilities. The proposed test is based on the selection test used by the University of Stellenbosch's Journalism Department for entrance into the BPhil course, and the University of Columbia in New York's selection test for entrance into the Master's course in Journalism. First, the core skills of successful journalists are identified and then practical suggestions are made on how to test these skills, based on the contents of existing tests. The three main skills that a selection test in journalism should measure are: language ability, frame of reference (general knowledge) and numeracy. Other skills, such as personality traits and visual literacy are also discussed, but due to the fact that they are less important skills or very difficult to measure, they are not considered as core skills in the test. A format for a selection test is proposed.