

## Thesise / Theses 1990 - 1999

Name	Subject	Year
<b>Malene M Breytenbach</b>	<b>Nelson Mandela: The creation of a myth. A comparative study of reporting in two Cape Town Dailies</b>	<b>1991</b>

*Nelson Mandela is one of the best-known people of our time. This black leader of an erstwhile liberation movement, the African National Congress (ANC), which rebelled against the Government in the Sixties (and which is currently attempting to become a political party) spent twenty-seven years in prison. His stature was by no means diminished during this period. In fact, many people regarded him as a hero with remarkable influence.*

*The phenomenon exists that black nationalist leaders incarcerated by colonial and/or white governments have been turned martyrs. These include people such as Jomo Kenyatta of Kenya and Nelson Mandela of South Africa. Mr Mandela has risen above his fellows in the struggle. How this could have happened to a man whose words and photograph could not be published between the early Sixties and the Nineties and who was supposed to be consigned to oblivion, is a process that warranted investigation.*

*The Government was pressurised for years to release Mr Mandela, especially since the commencement of the "Free Mandela Campaign" in 1980. The media, especially the foreign media, played an important role here. Security legislation of the country succeeded in curbing press freedom quite substantially, but despite all the restrictions, newspapers such as the Cape Town dailies the Cape Times and Die Burger consistently regarded Mr Mandela as newsworthy and kept his image alive. By mentioning his name they reminded society of his existence. Publicity built up Nelson Mandela into mythological proportions.*

*He was turned into a symbol of resistance against the unjust white government and system of apartheid in South Africa. His support continued to grow. By the time Nelson Mandela walked out of the Victor Verster prison at Paarl, he was almost a god-like figure to many of his supporters. This may partially be ascribed to the enormous and pervasive power of the written word.*

<b>Ilse Cilliers</b>	<b>Lynbestuur en Interne Kommunikasie, met spesifieke verwysing na interne kommunikasie in Sanlam</b>	<b>1997</b>
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*Sanlam, a big financial institution, undertook a communication audit early in 1995 to determine the effectiveness of information flow in the company. One of the most important findings was that line managers were the most important information source for staff. The internal communication department consequently developed a new internal communication strategy to support line managers in their internal communication. The opinion of line managers in Sanlam regarding their communication role was never established and this led to this research.*

*The objectives of this research are to determine the importance and effectiveness of internal communication for line managers in Sanlam; how and about what Sanlam line managers communicate internally; what support line managers in Sanlam require for effective internal communication and the role Sanlam's internal communication department plays in this regard. The research is based on the hypothesis that line managers in Sanlam play a crucial role in internal communication.*

*The internal communication department and the communication specialists have an important supportive role to play through media, training and monitoring the company's communication climate. Line management in Sanlam recognises the important role of this department, but it is not fully aware of what this department can offer them.*

**Newspapers in the New Media World: Evolution or Extinction? A perspective on change**

Sonja de Wet

1997

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*Online publishing has become a necessity for newspaper publishers if they want to survive in the new media age. The aim of this study is to investigate and analyse the implications of the new communication technologies on the newspaper industry and to research why and how the electronic paper will make its mark in the new media era.*

*A literature study was conducted to determine the history of online newspaper projects and how it has influenced today's online ventures; the similarities (or differences) between printed and electronic newspapers and why these are crucial to the success of the newspaper, the impact of legal, ethical and regulatory issues on the new online projects, the economic or income generating options that exist for the online newspaper to make e-papers profitable; the impact of the online medium on the content and design strategies of the e-paper and what tools are available for online information design; as well as the impact of digital newspaper has on the role of the newspaper publisher and its staff, and on the consumer. The knowledge gained from the literature study was applied to evaluate each of the South African newspapers that have taken the online plunge. Lastly, a field/research study was conducted to determine the familiarity with and receptiveness of the South African Internet user to an electronic newspaper, as well as their expectations of such a newspaper.*

*The conclusion is that newspaper publishers will have to investigate new options to survive. They will have to find a balance to continually improve the traditional, hard core product, while at the same time exploring new opportunities. This does not mean that electronic papers will replace their printed forerunners; rather they have to complement and supplement each other - at least for the foreseeable future.*

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Michelle Pieters

**Verslaggewing oor tragedies: 'n Media-etiese perspektief**

1999

*Reporting on tragedies is one of the most difficult assignments journalists and photographers face, especially from a media-ethics perspective. The media have little opportunity of ascertaining what role this type of journalism plays in the lives of their audience. It is especially during coverage of major tragedies when ethical considerations such as compassion and respect for those involved are neglected to accommodate factors such as competition and ambition.*

*Tragedy is a subject on which the media place heavy reliance for its everyday news content. While the media contend they are only doing their work (reporting the news), they are regularly criticized for what appears to be deliberate emotional and sensational reporting. The ethical dilemma with reporting on tragedies is founded on conflict of interests. The media have a duty to provide information on difficult times, no matter how painful or pathetic the reality may be. However, the media also owe a responsibility towards those involved for which this type of reporting may cause suffering.*

*Reporting on tragedies embodies the classical ethical dilemma concerning the balancing act of portraying the truth and the potential harm to those concerned. Compassion and respect, from a media-ethical perspective, are key factors in reporting on tragedies, but a lack of proper training on the subject is one of the most basic problems in current journalism. Since tragedy reporting constitutes an essential part of everyday journalism and creates regular ethical problems, guidelines are proposed in this study on how to marry optimal tragedy reporting with sensitivity towards those involved. This study attempts to evoke introspection by the media and to provide guidelines to journalists and photographers. Tragedy reporting, at the end of the day, is a marriage between journalistic passion and human empathy.*

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Keina Swart

**Hofverslaggewing in Suid-Afrika - 'n Handleiding vir joernaliste**

1999

*Due to the complexity of the legal process in South Africa, court reporting - whether based on information gathered outside the courtroom or while witnessing the trial - is among the most difficult and demanding aspects of journalism. It is therefore necessary for court reporters to be aware of the legislation concerning limitations on their work.*

*Court reporting requires a thorough knowledge with regard to legal restrictions placed on the media, for example access to proceedings, perusal into documentation and publication of proceedings. This script is an attempt to provide a workable framework for journalists and aspiring journalists to assist them in picking their way through the veritable minefield of press law, and to provide them with a brief outline of the South African legal system and structure.*

*Matters that need to be handled with care are highlighted and the work gives journalists some warning about areas where it would be wise to call in legal counsel. A list has been compiled of the most common faults made by court reporters as well as suggestions on how to aspire towards accurate and sound court reporting.*

*The purpose of this work was to produce a comprehensive, yet basic outline of the rights and legal obligations of South African journalists. A work of this nature runs the risk of trying to serve two masters: the legal scholar on the one hand and the professional journalist on the other. This work aims only to serve the journalist, but where possible, it does indicate where judicial matters are unsettled or changes can be expected.*

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**Pers en Premier: Die rol van Afrikaanse koerante in die verkiesing van  
Pieter J Wilken P.W. Botha to eerste minister. 1991**

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*This thesis was undertaken to determine what role four Afrikaans newspapers played, through their reports and commentaries during the period of 15 to 28 September 1978, in swinging opinion in favour of or against potential candidates who wished to succeed Mr BJ Vorster as eighth Prime Minister of South Africa. The newspapers in question were Beeld and Die Burger of Nasionale Pers, and Die Transvaler and Die Vaderland of Perskor.*

*The question often arises what role newspapers play in the image-building of political personalities. This is clearly a long-term process. Another question is to what extent the general public, interest groups and especially politicians in the National Party Caucus, were influenced by newspapers in this particular case. This research covered that intensive and limited period.*

*From the research it became evident that the four of the four newspapers that were analysed, Die Transvaler and, especially, Die Vaderland specifically tried in their reporting to put Dr Mulder in a favourable light as the Transvaal leader of the ruling party and as a director of Perskor. The newspapers of the Nasionale Pers group (of which Mr PW Botha was a director) maintained a strict objectivity in their treatment of the party election.*