

Thesise / Theses 2008

Patricia Gassner - *Icons of war photography: how war photographs are reinforced in collective memory: A Study of three historical reference images of war and conflict*

Abstract: There are certain images of war that are horrific, frightening and at the same time, due to an outstanding compositional structure, they are fascinating and do not allow its observers to keep their distance.

This thesis examines three images of war that have often been described as icons of war photography. The images "children fleeing a napalm strike" by Nick Ut, "the falling soldier" by Robert Capa and Sam Nzima's photograph of Hector Pieteron are historical reference images that came to represent the wars and conflicts in which they were taken. It has been examined that a number of different factors have an impact on a war photograph's awareness level and its potential to commit itself to what is referred to as collective consciousness. Such factors are the aesthetical composition and outstanding formal elements in connection with the exact moment the photograph was taken, ethical implications or the forcefulness of the event itself.

As it has been examined in this thesis, the three photographs have achieved iconic status due to different circumstances and criteria and they can be described as historical reference images representing the specific wars or conflicts. In this thesis an empirical study was conducted, questioning 660 students from Spain, South Africa and Vietnam about their awareness level regarding the three selected photographs.

While the awareness level of the Spanish and the South African image was rather high in the countries of origin, they did not achieve such a high international awareness level as the Vietnamese photograph by Nick Ut, which turned out to be exceptionally well-known by all students questioned. Overall, findings suggest that the three selected icons of war photography have been anchored in collective memory.

Caryn Voigt - *The fragmentation of the South African magazine market: the spawning of niches*

Abstract: During the first five to six years of the twenty-first century, the South African magazine industry fragmented at a rapid rate and consumers had an ever-expanding choice of titles. The spawning of niche markets as a result of this fragmentation was bolstered by a period of sustained growth in the South African economy, buoyed by conditions in global economic markets.

The research assignment focuses on the fragmentation of the South African magazine market and the subsequent spawning of niche markets. The decline in the market that followed the period of sustained growth is also taken into account.

Qualitative research methodology was used to investigate the research question. The broad theoretical frameworks applied are postmodernism, the fragmentation that occurs as a result of postmodernism, and specifically the political economy of the media.

The short-term and long-term challenges for magazines are discussed. These include increased competition, greater consolidation, decreasing adspend, diminishing marketshare, and the arrival of broadband in South Africa.

Within the context of greater fragmentation and increased competition, it is found that the increase in the number of magazine titles starts to slow, and eventually show negative growth. This is a result of the global and local economic climate, as well as elements within the political economy of the media, namely consolidation and concentration of ownership within the local industry.

Abstrak: Gedurende die eerste vyf tot ses jaar van die een-en-twintigste eeu het die Suid-Afrikaanse tydskrifbedryf teen 'n toenemende tempo gefragmenteer. Mediaverbruikers het 'n aansienlik wyer keuse van tydskrifte gehad. Die fenomeen van nissifisering het posgevat en is gevestig danksy 'n tydperk van volgehoue groei in die Suid-Afrikaanse ekonomie, wat verder versterk is deur toestande in die wêreld-ekonomie.

Die navorsingsprojek fokus op die fragmentasie van die Suid-Afrikaanse tydskrifbedryf en die fenomeen van nissifisering wat daartoe gelei het dat allerlei nistydskrifte in die lewe geroep is. Die skerp afname in nissifisering wat ná hierdie bloeitydperk gevolg het, word ook in ag geneem.

Kwalitatiewe navorsingsmetodologie is gebruik om dié verskynsel te analiseer. Die breë teoretiese raamwerke wat die grense van hierdie studie afbaken is postmodernisme en die fragmentasie wat as gevolg daarvan plaasvind, en spesifiek die politieke ekonomie van die media.

Die korttermyn- en langtermyn-uitdagings vir tydskrifte word bespreek. Hierdie uitdagings sluit in 'n toename in mededingendheid, groter konsolidasie, 'n afname in advertensie-inkomste ("adspend") en markaandeel ("marketshare"), en die koms van breëband-internet.

Binne die konteks van die toename in fragmentasie en mededingendheid word gevind dat die toename in nistydskrifte begin afplat en uiteindelik negatiewe groei toon. Dit is hoofsaaklik die gevolg van die nasionale en internasionale ekonomiese klimaat, maar dit is ook weens aspekte binne die politieke ekonomie van die media, naamlik konsolidasie en 'n toename in die konsentrasie van eienaarskap in die plaaslike mark.

Anna-Marie Jansen van Vuuren - *Community television and the feasibility of South African campus television - a case study.*

Abstract: This is an explorative, qualitative study on the question whether campus or student television can be feasible in South Africa with particular reference to case studies in the field of South African community television (Community TV), South African campus television (CTV) experiments, and international campus or student television. It is an effort to make a contribution towards the field of South African student media as this field have been neglected by most scholarly research in the past. This research assignment deals with the policy, strategy and models for the sustainable development of campus television in South Africa.

The study aims to show the regulatory framework and student media environment wherein such a station would have to function and also highlights the current challenges South African student media faces. With the newly established Community TV stations in South Africa, community media and alternative television are currently buzzwords in debates on the South African media.

This study therefore also aims to show how partnerships could be formed between a future CTV station and Community TV stations, academic departments of tertiary institutions, as well as the formation of convergence strategies between the existing student media.

To determine the feasibility of South African campus television, an existing Community TV station, Cape Town TV, as well as CTV experiments at the University of Pretoria, University of Western Cape, Rhodes University (Grahamstown) and North West University are studied.

The researcher indicates which successful strategies these campuses followed in managing the station, as well as the challenges they faced. Some of these challenges could be overcome, some could not, and therefore some universities do not have a permanent campus television station. At the end of the assignment recommendations and suggestions are made on how a feasible, sustainable CTV station could be established.

Opsomming: Hierdie navorsingswerkstuk behels 'n ondersoekende, kwalitatiewe studie oor die moontlikhede vir die instelling en volhoubare bestuur van 'n studente of kampustelevisie stasie. Die doel van die studie is om te wys hoe bestaande gemeenskapstelevisiemodelle moontlik mag

ooreenstem met 'n toekomstige kampusteleviesiemodel. Gevallestudies op die terrein van Suid-Afrikaanse gemeenskapsteleviesie, Suid-Afrikaanse kampusteleviesie-eksperimente en bestaande internasionale kampusteleviesiemodelle is ontleed.

Die navorser poog om 'n bydrae te lewer tot die Suid-Afrikaanse studentemediaveld, aangesien dit meestal deur navorsers in die verlede afgeskeep is. Tydelike gemeenskapsteleviesiestasies het eers onlangs in Suid-Afrika verskyn. Om dié rede is 'n omvattende ontleding gedoen van navorsingsdokumente in die veld van gemeenskapsteleviesie, sowel as die OKOSA-beleidsdokumente wat betrekking daarop het.

Deur in-diepte onderhoude is die uitdagings en probleme van huidige studentedia ook verken. Die studie poog om die moontlikhede vir vennootskappe tussen toekomstige kampusteleviesiestasies en gemeenskapsteleviesiestasies, akademiese departemente by tersiêre instellings, sowel as konvergensie-strategieë met die bestaande studente-media uit te wys.

Om die moontlikheid vir die instelling van Suid-Afrikaanse kampusteleviesie te bepaal, is 'n bestaande gemeenskapsteleviesiemodel, naamlik Cape Town TV, sowel as kampusteleviesie-eksperimente wat vantevore plaasgevind het by die Universiteit van Pretoria, die Universiteit van Wes-Kaapland, asook die bestaande eksperimente by Rhodes Universiteit en Noord-Wes Universiteit ondersoek. Die navorser wys suksesvolle strategieë uit wat dié rolspelers gevolg het om kampusteleviesiestasies te vestig, sowel as die uitdagings waarteenoor hulle te staan gekom het. Van hierdie uitdagings kon voorkom word, maar ander nie, en om hierdie rede het die universiteite nog nie permanente kampusteleviesiestasies nie. Aan die einde van die opdrag maak die navorser voorstelle en aanbevelings oor hoe 'n suksesvolle, volhoubare, studente-televiesiestasie by kampusse gevestig kan word.

Emma de Villiers - *Negotiating femininity: SA teenage girls' interpretation of teen magazine discourse constructed around Seventeen.*

Opsomming: Adolescente meisies se oorgang na vroues word deur blootstelling aan 'n groot verskeidenheid mediaprojekte gekenmerk. Massakommunikasieprojekte het in opvoedingsmeganismes ontaard wat jong vroue na 'n begrip van vroulikheid en al die gepaardgaande elemente lei. Ons word regdeur ons lewens gender-lesse geleer, maar ons tienerjare is in hierdie opsig besonder noemenswaardig. In 'n gemeenskap wat al hoe meer media-deurdrenk raak, slaan adverteerders munt uit die verskillende begeertes en ideale wat in die media gekonstrueer word. Aanvanklik is slegs volwasse vroue betrek, maar deesdae is 'n groot hoeveelheid massamediaprojekte spesifiek op jong vroue gemik 'n hele nuwe mark.

Tot 'n paar jaar gelede het Suid-Afrikaanse tienermeisies slegs vrouetydskrifte, gemik op volwasse vroue, gehad om na te verwys. Deesdae bestaan daar egter 'n groot getal plaaslike tiener tydskrifte. Die doel van hierdie studie was om te kyk na tiener tydskrifte as 'n voorbeeld van tekste wat spesifiek op tienermeisies gemik is. Meer spesifiek het die studie gekyk na die diskoers van vroulikheid binne die teks se bladsye - wat sê die tydskrif in wese oor vroues?

Ten einde die navorsing 'n stap verder te neem, is daar besluit om te kyk hoe die lesers met die tydskrif omgaan ten einde hul eie begrip van vroulikheid in te lig. Die doel van die studie was om te bepaal hoe die diskoers van vroulikheid tussen die teks en die leser uitspeel.

Kwantitatiewe en kwalitatiewe elemente is gekombineer, wat die studie binne 'n kulturelestudie-raamwerk geplaas het. Daar is onder andere na Stuart Hall se enkodering/dekodering-model as 'n voorstelling van die kommunikasieproses verwys.

Daar is gevind dat die tydskrif wat ondersoek is, twaalf spesifieke tematiese kategorieë het wat die prominentste is, en dat die vroulikheid wat in hierdie teks geënkodeer is, om verbruikers, modes en seuns draai.

Die studie het bevind dat lesers wat aan die fokusgroepe navorsing deelgeneem het, oor genoegsame

kulturele kapitaal beskik het om dominante boodskappe wat in die teks geënkodeer is, te weerstaan. Tog het dit geblyk dat hulle dit nie weerstaan nie. Die studie het ook aangedui dat die vroulikheid wat in die teks gekonstrueer word, nie die groter Suid-Afrikaanse konteks in ag neem nie, en dat dit eerder lesers van hoër LSM-groepe as alle Suid-Afrikaanse meisies in ag neem.

Abstract: Adolescent girls' passage to womanhood is frequently exposed to a vast array of media products. Mass communication products have become educational devices, guiding young women towards an understanding of femininity and all its accompanying intricacies. We are taught gender lessons throughout our lives, but our teen years are of special significance in this regard. In a society that is becoming all the more media saturated, advertisers are capitalising on different desires and ideals that are being constructed in the media. Initially, only adult women were targeted, but these days a number of mass media products aimed specifically at young women have opened up a whole new market.

Until a few years ago, South African teenage girls had only women's magazines aimed at adult women to refer to. These days, however, a number of teen magazine titles exist locally. The aim of this study was to look at teen magazines as an example of texts that are aimed specifically at adolescent women. More specifically, the study looked at the discourse on femininity within the pages of the text - what is the magazine in essence saying about womanhood?

To take the research one step further, it was decided to look at how readers of the magazine engaged and negotiated with the text in order to inform their own understanding of femininity. The goal of the study was to determine how the discourse on femininity played out between the text and the reader.

Combining quantitative and qualitative elements, the study was located within a cultural studies framework and referred to Stuart Hall's encoding/decoding model as a representation of the communication process.

It was found that the magazine under scrutiny had twelve specific thematic categories that were most prominent. It was found that the femininity encoded in these texts revolved around consumerism, fashion and boys.

The study found that the readers taking part in focus group research possessed a sufficient amount of educational "cultural capital" to be able to resist the dominant messages encoded in the texts, yet they seemingly chose not to. This study also indicated that the femininity that was constructed in the studied text did not take the greater South African context into account, and that it served to entertain readers from higher LSM groups rather than all South African girls.

Beatrice Moore-Nöthnagel - 'n Ondersoek na die opkoms van kliëntepublikasies: moontlike riglyne vir adverteerders

Opsomming: Ten spyte daarvan dat die vyf tydskrifte met die hoogste sirkulasiesyfer in Suid-Afrika almal kliëntepublikasies (Engels *customer publications*) is, skiet advertensie-agentskappe klaarblyklik steeds dié publikasies ten gunste van verbruikerspublikasies af omdat hulle dit waarskynlik nie as geloofwaardig beskou nie. Waar talle verbruikerstydskrifte egter min of geen groei in 'n al meer mededingende en gefragmenteerde mark toon, ervaar die top-kliëntepublikasies steeds merkwaardige groei.

In die verlede is die meeste kliëntepublikasies deur die betrokke maatskappy se bemarkingsbegroting gefinansier. Vandag egter, word finansiering al meer deur adverteerders verskaf. Die vraag wat dog dikwels deur skeptiese advertensie-agentskappe gevra word, is of derdeparty-adverteerders dieselfde waarde geniet as wat die maatskappy se handelsmerk in dié publikasies doen.

Hoewel Suid-Afrikaanse kliëntetydskrifte net soos hul eweknieë in die VK en VSA die grootste sirkulasiesyfers het, geniet hulle egter nie dieselfde advertensie-ondersteuning as in dié lande nie. Dit is 'n interessante verskynsel en hierdie studie wil onder meer poog om vas te stel waarom dit so is. Kontrakuitgewers stem in die algemeen saam dat 'n standaard stel riglyne waarop advertensie-agentskappe hul besluitneming kan grond, beslis sal help om 'n gelukkiger stand van sake te

bewerkstellig.

Hierdie studie poog om binne die teoretiese raamwerk van die politieke ekonomie van die media 'n stel riglyne saam te stel waarop advertensie-agentskappe hul besluitneming oor advertensieplasing kan grond. Die metodologie wat gebruik is, behels veldnavorsing met indiepte-onderhoude as fundamentele navorsingstegniek en gevallestudies met inhoudsanalise as aanvullende tegniek.

Om die riglyne te kon saamstel, is advertensie-agentskappe en die kontrakuitgewer New Media Publishing betrek en is vier kliëntetydskrifte - *Edgars Club Magazine*, *Horizons*, *Skottel* en *Woolworths TASTE* - ontleed.

Abstract: Despite the fact that the five magazines with the largest circulation figures in South Africa are all customer publications, advertising agencies still seem to shun these publications in favour of consumer magazines because they say they do not deem them credible. Where several consumer magazines showed very little or no growth in an ever increasing and fragmented market, top customer publications continue to experience remarkable growth.

In the past, most customer publications were financed by a company's marketing budget. Today, however, they are often financed by advertisers. The question that sceptical advertising agencies ask is whether third party advertisers benefit from the same value as the company's own brand.

Although South African customer magazines have the same large circulation figures as their counterparts in America and the United Kingdom, they seem not to enjoy the same advertising support as these countries. This is an interesting phenomenon and this study aims to determine why that is the case. In general, contract publishers seem to agree that a standard set of guidelines on which advertising agencies could base their decision-making, would assist in ensuring a happier state of affairs.

Within the theoretical framework of the political economy of the media, this study aims to compile a set of guidelines on which advertising agencies could base their decision-making regarding advertisement placements. The methodology includes field research with in-depth interviews as fundamental research technique and case studies with content analysis as supplementary technique.

To compile these guidelines, advertising agencies and the contract publisher New Media Publishing are concerned and four customer magazines - *Edgars Club Magazine*, *Horizons*, *Skottel* and *Woolworths TASTE* - analysed.

Jacolette Kloppers - 'n Ondersoek na die ontwikkeling van Die Matie studentekoerant se regulering en selfregulering sedert 1995.

Opsomming: Die ontwikkeling van die regulering en selfregulering van *Die Matie*, die Universiteit van Stellenbosch (US) se amptelike studentekoerant, is in hierdie studie ondersoek. Die volledige gedragskode waaraan *Die Matie* sedert 1995 onderworpe is en wat deur die US-raad goedgekeur is, het ontstaan ná verskeie botsings met universiteitsowerhede in 'n tyd wat Suid-Afrika na 'n nuwe politieke bestel oorgegaan en die regering meer verdraagsaam teenoor die pers begin raak het.

Die ontstaan en ontwikkeling van *Die Matie* se gedragskode, die werkinge van die Mediaraad, die ontstaan en ontwikkeling van *Die Matie* se Finansiële Oorsigkomitee, en verwickelinge in terme van die subsidie wat *Die Matie* jaarliks vanaf die US ontvang, is dus bestudeer binne die konteks van die regulering en selfregulering van die Suid-Afrikaanse koerantwese in die algemeen.

Die studie is binne die teoretiese raamwerk van die normatiewe mediateorie gedoen omdat dié teorie op die ideale rol fokus wat die media in 'n samelewing behoort te vertolk. Die normatiewe mediateorie bied ook 'n basis vanaf waar die media se verantwoordelikheid en die media se gehalte gemeet en beheer kan word. Daar is veral op die teorie van sosiale verantwoordelikheid gefokus wat een van die vier oorspronklike persteorieë is en waarvan regulering en selfregulering 'n deel vorm.

Die metodologie wat gevolg is, was dié van historiese navorsing, 'n kwalitatiewe metode. Die metode is verder verfyn deur die benadering van mikrogeskiedenis te gebruik wat eerstens intensiewe historiese ontleding van 'n klein gebied behels en tweedens die navorser se persoonlike ervaring van die onderwerp erken.

Die studie het eerstens tot die gevolgtrekking gekom dat *Die Matie* selfregulering toepas deur middel van die gedragskode, die Mediaraad en die Finansiële Oorsigkomitee. Tweedens het die redaksie die vryheid om as't ware te publiseer wat hulle nodig ag en om so krities en omstrede te wees as wat hulle meen nodig is, solank as wat hulle hou by die riglyne wat onder meer deur die gedragskode neergelê is. Daar is bevind dat *Die Matie* se posisie tans beskerm is en dat die universiteitsowerhede en die Studenteraad nie lukrake besluite oor die voortbestaan van die koerant kan neem nie.

Abstract: The development of the regulation and self-regulation of *Die Matie*, official student newspaper of the University of Stellenbosch (US), were researched in this study. *Die Matie* is subjected to a complete code of conduct since 1995, which has been approved by the US council. This code developed after several conflicts with university authorities in a period in which South Africa changed into a new political system and when government became more tolerant towards the press. The origin and development of *Die Matie*'s code of conduct, the operations of the Media Council, the origin and development of the *Die Matie*'s Financial Advisory Committee, and developments in terms of the subsidy *Die Matie* receives from the US on an annual basis, are therefore studied with in the context of the regulation and self-regulation of the South African press in general.

The theoretical framework with in which this study was done is the normative media theory because this theory focuses on the ideal role the media should fulfil in society. The normative media theory also offers a basis from which the media's responsibility and the quality of the media can be tested and controlled. The study has focused especially on the theory of social responsibility, which is one of the four original press theories and of which regulation and self-regulation forms a part.

The methodology which has been used is that of historical research, a qualitative metode. This metode was refined even further more by using the approach of microhistory which, firstly, entails the analysing of a small area, and secondly acknowledges the researcher's personal experience of the subject.

The study came to the conclusion that *Die Matie* firstly enforces self-regulation via its code of conduct, the Media Council and the Financial Advisory Committee. Secondly the editorial team has the freedom to publish whatever they would like to publish and to be as critical and controversial as they find necessary as long as they obey the regulations of the code of conduct. The study also finds that *Die Matie*'s position is currently protected and that the university authorities and the Student Representative Council can not take any random decisions about the existence of the newspaper.

Peter Kenny – *News agencies as content providers and purveyors of news: a mediahistoriographical study on the development and diversity of wire services.*

Abstract: This study examines the history, development and diversity of news agencies. It studies the major agencies and pinpoints how smaller wire services that sometimes purvey niche news seek to offer a more diverse global news-flow.

The linkage between news agencies and technological developments, and how wire services have helped advance technology, is examined since the first agencies began in the 1800s, up to the current era of the Internet.

The rise of television and the subsequent ascent of the Internet prompted new demands for more diverse news procurement. This accelerated the convergence of different media and has exposed challenges and opportunities to news agencies, large and small.

Alongside the telegraph, news wire services expanded from supplying news and information

locally to being global players, helping the world shrink.

The mediahistoriographical approach engages a critical examination of literature sources regarding the development of the major wire services, and some of the smaller players. The literature, along with interviews with news agency experts, provides the material to examine wire services.

The study shows how some original agencies leveraged opportunities offered by their standing in powerful nations to become dominant transnational players. The ascendancy of the mega-agencies compounded limited news-flows from developed to poorer nations, while an expansion of diversified news-flows has not matched technological progression.

This study concludes by recommending greater recognition of the importance of news agencies and more scholarly examination of them, as studies on them appear scarce compared to those on other media branches, such as newspapers, the electronic media and the Internet.

More studies into the development of both mainstream and alternative news agencies would pave the way for a better understanding of how they function and could provide clues as to how they might be able to better sustain themselves as more diverse entities for the benefit of the public discourse.

Through the above, this dissertation seeks to contribute, in a small way, to rectifying a knowledge disparity regarding a key component of the mass media, namely the news agency.

Abstrak: Hierdie studie ondersoek die geskiedenis, ontwikkeling en diversiteit van nuusagentskappe.

Dit neem veral die groter agentskappe in aanmerking, hoewel dit ook noukeurig wys hoe die kleiner agentskappe partymaal poog om eiesoortige nuusberigte te lewer om sodoende 'n meer diverse globale vloei van nuus te verseker.

Op die verhouding tussen nuusagentskappe en relevante tegnologiese ontwikkelings word daar ook ingegaan, asook die wyse waarop nuusagentskappe, vanaf die ontstaan van die oorspronklike agentskappe in die negentiende eeu tot en met die huidige Internet era, tot die ontwikkeling van tegnologie bygedra het.

Die toenemende invloed van die Internet het in die nasleep van televisie nuwe eise vir 'n meer diverse aard van beriggewing gestel. Dit het die samevloeiing van die verskillende media versnel en het beide klein en groot nuusagentskappe aan nuwe uitdagings en geleenthede blootgestel.

Telegraafdienste en nuusagentskappe wat aanvanklik plaaslike nuus en inligting aangebied het, het later wêreldwye invloed uitgeoefen en sodoende tot die "inkrimping" van die planeet bygedra.

Die mediahistoriografiese benadering verg 'n kritiese beskouing van bronne rakende die ontwikkeling van die hoof-nuusagentskappe, asook van sekere kleiner agentskappe. Hierdie ondersoek na nuusagentskappe is gebaseer op bronne wat met onderhoude met deskundiges op nuusagentskappe aangevul is.

Die studie dui aan hoe sekere van die oorspronklike agentskappe, vanweë hul aansien in invloedryke nasies, voordeel daaruit kon trek en sodoende voorrang gewerf het. Die oorheersende reuse-agentskappe het die vloei van nuus van die ontwikkelde na die onontwikkelde lande beheer, terwyl die uitbreiding van diverse beriggewing nie met die jongste tegnologiese ontwikkelings tred gehou het nie.

Omdat daar in vergelyking met ander media instansies, soos byvoorbeeld koerante, die elektronies media en die Internet, 'n skaarste aan studies blyk te wees, kom hierdie studie tot

die gevolgtrekking dat groter erkenning aan nuusagentskappe verleen moet word en dat omvangryke wetenskaplike ondersoek na hul werksaamhede ingestel word.

Verdere studies wat op die ontwikkeling van beide die alledaagse en alternatiewe nuusagentskappe ingaan, sal 'n beter insig in hul werkswyses bied en kan moontlike leidrade betreffende hul instandhouding as diverse entiteite verskaf en sodoende tot voordeel van die openbare diskoers strek.

Op die wyse poog hierdie dissertasie om selfs ook in 'n klein mate die gebrek aan kennis van 'n belangrike deel van die massamedia, naamlik die nuusagentskap, reg te stel.

David Pieter van Velden - Responsibility of media coverage and media attitudes towards Science and Technology (Kliek hier vir die pdf | Click here for the pdf)

Gillian Kim Turner - A comparative analysis of the coverage of science news in Cape Town newspapers

Abstract: The 21st century is less than a decade old, but it is already evident that South Africans will need to improve their scientific literacy (that is, their knowledge about science, the environment and health) if they are to become active citizens in a world which is dominated more and more by complicated scientific and technological advances. It is a world in which average people are increasingly required to understand and make appropriate local decisions regarding numerous scientific debates, including alternative energy sources, climate change and new medical techniques.

For most South Africans, the press is their main source of science news. Thus, a huge responsibility rests on the shoulders of newspaper journalists to empower their readers with scientific knowledge and to share the excitement that comes from discovering more about how the universe works. It is within this context that the question arises as to how Cape Town's newspapers cover science news.

Having determined from a review of the literature that a large knowledge gap existed in this field, it was decided to conduct research about science coverage in three daily newspapers (the *Cape Argus*, the *Cape Times* and *Die Burger*) and three weekend newspapers (the *Saturday Argus*, the *Sunday Argus* and the Saturday edition of *Die Burger*) in Cape Town.

The quantitative research method of content analysis was employed in order to provide statistical evidence for the study's problem statement, namely that science news is covered very differently in the six newspapers. This exploratory comparative analysis formed the bulk of the research.

The qualitative research methods of surveys and in-depth interviews with the newspapers' specialist science writers were then used to address the thesis of the study, namely that the science writers are "gatekeepers" (as predicted by the theoretical model of gatekeeping) and that their education, knowledge, interests, beliefs about science, attitudes towards their reporting, and interactions with editors within the newspaper structures determine the science coverage in their newspapers.

Thus, this study asks (primarily) what science is covered, and (secondarily) why. The content analysis yielded a wealth of information which confirmed that the six newspapers cover science news very differently, while the surveys and interviews with the science writers validated the prediction that they are the dominant (but not the only) influence on the coverage of science in their newspapers.

This study's goal is to provide a comprehensive comparative overview of the coverage of science news in Cape Town's newspapers, which will not only create a foundation for future research, but will also provide useful information for the six newspapers, their science writers and editors.

Opsomming: Die 21ste eeu is nog jonk, maar dit is reeds duidelik dat Suid-Afrikaners hul wetenskaplike geletterdheid (dit wil sê, hul kennis rondom die wetenskap, die omgewing en gesondheid) sal moet verbeter as hulle betrokke burgers wil wees in 'n wêreld wat oorheers word deur ingewikkelde wetenskaplike en

tegnologiese vorderings. Dit is 'n wêreld waarin daar van gemiddelde mense al hoe meer vereis word om aan 'n groot aantal wetenskaplike debatte (soos alternatiewe energiebronne, klimaatsverandering en nuwe mediese tegnieke) deel te neem en om toepaslike plaaslike besluite te maak.

Die pers is vir die meeste Suid-Afrikaners die primêre bron van wetenskapnuus; daarom het verslaggewers 'n verantwoordelikheid om hul lesers te bemagtig deur wetenskaplike kennis oor te dra en om hul opgewondenheid oor ontdekkings oor die werking van die heelal mee te deel. Die vraag oor hoe Kaapstad se koerante wetenskapnuus dek, ontstaan binne hierdie konteks.

Daar is besluit om navorsing te doen oor die dekking van wetenskapnuus in drie daaglikse koerante (*Cape Argus*, *Cape Times* en *Die Burger*) en drie naweek-koerante (*Saturday Argus*, *Sunday Argus* en die Saterdag uitgawe van *Die Burger*) in Kaapstad nadat daar deur middel van 'n literatuurstudie vasgestel is dat 'n groot kennisgaping bestaan wat hierdie gebied betref.

Die kwantitatiewe metode van inhoudsontleding is gebruik om statistiese bewyse te verskaf vir die studie se probleemstelling, naamlik dat wetenskapnuus op baie verskillende maniere deur die ses koerante gedek word. Hierdie ondersoekende, vergelykende ontleding het die grootste gedeelte van die navorsing gevorm. Die kwalitatiewe metodes van opmetings en diepgaande onderhoude met die koerante se spesialis wetenskapverslaggewers is toe gebruik om die studie se tesis aan te spreek, naamlik dat dié verslaggewers "hekwagters" is (soos voorspel deur die teoretiese hekwagtersmodel) en dat hul opvoeding, kennis, belangstellings, gedagtes oor die wetenskap, houdings teenoor hul verslaggewing en verhoudings met redakteurs binne die koerantstruktuur, die dekking van wetenskapnuus in hul koerante bepaal.

Hierdie studie vra dus (in die eerste plek) watter wetenskapnuus gedek word, en (tweedens), hóé. Die inhoudsontleding het bevestig dat die ses koerante wetenskapnuus op baie verskillende maniere dek, terwyl die opmetings en diepgaande onderhoude met die joernaliste die voorspelling dat hulle die dominante (maar nie die enigste) invloed op die dekking van wetenskapnuus in hul koerante is, ook bevestig het.

Hierdie studie se doelwit is om 'n omvattende vergelykende oorsig van die dekking van wetenskapnuus in Kaapstad se koerante te verskaf wat nie net 'n basis sal vorm vir verdere navorsing nie, maar ook nuttige inligting vir die ses koerante, hul wetenskapverslaggewers en redakteurs sal voorsien.

**Blogs in the Mainstream Media: An exploration of a code of ethical conduct for j-bloggers at
Die Burger Western Cape
Florence de Vries
Supervisor: Mr Gabriël Botma
March 2008**

Abstract

With the advent of new communication technologies, traditional journalism has continually had to adjust to new contexts. In 2006, the Western Cape daily newspaper *Die Burger* established a blogging section as part of its website. Presently j-bloggers (journalists who are bloggers) still work according to *Die Burger*'s current ethical code of conduct. Yet the establishment of j-blogs at *Die Burger* has raised a number of questions regarding the ethical conduct of journalists in this medium. This study attempts to show that the mainstream ethical concepts of accuracy, fairness and the use of anonymous sources may be interpreted differently

in the medium of blogging and explores the feasibility of a code of conduct for j-bloggers at *Die Burger*.

Die Burger's code of conduct is compared with various bloggers' codes of conduct. The study argues that *Die Burger*'s code of conduct offers more comprehensive guidelines for journalists than most bloggers' codes. These guidelines include protecting the newspaper's reading public from harm. However, it was also found that the different interpretations of ethical concepts on blogs need to be considered in a code of conduct for j-bloggers. In this study, the composition of a code of conduct for j-bloggers was discussed with j-bloggers, print journalists and several other stakeholders at *Die Burger*. The participants in this study argued that a code of conduct for j-bloggers may be feasible but that it should operate in addition to *Die Burger*'s current code of conduct.

Furthermore, this study argues two normative theories of the press – the social responsibility and democratic-participant theories – intersect in a discussion of ethical codes for j-bloggers. Using this theoretical framework, the study aims to describe specific guidelines for the ethical conduct of j-bloggers at *Die Burger*.

Opsomming

Die ontwikkeling van moderne kommunikasietegnologie bring mee dat die tradisionele hoofstroommedia by nuwe kontekste moet aanpas. In 2006 het die Wes-Kaapse dagblad, *Die Burger*, 'n blog afdeling as deel van sy webwerf gestig. Die j-bloggers (joernaliste wat blog) werk tans volgens die bestaande etiese kode van *Die Burger*. Die instel van blogs by *Die Burger* het egter heelwat vrae oor die etiese gedrag van joernaliste in dié medium laat ontstaan. Die studie toon onder meer aan dat etiese konsepte soos akkuraatheid, regverdigheid en die gebruik van anonieme bronne anders benader word by blogs en ondersoek die moontlikheid van 'n etiese kode vir j-bloggers by *Die Burger*.

Die Burger'se etiese kode is as deel van hierdie studie met verskeie etiese kodes vir bloggers vergelyk. Die studie kom tot die slotsom dat *Die Burger*'se bestaande kode meer omvattende riglyne vir joernaliste bied as talle etiese kodes vir bloggers. Dié

riglyne sluit stappe vir die beskerming van die koerant se lesers in. Die studie het egter ook bevind dat daar verskillende interpretasies van bogenoemde etiese konsepte in terme van blogs bestaan, en dat dit in ag geneem behoort te word in 'n etiese kode vir j-bloggers.

Die samestelling en inhoud van 'n etiese kode vir j-bloggers met joernaliste, j-bloggers en verskeie ander belanghebbendes by *Die Burger* bespreek. Die deelnemers in die studie meen 'n etiese kode vir j-bloggers is toepaslik, maar dat dit as deel van *Die Burger* se huidige etiese kode moet funksioneer.

Die studie argumenteer voorts dat etiese riglyne vir j-bloggers aspekte van twee normatiewe etiese teorieë – die sosiale verantwoordelikheid en burgerlike deelname model – bymekaar bring. Die gebruik van hierdie normatiewe teoretiese raamwerk ondersteun die bespreking van spesifieke etiese riglyne vir j-bloggers by *Die Burger*.