

AN EVALUATION OF NEW TECHNOLOGIES IN JOURNALISM:  
*A Study of the Impact of New Technology on the Information Bill in South Africa*

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A thesis submitted in fulfilment of the requirements for the degree of

Doctor of Philosophy

University of Zululand

2015

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## DECLARATION

I, Marathane Reggy Metso , declare that this thesis: *An Evaluation of New Media Technologies in Journalism: A Study of the Impact of New Media Technology on the Information Bill in South Africa*, is my original work. All sources contained herein, have been indicated and acknowledged by means of complete references. No person has been quoted without their permission. Respondents' privacy has been respected. Proper acknowledgement is given to authors for the use of their work. I have not submitted this dissertation to any other institution of higher education to obtain an academic qualification.

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Marathane Reggy Metso

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Date

## **ABSTRACT**

### **AN EVALUATION OF NEW TECHNOLOGIES IN JOURNALISM:**

*A Study of the Impact of New Technology on the Information Bill in South Africa*

South Africans were deprived of numerous forms of freedom of expression during the prolonged apartheid era. Very few South Africans were able to participate in international events and interact with the outside world and institutions that promoted freedom were banned. Attempts to initiate freedom were suppressed by the ruling government. Nevertheless, in the era of transformation and democracy, during the post-apartheid regime, feelings of hope of transparency, especially in the media, were ushered in. The expectation and hope of a totally free democracy was further heightened by the implementation of the Bill of Rights.

Freedom of expression in South Africa was soon threatened and came under strain when the government began making plans to introduce a secrecy bill to contain its covert operations. Numerous community organisations are desperately lobbying to suppress government's initiative to formalise the secrecy bill. Government, on the other hand, seems to be forging ahead to anoint their Currently, the media goes through a government censorship where the government is vigorously trying to pass the Protection of Information Bill in order to guard government information and its 'corrupt activities'. If passed, incriminating information will be protected under this Bill. The new and democratically elected South African government which is characterized by 'freedom of speech and free access of information' threatens media freedom and juxtaposes what the former President Nelson Mandela stood for: "A critical, independent and investigative press is the lifeblood of any democracy".

The study discusses the relationship between the use of new technologies and the State Protection of the Information Bill. It also examines how these new technologies, through social interaction and citizen journalism, may eradicate 'corrupt activities' performed by the government that are camouflaged as 'classified' information to ascertain democracy, freedom of speech and access to information.

## DEDICATION

I dedicate this work to my family.

## **ACKNOWLEDGEMENTS**

First and foremost I wish to praise the Lord Almighty for giving me the strength. I wish to express my gratitude and appreciation to everybody who supported me and contributed directly or indirectly to the completion of the study.

I would like to sincerely thank my Supervisor Prof. Vijay Rugbeer for supervision of this study. His comments, guidance, patience, encouragement and support made this study possible.

I also like to thank the following people most sincerely:

My family, Mr. Bjarne Skov, University of Oslo, Norway, Mr. Pheko Mathibeli, University of Lesotho and Dr. Thato Foko, Meraka Insitute, and all the participants and respondents who voluntarily agreed to be interviewed for this study.

## WRITING CONVENTIONS

The researcher wishes to draw the attention of the reader to following conventions that are followed in the study:

The researcher uses abbreviated Harvard style of referencing, for example Mersham & Skinner (1999: 87), which means that Mersham & Skinner 1999, page 87.

Footnotes are not used in this study in order to allow an uninterrupted reading of the dissertation.

American English is used to write this dissertation.

In this study double inverted commas are used to indicate direct quotations. Single inverted commas are used to indicate names of theories, models, newspaper/magazine names and entity names. Italicised words represent names of titles of movies, television programmes or news headings.

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## LIST OF ABBREVIATIONS

IDASA	Institute for Democracy in South Africa
CSIR	Council for Scientific and Industrial Research
PIB	Protection of Information Bill
PAIA	Protection of Information Act
MDDA	Media Development and Diversity Agency
NAIL	New African Investments Limited
TML	Times Media Ltd
NP	National Party
SABC	South African Broadcasting Corporation
CCV	Contemporary Community Values
NNTV	National Network Television
CODESA	Conference for the Democratisation of South Africa
PSB	Public Service Broadcasting (PSB)
ANC	African National Congress
IBA	Independent Broadcasting Authority
SATRA	South African Telecommunications Regulatory Authority
ICASA	Independent Communications Authority of South Africa

PCS	Public Commercial Service
SMS	Short Message Service
MMS	Multimedia Messaging Service
WWW	World Wide Web
LANs	Local Area Networks
WANs	Wide Area Networks
HBO	Home Box Office

# *CHAPTER ONE*

## **ORIENTATION**

### **INTRODUCTION**

This study focuses on the effectiveness of new media technologies in Journalism. It also investigates the effect that the Protection of the Information Bill has on the dissemination of information by traditional journalism to the public. It also assesses the role of mobile phones in empowering the citizens to engage in communication to bridge the digital and information divide.

The emergence of technologies has become a valuable resource to bridge the digital divide in some societies that do not have access to information. Internet access has not been available to everyone, nor allowed everybody to benefit equal or have better access. Pavlik and McIntosh (2011) elaborate that Americans who live under poor socio-economic conditions literally do not have Internet access. This is a result of costly telecommunications services, especially the broadband Internet, that deprive the public from developing the expertise and knowledge that may allow them to contribute towards societal development.

One of the greatest developments in communication technology has been in the area of mobile telephony, which is mainly in urban areas. Before the emergence of new media technologies, phone calls were mostly made from homes or offices, hence, landlines were used. Currently, it is easier to coordinate, make urgent calls and plan new meeting times and places whenever a new idea comes to someone's mind. It would be interesting to note that previously, calls were made from one place to another; however, now there has been a shift to person to person calls. Simply, previously, one would call an office or a home and ask to speak to some-one; now we can call the person directly (where-ever they may be). Ronning (2008) purports that mobile telephony is still seen as the urban phenomenon and some countries, such as South Africa and the Magreb, have up to 80 percent penetration.

Convergence of technologies (combination of two or more kinds of technologies), has facilitated access to news globally. Convergence, then, 'refers to the power of digital media to combine voice, video, data, text and images across applications, devices and networks', (Doyle, 2002: 3). The convergence of technologies tries to bridge the gap between media

consumers who have access to information and those who do not have such access (information rich and information poor). Technological convergence changes the original nature of traditional counterparts and affects how media consumers use and perceive them. The basic use of newspapers and telephones has been combined together to allow access and distribution of information. For example, digital convergence takes place when a voice signal is changed to cardinal packets and directed through exactly the similar technology as computer figures from one end to the other (*Telkom makes 'lastmile' wireless*, 2005). According to Doyle (2002: 4), 'mobile phones exemplify the concept of convergence at this juncture. It is seen as the connecting together of media technologies, telecommunications and computing simultaneously'.

In South Africa, cell-phones are extensively used, especially in dissemination of information. An example of this interaction can be drawn from the xenophobia incidents in South Africa, launched on foreigners in 2009. Ordinary citizens shared messages across the country during the attacks, making cell-phone message delivery a significant information resource. It is at this juncture that mobile telephony (cell-phones and the Internet) play an important role in the broadcasting and/or sharing of information across the country.

According to Manning (2001) traditional journalism shapes the 21st Century democratic countries [but] sociologically, news scholars were not impressed over routinized, established form of news-gathering, production and broadcasting which have 'sugar-coated' into a narrow understanding of the essence of news credibility is (Manning, 2001). In modifying the delivery of information, new technologies paved the way for citizen journalism which mostly uses mobile technology to disseminate information. Citizen journalism has found itself as a merger between the information rich and the information poor. The advent of citizen journalism incited by emergence of new media technologies in various forms has been considered as establishing a new age where the definition of news has been recast and decentred (Moyo, 2009).

According to Mannak (2011), with regard to mainstream media coverage in South Africa, information will be severely hampered by the newly proposed Protection of Information Bill, which, if passed, will cripple the easy delivery and access to information by the media consumers. The Protection of Information Bill (alternatively referred to as the Secrecy Bill) has numerous stipulations that will in effect reshape the South African society into one

with highly protected and inaccessible secrets: if anyone conceals classified information, they may spend more time in jail than officials who purposely divulge public information (Protection of Information Bill, 2010). As a result of this media climate in South Africa, the rise of citizen journalism fits in the distribution of information that is beneficial to the citizens of the country. Zimbabwe is an example in which the presence of and practice of citizen journalism is significant. Ronning and Kupe (2000) purport that there has been a controlled communicative space in Zimbabwe because of political and economic instability since 2000. This predicament enthused 'citizen journalism' in the country. Due to the availability of cell-phones, emails, the Internet, and blogs, common citizens report many breaking news as they are always close to the event (Masuku, personal communication, 10 January 2009 on Moyo). Moyo (2009) emphasises that the capacity of the public to be available at the spot where the events take place would turn citizen journalism into a tremendous contribution in facilitating genuine information that may otherwise go unreported by traditional official media, as professional journalists may not be present at the time.

Therefore, the convergence of technologies has given rise to citizen journalists, who also take part in disseminating other forms of information that traditional journalists may not be in a position to cover and distribute to media consumers. It is more flexible because a citizen with a cell-phone on site (where the incident takes place) is able to capture the course of events and, therefore, fill the gaps that traditional journalism may not have reported.

## **BACKGROUND OF THE STUDY**

During the apartheid era, South Africans were deprived of freedom of expression. South Africa saw itself disengaged from interaction with the outside world, and unable to break into the international arena because of apartheid. Several institutions pioneering freedom of speech and freedom of the press were banned. These attempts were suppressed by the ruling government. Nevertheless, in the period of transformation and democracy in the post-apartheid era we saw a slight transparency in the media diversity, which was brought about by the implementation of the Bill of Rights, enshrined in the country's constitution. This guaranteed every South African citizen the right of freedom of expression, the freedom to receive information or ideas, (Section 16(1) of the *Constitution* of South Africa Act 108 of 1996 - Chapter 2).



Currently, the media goes through a governmental censorship where the government is vigorously trying to pass the Protection of Information Bill in order to guard government information. If passed, that incriminating information will be protected under this Bill. The Media Appeals Tribunal (MAT) was also launched to protect government information that is considered to be 'secrets'. The new and democratically elected South African government which is characterized by 'freedom of speech and free access of information' threatens media freedom and juxtaposes what the former President Nelson Mandela stood for: "A critical, independent and investigative press is the lifeblood of any democracy" (Chiara, November 2011). The introduction of Secrecy Bill and MAT by the parliament to censor information and punish the media for reporting corruption in South Africa raises concerns about the relations between the media institutions and the government.

Some policies were established in 1994 and legislation publicized to form a framework for a better change and access to information and freedom of speech. According to Section 16(1) of the Constitution of South Africa Act 108 of 1996 - Chapter 2 - Bill of Rights, everyone has the right to freedom of expression, which includes:

- 'Freedom of the press and other media
- Freedom to receive or impart information or ideas
- Freedom of artistic creativity
- Academic freedom and freedom of scientific research, (The Constitution of the Republic of South Africa, 1996)'.

Introduction of protection of state information will limit news that the public needs to know about. Nevertheless, new technologies may be seen as the 'alternative' platforms of expression in the face of the state control of the mass media (Moyo, 2007). It is at this juncture where the research investigates the role of new technologies such as social media in a country where there is an introduction of the State Protection of the Information Bill.

## **MOTIVATION OF THE STUDY**

The assumed purpose of the proposed Secrecy Bill at the Parliament is to provide for the protection of certain state information from alteration, loss or destruction or unlawful disclosure. The present study investigates the role of social media in an environment where conventional or traditional journalism is restricted.

The practice of citizen journalists facilitates easier access of information, taking into account life-threatening events of distress for example, the tsunami in 2004, the attacks on the twin towers on September 11 2001 in the United States, to the South African xenophobia attacks, (Moyo, 2009).

Furthermore, the motivation of the study is to explore how the delivery of information through citizen journalism may remain genuine to the citizens, as in traditional journalism. Bowman and Willis (2003) mention that the intention of citizen journalism's participation is to provide self-governing, consistent, truthful, and germane information that a democracy needs. Glaser (2006) also maintains that citizen journalists may use modernised tools and the world-wide distribution of the Internet to create, boost or fact-check media by themselves with others, since they lack professional journalism skills. Hamilton in Moyo (2009) states that the essence of citizen journalism is to gather and distribute information. This is determined by the use of new media technologies, which are generally deemed to be of freedom to share information which has been enabled by the new technologies.

Mobile telephony used for citizen journalism offers different services or reports from those of-traditional journalism. This is also mentioned by Mabwezara (2011) who, summing up other scholarly work, comments that the mobile phone (as a form of new technology) is being leveraged to varying degrees by citizens to contribute to news making. Citizens who own mobile telephony have the opportunity to capture 'news' in 'real or close-to-real time', more instantaneously and rapidly than professional journalists (Verclas and Michael, 2008). Some of the functions, such as short message service (SMS) in particular, is seen as "the most potent tool for alternative communication in developing world today" (Moyo, 2009: 6). Verclas and Michael (2008: 11) state, "It is less expensive (and more reliable) than making a phone call or using voice mail services". Furthermore, the distinction between traditional journalism and citizen journalism may be drawn from the news agencies (in traditional journalism) which are (news agencies) unintentionally noticed in the news gathering or dissemination of information.

## **STATEMENT OF THE PROBLEM**

After the apartheid era where there was suppression of freedom of speech, the new government is trying to implement new legislation to ensure that every citizen gets access to information, freedom to impart or receive ideas (Section 16(1) of the *Constitution of South Africa Act 108 of 1996 - Chapter 2*). Nevertheless, there seems to be a mismatch

between policy and practice, the notion which is also a corner stone of the study. The Protection of Information Bill, under the general principles of State information relates: access to information is a basic human right and promotes human dignity, freedom and the achievement of equality and the free flow of information promotes openness, responsiveness, informed debate, accountability and good governance, which juxtaposes the penalties that the journalists may face. Some of the heavy fines from the Bill are: those disclosing protected information, refusing to name their sources or even just attempting to uncover information that is protected would face 25 years in under the new act.

On the one hand, the coming together of technologies, especially when used for citizen journalism, seems to become an alternative media distributor in the event that the mainstream media houses are restricted from delivering information to the people. Examples of countries in Africa where different media types were blocked include the Ethiopian regime of Prime Minister Meles Zenawi who openly blocked Web-sites and blogs since 2006 as well as Zimbabwean President Mugabe who allowed security forces to intercept online messages (Hattotuwa, 2005). Furthermore, President Mugabe delayed the announcement of the election results. Eventually 'an SMS message circulated reportedly by government security agents "leaking" results to the effect that Mugabe had won by a narrow margin' (Moyo, 2009). The citizens were alarmed as such. In this regard, social media's input in the diffusion of information has its own impact in a society.

On the other hand, the research will investigate and evaluate the limitations of new media technologies in distributing information. While mobile telephony is said to facilitate the dissemination of information rapidly, the question still remains: how much of that information are the new technologies able to deliver? There is a possibility that information will be left behind which can be supplemented at a later stage. In the case of mobile telephony, a message delivered via SMS may be short owing to space limitations on the phone and it is not delivered in a mass format.

In addition, the study investigates the limitations of ability or capacity of citizen journalists to deliver genuine information. According to Moyo (2009), citizen journalists do not report to anyone but themselves, and there are no ethics guiding this form of journalism but citizen journalism is determined by gut feeling and common-sense. An investigative question in this notion, therefore, assesses the authenticity of such information compared to that of a professional journalist. Moyo (2009) exemplifies a similar situation to the one

discussed that in after the 2008 election in Zimbabwe, there could have been an uproar, panic and disorder due to fabricated information that access by ordinary people could have been spread by citizen journalism.

## **RESEARCH QUESTIONS TO BE ANSWERED**

- As media is facing some unprecedented attacks from the state though proposed Protection of Information Bill, the media feels besieged. Besides engaging in talks with the state, the media is looking at survival strategies and one of them pertains to citizen journalism which is grounded on powerful mobile phone technology.
- How do mobile phones influence citizens to engage in the dissemination of news stories which is going to be an important media landscape in South Africa.
- The role of citizen journalism in disseminating information to the public and the limitations of a citizen journalist for delivering authentic information to the people forms the backbone of this study
- How the new media would impact on State Protection of Information Bill?

## **OBJECTIVES OF THE STUDY**

The objectives of the study include the following:

- to evaluate the effectiveness of citizen journalism in the South African media context as the means to disseminate information;
- to determine the distinction on information delivery through citizen journalism and traditional journalism and/or the relationship of both the new media technologies and the Secrecy Bill;
- to assess the impact that the Protection of Information Bill may have on the democratic roles of journalism in South Africa;
- to evaluate how the media consumers value the user-friendliness and effectiveness of mobile phones use;
- to make recommendations regarding the implementation of citizen journalism and the use of mobile phones for dissemination of information.

## RESEARCH METHODOLOGY

The research will consist of a literature review, followed by survey research that will be conducted around South Africa.

The researcher will make use of qualitative research with its nature of exploratory and open-ended questions to the media consumers. Qualitative research that involves this study will use and collect a variety of empirical material. According to Leedy & Ormrod (2005:143) qualitative research is collecting, analyzing, and interpreting data by observing what people do and say.

Semi-structured interviews and questionnaires will be used as basis for gathering data. Survey questionnaires will be issued. This will be done to elicit information on the forms of access by the media consumers and dissemination of information through citizen journalism. Furthermore, the questionnaires will determine the limitations that citizen journalism face in disseminating information to the public. Interview will be conducted for media practitioners in order to obtain quantifiable and comparable information. Responses from the interview and the questionnaires will be encoded and analysed in the statistical program SPSS 18.

## ETHICAL CONSIDERATIONS

Respondents' input should be used solely with the consent of the participants and they will not be coerced to partake in the research. The following points were considered as well:

- Participants may withdraw at any time if a need arises,
- A confidentiality agreement was signed between the researcher and the respondents
- respondents were guaranteed anonymity
- Finally, the participants were not misled about the nature and purpose of this research.
- The citizen journalists who were interviewees for this study were promised confidentiality.

## LIMITATIONS OF STUDY

The research will be limited to the proposed Protection of Information Bill. It will focus on the impact that the bill has or could have if passed as an Act. Furthermore, it will centre around the usage of mobile phone and internet coverage and their limitations, exploring to which extent mobile telephony may capacitate information that is to be disseminated to the media consumers.

## ENVISAGED VALUE OF RESEARCH

It is common knowledge that mobile technology facilitates communication traffic from one person to another. There are also other services that the mobile technological devices carry to the people.

The research will benefit the media consumers with awareness of easy and immediate access to information through the use of mobile telephony. For example, it is indicated that citizenship presupposes a set of rights that the individual is entitled to, including communicative rights, Moyo (2009) states that every citizen is sharing information for the betterment of everybody's welfare. Moyo (2009) maintains that currently, the new media technologies are considered pivotal to retain and facilitate the platform of citizenship interaction, which is the capacity to interconnect and allow individuals to express themselves without political constrictions.

## OVERVIEW OF THE STUDY

This thesis is divided into the following chapters:

- Chapter One: This chapter is composed of the orientation of the study.
- Chapter Two: In this chapter the State Protection of the Information Bill is discussed. It is imperative to understand the Bill and the impact that it might have on journalism in South Africa
- Chapter Three: In this chapter, the research analyses the development of new media technologies and shows how they emerged after the end of the apartheid regime under which they had been suppressed.

- Chapter Four: This chapter focuses on the media as a public service broadcaster. It further examines journalism in South Africa from broadcast print, online and citizen journalism, and how the change evolved.
- Chapter Five: This chapter deals with communication law in South Africa.
- Chapter Six: the concept of communication will be discussed as it is the corner stone of interaction. There will be more elaboration and discussion on the development of communicative devices, from the mainstream to the new media technologies
- Chapter Seven: This chapter focuses on conceptual framework
- Chapter Eight: This chapter deals with research methodology of the study
- Chapter Nine: This chapter provides the findings of the research
- Chapter Ten: This last chapter gives some deductions and recommendations for future endeavours.

## CONCLUSION

This study will present the discussion of the effectiveness of citizen journalism in the South African media context as the means for disseminating information and to assess the impact that the Protection of Information Bill may have on the democratic roles of journalism in South Africa. In the next chapter the research will outline the role of communication within media and citizen journalism.

## CHAPTER TWO

### THE STATE PROTECTION OF THE INFORMATION BILL

#### INTRODUCTION

The preceding chapter outlined an overview on the impact of the Protection of the Information Bill in South Africa and the effectiveness of citizen journalism in the South African media context as a means of disseminating information (information that is not controlled in any manner). This chapter discusses critically the origin of the Secrecy Bill, its journey from the National Assembly and National Council of Provinces to the Parliament presentation where it was adopted by Parliamentarians on Thursday, 25<sup>th</sup> April 2013 with 189 votes in favour, 74 against and one abstention. Section 79 of the Constitution allows President Zuma to review the Bill and send it back to the National Assembly for further deliberations, and then to the Constitutional Court for an opinion on the Bill's constitutionality (*Mail & Guardian* newspaper, April 2013). The Secrecy Bill's proposal has hampered a smooth delivery of information to the people because there is some governmental information deemed classified that is kept secret and does not have to be known by the society. It is imperative to understand the Bill and the impact it might have on journalism in South Africa.

#### THE REVOLUTION OF THE SECRECY BILL IN SOUTH AFRICA

Media development in South Africa was influenced by the governing bodies during apartheid regime and after 1994 democratic rule. Access of information by the society as well was monitored by the Protection of Information Act 84 of 1982 (PIA). The approach to the protection and dissemination of information contained in PIA was informed by the demands of an authoritarian and secretive apartheid state. As such the provisions of PIA for classification and de-classification of government information ran completely against the grain of the openness and transparency of such information that informs PAIA, (McKinley, 2003). He alludes that as long as PIA remained law, there would be constant conflict between its 'regime' of information protection and PAIA's 'regime' for information disclosure and accessibility despite the stated intention of the override clause in PAIA (McKinley, 2003). The dissemination of information and access to information impacted on the society. Civil society realised that the of right access to information was



effective and it needed to be informed by a comprehensive overview of the 'state' of access to information in South Africa with particular implementation of PAIA. The purpose of PAIA, in its own words, is to: 'To give effect to the constitution right of access to any information held by the state and any information that is held by another person and that is required for the exercise or protection of any right' (PAIA, 2000). According to McKinley (2003):

*PAIA is one of the few pieces of access to information legislation in the world to apply to both public and private bodies as well as to records, 'regardless of when the record came into existence' (Section 3). It also applies 'to the exclusion of any provision of other legislation that prohibits or restricts the disclosure of a record...and is materially inconsistent with an object, or a specific provision of this ACT' (Section 5). PAIA provides a limited right of access to information since it reduces access to records only. This is in direct contradiction to Section 32 of the right of access to information as contained in The Constitution, which states that, 'everyone has the right of access to any information' (held by either public or private bodies).*

The provision of access to information meant that there had to be an amendment in a form of proposing the Protection of Information Bill (PIB). According to the Department of Justice and Constitutional Development (2011) providing for access to information requests under the PIB to be made under PAIA and cross-referring to that ACT for all access related matters in the Bill means that, the PIB would then deal with the classification and de-classification of information and other information protection provisions.

The research examines the composition of the Secrecy Bill and seeks to uncover potential dangers it poses for journalism and freedom of speech. The discussion takes into account national and international criticism of its introduction, including how the introduction of the Bill was received by media institutions, journalists and the media consumers. Furthermore, the research relates today's media practice to evaluations that Noam Chomsky's evaluations of media practice in order to understand what impact and dangers journalism in South Africa faces.

The Secrecy Bill may appear to be a substitute for apartheid-era legislation, although it would hinder easy access to information that the public and media consumers ought to warrant transparent and accountable governance. There were loop-holes in the apartheid-

era legislation. As such, ‘Government does not deny that Protection of Information Act’ 1982 (PIA) was open to abuse by the apartheid regime, which used it to hide state information at will and jail those who disseminated classified information, this is why it needed to be replaced, (*Mail & Guardian newspaper*, April 2013). The Secrecy Bill entrusts the power of classification and the avenue of appeals against classification, to those who might benefit from the obscurity provided by classification.

The emergence of the Secrecy Bill encountered sour reception from the media fraternity and journalists and some members of the public who immediately realised the Secrecy Bill remains silent on what constitutes the ‘public interest’. The question is how *is it* silent? From a democratic point of view, mass media and media institutions represent the masses, they are “surveillance cameras” (O’Shaughnessy and Stadler, 2008). In the Secrecy Bill, however, people’s interest in is not considered. The primary intention of the Secrecy Bill is to protect government’s secrets that could see South Africa exposed and in danger should the information be leaked to the public. Chapter 2 of the Bill outlines the objectives of the Act as to:

- (a) Regulate the manner in which state information may be protected;*
- (b) Promote transparency and accountability in governance while recognising that state information may be protected from disclosure in order to safeguard the national security of the Republic;*
- (c) Establish general principles in terms of which state information may be made available or accessible or protected in a constitutional democracy;*
- (d) Provide for a thorough and methodical approach to the determination of which state information may be protected;*
- (e) Provide a regulatory framework in terms of which protected state information is safeguarded in terms of this Act;*
- (f) Describe the nature and categories of state information that may be protected from destruction, loss or unlawful disclosure;*
- (g) Regulate the conditions for classification and the declassification of classified information;*
- (h) Create a system for the review of the status of classified information by way of regular reviews and requests for access to classified information and status review;*
- (i) Regulate the accessibility of declassified information to the public;*

(j) *Establish a Classification Review Panel to review and oversee status review, classification and declassification procedures;*

(k) *Criminalise espionage and activities hostile to the Republic and provide for certain other offences and penalties; and*

(l) *Repeal the Protection of Information Act, 1982 (Act No. 84 of 1982).*

The government of South Africa emphasizes that all democracies need mechanisms to defend the constitutional order (*The Mail & Guardian 2013*). The *Mail & Guardian* article on “*Culture of Secrecy*” still a threat to transparency (2013), reported that the Government did not deny that PIA was open to abuse by the apartheid regime. This is why it needed to be replaced. It goes on to state that the ‘draconian’ format of the PIA carried on treating post-democratic public agencies as if it were authentic and statutory, though compromising its provisions to camouflage dangerous and sensitive information.

In comparison to the other media around the world, Turkey also practises a Law of State Secrets. Supreme Board of State Secrets (DSUK) allows Turkish Bill to keep secrets confidential up to 75 years, (Bozkurt, 2012). Concerning punishments of media professionals, detractors and those who disrupt provisions for the preservation of the state may be imprisoned for one year or four years under article 258 of the Turkish Penal Code (TCK) according to law article 10 of the Bill, (Bozkurt, 2012). Turkey is an example, and protection of information is an issue in all countries. One current example of punishment to leak classified information is that of Edward Snowden, an American computer specialist who worked for the Crime Investigation Agency (CIA) and National Security Agency (NSA). According to *The Guardian website* (August 2013), he leaked details of several top-secret United States and British government mass surveillance programs to the press. He has been a subject of controversy: he has been called a hero, a whistle-blower, a dissident, a traitor and a patriot. Snowden has defended his leaks as an effort to “inform the public as to that which is done in their name and that which is done against them” (*The Guardian* August 2013). Meanwhile, the media disclosures have renewed debates both inside and outside the United States over mass surveillance, government secrecy, and the balance between national security and information privacy. There have critical massive reactions from the globe. According to *The Guardian* (August 2013), more than 150 civil society organisations from around the globe are asking President Barack Obama to end the prosecution of Edward Snowden. Human rights, digital rights and media freedom campaigners from the UK to Uruguay and from the US to Uganda have joined together to

call on the US administration to acknowledge Snowden as a whistle-blower and that he should be protected and not persecuted. What constitutes the difference between Western style systems and the South African one is that in the case of Snowden, he conforms he is aware of leaking out information to the public to inform them about how the US government “surveillances on its citizens”. And in South Africa, there is no clause that dictates why and on what basis a whistle-blower may leak information, like Snowden has his back-up. According to *Daily Telegraph*, July 2013, he explained:

“I have no intention of hiding who I am because I know I have done nothing wrong...I do not want to live in a society that does these sort of things [surveillance on its citizens]...My sole motive is to inform the publics as to that which is done in their name and that which is done against them. The 4<sup>th</sup> and 5<sup>th</sup> Amendments of the Constitution of my country, Article 12 of the Universal Declaration of Human Rights, and numerous statutes and treaties forbid such systems of massive, pervasive surveillance. While the US constitution marks these programs as illegal, my government argues that secret court rulings, which the world is not permitted to see, somehow legitimise an illegal affair...I believe in the principle declared at Nuremberg in 1945: ‘Individuals have international duties which transcend the national obligations of obedience. Therefore individual citizens have the duty to violate domestic laws to prevent crimes against peace and humanity occurring’”, (*The Daily Telegraph*, July 2013).

Evidently, there is inherent conflict between the government and the press. The government wants to protect confidential information and documents, which the press informs the public want to or has a right to know about. Bozkurt (2012) argues that it is risky because the government may manipulate the press using the same provision in order to apply censorship over information potentially damaging to the government. Turkish media situation resemble that of South Africa media in that the Secrecy Bill is devised by the government and practically the SA government would want to use a similar approach to intercept the dissemination of information to the public. Although both countries have punishments on journalists who publish classified information illegally, South Africa has proposed heavy sentences, hence the European countries lashed that out such heavy punishments, as discussed in this chapter. Other concerns that Bozkurt raises are examples in which the media uncovers confidential terms in gas deals with Russia or Iran secret terms in defence agreements with Israel. His question is, should the media refrain from publishing such terms simply because they are state secrets? If that is the case, applied on

the South African setting, the arms deal case that found President Zuma involved and even his tapes would have remained unexposed.

Government's numerous refusals of requests for information under the Promotion of Information Act of 2000 (PAIA) are also littered with references to the PIA classifications, in spite of the fact that the PIA will certainly be repealed as soon as the secrecy Bill is enacted (Evans, 2013). For example, most recently, attempts to access information about Nkandlagate, to mention one incident, were blocked by the department of public works using this law. There are a number of incidents that would qualify in prosecution 'under the narrowest' interpretation of the Bill. There is one incident and item that could have been classified, and that is as follows: In 2009, President Zuma was charged of corruption for his connection in the arms deal, after the scam and fraud conviction, Shabir Shaik (Evans, 2013). There was conversation involving Bulelani Ngcuka, who was national director of public prosecutions and the Scorpions' boss, Leonards McCathy. The two were allegedly heard discussing the time-frame that Zuma was charged and wished to promote an advantage for Thabo Mbeki, the former president. If the tapes remained intact, there would have been another president in South Africa by now. Under the new law, Webber Wentzel media lawyer Dario Milo stated that, two clear offenses would have been committed by Hulley (Rawoot, 2011). Furthermore, he elaborates that, "These are: possessing the document without returning it to the authorities, for which the penalty is a fine or imprisonment for up to five years, as stated in section 44 of the Bill, and disclosing the classified information, which for the penalty is a fine or imprisonment of up to five years, as stated in section 43", (Rawoot, 2011).

Furthermore, the intention of the Secrecy Bill is to retract the undemocratic apartheid regulation that is still on act book with pre-publication suppression provisions. According to the Bill, Security Minister-Head of Department, ought to provide justified and authentic national security reason for doing so (for an indication that there is a evident need to classify information), (The Secrecy Bill, 2013). Thus, the Bill still limits the number of agencies and people that can classify information. It authorises the minister of state security to confer classification powers to other state bodies and junior officials without adequate public consultation. This confirms that there are procedures to follow before information is classified, but if anyone is found guilty of the illegitimate classification of information, they may be sentenced to between five and 15 years in prison (The Secrecy Bill, 2013).

Access to information by the citizens of South Africa has been affected by the proposal of the Secrecy Bill. It has also deprived them of 'freedom of speech' as per the Constitution of South Africa entailed in the Bill of Rights Section 16 which contains detailed provisions with regard to freedom of expression, stating "Everyone has the right to freedom of expression, which includes freedom of the press and other media; freedom to receive or impart information or ideas; freedom of artistic creativity; and academic freedom and freedom of scientific research." Nevertheless, this clause juxtaposes with the role of media in a democratic society. Meyer (1992) provided the blue print for the post-apartheid mainstream press, unsuccessfully combined liberal functionalist ideals with the development ones. He stated that the media would play a key role in the following areas: they must inform the public openly and effectively on the issues of the day; they must act as a watch dog, and they must encourage open and vigorous debate (Meyer, 1992).

With the current proposal and discussion on the Bill, the media are unable to operate as the representatives of the media consumers and the public market, that is, within the framework of limitations that a government decides is appropriate. Reflecting back to the objectives of PAIA 2000, Section 5 of PAIA is clear that the Act 2 reigns supreme over other statutes which are materially inconsistent with PAIA or otherwise purport to restrict access to state information. As a result of an eleventh hour amendment before the Bill was passed by the National Assembly, Clause 1(4) ensures the Bill now trumps PAIA in the event of a conflict regarding the disclosure of classified information (Stone, 2011). Preamble to PAIA notes:

*The system of government in South Africa before 27 April 1994 resulted in a secretive and unresponsive culture in public bodies which often led to an abuse of power and human rights violations. PAIA was enacted to "foster a culture of transparency and accountability in public and private bodies by giving effect to the right of access to information and to actively promote a society in which the people of South Africa have effective access to information to enable them to more fully exercise and protect all of their rights, (Ferreira, 2012).*

A summary on the Information Bill explains it from another angle (Information Bill, n.d). The Government finds it important to explain the difference between the regulations in the Secrecy Bill and censorship. South African media do not agree with this position. *Mail & Guardian* (2008) emphasised this situation as well. According to the Information Bill, the

Secrecy Bill is the security Bill, not the Media Bill, which is aimed at protecting and promoting the national security of the Republic. This Bill is not regulating the media. There is no single mention of the media in this Bill. There is no mention of censorship on media but the dissemination of information is carried through the same media and journalists are now threatened with heavy penalties. The Bill seeks to regulate the classification of state information but came under unprecedented opposition from the media, civil society, and opposition parties for provisions that undermine the right to access information and the rights of whistle-blowers and journalists. One of the leading media institutions in South Africa, *Mail & Guardian* newspaper (2008), emphasized that, “We cannot say this Bill is a wolf in sheep’s clothing, we accept that intentions are honourable. But perhaps it’s more accurate to say the Bill is an elephant dressed up as a sheep; from a distance it looks relatively benign, but up closer you realise that it is going to develop to something very large and unmanageable with the potential to do a great deal of damage”.

Noam Chomsky in his book (1988) ‘Manufacturing Consent’, mentions that it is the primary function of the mass media...to mobilize public support for the special interests that dominate the government and the private sector. His concern is on who is in a position to make decisions that determine the way the society functions. In the context of South Africa, the government controls the information which is supposed to be disseminated to society. Alide Danios (2013: 26), writes on South Africa’s debate on the Bill that, “...while the editors are focused on the damage the bill could do to press freedom, further damage is being inflicted on our newsrooms.

Despite the South African Government’s official attempt to defy accusations of broadcasting classified information, media’s reactions and international protests show that the Bill can result in curbing media consumers and South African citizens’ freedom of speech and access to information.

## **MEDIA SECTORS LASH SA OVER THE BILL**

Many South Africa media institutions disagreed with the implementation of the Bill as it threatened freedom of speech and deprived the citizens to access any piece of information they wanted. The overview of the Bill propelled critics to set up campaigns to curb its passing and implementation as ‘law’. Democracy in SA dates back to 1994 after African National Congress (ANC) political party’s victory in governance saw apartheid and ruthless regime going down. There were expectations and anticipated revolution in the new SA,

case in point, democracy and freedom of speech. Cyster (2013) purports that at the flip of the coin, the current media and government situation is different. The media's watchdog and its responsibility towards the public to report on classified information to expose corruption or criminal activity, will be severely hampered with passing of the Bill, (Cyster, 2013). There can be no true democracy where there is a limitation of freedom of speech. Noam Chomsky writes, "If we do not believe in freedom of expression for those we despise, we don't believe in it at all". This kind of rule and governance is only practised in a system of concentrated wealth and power, the inequality in command of resources inevitably affects access to, and the performance of, a private media system, (Downing, Mohammandi and Sieberny-Mohammandi 1995:81).

One of the major questions in this research is how the Secrecy Bill may affect South African citizens. Many South African media institutions have objected to the implementation of the Secrecy Bill as it threatened 'freedom of speech' and deprived the citizens of information they ought to have. The introduction of the Bill by the state, therefore, propelled critics and there were campaigns to prevent the passing of the Bill and implementation of the law. More than 180 civil organisations and individuals announced a major campaign and a week of protest against the Protection of Information Bill (Benjamin, n.d).

Journalism schools joined in the criticism of the Secrecy Bill and the proposed media appeals tribunal. The South African National Forum Editors (Sanef) announced a coalition up of media, civil society and big business to lobby the government to reconsider limits on media freedom. The upsurge against what was seen by many as the government's efforts and tactics to curtail media freedom sparked and triggered heated debate and protest. The Right to Know Campaign emerged as the prominent organization supported by many including among others, Nadine Gordimer the South African writer, political activist and recipient of the 1991 Nobel Prize in Literature. She is of the view that a new secrecy Bill will take South Africa to apartheid-era limits on freedom of speech saying: The "ANC is taking South Africa back to the suppression of the free expression of apartheid", (*Telegram Newspaper*, 2011). Gordimer, a friend of the former President of South Africa Mr. Nelson Mandela, warned that the Bill would be against all ideas of freedom. Archbishop Desmond Tutu, Nobel Peace Prize winner, South African social rights activist and an opponent of apartheid, echoed his distrust to the state. He said, "It is insulting to all South Africans to be asked to stomach legislation that could be used to outlaw whistle-blowing and



investigative journalism...and that makes the state answerable only to the state”, (Perry, 2011).



*Figure 1: Demonstration against the Secrecy Bill in South Africa*  
Source: **TIME WORLD Newspaper**, (Nov 2011)  
**ANTI-SECRECY BILL CAMPAIGN**

Figure 1, demonstrates the mass that disagreed with the proposal of the Secrecy Bill. As if this internal criticism was not enough, South Africa found itself on the receiving end of condemnation as United Nations review on human rights records coincided with the Bill saga. The United States, Canada, Czech Republic, Germany, Norway, Poland, Portugal, Sweden and Switzerland were concerned by the proposed laws that were at the verge of threatening media freedom in South Africa. Spain wondered what measures were embraced to warrant that the existence of the Bill did not restrain press freedom and the right to know. The US also urged that civil servants, NGOs and media should be engaged to seek common ground on the Bill. Unfortunately, the South African government did not listen to the appealing voices from the civil servants nor even the media. Basically, the noted nations suggested that SA ensures conformity with ICCPR (International Covenant on Civil and Political Rights) by removing excessive penalties for publication of classified information and the inclusion of public interest defence (*Guardian* reporter, 2012).



*Figure 2: UN review over South African secrecy bill*  
Source: *Mail & Guardian Newspaper, (June 2012)*  
**ANTI-SECRECY BILL CAMPAIGN**

Figure 2 shows the UN review over South African secrecy bill. Practically, ‘draconian’ laws to protect the government secrets and national security are normal, even in the most liberal democracies, the case in point, India. It has a constitution that guarantees the rights of its citizens in virtually identical terms as the Universal Declaration of Human Rights, including the right to life, the right to freedom of speech, the right to equality and the equal protection of the law (Perry, 2011). Additionally, a counter-balancing defence, is also designed to protect whistle-blowers and journalists acting in the public interest and as representatives of the media consumers and in South Africa, the State Security Minister Siyabonga Cwele included a legal clause that acknowledged the public interest as ‘reckless’ (Perry, 2011). The scenario in South Africa is that, there is a lot of corruption in the government by civil servants. This means that incidents related to corruption in the government may be ‘camouflaged’ under classified information since no one will be allowed to have it in their possession. As an example, Cwele’s wife was convicted of running an international drug ring, prompting demands for his resignation on the not unreasonable grounds that if Cwele was unaware his wife was a drug smuggler, what confidence could the public have in his abilities as head of security and intelligence?

The motives of other ANC leaders to enrich themselves are also open to question. A piece of information that could be ‘classified’ (under the new Bill) concerns President Jacob

Zuma. He and the ANC have been haunted for years by allegations of kickbacks surrounding a \$3, 6-billion deal to buy European military equipment (Perry, 2011). Zuma was linked to the 1999 deal through his former financial adviser Schabir Shaik, who was jailed for corruption in 2005 for trying to solicit a \$61, 000 per year bribe from the French arms company Thint, now known as Thales, in return for protecting it from an investigation. The charges against Zuma were dropped after a complicated and highly politicized process. Zuma's spokesperson Mac Maharaj also received 1.2 million French francs paid to his wife to facilitate the deal. Maharaj denied any wrongdoing and filed a lawsuit against South Africa's *Mail and Guardian* newspaper to prevent it from publishing the details of the story (Perry, 2011).

As the preceding paragraph stated, the Secrecy Bill posed a menace to press freedom in SA. Demonstrators were dressed in a black in Johannesburg in 1977. They had placards voicing their displeasure. The demonstration was named 'Black Tuesday'. The Right-to-Know campaign, which includes non-profit organisations such as the pan-African applied policy Institute for Security Studies in Pretoria, the recently closed Institute for Democracy in South Africa (Idasa) and the M&G Center for Investigative Journalism (funded by Open Society Foundation for South Africa), protested against the proposed Bill. The idea of 'Black Tuesday' sprung from an incident in 1977, known as 'Black Wednesday', when the apartheid government banned a range of news publications and journalists who were associated with the black consciousness movement that struggled for civil rights in South Africa, (Black Tuesday: South Africa "Protection of information Act" passed by lower house, 2011). In 2010, an incident relates to Mzilikazi wa Afrika, an investigative journalist and an editor at Sunday Times newspaper, who was detained for publishing incidents of government corruption. The arrest was politically motivated, as Bheki Cele (the former Police Commissioner) reacted negatively to an article in which Wa Afrika had comprehensive information about the police chief's connection in uncertain R500 000 000 lease agreement. When asked by a law officer whether he was involved in demeaning senior ANC office bearers in Mpumalanga, he indicated that he was not.

There is a relationship between the society and the government and the media serves both. Nonetheless, the government seeks to distance itself from this connection to become an antagonist institution that mandates and imposes its authority on the state's welfare. Chomsky's (1989) documentation 'Necessary Illusions' relates to the practice on the government role in South Africa. They mention that, 'it is a natural expectation, on

uncontroversial assumptions, that the major media and other ideological institutions would generally reflect the perspectives and interests of established power, in this case the SA government' (Chomsky, 1989). But this expectation has been challenged by some scholars. In their documentation, Chomsky (1989) has put together the line of demarcation on how the media's performance varies from the average style. The media caters for the interests of state and commercial power. They intertwined, framing their reportage and analysis in such a way that it benefits the few and delimits discussion for more clarity on the outcomes of the production. As per media's character aspect, the media indeed serves a 'societal purpose'. "It is the societal purpose served by state, to train the minds of the people to a virtuous attachment to their government, and to the arrangements of the social, economic, and political order more generally. The media are vigilant guardians protecting privilege from the threat of public understanding and participation", (Chomsky 1989: 26).

South Africa media pragmatic shares similar sentiments to ideas across the political spectrum. U. S. journalist, Walter Lippmann described a 'revolution' in 'the practice of democracy' as 'the manufacture of consent' has become a self-conscious art and a regular organ of popular government (Z. Magazine, 1991). In South African sphere, the revolution in question is the new SA emerging from the apartheid era. This involves the elite who are supposed to play some role in the development of economy, politics and culture. But, the 'new' SA is engulfed by, among others, the mal-practises from the emergence of the Bill that still replicates the apartheid character aspect of depriving the state of 'freedom of speech and access to information'. This is a natural development when the common interests very largely elude public opinion largely, and can be managed only by a specialized class whose personal interests reach beyond the locality Chomsky (1989), as in the case of SA government imposing laws that deprive people of access to information, the information that is held because it has some corrupt elements. And since the government upon its policies maintains and directs the state's destiny, the proletarians follow not reason but faith, based upon a crucial element of 'necessary illusion'. Without that illusion, the ordinary person would descend to inertia, (Chomsky, 1989:31). Necessary illusion concept emanates from the news that is disseminated to the public to brainwash them. This is the kind of news of lesser credibility to the society, while the critical portion of news is according to the Bill, protected for security purposes.

State secrets are obstacles to the free flow of information that could benefit the country. As the definition of democracy is the rule of the people, for the people by the people, for a

country to be stable there has to be collaboration from the citizens, the government, the media and the judiciary. In the case of South Africa, the nation termed the 'Rainbow Nation', there is a character aspect that is practised, *Ubuntu*. This word is used mostly in South Africa to emphasize that we all belong together and are like one being. The philosophy of Ubuntu has its origins in the Southern reaches of Africa and encourages the spirit of cooperation between different people regardless of the colour of the skin. According to *Ubuntu* (2013), two of the greatest advocates of the Ubuntu philosophy are former South African President Nelson Mandela and former Anglican Archbishop Desmond Tutu. The expectation would be for the government to involve the institutions in the decision making and law making. Sagar (2007) writes that democratic theory offers three mechanisms. This research will discuss only two: public opinion and public deliberation. If public opinion is to be a credible means of control, members of the public must be capable of forming opinion independent of government direction. In addition, Manin (1997) it is important that the governed or proletariats may have access to political information which would enable them to have their own contribution towards political matters. In South Africa, the state secrecy evidently denies citizens such a right.

The second democratic concept is public deliberation. Here, deliberations are expected to offer publicly accessible reasons in defence of particular policies Sagar (2007). Jurgen Habermass concurs that "[W]hat is democratic deliberation is the condition that all participate with equal opportunity in the legitimation process conducted through the medium through the medium of public discussion". This is not the case in South Africa, the public opinion is hardly considered hence the campaigns from Right-To-Know and other institutions protest against the proposal and implementation of the Secrecy Bill. Academic institutions should be invited in decision making on media law. Gonzalez cites an example on the danger of depriving access to information by the public. He said the warrantless surveillance has been extremely helpful in protecting America from terrorist attacks. However, because the programme was highly classified he could not make public examples of how terrorist attacks were actually disrupted by the eavesdropping (Gonzales Defends NSA, rejects Call for Prosecutor). It raises similar fears to any SA citizen to act as a whistle-blower on any corruption they see since there is no clause the Secrecy Bill that protects such people.

## CONCLUSION

This chapter discussed the history of South African legislation on secrecy. Media development in South Africa was influenced by the governing bodies during apartheid regime and after 1994 democratic rule. Access of information by the society as well was monitored by the Protection of Information Act 84 of 1982 (PIA). But the formulation of Promotion of Access Act 2 of 2000 (PAIA) alleviated the chances of access to information, although there were some restrictions that hampered a complete freedom of speech and access to information. The approach to the protection and dissemination of information contained in PIA was informed by the demands of an authoritarian and secretive apartheid state. Thus, the provisions of PIA for classification and de-classification of government information ran completely against the grain of the openness and transparency of such information that informs PAIA, (McKinley, 2003). Therefore, PAIA provides a limited right of access to information since it reduces access to records only. This is in direct contradiction of Section 32 of the right of access to information as contained in *The Constitution*, which states that, 'everyone has the right of access to any information' (held by either public or private bodies). The provision of access to information meant that there had to be an amendment in a form of proposing the Protection of Information Bill (PIB). With the current proposal and discussion on the Bill, the media are unable to operate as the representatives of the media consumers and the public market, that is, within the framework of limitations that a government decides is appropriate. Furthermore, the danger on the proposal of this bill is posed in that, the Bill still limits the number of agencies and people that can classify information. It authorises the minister of state security to confer classification powers to other state bodies and junior officials without adequate public consultation. The next chapter focuses on the development of new media technologies and the relationship between these technologies and the State Protection of the Information Bill.

## CHAPTER THREE

### NEW MEDIA TECHNOLOGIES

#### INTRODUCTION

The previous chapter discussed critically the origins of the Secrecy Bill, its journey from National Assembly and National Council of Provinces to the Parliament presentation where it was adopted by Parliamentarians. It is imperative to understand the Bill and the impact that it might have on journalism in South Africa. In this chapter, the research analyses the development of new media technologies and shows how they emerged after the end of the apartheid regime under which they had been suppressed.

#### APARTHIED MEDIASCAPE IN SOUTH AFRICA

South Africa has instructive history on the development of its media. It always had a courageous and opinionated press. The current mass communication is the reflection of that. National Party governance tried to obstruct citizen's access to information and easy dissemination of news and media content. During the apartheid era the government applied censorship as a means to institutionalise apartheid rule.

In 1948, the National Party (NP) won the national elections on a platform of racism and segregation under the slogan of apartheid. All government action and response were decided according to the policy of apartheid (Apartheid and Reaction to it). National Party leaders D. F. Malan and Hendrik F. Verwoerd were the architects of apartheid. Malan used the term 'apartheid' from the 1930s as he distanced his party from the British traditions of liberalism. In principle, apartheid did not differ much from the policy of segregation of the South African government existing before the Nationalist Party came to power in 1948 (Apartheid and Reaction to it). Apartheid forcibly separated people and had a fearsome state apparatus to punish those who fought against it.

The ruling regime was ruthless and did not tolerate democratic contribution such as public opinion and/or public deliberation concepts to be displayed in their society. Citizens had little freedom of speech. Newspapers which spoke against the government were banned. Similar books and certain movies that formed a cluster of information carriers were also banned. For example, in 1980, four black (readership) newspapers; *Post Transvaal*, *Saturday*

Post, Sunday Post and Sowetan were banned. On the same day, eight weeks strike by black journalists ended (Ronning, 2002). Ronning (2002: 12) maintains that the National Party's governance was characterised by an element of authoritarian rule. Ronning (2002: 12) argues that, paternalism is authoritarian which beguilingly presents itself as having values and purposes beyond maintenance to its own power. On various grounds, it claims that the organisation has the right to rule, to protect and guide the masses. This is maintained in the statement by the then Minister of Posts and Telecommunications, Dr. Albert Hertzorg, who said that television, would come to South Africa over his dead body. The apartheid government was concerned about the moral and political influences that television might have on the population and perceived the new medium as a threat to Afrikaans and the Afrikaner community (MDDA, 2009). During that period, the significance of apartheid propaganda was to declare separation as legitimate and essential and to hide the disparity with misrepresentations and myths which would aim to satisfy all South Africans (Bird and Garda: 1996). This idea by the oppressive governance is dismissed by Chomsky in his 'Necessary Illusions' concept, whereby media brain-washes and feeds the public false information (Chomsky, 1989). Bird and Garda (1996) put more emphasis that South Africans were not drawn into believing everything the media told them, but because experience in the society was stratified, it was often difficult for them to test what they had learnt in the media, against their own with experiences.

After 1994, censorship ended and a new constitution was enacted which endorsed a 'Bill of Rights' that guaranteed every citizen a right to freedom of expression including press and media freedom. Freedom of expression including press and media freedom) were the most remarkable changes in the media and society (Tomaselli, 2001). A completely new layer of media had taken over in an extremely short space of time (Tomaselli and Dunn, 2001). A remarkable growth in newspaper readership sprung up due to people's needs and wants, and their eagerness to learn of current affairs of their country. Thus, the press could fulfil its mandate to represent the public and become a watchdog on the government. This was propelled by the massive improvement in the living standards in SA's poorest communities, the major beneficiaries of the change in the country as compared to the hardships in the apartheid era. Their living conditions and general standard of living changed almost overnight as access to housing, electricity, running water, job opportunities and minimum wages came sweeping through under a new democratic government (The Press in South Africa, 2013).



## NEWSPAPER REVOLUTION IN THE WAKE OF APARTHEID

According to Hyde-Clarke (2010) news that is on the doorstep is better covered by a medium which is also literally close to its reader, a community paper. Such papers are better equipped to deal with relevant community news. Community newspapers may have been influential in restructuring South Africans. Although there is digitalization and globalisation around the world in the media world, traditional newspapers are still industrious to the public: “People want to read about what is going on in their own communities”, (Hyde-Clarke, 2010). Naidoo (2008) contends that newspaper readership is no longer measured by its status, but more so by its relevance, reach and reliability. Hyde-Clarke (2010) concurs that news that is on the doorstep is better covered by a medium which is also literally close to a reader; such as a community paper. These papers are better equipped to deal with news relevant to that community. Community newspapers should be defined in relation to their purpose and the relevant social conditions, (Berger, 1996). *Sowetan* is a South African daily newspaper that started in 1981 as a liberation struggle newspaper. It was a replacement of the *Post Transvaal* newspaper. *Sowetan* newspaper that was owned by Avusa newspaper group was transformed into daily newspaper in 1981 after *The Post* was deregistered by the apartheid government. Nevertheless, the initial mandate of *Sowetan* newspaper has currently been hampered by the proposal of the Secrecy Bill, which as the discussion indicates, deprives the public of ‘classified’ information.

Newspapers are very instructive as they watch over the citizens and provide them with effectual information that enriches the media consumers, (Taylor, 2006). Subsequently, they may develop strong links with their readers because of their narrow focus on geographical and cultural space. A main function of community newspapers is community building through wide coverage of community life and contribution to community growth (Domatob, 2006). But in the case of the proposed Secrecy Bill, Domatob’s idea does not hold an argument as Secrecy Bill intercepts types of media contents that could otherwise have benefitted society. The Bill does not explicitly state that the media should not report certain types of information to the public, but the fact that it does state that no reporting should be made on ‘classified information’, cripples the flow of information which in turn could mean that South Africans do not get open information on issues that they need for society’s growth. This also discourages collaboration between society and government which Habermas calls ‘a radical democratic process for the formation of public opinion’ (Habermas, 1990). For him, the process of democratic communication is imperative to the

extent that it is the key means to re-distribute power. In relation to the South African context specifically, his argument fits very well. 'Participation', 'development' and 'media/communication' need to be worked into a single programme to build a post-apartheid society with democratic power relationships. Among other means for the government to promote and initiate participation are communicative devices that transmit media content, such as newspapers, radios, television and new media technology. In the following these will be discussed.

There are four newspaper groups in South Africa that transformed through apartheid regime and are discussed in this chapter. The most recently launched newspaper (in December 2012) *The New Age* is owned by TNA Media, a company with close ties to the ruling African National Congress (ANC). For all practical purposes it acts like the mouthpiece of ANC even though the newspaper's owners and editor state that while *The New Age* would report on the government in a positive manner, it would remain objective, and not act as an ANC or government propaganda tool. But SABC acts as a spokesperson for the ANC as such *The New Age* is the same since there are instances of co-productions. SABC 2 news room broadcasts *The New Age* production under its auspices, which pragmatically strengthens the argument that *The New Age* acts as a spokesperson for the government. According to *The New Age* online (April, 2013), Helen Zille's Democratic Alliance (DA) political party established that *The New Age* newspaper receives 77% of its advertising revenue from ANC government at national and provincial level. The report indicates that the two entities are broadcast together and this is suggested by the government 'willingness to throw' money at *The New Age's* business breakfast.

Media in South Africa developed since the time of white governance. Most of media institutions used to be state owned or related to the apartheid governance and would not bring controversial reports about the ruling party. After apartheid ended, ownership of the South African press was structured via the entry of both international capital and domestic black empowerment groups (Berger, 2001). Berger argues that foreign investments signalled the exposure of the SA media to international media forces, breaking the white South African monopoly. He argues that there have been positive developments that the major shift came in 1993 with *Argus'* unbundling of the *Sowetan* to another newspaper group, namely Dr. Nthatho's New African Investments Limited (NAIL), thus initiating the start of black economic empowerment, Berger (2007).

A second significant development was when in 1996, the British multinational mining company Anglo American's sold most of its stakes in the Holding company Johnnic Times Media to the National Empowerment Consortium in South Africa's largest black empowerment deal. By 1990 Times Media Ltd (TML) owned *Sunday Times* (Johannesburg); *Cape Times* (Cape Town), *Financial Mail* (Johannesburg); *Eastern Province Herald* (Port Elizabeth) and *Evening Post* (Port Elizabeth) and also had 50 percent of the shares in the *Pretoria News* (Louw, 1993). The new owners of Johnnic included NAIL and the other black capitalist interests, a coalition of about 40 black business and trade unions, but half of the shares were held by labour organizations (Berger, 2001).

The third development involved the South Africa based multinational media company Naspers with principal operations within electronic media (including pay-tv, Internet and instant-messaging subscriber platforms). In 1996/7 Naspers relinquished part of its control over *City Press* (a black Sunday newspaper) to Oscar Dlomo's investment company Dynamo. Nevertheless, Dlomo sold back his shares to Naspers in 1998 due to bad economic conditions. Naspers launched its so-called 'Welkom Share Scheme' in 1999, to compensate for this black economic empowerment loss, (Berger, 2001). Naspers, formerly an Afrikaans group that was once the mouthpiece of the apartheid government, in 2006 announced that it intended to make a new deal with black empowerment and billed it as the biggest black empowerment deal in the country's print media industry.

A final change and transformation to be mentioned here was taken by Kagiso publishers. Initially, Perskor (for Afrikaanse Pers Korporasie), historically also had strong links with the National Party (Louw, 1993). There were some transitions on Perskor ownership and in 1991 it owned newspapers like *Die Vaderland*, *Transvaler* and *The Citizen*. It also had interests in magazines and managed publishers of titles like *Scope*, *Thandi*, *Farmers's weekly* and *Bona*. Perskor merged with Kagiso in 1996 after a black empowerment deal was concluded to form a new consortium (Wigston, 2001). However, Wigston mentions, Perskor and Kagiso parted ways and Kagiso merged again with CTP Holdings and Caxton Limited and it took the name Caxton (Wigston, 2001).

New Africa Investments Limited (NAIL) ushered in a major transformation when it unbundled its media assets to Johnnic Communications in 2004. The assets included *Sowetan newspaper*, *Sunday World* and a 33.3% state in Allied Distributors (Skinner, 2006). This discussion outlines the makeover that the print media went through in South Africa.

The Black empowerment managed to own the print institutions, although some of the blacks failed to sustain or reinvigorate loss making print media (Berger, 2001). Furthermore, there was a major leap as television made a smooth transition as well to facilitate the media's mandate on easier access of information by the public.

## **THE RESTRUCTURING OF SABC AND THE ROLE OF ICASA**

The South African Broadcasting Corporation (SABC) transformed as a result of the fall of apartheid and the birth of democratic rule in South Africa. And it also had to go through changes. It entered into lengthy phase of restructuring in order to fulfil its new role as the nation's public broadcaster (Fourie, 2007). It was restructured from being a mouth-piece of National Party (NP). It changed from being an independent autonomous body responsible to parliament and became SABC PTY Ltd with state as sole shareholder.

When there was an introduction of television in South Africa in 1976, one channel operated for five hours in the evening and the transmission time was equally divided between English and Afrikaans languages. Teer-Tomaselli and Tomaselli in Tomaselli and Dunn (2001) discuss the history and introduction of television in South Africa. A second channel was introduced in 1982, which carried TV2 and TV3 as split signals beamed to different geographical areas of the country according to an assumed ethnic logic. TV2 broadcast in Nguni language; Zulu and Xhosa, while TV3 broadcast in the Sotho family language, North and South Sotho. In the late 1980s the television structure changed, TV1 remained purely English and Afrikaans, while TV2/3/4 became single integrated channel, named Contemporary Community Values (CCV) (Tomaselli, Tomaselli and Muller, 1988). On the 4<sup>th</sup> of February 1996, SABC re-launched the CCV-TV, National Network Television (NNTV) channels as SABC1, SABC 2 and SABC 3.

SABC was a product and structure of apartheid since 1936, and it worked closely with the ruling National Party government. The SABC was transformed from state broadcaster into a public broadcaster in the years following the Conference for the Democratisation of South Africa (CODESA) in the early 1990s (Ngubane and Mhlanga, 2012). In their study on the SABC and its structural dilemmas, they emphasise that there had been a shift because among others, the SABC had previously operated as a monopoly over broadcasting, drowning all voices opposed to the government of the day. Further, the premise to this change was influenced by the view that in a democratic dispensation the emancipatory project had to ensure that the airwaves are considered to belong to the

public and not just the government or media moguls. There were also problems emanating from civil society and of course the political sphere that the change would impact control and management from one white hand to the black populace. As a result, there had to be another discussion on the public participation of the SABC and state ownership control of the new public service broadcasting (PSB). Ngubane and Mhlanga go on to state that the engagement was propelled by SABC's mandate to ensure that there was citizen participation in nation-building and to promote democracy and education. This idea is also seen as an outcome from the establishment of ANC and the revolution and appeals by the blacks in 1976 activities against segregation by the ruling regime at that time, among other statutory features. However, what remains to be identified is whether the idea of restructuring the SABC still benefits and builds the nation to the new governance and public's expectations.

## **SABC AS A PUBLIC BROADCASTER**

Shortly after South Africa's first elections, the Independent Broadcasting Authority (IBA) came into being. Its instruction was to regulate the country's broadcasting industry. In 2000 IBA merged with South African Telecommunications Regulatory Authority (SATRA) to produce The Independent Communications Authority of South Africa (ICASA). Its mandate for the communications sector is found in the Electronic Communications Act for the licensing and regulation of electronic communications and broadcasting services. The two bodies combined into ICASA to expedite significant transmission and accommodate the convergence of technologies (Metso, 2006). The merger was governed by the ICASA Act No. 13 of 2000, although the two bodies were dissolved, substantive parts of the previous IBA Act 153 and the Telecommunications Act 1996 still remain in force. In all this Broadcasting Act no. 4 of 1999, the main objectives among others were:

- To contribute to democracy, development of society, gender equality, nation building provision of education and strengthening the spiritual and moral fibre of society;
- Safeguard, enrich and strengthen the cultural, political, and social economic fabric of South Africa;
- Encourage ownership and control of broadcasting services through participation by persons from historically disadvantaged groups;

- Ensure plurality of news, views and information and provide a wide range of entertainment and education programmes;
- Ensure fair competition in the broadcasting sector;
- Ensure efficient use of the broadcasting frequency spectrum;
- Provide for a three tier system of public, commercial and community broadcasting services.

Therefore, it is befitting to discuss the relationship between ICASA and SABC in this research. Acknowledgement was made that the restructuring of SABC was in-sync with the state's ideological inclination of liberal democracy with capitalism at the centre, as confirmed by (Thabo Mbeki, 1998:96). Mhlanga (2010) concurs that these post-apartheid restructuring exercises were therefore meant to subtly transform and condense political, historical, sociological and anthropological cleavages into commercial gains that could also be understood as cultural tourism for a new nation-state. To emphasise the 'rainbow nation' theme, "the policies were formulated that allowed eleven ethnic languages to be represented within the SABC broadcasting configurations" (Ngubane and Mhlanga, 2012: 4). In the new democratic South Africa, space for public interests was vested as such, and thus the existence of the public through democratic truism that the people shall govern. One major question that still needs to be answered is, whether the establishing of ICASA and SABC has the establishment of ICASA and SABC under the auspices of the government have fulfilled the ambitions and anticipation of the blacks in the new South Africa with regard to access to information and freedom of speech.

One avenue to discuss the mandate of SABC under ICASA is to look at the political economy concept. The changes in the media and political landscape in South Africa influenced this approach and discussion on the political economy. Traditionally, political economy is concerned with historical transformation and social changes, the transitions seen in South African media due to politics. For critical political economists like Karl Marx, it meant examining the dynamic forces in capitalism responsible for its growth and change (Mosco, 1996). Political economy is concerned with the production, distribution, and consumption of the more general interest in the process of control and survival in social life (Mosco, 1996:17). In the case of post-apartheid media activities in SA, the white governance as this discussion outlined, controlled the media production. The question of how much power is in the hands of those who own the media companies and how this can influence society is a pertinent one, (Ngubane and Mhlanga, 2012). The distribution,

production and consumption, as Mosco explains political economy, were owned and controlled by the apartheid regime hence the majority of the people, the blacks, were subjects to suppression and segregation until the election in 1994. The ruling party controlled the means of production. Herman and Chomsky (1989) developed a 'propaganda model' of the American new media, arguing that the powerful are able to fix the premises of discourse, to decide what the general populace is allowed to see, hear and think about, and to manage public opinion by regular propaganda campaigns, (Curran and Gurevitch, 2000). This statement is important: owners of public broadcasting in South Africa, also own the means of production can these be used openly or covertly to express their own ideas. Marx and Engels (1965: 61) maintain that, the philosophies of the ruling class are all the time the ruling ideas, that is, the class which is the ruling material force of society, is at the same time its ruling intellectual force. Furthermore, the class which has the means of material production at its disposal at the same time has control over the means of mental production.

## **TRANSFORMATION AND OWNERSHIP IN RADIO**

In 2005, the SABC was relicensed in line with section 10 of the Broadcasting ACT No. 4, 1999. Radio industry was dominated by the SABC in terms of number of radio stations. SABC had 18 radio stations of which are the public broadcasting service (PSB) stations, broadcasting in all official languages; three are public commercial service (PCS) stations, 5FM, Metro FM and Good Hope FM, (MDDA, 2009). And consequently, it was comprised of a public and a commercial division. The public radio division had full spectrum sound services, which means they offered a full range of programming genres: information (news, actuality, sports programme, discussion shows: entertainment (music, request programs, quizzes, novel readings and drama) and education (both formal and non-formal), (Tomaselli and Dunn, 2001). They had a regional sound service KFM, a community sound service X-K FM, Lotus FM, Radio 2000 and two full spectrum multilingual channels SABC 1 and SABC 2 (Broadcasting in South Africa). The SABC made repositioning of its radio stations a priority in terms of the reassessment of its role in society. The ideal situation aimed for by radio stations was to be 'audience driven', that is, the tastes, likes and dislikes of the audience should be ascertained through continual research and audience feedback, (Tomaselli and Dunn, 2001). That was purposeful in new restructuration when comparing the media operation and performance in the apartheid regime to democratic emancipation.

There was an urgent need to take care of listeners' needs and wants, and upgrading of the radio stations also became a serious priority, inclusive of technical facilities and the increase in the broadcast coverage. Tomaselli and Dunn exemplify that some of the radio stations that had their names changed to emphasize transformation are: *Afrikaans Stereo* (previously called *Radio Suid Afrika*, was renamed 'Radio Sonder Grense'-RSG (Radio Without Boundaries). The station's version, expressed as 'lively and transforming' aimed at breaking down the barriers of the past, particularly those within the Afrikaans speaking communities, regardless of race, (Teer-Tomaselli and Tomaselli, 1996). *SAfm* was launched in March 1995, the result of a redefinition of national English-language station previously known as *Radio South Africa* (RSA), (Stenhouse, 1995). This idea was clarified by Teer-Tomaselli and Tomaselli (1996), the continuation of *RSA* was untenable because: firstly, the station enjoyed a disproportional allocation of resources as compared to other stations in the SABC's portfolio; secondly, its audience was on the decline. Govan Reddy, the SABC's Chief Executive of Radio at that time, called *Radio South Africa* was 'an old fashioned radio station with a dwindling, ageing, and predominantly white audience' (Business Day, & April, 1995: 8).

In the twenty-first century, radio news remains the corner stone for essential knowledge to sustain society. The emergence of new media technologies gave rise to a change in South Africa in terms of interaction within societies.

## **DEALING WITH NEW MEDIA TECHNOLOGIES**

The new democratic South Africa propelled some developments, technologically, socially, politically, economically and culturally. Under this heading, the research discusses new media development (an on demand access to media content at any time and which is obtained from digital device) and its impact on the new South Africa. Previously traditional mainstream media have not been influential to the society's welfare, their needs and wants. The existence of new media technology in the post-democracy brought major benefits to the society in terms of easier access of information as compared to the traditional media. Nevertheless, new media posed a so-called- digital divide, Hargitlai (2004), where some people have new media and some do not. The main objective of this part is to examine the impact of new media technologies in SA as well as to determine its relevance for the Secrecy Bill in terms of public's access to information and media institution's



dissemination of it. This would build more argument on the use of new media technologies against or on the Secrecy Bill.

Research on the use of 'new media' technologies is very essential especially when trying to understand its impact of this use has on society. New media technologies have shown a massive change in the societies with regard to information dissemination compared with traditional mainstream delivered news. Recent research has focused more on new technologies as 'alternative' platforms of expression in the face of state monopolies of the mass media, (Moyo, 2007: 82). This research discusses and examines how journalists deploy 'new' media technologies in the news production. It will also explore the difference between the production of news content by new media technologies and "old approach kind of" news and news dissemination. 'New' technology theorists and other commentators generally tend to be polarised over the degree of 'new' technology's 'newness', (Lister *et al*, 2003: 37). Sometimes there is a temptation just to list the latest developments in media technologies (twitter and face-book) and call them 'new', but the 'newness' of the technologies goes hand in hand with the performance in the production of news in this century vis-a-vis the 'before digital era' production of news. It is thus important to highlight that the *newness* of the new technologies is 'historically relative' and contingent upon a particular context, (Lister *et al*, 2003).

Among other new media technologies, mobile phones are very instructive in the society in promoting interaction. Mabweazara (2005) insists that the different development of the mobile phone between the developed and the developing countries offer a good example for this observation. In the economically developed countries 'third generation (3G) mobile phone include broadband Internet connection, multimedia messaging, Short Message Service (SMS), Multimedia Messaging Service (MMS) and more importantly location awareness', (de Souza e Silva, 2009).

The Internet and its application, including blogs, web sites, and new online networks or cyber communities represent a huge change for the media. It is clear that online spaces for discussion and dialogue are playing an increasingly significant role in people's lives where they have affordable access to such spaces, (Livingstone and Bober, 2005). In addition the combination of digital compression technologies and market liberalisation means that the news media industry is now very much more consumer-led than it was in the past. Instead of waiting for the news to be delivered it can now be accessed at any time, (Livingstone

and Bober, 2005). News is now on offer continuously with access to the news channels all the time. The Internet has played a significant role in changing people's lifestyles. As indicated earlier, currently, most mobile phones have an Internet service that is used all the time for purposes that people are exposed to. Researchers like Jones and Pitcher are critical to the advanced media technologies and their use and impact on society.

We live in an 'online age', Jones and Pitcher (2010), and the Internet influences society in a number of significant ways. For example, Internet banking and e-commerce are changes that the society is benefitting from. As Greer (2008) pointed out, Internet banking and e-commerce have changed the way products and services are purchased; email has meant that communication across the globe can occur in a matter of seconds, and the World Wide Web has become an instant publishing platform for millions of individuals. Practically, this has changed the ways in which people access news, with even traditional media forms such as radio stations and newspapers becoming increasingly interactive. Most SABC radio stations may be accessed from the Internet. Many newspapers no longer simply 'dump' their daily stories onto their websites: they increasingly produce original content intended specifically for the Internet, and this content is often a combination of media-text, sound, video, audio, photographs and graphics, (Jones and Pitcher, 2010). And many give their readers the possibility to respond to the news articles, to share the news with others on social media, and express their own views. For example:



Figure 3: Beeld Online offers news via Facebook and Twitter  
Source: (Gibson, 2013)

Figure (3) Beeld Online: offers its readers the possibility to share the news via Facebook, to pass it on as a tweet, to send it onwards as an email link and to share their own views in a commentary.

Furthermore, news commentators are present on the news page and communicate with their readers via the newsroom's Twitter account, urging the readers to follow the newsreader on Twitter for updates and for other news items. The newspapers add statistics to show which articles are the more popular and mix news and commentary on the same page for in-depth background information (BBC News Africa: 1 August 2013 in Figure 4):

Figure 4: News Africa adds video  
Source: (Gibson, 2013)

Figure (4), 'News Africa' adds video (In pictures), expert commentary via Twitter and debate, and provides extensive country profiles for their readers).

Technology development internationally has made it difficult for authorities to stop information flows. This is valid for countries like China, despite their efforts to control content on social media and Internet huge costs, and will probably be true also in the South African context. Although the transformation of media was effected by the political landscape, apartheid to democracy transition, currently, in today's capitalist market, many of the freedoms associated with democracy are eroding, as media becomes more economically driven rather than concerned with that which is in the best interest of the public, (Kovach *et al* 2004) cited in (Coyer *et al*, 2007b). The *Mail & Guardian* online article assures that South Africans are increasingly using new media platforms, in that the first Twitter map of Africa, by Portland Communications, shows South Africa as home to the most active tweeters on the continent. The South African National Census of 2011 by Statistics South Africa indicates that about 90% of the population own mobile phones, on which the Internet is available (Statistics South Africa, 2011). Additionally, compared to 2001, census 2011 also showed big increases in the household ownership of mobile phones (from 32% to 88%), and the surge in popularity of mobile phones and television came at the expense of radio ownership (down from 73% to 67%) and landline phone ownership (24% to 14%), (Statistics South Africa, 2011).

The article highlights that politically, social media is also able to keep people abreast of the development of the government. President Jacob Zuma had indicated that his lines of communication would be opened especially social media to discuss any concerns with the public. For example is Minister of Public Enterprises Malusi Gigaba, one of the few politicians who uses his Twitter account to post new development and speak to the public. Furthermore, the ANC has indicated its intention to use social media in the 2014 elections. The Democratic Alliance launched its social media strategy in 2009. Social activist, Mamphele Ramphele's Agang into the party-political arena raises further possibilities (interaction with the citizens by social media network) as she declared her willingness to consult citizens through social media.

People use new media technologies, such as, Twitter, Facebook, email, the Internet, Google chats, Skype and other speech and video communication platforms for interaction, but the question remains, do the journalists use the new media devices in such a way that the government approves of their use? And, to which extent are people involved in societal participation using these new media technologies?

The role of a journalist is to report events in the form of news to the people. In doing so, they should follow ethical guidelines when reporting. Still on use of new media technologies, journalists find themselves depending on the Internet to gather and broadcast news, as the latter stanza indicated, there is some interaction on social media by even the government personnel. The Internet allows journalists the freedom to engage at a grass-roots level, becoming involved in the stories they report, (Jones and Pitcher, 2010). This results in a relationship between a journalist as a writer and the reader. Atton (2007b) maintains that this type of journalism is less focused on the journalist as an expert and the report as commodity produced by a news organisation, but it proposes a relationship between writer and reader where epistemological claims may be made about the status of journalism and its practitioners.

Referring back to the use of the African term, *Ubuntu*, passionate reporting shows a dedicated journalist with love for the society and to bring about social change. *Ubuntu* is the shorthand version of isiXhosa proverb: *umuntu ngumuntu ngabantu*, which translates as ‘a human being is a human being only through its relationship to other human beings’ (Marx, 2002). In addition, it aims to promote the values of harmony and subsequently elevating the ideals of nations-building and societal development. According to Fourie (2008), new media and citizen journalism can be seen as elevating various cultural ethical beliefs, especially the African ethical ideal of *ubuntuism*, to the forefront of journalistic practice. As Wasserman and De Beer (2004) argue, journalists operating within the *Ubuntu* framework should concentrate on contributing to the well-being of the community rather than relying upon the ideals of utilitarianism, (Fourie, 2008). This, however, is only possible if journalists refrain from objectivity and become engaged members of the community, because only then will they be able to understand fully what the needs of the greater community are (Jones and Pitcher 2010). Anton Harber (2012) calls for a new set of rules, where he pin-points that new media also gives the people the tools to write news and encourage fairness, balance and accuracy in journalism. The way forward lies in a commitment to a radical transparency, giving the audience the tools to understand how news is processed and selected, and the information that empower them to assess its validity and accuracy, (Harber, 2012). For the journalists and reporters to give genuine news alleviates a situation where the media consumers are hit by a cacophony of conflicting bits of half-naked information and this forces the audience to sort out the real news from the fake news, piece it together from multiple sources and weight different

versions of the same story against each other. There should be no longer a dominant voice of authority in most of media (Harber, 2012).

Journalists are thus expected to be engaged and are operating within the media as a watchdog on the government. A consequence of the introduction of its Secrecy Bill, however, is that the government no longer allows them to exercise this role and/or report on what will be considered classified information under the Secrecy Bill, as there are draconian punishments on those violating against the Bill. The Internet's interactive capability has been its most dominant feature, and has led to the creation of passionate public conversation including diverse voices and perspectives, as well as an opinion style of writing. In their study, Jones and Pitcher (2010) establish that even people with personal, diary-like blogs, tend to partly perceive of their role as one of keeping the citizens of a democracy informed and engaged. The significance of interaction is further modified by Gillmor (2005) who sees this participation as the core of a new media ethic, says the online world has 'brought forth an ethic that we in mass media would do well to adopt: the willingness to engage with our audiences'.

Political economy has an effective role in controlling the state in the construction of broadcasting, and information systems. The history of modern communications media is not only an economic history but it also concerns the 'exercise of full citizenship', by allowing people to become full members of the society, Murdock and Golding (1992), by providing citizens with information enriching them with their rights. Hence political economy began looking at the state's role as a producer, distributor, consumer and regulator of communication (Ngubane and Mhlanga, 2012). Nevertheless, there is classified information that is controlled by that state which the public do not have access to, in the case of South Africa. And the media practitioners do not have control to broadcast such information because of the punishments.

## **CONCLUSION**

This chapter discussed the South Africa scenario where National Party governance tried to obstruct citizen's access to information and easy dissemination of news and media content. During the apartheid era the government applied censorship as a means to institutionalise apartheid rule.

Finally, the chapter discussed the use of media before and after apartheid regime, and the development of new media technologies in South Africa. It discussed media performance under the apartheid governance and the significance of media performance as well as SABC as a public service broadcaster under new democratic South Africa after 1994. The existence of new media technology in the post-democracy brought major benefits to the society in terms of easier access of information as compared to the traditional media.

The next chapter will focus on journalism in South Africa from broadcast print, online and citizen journalism, and important changes in reporting.

## CHAPTER FOUR

### JOURNALISM IN SOUTH AFRICA

#### INTRODUCTION

The previous chapter discussed the use of media before and after apartheid regime, and the development of new media technologies in South Africa. It looked at the media performance under the apartheid governance and the significance of media under 1994. This chapter focuses on the media as a public service broadcaster. It further examines journalism in South Africa from broadcast print, online and citizen journalism, and how the change evolved performance and the impact it has to the society. Without journalism or media, there is no news at home.

#### INTERACTION BETWEEN NEW MEDIA TECHNOLOGIES AND CITIZEN JOURNALISM

The interaction between new media technology and citizen journalism has evolved hyperbolically. The dynamic nature of new media technology has spiralled change in the manner in which civilians engage in news management. New media technology has acted as a catalyst to accelerate feedback loops between the sender and receiver of messages (news). Feedback loops have allowed news to evolve internally and externally. This means that transmission rate and coverage has been amplified beyond measure. Further, it has accelerated the wave like motion of news which compels news to transform.

#### JOURNALISM DEFINED

Pavlik (2011) states that journalism's purpose is, to comfort the afflicted and afflict the comfortable. The roles of the society and responsibilities of journalism are considered to be government's watchdog, representative of the public and as a perpetuator of public opinion. It is important to mention that the production of news comes or is produced by media devices: print media, broadcast media and digital media. What is *news* and why is it in demand by the society? Tumber (1999) argues that news is a consequence of the human desire, and need to know the state of the surrounding social and physical environment. He carries on to ask: "what is news", is a concise way of asking either of the two questions: 'What has happened that I didn't anticipate?' Or, 'What is likely to happen that I haven't



anticipated?” News is relevant to current situations. Time is also a fundamental aspect of all news and becomes a crucial concern in determining whether an item of news shall be published. Time can be conceived as having three aspects with regard to news being considered for publication by daily, weekly, monthly or fortnightly press, together they constitute what herein is termed ‘timelessness’. Turner (1999) accentuates that for an item of information to be timely, in the sense employed here, requires the conjunction of:

- **Recency** which deals with recent disclosure;
- **Immediacy** which deals with publication with minimal concerns.

To speak of news as timely information, therefore, is to imply the existence and interaction of a news source, a news medium, and a news audience. In the setting of South Africa, the news audience and news medium and news source do influence interaction in a society. Moreover, the news that is received or downloaded from mobile telephony engages media consumers in interaction since most of online sources are within reach and audience is keen to know what is happening around them, just like with South African audience in the midst of the Secrecy Bill. Turner (1999) restates that the public has a demand for more than what the world can provide and something has to be made up to fill the gap of this deficiency. He insists that the public’s expectations is that media in general have to be full of news, and if there is no news visible to the reporter or the citizen the successful reporters of news organizations are still expected to provide the story (Turner, 1999).

In the definition of mass communication, journalism plays an important role as it serves as surveillance: the media plays an adversarial role, as a watchdog and agenda-setter. It exposes violations of the moral and social order. It provides information about the processes, issues, events, and other developments in society, Pavlik and McIntosh (2011), O’Shaughnessy and Stadler (2006). *Correlation*: these are the ways in which media interprets events and issues and ascribes meanings that help individuals to understand their roles within the larger society and culture Pavlik and McIntosh (2011) and this is what the government wants the media to play and is the role the current South African government wants the South African media to play, O’Shaughnessy and Stadler (2006). And lastly, on *cultural transmission*: journalism maintains and promotes cultures of different groups, from one generation to another. It is imperative for each society or generation to know their grass-roots, that is, where they come from. Journalism thus, promotes interaction from one

generation to another, educates and exposes media consumers to the outside world to gain more knowledge about their welfares.

The Internet and especially social-media tools: Facebook, LinkedIn, MySpace, Orkut, Flickr, Bebo, Hi5, YouTube, Basecamp, Viadeo, and Webwag, have allowed the rapid growth of citizen journalism. It differs from other times of journalism in that it is usually not created with an explicitly political or radical agenda, like advocacy or alternative journalism. Its driving force has been citizens rather than professional journalists, as in public journalism, Pavlik and McIntosh (2011). Mabweazara (2005) concurs in that with the two researchers that the focus is on the generation of news content by citizens, an important dimension of development, variously labelled and codified as citizen journalism. This refers to forms of content produced by everyday citizens, otherwise not professional journalists. Other scholars define citizen journalism by comparing it to mainstream media. Moyo (2009) defines it as a form of citizen media-where individuals write and/or comment on issues they feel are left out of the mainstream media. Content is the main distinguishing feature, while in mainstream media the content is generated by professional journalists in citizen media spaces by users and readers, it can be texts, images, audio files, podcasts, or video. According to Bowman and Willis (2003), it is the act of a citizen, or group of citizens, playing an active role in the process of collecting, reporting, analysing and disseminating news and information. The intent of this participation is to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires. How do some of citizen journalists work? Some of these are professional journalists who have created their own blogs for information, while others are mere citizens in a country aspiring for betterment in the societies by becoming citizen journalists.

## **CITIZEN JOURNALISM VERSUS BLOGGING**

In East Africa, a number of professional journalists have their own blogs where they share information that is not governed by editorial policies stipulated by their employers, giving rise to a form of non-institutional citizen journalism, (Ross and Cormier, 2010). They allude that the rise in blogging and feedback has encouraged many newspapers in East Africa to set up websites with interactive features where the public is allowed to comment and raise the issues without the fear of being 'cut short' by the editor's blog. Citizen journalism is viewed as a democratisation of news content. The weblog (blog, in short) has been a current key tool for alternative communication since the emergence of new media

technologies. Its rapid growth and success is due to easier means of maintaining and creating it, even for users who are technologically challenged (Knight in Hyde-Clarke, 2010). Knight, in Hyde-Clarke (2010) explains that blogs are usually the work of one person, although there are communal weblogs that are successful. The basic format of the weblog is a series of posts consisting of text, and possibly hyperlinks which are delineated by time and date, and usually listed in reverse chronological order, with the most blogging software limits the amount of formatting and fancy layout that the writer can impose, Knight in Hyde-Clarke (2010). There may be incidents where conventional media misses breaking news; bloggers may have some influence in the news agenda. Knight comments that traditional media organisations now offer blogs on their sites, and expect journalists to, in addition to their traditional reporting function; keep an updated blog of events and stories. He states that, journalist blogs provide immediate, almost raw information from the location of the story, which satisfies the need on the Internet for immediate coverage (Knight in Hyde-Clarke, 2010).

The fundamentals of a blog are similar to citizen journalism's character-aspects especially on the kind of information citizen journalists and bloggers offer. The following demonstrates the relationship between the use of citizen journalism and blogs. There is one an example of a blog that currently made headlines in Zimbabwe. On his Facebook page, Baba Jukwa, a Zanu-PF party insider is disheartened by the 'corrupt and evil machinations' of President Robert Mugabe, *Zim's 'mole' blog dishes dirt on Zanu-PF*. Baba Jukwa has at least 200, 000 followers on Facebook, more than both President Robert Mugabe and Prime minister Morgan Tsvangirai. Zimbabweans now have access to sensitive political and state's information obtained from Baba Jukwa's page. His site has reported getting tip-offs from the midst of meetings of Mugabe's politburo, its highest policy making body and other confidential gatherings. *News24 newspaper* broadcasts that Zimbabwe has an estimated 12 million mobile subscribers with 60% thought to have a direct access to the Internet through their cell phones, according to commercial company reports from the three main mobile networks. Mobile telephony promotes quick interaction in a society and connects citizens to the current affairs, just like Baba Jukwa's page has. Nevertheless, McDonald Lewanka, director of Crisis Coalition insists that some posted information is all fabrication, and that there are more lies to the truths he posted. To this point, Baba Jukwa's page portrays an example of a blog and the relationship between the blog and the use of mobile telephony. Although it is enlightening in one way and there are updates all the time, there is no fully fledged truism to it.

Moyo (2008) acknowledges that some of the blogs are written by professional journalists. However, when professional journalists write for their blogs, they are not considered as 'objective reporters', and they acquire citizen journalist feature, and thereby sounding more like an ordinary, non-professional blogger, (Moyo (2008). According to Gillmor (2006), blog provides the journalist with the opportunity to escape temporarily from the institutional formalities and constraints placed by mainstream media and become citizen journalism, thus, allowing them perform citizen journalism's portfolio on gathering and disseminating news. He goes on to write that, there is something liberating about the blog form of journalisms. The form encourages informality and experimentation, not to mention the valuable interaction with the audience that makes coverage better, Gillmor (2006). Despite the lack of professional skills in packaging the news, Moyo (2008) alludes that bloggers have distinct advantages over traditional journalists, in that, their eye-witness reports which often carry personal emotions and opinions and their ability to cross-reference information which is enabled by the World Wide Web, often increase the credibility of their function. Nonetheless, Moyo puts emphasis that unethical reporting is the biggest threat posed by citizen journalism.

## **RE-DEFINING MOBILE TELEPHONY AND ITS PERFROMANCE**

Mobile phones are a crucial mode of communication and welfare enhancement in countries that lack communication. They have assumed a key position in interactivity debate. Scholars according to Mabwezara (2005), argue that the mobile phone is being leveraged in varying degrees by citizens to contribute to news making. Individuals with mobile phones and other media tools are able to capture 'news' in real or close-to-real time much more immediately and rapidly than professional journalists, (Verclas and Mechael, 2008: 7).. Moyo (2009) assures that the SMS function in particular, is seen as 'the most potent tool for alternative communication in the developing world today. Furthermore, 'less expensive and more reliable, than making a phone call or using voice mail services', (Verclas and Mechael, 2008: 11). They add that this is an indicative that mobile phone is facilitating professional journalism and allowing citizens to participate in the process of reporting. And this development has also seen the creative deployment of SMS commentary in various talk or current affairs programmes on radio and television. Furthermore, the use of mobile phones is very unique and satirical. Moyo picks up some incidents that took place in Zimbabwe as the country prepared for the elections. The text messages were mocking President Robert Mugabe. And Moyo maintains that jokes are not

just innocent humour, but carry strong political messages with sophisticated layers of denotative and connotative meaning. The case in point is South Africa, President Jacob Zuma and expelled former ANC youth league President ‘Juju’ Malema had messages mocking them. As political sarcasm, jokes are significant in a society as they evidently expose people in authority, especially where straight criticism may be dangerous. They are metaphoric expression of what is happening in a society, and have the capacity to ‘cut down to size politicians who are often perilously unconstrained by paper constitutions which they do not respect (Elias, 1989: 329). Here is some commentary on the political situation, according to Moyo (2008) after Zimbabwe went for elections which were thought to have been rigged:

- ‘We would like to apologise to the nation for the late release of the presidential results. This is due to the rigging process, which is proving to be more difficult than we had anticipated’,
- ‘People really do believe this is general election-because our generals decide who gets elected’,

In the South African context, Sibongile Mashaba from *Sowetan newspaper* cited a few commentaries based on President Zuma. This time the new bank notes featuring former President Nelson Mandela have been defaced, with the global icon’s face being replaced with that of Zuma, Mashaba (2012):

- “Dear Jacob Zuma, if u also thinking that one day it will b ur head on South African money (coins or notes) dream on. Your head won’t fit, we don’t wanna b walking around wit A4 R100 notes”,



*Figure 5: Mandela's face defaced in replacement of  
President J. Zuma*

Source: (Mashaba, 2012)

Figure 5 portrays the new bank note with former president Nelson Mandela's face defaced in replacement of President Jacob Zuma. A R200-million note has Zuma's grinning face on it, with a shower on his head and a raised index finger. This has been linked to the upgrade of Zuma's iNkandla homestead.

Joseph (1999) mentions that these jokes provide fascinating commentary and have described them as 'pseudo democracy' (an illiberal democracy) and 'virtual democracy' (this is e-democracy, combination of the words electronic and democracy) in an attempt to capture the hollowness of the emerging forms of imitative democracy in Africa. Moyo (2008) explains that in an election where unconfirmed results had been widely circulated via SMS, email and the Internet service before the official results were announced; this joke was also a direct commentary on the power of new communications technologies which had made rigging an extremely difficult thing for the regime at that particular election. The questions whether jokes or humour can be used to illustrate practice of citizen journalism are answered.

The medium is the message, as McLuhan's (1964) famous adage states. Sharing of 'breaking news' on multiple platforms and imploring fellow citizens to 'please forward', as the jokes have been presented, as an emerging critical feature of citizen journalism that enables a viral spread of information in record time. The receipt of news depends on relatives or friends one has at that time and how exposed they are to the mobile telephony. The use of mobile phones therefore initiates perpetual interaction by the citizen to discuss issues like the jokes about governments or political figures. The function of these SMS messages can also be seen as providing the headlines for the important stories as determined by the citizens. In the context of South Africa, citizen journalism is essential as it may benefit the society, culturally, politically and economically. This part of a research also has to attempt one question: what is the significance of citizen journalism in South African context? With the proposed Secrecy Bill, the mainstream media are crippled in terms of publishing and broadcasting any kind of news befitting to be known by the public. Citizen journalism, therefore, may act as a catalyst in broadcasting information that the mainstream media may fail to capture and broadcast.

There are concerns about the possible lawsuits arising from the 'unprofessional' manner in which citizen journalists tend to generate their content, (Banda, 2009). This notion is very critical as other citizens may publish false information just to tarnish people's dignity or taint government's reputation. Some argue that citizen journalism is to some extent resisting the formal or institutional ways of packing information, (Moyo, 2009). These sentiments echo Atton's (2009) observation in the British context that citizen journalists present a challenge to media power since mainstream journalists no longer wield a monopoly on news production. Foss (2008) also notifies that citizen journalism has received scathing criticism. Some critics derisively argue that embracing citizen journalism is 'like handing a man off the street a scalpel and authorising him to perform surgery', (Foss, 2008). Moyo (2008) argues and cites an example that, non-professional journalists are not accountable to anyone but themselves, and their journalism is not guided or constrained by any ethical norms or principles but rather by gut feeling and common-sense. News productions are done 'here and now', and there are no intermediaries.

It is therefore vital that citizen journalism should foster participation, debate and accountability, all of which are important characteristics of a democracy, that South Africa found itself into after 1994. Banda (2009) shares that; a very important component of democracy is active participation of the people as citizens in politics and civil life. In essence, Habermas (1999), democracy is a system of popular sovereignty; it asserts the right of all human beings to an equal share in the decisions which govern the political community of which they are part. He assures that democracy is only fully achieved, when all adult members of a political community enjoy an equal say in the decisions which govern that community. His definition, as the yardstick by which breadth and depth of democracy are measured, is not practical or there is no pragmatic in South Africa. Habermas (1999) discussed the concept of public opinion that builds and fortifies the society, but the current ANC governance never practised it nor invited media sectors and academic institutions to the Secrecy Bill establishment. With the prevailing media-scape in SA, citizens are deprived of information, there is lack of access to information, but there are other avenues and sources of information that may be used. According to Habermas (1999) and Banda's (2009) discussion on democracy, SA governance is losing primary directive of being a democratic country that they gained from apartheid regime.

This is a new South Africa with restructuring of SABC from state broadcaster to public service broadcaster and promoting pluralism of various mainstream media under Black

ownership. Anticipation from this transition was to allow citizens have freedom of speech and access to information, but the democratic government has implied restriction to that. Steven Friedman (2010) explicitly outlines that any government restriction on the media's ability to disseminate information restricts democracy, unless it can be demonstrated that the restriction is necessary to protect the right of citizens to participate in decisions which affect them-circumstances which are rare, and this is not the case in South African media debate. Still, Friedman alludes that media should be accountable for performing their democratic function. According to Friedman (2010) the media should not deliver half information but should publish the whole version of stories. However, his conclusion, *that it is not an argument for government control*, should be challenged. Media is government's watchdog-to over-see the government's performance. But on the flip of the coin, performance of media's democratic function is also monitored by the same government which therefore becomes the media's watch-dog in return. This concept will be discussed fully in the following chapters.

The key role of citizens is to participate in public life. They have an obligation to become informed about public issues, to watch carefully how their political leaders and representatives use their powers, and to express their own opinions and interests. As such in democracy citizens should be able to choose between different sources of news and opinions to read in the newspapers, to hear on the radio, and to watch on television. One of the means that citizen journalists may use to deliver and exchange information is by mobile phones.

Citizen journalism calls for public participation. Citizens under this concept, contribute towards nation building by making the public aware of the incidents happening around them, by capturing and broadcasting news via mobile phones, more immediately and rapidly than professional journalists, (Verclas and Mechael, 2008). An informative example on essential citizen journalism is derived from British Broadcasting Corporation (BBC) collaboration with citizen journalists. In one of BBC articles entitled '*Citizen Journalism and the BBC*', Richard Sambrook (2005) the BBC's reporter informs that when terrorist bombs exploded on London subway trains and a bus, it was a day of intense pressure for their news teams to get things first and right. They started getting text and e-mail messages containing images and information from the public, and those became an integral part of how the BBC reported the days' events. Within six hours they had received more than 1,000 photographs, 20 pieces of amateur videos, 4,000 text messages and 20,000 emails.



'People were participating in our coverage in a way we had never seen before', illustrates (Sambrook, 2005).

Another incident was after the earthquake in Pakistan and India in October 2005, the most vivid descriptions of the happenings and the effects came in e-mails and texts from the area. Afghanistan coverage is the last example on BBC broadcast in partnership with citizen journalism. As part of the coverage, 'One of our reporters took a laptop and a satellite phone into the village of Asad Khyal. Many live in huts after the Taliban destroyed their homes. We reported what an ordinary day was like for them, and allowed those who came to our website to question directly', (Sambrook, 2005). That became a global conversation, questions were asked by people in Azerbaijan, Switzerland, and the United Kingdom, Korea and Japan, wanting to know about their families.

The examples show the relationship between citizen journalism and the use of mobile telephony and the positive impact that the new media technologies have to citizens, as used under citizen journalism concept. The BBC holds a license from the government that enables it to experiment with citizen journalism and social networks. As a public broadcaster, funded by the license fee every homeowner with a TV has to pay, its focus is on providing value to its audience, (Sambrook, 2005). He points out again that, according to citizen journalism's concept, that circumstance allows it to try things that commercial broadcasters, with an eye to the bottom line and share value, would attempt. Citizen journalism and the use of mobile telephony have therefore proved a positive impact when reporting to the public.

Mobile phones are a crucial mode of communication and welfare enhancement in poor countries, (Banda, 2009). Mobile telephony therefore is considered to be important for media interaction development. And in the context of South Africa, cell phone usage has grown phenomenally and provides opportunities in services like cell phone banking. In addition, mobile phone is more used for societal interaction. South African communicative and delivery of news space have been severely hampered since the proposal of the Secrecy Bill.

During apartheid regime, media was powerful and influential. It was used to brainwash the citizens and shape their minds to suit the government's expectations. The current government as well uses the same strategy. This is evidenced by its penchant for attempting 'draconian' sentences on any individual found in possession of classified

information. Under such restrictions of news dissemination, new media or communication technologies such as mobile phones and the Internet have become powerful tools for advocacy and citizen participation. This research discusses aspects of citizen journalism in South Africa focusing specifically on citizens' uses of Short Message Service (SMS), weblogs and mobile phones video clips to exchange information relating to corruption by civil servants, performance by the government and/or events and incidents that mainstream media may fail to cover.

Although the concept of citizen journalism is already in practice, Banda in his article on *Citizen Journalism and Democracy*, believes that it needs further elaboration, comprehension and practice. He argues that some articles written by anonymous citizens stirring up controversy, anger and protest are either not sufficiently researched or simply biased and unbalanced (Banda, 2009). But in response to the uncertainty of the production of this news, Moyo (2009) underscores that those who act as citizen journalists also practice perfection since they aspire to be professional journalists and besides the information gathered and ready to be disseminated to the public is synthesized and edited.

## **ONLINE JOURNALISM VS PRINT JOURNALISM**

Online journalism has been a buzz-word since the beginning of new media technologies. It is promoted by digital media which changed the media landscape: the productivity of news, media content, and distribution of news, packing of news and availability or storage of information. For online journalism to be active there should be a network that connects computers or media devices to each other so they can communicate, (Pavlik and McIntosh, 2011). There are many kinds of networks, but the research focuses primarily on the Internet and the World Wide Web. Pavlik and McIntosh (2011) define online communication and its relation to the Internet as 'part of the Internet'. Although many may consider the term 'online' synonymous with the Internet, 'online' is a term with more meaning. "Online refers to the interconnected networked media that permit the direct, electronic exchange of information, data and other communications, Local Area Networks (LANs) and Wide Area Networks (WANS), such as the Internet are part of the online world", (Pavlik and McIntosh, 2011: 71). They emphasise that the Internet and the World Wide Web are part of the online communication world, not that they are the entire world.

Online journalism means online mass communication. It is therefore essential to discuss convergence, digitalisation and the use of online communication with print and broadcast

journalism. Convergence is coming together of computing, telecommunications and media in a digital environment. Digitalisation which is the standardization of transmission systems and bringing together print and electronic media in a networked form, Doyle (2002), is the driving force behind convergence. A more extreme case of Digital convergence is also seen where there is convergence of voice signal to digital packets and all this sent via the same technology as computer data from end to another (Metso, 2006). Berger (2001) examined the view that convergence loomed a catastrophe for old media (newspaper and analogue television) heralding their closure or collapse. The establishment of convergence allows information sources to use a greater number of access points, hence, mobile telephony usage in interaction of the public and dissemination of information. Newspapers can now upload their printed information onto the Internet versions of their news services, (Metso, 2006). Equally, the manner of preserving used and previously broadcast information makes it convenient for future use. This means, the establishment of convergence stimulates processes like converting content between formats. Doyle (2002: 70) adds, “Technological change and convergence provide the opportunity for newspapers, radio and television broadcasters...to apply their expertise and complimentary areas”. Furthermore, this merging of data across platforms, for the use mobile telephony, has only been possible with the move from analogue to digital transmission technology.

Most of online newspapers are free, interactive and archival in nature and this mobile telephony provides users to search the information on newspapers through various access points. This information gets disseminated and is shared by media users through new media technologies usage. Media content is rapidly received, shared and there is a quick interaction as such. Existence of new media has developed a great deal in terms of news that was from print and broadcast journalism. Initially, establishment of a television was thought it would kill performance and existence of print journalism. And with online journalism, it was thought that survival and performance of both print and broadcast would be hampered. Traditional print media has always been a reservoir resource to the society with delivery of news. Wijesiri of *Sunday Observer* (2012) echoes that each media has created its own time and space across cultures and around the world. However, the print media too, be it newspaper or books, has and been able to hold its own.

Convergence of technologies, resulting to online journalism has initiated quick deluge of information that ‘suits many of us who are hard pressed for time and because of this very few people get the time to read. The Internet has proved to be the most effective media

here, where knowledge is literally at your finger tips', (*Sunday Observer*, 2012). This notion of online journalism is nevertheless very critical. It is the print media which can be endangered but the success of online journalism lies on print and broadcast journalism since the two provide online journalism with news. As such there is no probability and the debate that print journalism could face extinction. Buckland (2006), states that online journalism's major content source is traditional print media. And besides, because of digital divide some people may be at an advantage to access information while others are deprived of the opportunity to get that information.

Although online is essential, the question is how 'essential' is it? In South African context as compared to other places like the United States, online performance is not standard. According to Buckland's (2006) research report indicates that online news publications in South Africa are too reliant on wire services like Sapa, I-Net, AFP, AP and Reuters, however, the major source of news for online journalism is print media. This content is derisively known as shovel-ware; it is simply shovelled from print to the web (Buckland, 2006). This means there is a small percentage of copy that is originated by the website itself, but it is very small. One of the reasons why online journalism does not perform to the expectations is that, the web is a demanding dynamic medium, the pressures of keeping the news ticking over and continuously publish a high volume of stories (Buckland, 2006).

News is very important with regard to what it does to a recipient. That impact or influence will therefore spur a member of the society to react accordingly after receiving the news or information. The reaction itself promotes an interaction within members. Owing to digital divide, new media technologies have facilitated quicker and easier access and means of news communication. Mobile telephony has been the catalyst in news dissemination and interaction among the media consumers. The use of cell phones in particular has shrunk the vast world to a 'global village' with news and activities happening around, at the finger tips (Tumber, 1999). Nevertheless, the fate of news story is not determined by the needs of the audience or even by the values of the symbols it contains. Tumber (1999) highlights that, the story is controlled by the frame of reference created by the bureaucratic structure of which the communicator is a member. Therefore, the introduction of new media technologies, the Internet, World Wide Web, Tweeter, Facebook and other including blogs are references and sources that carry and deliver news and information, the media content that has a special impact on each individual. Nonetheless, if the new technologies are wrongfully used, like in the case of Baba Jukwa's blog from Zimbabwe, that could damage

the society's welfare since Baba Jukwa for instance, has truism in the information about ZANU-PF and critical information 'corruption' about the government.

## **JOURNALISM AND GLOBALISATION**

Journalism cannot be understood without globalisation. As part of platform of communication media, journalism has an influence to turn the world into 'Global village', and thus represents a component or agent in social transformation. O'Shaughnessy and Stadler (2008) define globalisation as an international community influenced by technological development and economic, political and military interests. According to Reese (2010) globalisation refers to the intensification of social interconnections which allows apprehending the world as a single place, creating a greater awareness of [our] place and its relative location within the range of word experience. It is characterised by a worldwide increase in instantaneous exchange of information. In the context of South Africa, journalism has an impact on the society as there is an increase in interactivity and interconnectedness that O'Shaughnessy and Stadler discuss. Media devices inter-relate the public through the news that is broadcast to them and the response and feedback from the same media consumers, thus, allowing interactivity. Feedback is immediate and gives communication dynamic nature by allowing the participants to exchange roles-one moment the communicator, the next the recipient-while, negotiating and trying to reach mutual understanding (O'Shaughnessy and Stadler, 2008). It facilitates interpersonal communication and the formation of communities and relationships across geographic, racial, religious, and cultural barriers. This is a transactional process between two (or more) people in a face to face encounter. It is instantaneous in the sense that it 'economises' time and space. This means that it bridges time and space, allowing access to distant information and events, (O'Shaughnessy and Stadler, 2008).

It is vital to include globalisation concept in this research. The research discusses, inter-alia, the relationship between the use of new media technologies (which are found mostly in journalism) and the Secrecy Bill which is under the auspices of the South African government. O'Shaughnessy and Stadler, (2008), introduce interdependence character aspect which is an element of globalisation. Interdependence is a concept that emanates from national and regional boundaries, in that news and television are dependent on global content. Journalism, as such becomes an agent of public interaction. This is made possible by the Internet, which "enables audiences around the world to participate in a global dialog

about the world's events and issues and bring individuals into direct contact with each other though they are separated by thousands of miles and political and cultural boundaries", (Pavlik and McIntosh, 2011: 17). Reese (2010) concurs that global connections support news in a form of journalism, which create politically significant new spaces within social systems, lead to social change and privilege certain forms of power.

Media globalisation impacted on South African media-scape in terms of bringing together new combinations of transnational elites, media professionals and citizens. The Secrecy Bill which is like the litmus paper to change the socio-cultural setup has created an interaction between the government, the media and the citizens. Thus, globalisation of journalism occurs through multitude of levels as they combine to create new spaces (Reese, 2010). The use of new media technologies attempts to synthesize the significance or impact on the relationship between the Secrecy Bill and the mobile telephony as journalism at its best contribute to social transparency, which is at the heart of the globalisation optimists' hope for democracy (Giddens, 2000).

Media globalisation provides 'a kind of an attack' Hafez, (2007), and global media technology is a necessary but not sufficient condition for global communication. In his opinion, Hafez challenges that it is not certain that media led to globalisation. He rejects the Internet as a global system of communication, because global connectivity does not exceed local and regional connections. New media technologies are agents of interaction in societies and provide easy access to information and that encourages media consumers to have participatory interaction. Reese (2010) purports that global connections support new forms of journalism. Citizen journalism is influential in terms of a better interaction of the public and good in dissemination of information. He emphasises that the forms of journalism lead to social change, (Reese, 2010). This means that rural based people may gain a better education about developments in their lives as members of the societies and have the opportunity to participate in the improvement of their communication. Thus, availability of mobile telephony helps with penetration of news and information to remote settings. More than a flow of information, journalism is therefore a social practice that adapts to global influences, hence Marshall McLuhan (1964) 'the global village' concept. Castells (2008) maintains that journalism professionals represent an important source of influence and social change globally. These transnational elites participate in global networks connecting local settings including with the local journalists and media systems. Media consumers access information and new media technologies to facilitate the

possibility of interaction among the public and easy dissemination of news. O'Shaughnessy and Stadler (2008) elaborate more that the utopian view of globalisation encapsulated in Marshall McLuhan's phrase 'the global village' suggests that people of the world can be brought closer together by the globalisation of communication, no matter how far apart they live. In addition, interactive media facilitated participation in global communication and debates, and offers entry into public space. Thus, globalisation of communication enables us to share in each other's lives as members of Internet communities, (O'Shaughnessy and Stadler, 2008: 464).

## **CONCLUSION**

This chapter discussed journalism and its importance to the society. Journalism plays an important role as it serves as surveillance: the media plays an adversarial role, as a watchdog and agenda-setter. It exposes violations of the moral and social order. Its major characteristics are under Correlation, cultural transmission, and to be a surveillance for the society.

Availability of mobile telephony helps with penetration of news and information to remote settings. More than a flow of information, journalism is therefore a social practice that adapts to global influences, hence Marshall McLuhan (1964) 'the global village' concept.

This chapter focused on journalism in South Africa from broadcast print, online and citizen journalism, and how the change evolved. And the implication of this concept-journalism is very crucial as the whole research emanates from its performance and impact it has to the society. Without journalism or media, there is no news at home. The subsequent chapter discusses communication law in South Africa: media and democracy, media and the law and new media and the law.

## *CHAPTER FIVE*

### **MEDIA AND DEMOCRACY IN SOUTH AFRICA**

#### **INTRODUCTION**

This chapter aims to highlight the role of media in South Africa in relation to its democracy since 1994. The rights of its citizens in relation to the Constitution will be explored to determine the extent to which democracy extends within the media landscape of South Africa. Further this chapter seeks to encourage the delimitation of the freedom of speech in support of South Africa's democracy. Whilst free speech is a reality, parallel to this exists censorship which is important in every democracy. The negative connotation of censorship will be explained to reveal the many different types of censorship that exists in a free press society. Also the South African political landscape ensures that free speech is protected by Section 16 of the Constitution which determines a fundamental right acknowledged in a democratic society. This study will explore the significance of free speech in South Africa together with the access to information. Further to this, the way in which the media subscribes to the law of South Africa will be visited to demonstrate the extent to which democracy is experienced by the media in South Africa. Most important to this study is the disclosure of information which is in stark contrast to the Protection of Information Bill which has already/will be discussed to understand the legitimacy of the limitations placed on the press.

#### **THE SOUTH AFRICAN CONSTITUTION AND THE RIGHTS OF SOUTH AFRICAN CITIZEN**

It is important to explore the rights of the citizens and determine the extent to which democracy extends within the media landscape of South Africa. The constitution provides the human rights that have to be protected. In a situation where there are different rights, it determines which rights should be given first precedence to avoid conflicts. Similarly important, it acts like a parameter and helps with how the constitution should be interpreted. These interpretations would therefore be considered yard-sticks and references to assist in the on-going court cases. In South Africa, the Chapter 2 of the Constitution of the Republic of South Africa entails a Bill of Rights. It is important to consider some of the



rights that are protected in the Bill of Rights and which are significant for purposes of communication.

A Bill of Rights functions between the state and an individual. It confines the state from violating any fundamental rights of the individual which are protected in the bill of rights. In the case of freedom of expression which is the main focus of this chapter, Section 16 of the Constitution contains the freedom of speech clause, which determines the following (Constitution of the Republic of South Africa [No. 108 of 1996]):

1. *Everyone has the right to freedom of expression, which includes-*
  - a) *Freedom of the press and other media,*
  - b) *Freedom to receive or impart information or ideas,*
  - c) *Freedom of artistic creativity, and*
  - d) *Academic freedom and freedom of scientific research.*
2. *The right in subsection (1) does not extend to-*
  - a) *Propaganda of war,*
  - b) *Incitement of imminent violence, or*
  - c) *Advocacy of hatred that is based on race, ethnicity, gender or religion and that constitutes incitement to cause harm.*

The above clause on freedom of speech or expression is fundamental in a democratic society. This is supported by Nel, Jansen and Deane (2001) when they elaborated that freedom of the press and other media is expressly included in the right. Furthermore, Section 16 (1) (b) clearly states that in South Africa the right to freedom of expression protects not only the interests of the speaker, but also the rights of the recipient (the one who is receiving the message), (Nel, Jansen and Deane, 2001). This means that a journalist may have a right to gather information in preparation to broadcast it to the public although, as argued by, Nel, Jansen and Deane (2001), that might cause considerable problems when one is dealing with a form of communication that is limited, for example broadcasting by means of sound waves.

In addition, Sections 32 of the Constitution of 1996 entails:

- (1) *Everyone has the right of access to-*
  - a) *Any information held by the state; and*
  - b) *Any information that is held by another person and that is required for the exercise or*

*protection of ant rights.*

- (2) *National legislation must be enacted to give effect to this right, and may provide for reasonable measures to alleviate the administrators and financial burden on the state.*

Every citizen has a right to access information, and this is a character aspect found in the democratic rule theory. The stipulation on the access to information held by the state is a character aspect of democratic rule that everyone has a right to information. And in the context of South Africa as well, the establishment of SABC as a public service broadcaster and its mandate was to facilitate easier access to information. Nevertheless, as the discussion unfolds, the same state information that the public is deemed to access is now protected under the proposed Secrecy Bill. The element of depriving the public of such information emanates from the authoritarian practice where the government controls the media in terms of what news should be broadcast. This practice of news control is propounded by Chomsky (1998) when he discusses the political economy of media and international communication that the means of production are controlled by the ruling classes hence South African government, as a befitting example. Before the proposal of the Secrecy Bill, the granting of an indisputable constitutional right of access to certain information was unique to the South African Constitution. It was inserted as a reaction against the secrecy which was a feature of the 'apartheid' regime, Du Plessis and Corder (1994), and it reflected the need for transparency in government procedure and therefore government responsibility. They explain more that this section is widely formulated by making it applicable to any information regardless of whether the information is political, personal or even economic.

Freedom of expression is not only about freely distributing any piece of information or accessing any information, there are rules and regulations that an individual has to abide. This notion brings us to delimitation of the freedom of speech.

## **DELIMITATION OF THE FREEDOM OF SPEECH**

Freedom of speech is the conception of integral human right to voice one's opinion in a society to contribute towards such a society's development without fear of any restriction or punishment. Nevertheless, these rights are considered or limited differently with regard to various countries in which they are practised. For example, in a scenario like South Africa, one would not expect censorship because the government practises liberal democracy hence freedom of expression according to Section 16 of the Constitution of

South Africa. Censorship would be expected to occur in other forms, like propaganda model which is a conceptual model in political economy propounded by Chomsky (1998) as discussed earlier in this research. In short the model explains how the public is manipulated to consume everything disseminated to them by the media. It warns of how consent for economic, social and political policies are manufactured in the public mind due to propaganda. They hypothesise that the theory maps the way in which news is structured through other avenues that sponsor media for survival, advertising, media ownership and government sourcing, creates an inherent conflict of interest which acts as propaganda for undemocratic forces (Chomsky, 1988).

In this situation, the government implements regulations that guide the communication performance in a country. Nel, Jansen and Deane (2001), explain that limitations on the free communication are imposed by various statutory enactments. This is because many of those provisions are contentious as they focus at limiting the right to distribute freely information which can be regarded as being in the public interest. Nevertheless, not all statutory provisions have been enacted with this purpose, some have been enacted in order to protect the individual, for instance, the provisions of the Electoral Act 73 of 1998, (Nel, Jansen and Deane 2001), the degree at which these enactments restrict the free communication of information must be critically assessed and evaluated to determine whether it is indeed in the public interest to restrict the communication of such information. In South Africa, there has been a similar case where it was debateable if the public was worthy to know about the security of the government. This was after the reports on the 'arms deal' that President Jacob Zuma found himself involved. There has been a similar case where it was debateable if the public was worthy to know about the security of the government. This was after the reports on the 'arms deal' that President Jacob Zuma found himself involved. It was reported that there should be an investigation into the arms deal of about R24m that was transferred to a South African consultant by BAE Systems (*News24*, 2011).

Media ethics is a concept that monitors the production and distribution of news media studies. It is an important field of study for prospective media and communication practitioners, and outlines the major theoretical foundations of media ethics (Hyde-Clarke, 2011). Just like the Constitution of South Africa's clauses that media institutions and journalists as well as the public have to abide by, media ethics also contain codes that the journalists have to consider when they gather and report news. For media ethics to be

operational there should be media performance in a society. Ethics is a 'world of ideas' Christians (2008), but these ideas articulate the relationship between media and society, and as such the ideas about media morality cannot be separated from the societal conditions in which ethical values will be applied and by which these values are informed (Wasserman, 2010). Christians (2008) states that, theories are not authorities without context. They are not abstract theorems but oppositional claims about the world. They are applied in the context of a society where they have to relate and distinguish the relationship between the society and the media as well as the government as in the case of South Africa.

South Africa, as it was indicated earlier on, also has roles and responsibilities of the media, which date back to apartheid times which continually took the form of threats against and attempts to muzzle the media. This notion transited even in the post-apartheid era. Although a Press Council was in existence during the apartheid years, tasked with self-regulation of the media, this council operated within a very strict legal environment and had its press code virtually thrust upon it by a repressive regime that tried in any way they could to silence media criticism (Froneman, 1994). Since the democratisation process in South Africa began in the early 1990s, the South African media have undergone a shift from an environment in which their freedom was severely restricted by an intricate and authoritarian legal system in which the mainstream media's ideological positions ranged from support for the apartheid government to a limited, liberal critique to one of self-regulation based on constitutional guarantees of freedom of expression (Wasserman, 2010). Though freedom of expression is guaranteed in the democratic South African, there notions in the media landscape that saw censorship of media in democracy, there has been a limited access to information because of different regulations from the government. There has been disclosure of information as a result of the three items mentioned above.

## DISCLOSURE OF INFORMATION

The previous sections discussed the performance of media in a society and the relationship of the media and the government as well as the society. Although South African government 'claims' to practice democracy, still there are rules and media ethics that guide how media institutions and journalists should perform, that is, what information or news is worthy of distribution to the public and which one is not. The constitution of the South African Society of Journalists, according to Nel, Jansen and Deane (2001), provides that a journalist shall protect confidential sources of information. This is one of the journalist ethics that his or her source that will have given the journalist or leaked information to him should be protected. However, it often happens that journalists may possess information that would be useful to the litigants in a civil case or the prosecution or defence in criminal case.

This scenario shows two opposing interests. On one hand, the South African Constitution has the right to freedom of expression which includes freedom of the press and other media and freedom to receive and impart information and ideas. If journalists stick to their ethic to not disclose confidential sources of information, the interests of the public confidence are served. Most of the time news sources divulge critical information to journalists and return that those journalists would not give their identities. The point to consider is, should journalists be forced to reveal their sources of information, the free flow of information from an informant to journalist and from journalist to public would be hindered, (Nel, Jansen and Deane, 2001).

On the other hand, Du Plessis and Corder (1994) discuss that there is a requirement that an accused should have a fair trial (as Sections 34 and 35 of the Constitution) which includes the right to give evidence and to challenge evidence. Without the authority to subpoena witnesses, the prosecutors, accused in criminal cases and civil litigants would often find it impossible to put together sufficient evidence in their favour, since witnesses who simply did not want to be bothered would be free to ignore please of information. All these proceedings bring us to the critical part that dictates the performance of the media as well as measuring what quality information the public would get. From the media's point of few, subpoenas are bad. When reporters and editors have to appear in court frequently, it has a disruptive effect on deadlines. Furthermore, testifying in court creates the

perception that the media is merely another branch of law enforcement and this turn could be damaging to the media's credibility and autonomy, (Du Plessis and Corder (1994).

Another serious press code of conduct emanates from South African Press Councils. This was established in 1962 after newspaper owners agreed to set up a Press Council for fear of statutory regulation (Hyde-Clarke, 2011). This code focused on pure and genuine reportage of news to the public, stipulating that headlines and posters, among others, should fairly reflect content of reports and it enjoined the use of obscene material and of excess in the reporting and presentation of sexual matters. The code further stipulated that comment should be clearly distinguishable from news and should be made on facts truly stated, free from malice and not triggered by dishonest motives (Hachten and Giffard, 1984).

Since there has been a complex racial problem in South Africa and the general good and safety of the country and its people, Hachten and Giffard, (1984), the code also required the press to take that notion into account. According to Oosthuizen (2002) the reference to racial problems reflected the government's expectations on reporting about the controversial racial policies of the time. During apartheid, journalists were also not required to observe the professional secrecy of government for approval before it came into effect:

The apartheid government not only passed a lot of laws about what could and could not be published, but they also kept on threatening the press with new laws and news controls. It was like feeding a crocodile, you give them one finger and they demand another finger. There were continuous negotiations between editors, proprietors and the government. Some compromises were put in the Press Code but these were pushed aside after democracy (Linington, 2009).

The Press Code was reviewed to be in line with democratic principles. This came as a result after countries like Britain, Canada and Australia had their codes reviewed. The Press Code preamble states that the basic principle to be upheld is that the freedom of the press is indivisible from and subject to the same rights and duties as that of the individual and rests on the public's fundamental right to be informed and freely to receive and to disseminate opinions (Hyde-Clarke, 2010). This preamble adopts Section 16 of South African Constitution as well as the character aspects of a libertarian rule or free press that the public qualify to have access to information allowing them to have freedom of speech, which is the case in South Africa although the debate indicates that there is malpractice to the theory and performance of the constitution and media.

## DEMOCRACY AND MEDIA IN A SOCIETY

It is imperative to include the concept of democracy and media in this discussion. There is a crucial relationship between democracy and media or media production. The research analyses the media performance in a democratic South Africa. It is politic enough to consider the *Four Theories of the Press*, according to Siebert *et al* (1956). This will determine the position which South African media operates from. Free press concept is also essential to look at in this discussion because it stands as a yard stick to measure the production, consumption and distribution of news. Freedom of communication in a society requires public support and contribution since the public is the user or beneficiary to it. It needs public support of new enterprises, particularly in areas where entry costs and risks to potential investors are prohibitively high (Boyd-Barrett and Chris Newbold, 1995). They mention that freedom of communication requires the establishment of publicly owned printing and broadcasting enterprises, unlike in the case of South Africa, there are not many publicly owned media enterprises. To understand the role of media in a society, media theory will be explained and its impact to the society will be elaborated.

Media theory refers to the complex of socio-political philosophical principles which organise ideas about the relationship between media and society, Nerone (1995) and the relationship between media and the state, government and society. These relation aspects are discussed broadly in normative theories. Normative theory is concerned with different perspectives and within different conditions about media performance in a society. The major focus is on the activity that the media ought to do, not on what they practically do (Fourie, 2007). The responsibilities of mass media may be constant incorporating some principles and arrangements within a particular society, this goes with other societies regarding different rules that govern their media performance. Roelofse (1996) adds that since governments are able to hamper or limit media criticism of government, because media acts as a surveillance camera and provides information to the people about the performance of the government, strains and clashes involving the two institutions are bound to be expected. Fourie (2007) assures that the power that governments claim for themselves usually conflicts with the democratic right of freedom of speech, a right which is important to the media as it enables them to perform their functions properly.

Normative theories dissect certain broad traditions of thought about the rights and responsibilities of media in society and the degree to which 'society' may legitimately

intervene to protect the public interest (Nerone, 1995). They are concerned with restrictions on media performance and how that impacts on the functioning of the society. The Four Theories of international mass communication were presented in 1956 by Fred S. Siebert, Wilbur Schramm and Theodore Peterson. They developed them mainly to offer a better understanding of how the press operates in different political, historical and cultural environments around the world (Fourie, 2007). Although they referred to press, the research will nevertheless relate the two theories to embrace all the media to qualify the discussion on the relationship of new media technologies and the Secrecy Bill. The two theories in discussion are: authoritarian theory and libertarian theory.

## **AUTHORITARIAN THEORY ON A DEMOCRATIC COUNTRY**

This theory applies to early societies and present undemocratic or autocratic social systems. It is system that exists in authoritarian states in which government employs direct control over the mass media. In this view, all media and public communications are subject to the supervision of the ruling authority and expression or opinion (Nerone, 1995). Media in authoritarian systems, according to Pavlik and McIntosh (2011) are not permitted to print, broadcast or webcast anything the government feels might undermine its authority. Context that threatens or challenges the existing political system and its values is strictly prohibited. They mention that anyone who violates the rules is subject to harsh punishments, including imprisonment, expulsion or even death (Pavlik and McIntosh, 2011). Fourie (2007) corresponds that under authoritarianism the main function of the media is to publicise and to propagandize the government's ideology and actions. In other words, the press is an instrument and a mouth-piece of government. McQuail (1987: 111-112) identifies the following basic assumptions of the authoritarian press theory:

- The press should do nothing to undermine vested power and interests,
- The press should avoid acting in contravention of prevailing moral and political values,
- Censorship is justified in the application of these principles.

In short the government uses the media not only to inform the public about important events but also to shape public opinion in support of its policies. Although there is private and/or public ownership, media professionals are not permitted to have editorial independence within their organisations (Fourie, 2007).



Under authoritarian state, there are harsh and uncompromising regulations on the performance of media. In 1994, apartheid regime ended and democratic rule was established. Although we live in a democratic rule, political media does not reflect or bare the elements of free media state. For example, the SABC stands as a state-owned station, ICASA as another structure under the state governance and lastly, the proposal of the Secrecy Bill. All these structures have an impact on the free flow of information. Just like examples cited by Chomsky (1998), in South Africa, the government is run by the ruling class with power and it is in control of the means of production which is *news*. The Secrecy Bill assures that journalists and whistle-blowers who violate the rules may be imprisoned up to 25 years. But the approach of the Bill in terms of its characteristics, relates to the basic assumptions found in the authoritarian press theory that 'editorial attacks on vested power and authority would be seen as criminal offenses and anyone who violates the rules is subject to harsh punishment, including imprisonment, expulsion or even death' (Pavlik and McIntosh 2011) .

It is crucial to pay attention to the phrase 'supervision'. The media under authoritarian press theory are said to be under the 'supervision' by the government. Nerone, (1995) says that media and public communication are subject to the supervision of the ruling authority and expression or opinion which might undermine the established social and political order can be forbidden, which is the case in South African socio-political sphere. Public opinion is the notion that the public as a group can form shared views or ideas about topics and that these ideas guide the public's actions, Pavlik and McIntosh (2011), but in South Africa this activity is hampered by the government which maintains the Secrecy Bill's implementation. Classified information would actually become a debate in a public opinion manner and the society would freely discuss and contribute towards development of the country. The government in this example uses the media as its mouth-piece to dictate what the public should discuss, depriving them of access to information that pertains to the state and also suppressing the public opinion's influence to the society.

## FREE PRESS

A need for a free press has been discussed by Pavlik and McIntosh (2011), that is, how important it is to a society and how public opinion is formed and its relation or impact it has to a government. Actuality of free press in a country is important because there is always a control on the government because of public opinion existence and participation. Basically, the press has some of the following characteristics Pavlik and McIntosh (2011):

- The press provides the individual with an information service covering a very wide range of topics. The influence of the press assists the individual in his or her own development and striving for self-fulfilment, and extends his or her contact to larger social groups,
- The press plays a cultural role by providing information and comment on matters of cultural interest and importance to the various language and population groups.
- The press plays a role in the expression of public opinion by providing comment and criticism on news items. It is said that' the press often indoctrinates and manipulates the public, thus swaying it towards a particular point of view. This claim is not substantiated, however,
- In South Africa a free press is essential. Its role is to give expression to the many diverse political views of the different population groups,
- The press assumes the role of 'watchdog' over the government and its function here is to inform the public of government malpractice or incompetence. The immense power wielded by the executive of government and the bureaucracy places the individual in a subordinate and totally inferior position. When reports on bureaucratic malpractice or incompetence are published by the press the public is alerted and thus the possibility of similar conduct in future is minimised.

A critical point to be considered is that there should be freedom of speech as enshrined in the constitution of a country as well as under the rule such a country practises. There has to be maintenance of theory applied and practice applied, unlike in organisations and certain situations where is there is malpractice.

The discussion on the difference between democratic and authoritarian rules that this research has had indicates that South African state practises both rules in terms of regulating media performance.

## **LIBERTARIAN THEORY**

Libertarian theory or democracy theory is founded on the presumption that the government should be constituted in such a way that the broad citizenry (the majority of its citizens) is sovereign) in theory as well as practice.

Libertarian theory was introduced as an opposition to authoritarian theory. It is also called free press theory. It rests on the notion that the individual should be free to publish whatever he or she likes, even material that is critical of government official. Nevertheless, there are rules and regulations that do not allow anything to be published. According to Fourie (2007), in libertarian theory, people are rational beings capable of distinguishing between truth and falsehood and between good and evil. The media should be free from government control and government influence, and there must be a free market for ideas and information (Roelofse, 1996). In theory, therefore, a libertarian press is mandated to present the truth. This concept may have an effect in a pluralism society where there would be variation of media enterprises. Fourie (2007) adds that the underlying premise is that in view of the variety of media all ideally looking for reality from different perspective, it is impossible to make one-sided and limited claims about the way the media function and about its possible impact. Furthermore, which is the case in South African media reportage, if a television station adopts a particular ideological perspective, another television station is perfectly free to propagate an opposing ideology or point of view, Fourie (2007), for instance, e-TV news would report differently on a similar incident that SABC news would have covered. That is, without such freedom, the media would not be able to offer such variety of views, opinions and options through an assortment of media outlets. Such, variety is the only safeguard against the authoritarian misuse of the media (McQuail, 1987).

The public benefits from free press as it is entitled to every piece of news that is supposed to be disseminated. The media owners also benefit since a lot of readership is determined by how much authentic news press gives to the people. According to Nerone (1995), authors uncritically accepted the ideological mystification the media owners propound to explain their existence. The myth of the free press in the service of society exists because it

is in the interests of media owners to perpetuate it (McQuail, 2010). He also indicates that libertarian theory identifies press freedom closely with property rights, the ownership of the means of publication, neglecting the economic barriers to access and the abuse of monopolistic publishing power, as other media houses could become victims of manipulation from the ruling party, Nerone, (1995), nonetheless, liberty of the press according to him is too much framed as a negative concept-freedom *from* government. This brings us to malpractice in a country-the situation where the government does not practice its rule according to the theory. For the benefit and development of the country, the government has to consider freedom of the press. This is supported by Glasser (1986).

*From the perspective of a negative concept of freedom, the press is under no obligation to extend its liberty or to accommodate the liberty of others...From the perspective of an affirmative understanding...in contrast, freedom and responsibility stand side by side, and an individual's ability to gain the benefits of liberty must be included among the conditions of liberty (Glasser, 1986: 93).*

The above Glasser's notion relates to the clause in Chapter Two of the Constitution of South Africa Section 16 that everyone should be at liberty. Importantly, as the previous questions posed, does the government practise democratic theory as is expected by the public? As a democratic country, do all the citizens have freedom of speech, do they have access to information and freedom to receive and impart contribution to the society as part of public opinion?

Free press theory suggests that media should be free from any external censorship. McQuail (1987) emphasises that editorial attacks on governments or political parties should not be punishable. Taking the scenario in South Africa, media has an impact on the socio-political sphere. The question: does South Africa allow free press or does South African government practice free press, raises a huge debate. Chapter Two of the Constitution of South Africa contains the Bill of Rights and socio-economic rights of all people. Section 16 reiterates that everyone has the right to freedom of expression which includes:

- Freedom of the press and other media,
- Freedom to receive or impart information or ideas,
- Freedom of artistic creativity and
- Academic freedom and freedom of science research.

The previous sections on restructuring of SABC highlighted that the establishment of SABC, among other things was to necessitate easier access to information especially when there was no free access to information in the apartheid regime. South African media system may be under scrutiny, although the country is 'said' to be under a democratic rule, there are autocratic restrictions on media with regard to news coverage and its dissemination by journalists to the society. The case in point is the Secrecy Bill the media is unable to perform its duties fully which according to James and Curran (2000), principal democratic role of the media according to liberal theory is to act as a check on the state. Although McQuail (1987) mentions that editorial attacks on government or political parties should not be punishable, South African government installed that there would be heavy punishments on the citizens who leak classified information. Within this classified information are incidents of government by the government or its officials that the public is entitled to know, but the government 'camouflages' those by labelling them 'classified information'. That deprives the society of information they ought to know. Moreover, public opinion is suppressed since there would not be topics to be discussed to develop the country. In addition, the SABC's mandate to ensure that citizens access information is also juxtaposed here. Pragmatically, the government does not practise rules and laws at the constitutions dictates.

## **CONCLUSION**

This section outlined an overview of the impact of the Protection of the Information Bill in South Africa and the effectiveness of citizen journalism in the South African media context as a means of disseminating information. The media should monitor the full range of state activity and fearlessly expose abuses of official authority. The next chapter discusses the role of communication and communicative devices.

## *CHAPTER SIX*

### **COMMUNICATION**

#### **INTRODUCTION**

The preceding chapter outlined an overview of the impact of the Protection of the Information Bill in South Africa and the effectiveness of citizen journalism in the South African media context as a means of disseminating information. In this chapter, there will be a thorough discussion on the role of communication, that is, all the communicative devices that transmit information to the media consumers. It will also extrapolate the transition of traditional media to new media technologies. Furthermore, the discussion will shed light on the importance of old and new communicative forms. It is important to discuss communication on this chapter because the forth-coming chapter encapsulates communication element in its conceptual frame-work discussion.

#### **COMMUNICATION**

Communication impacts on a society in different ways. It is a process that has shaped all the coordinates of society, including positive as well as negative dimensions. Various contributions and effects of communication are discussed in this chapter. Communication has been defined differently by various scholars. All these definitions differ in terms of how theorists use them in multifaceted fields of interaction. In the final analysis, communication is a process of interaction, verbally and non-verbally to engage the participants in (communication). Steinberg (2005:4) purports that communication is the transmission of messages from one person to another. This transmission is concerned with how accurately and effectively the message can be transferred along a particular medium of communication to a specific target group. Steinberg views the technical part of communication in relation to Shannon & Weaver's communication theory which focuses on the clarity of message being transmitted through tools and techniques that help us communicate more efficiently (Steinberg, 2005). He alludes that communication is a dynamic process of exchanging meaningful messages.

The effects of communication should be considered in this discussion. Theorists like Wood view communication as a systemic process in which people communicate with using symbols to formulate and interpret meanings (Wood, 2011:3). The process signifies the

continuity of motion that changes every time. This is based upon the interaction that people have all the time, be it positive or negative, but communication keeps going between the receiver and the sender. It occurs within a system of interrelated parts that affect one another (Wood, 2011:4).

Communication of messages can be disseminated through various communicative means. All these media of messages affect the society, politics, churches and other media houses specifically. The many different types of communication can be classified under four basic types: verbal communication, non-verbal communication, written communication and visual communication. Here is a quick definition of the four types of communication:

### ***VERBAL COMMUNICATION***

Verbal communication is the interaction of the sender and receiver using sign language, gestures and even written language. According to Evans (2010), verbal communication includes oral communication [which also] refers to messages that are communicated in words. This communication occurs when we engage in a personal or telephone conversation, presentation, speeches and announcements.

### ***NON-VERBAL COMMUNICATION***

Non-verbal communication is an interaction using non-verbal stimuli. It involves physical ways of communication, like tone of the voice. Creative and aesthetic non-verbal communication includes dancing and sculpturing Aarti (2011), and sign language.

### ***WRITTEN COMMUNICATION***

Written communication is practically writing the words to pass a message. It is the development and expression of ideas in writing. Written communication also involves learning to work in many genres and styles. According to Association of American Colleges and Universities (2011) it can involve working with many different writing technologies, mixing data and text, and images.

## ***VISUAL COMMUNICATION***

Visual communication has a great impact in a society, both negatively and positively. This comes in many forms of entertainment through pictures, movies or films, television and video games. Visual communication is therefore the display of information like typography, photography, signs, symbols and designs. Television and video clips are the electronic forms of visual communication (Aarti, 2011).

The dissemination of media content needs forms of media to reach the recipients. All of these types of communication transmit content through mass communication. Mass communication has been a source of influence from the existence of media forms to today.

## ***TECHNOLOGY OF COMMUNICATION***

Say something about the broad area of types of communication to make us aware of the Heading 2 topics which we will be introduced to below:

### **MASS COMMUNICATION**

Mass communication involves the production of a large variety of messages (usually) by an institutional group or a collective communicator (Fourie, 2007: 96). He explains that the messages are distributed and transmitted by means of technological media (channels) to reach, heterogeneous and widely dispersed audiences who may interpret the messages in a variety of ways. Mersham and Skinner (1999: 166) emphasise that mass communication is a process of delivering information, ideas and attitudes to a sizeable and diversified audience through a medium of choice. As a result, the emergence of new technological devices has opened and

### ***THE PRESS AS A MASS MEDIUM***

Print media has been the primary source of information delivery. Although it still exists, Pavlik and McIntosh (2011) mention that it is under-going momentous changes because of new media technologies. But on one hand, McQuail (2000: 19) purports that, the book itself has shown no sign of losing its position as an important mass medium, despite the many contemporary alternative technologies. He indicates that it has also retained some elements of its original 'aura' as an important cultural artefact. On the other hand, packaging that the content comes in is changing. Just as scrolls made way, eventually to



books, and in change the form of writing also changed, printed books are beginning to give way to online or digital formats, and the changes in appearance and content could be equally revolutionary (Pavlik and McIntosh, 2011). The change in the political and cultural sphere attribute to this change as well. This part of discussion will examine the history and the impact of print media to the society as well as the changes brought about by digital technology.

Print media represent the foundation, the beginning of the system of mass communication. In their discussion on the genesis of print media, Pavlik and McIntosh illustrate that their origins lie in the ‘typographical era’ of the Middle Ages (Pavlik and McIntosh, 2011). They mention that the rise of mass media forms of mechanical printing and typography played a role in sweeping social change in Europe, as an example. As such the advent of print media challenged society in its ability to adapt to technological change, just as modern society is struggling to adapt to the change brought about by digital media today (Pavlik and McIntosh, 2011: 102).

### ***NEWSPAPERS***

Newspapers consist of words, pictures and graphics printed on lightweight, inexpensive paper stock and are very portable. Most of them are produced on daily basis, weekly or fortnightly basis and they differ with the newspapers groups that they produce. Although they are called ‘news’ papers, some of them consist of advertising. Moriarty, Mitchell and Wells (2009: 279) comment that studies have consistently found that people consider ads, that is, commercial information, to be news, too, and they read newspapers as much for the ads as they do for the news stories. In the case of South Africa, there are four newspaper groups namely; Johnnic Communication (Avusa), Independent Newspapers, Naspers and Caxton.

In principle, the most important function of the newspaper in modern society is surveillance, that is, to inform the public of important events taking place, correlation and entertainment functions. Pavlik and McIntosh (2011) allude that the front page of a newspaper is all “news”, with section front pages similarly constructed, and most news placed “above the fold”, or on top half of the page, on other pages. Newspapers have tended to serve communities bounded geographic, political, cultural, and economic borders (Pavlik and McIntosh, 2011). Correspondingly, newspapers are generally organised into sections often defined by geography, including local, national, and international news,

and topic, including business, culture, health, science, sports and technology (Pavlik and McIntosh 2011: 112).

### ***MAGAZINES***

Magazines fall under print media although their functions vary from those of newspapers. This is a type of a book that media consumers read. Magazines are not regular books, because a new version of magazine is printed many times. Moriarty, Mitchell and Wells (2009: 283) mention that most magazines today aim at niche markets with a focus on every hobby, every sport, every age group, every business category, and every profession. This is where the other distinction between them and newspapers is. Magazines provide information in relatively great detail compared to newspaper, because they feature longer stories.

New media technologies have transformed traditional magazines to online magazines as well. Various types of print-publishers provide digital reproduction of their print magazine titles using different online services but for a fee. According to online *Magazines Hub* (2013), online magazine distribution is to empower readers to read and help them get their favourite e-magazines quickly and without problems. They are sometimes called e-magazines to ascertain their readership demographics. Online business magazine is an example of a company that illustrates the importance of using online magazine. It focuses on marketing and advertising its products on online. Online business magazine uses online magazine as one form of communication which is used as marketing strategy to entice its target group to purchase their products. According to Shah (2012) from an organic search perspective, one should make sure that their brand name messaging is consistent in their title tags and meta-descriptions throughout the online business magazine. The following figure 6 demonstrates an online magazine:



*Figure 6: Online Magazine*  
Source: Shah (2012)

### HISTORICAL DEVELOPMENT OF MAGAZINES

In some ways, the early histories of magazines and newspapers are interwoven, with technological, business, that is, advertising and journalistic or entertainment functions overlapping between the two. Within the advertising context, a distinction is made between trade, technical and professional publications, on the one hand, and consumer magazines on the other. Magazines are also categorized according to frequency, that is, weekly, biweekly, monthly, quarterly and half-yearly. The establishment of the magazines is to sell them to a specific target market. Therefore, under the marketing and the consumer context, different magazines attempt to reach a particular group using the marketing concept. This is a concept where the company targets a certain group to satisfy its needs and wants as well as maintaining the growth of the company and keeping into account not to lose the profit.

Published magazines are categorized according to the marketing mix. The marketing mix combines product, distribution (place), marketing communication and pricing strategies in a way that creates exchanges satisfying to individuals and company objectives. Marketing mix is probably the most famous marketing term. Its elements are the basic, tactical components of a marketing plan. To cite an example, a South African magazine, *Drum*, is published weekly. It has been in existence for six decades now and it talks to the black identity in South Africa. It is labelled the house-hold of South African homes for generations (Drum Magazine, 2011). One other reason to have magazines published at regular intervals is that they contributed to the alternative writing format of the content of

magazines, typically less time sensitive, often more analytical or interpretative, creative, or fictional (Pavlik and McIntosh, 2011:123).

### TYPES OF MAGAZINES AND THEIR FUNCTIONS

Marketing mix is the corner-stone of a productive magazine. The focus of the audience interest is the number one factor in classifying magazines. Moriarty, Mitchell and Wells (2009: 284) highlight that the three main types of audiences that magazines target are consumer and business audiences. Consumer magazines target media consumers who buy products for personal consumption. An example of this will follow under the functions of magazines. Moriarty, Mitchell and Wells (2009: 284) elaborate on the various types of business magazines that they target business readers and these include the following publications:

*Trade papers* aimed at retailers, wholesalers, and other distributors; *Chain Store Age* is an example,

*Industrial magazines* aimed at manufacturers, an example is *Concrete Construction*, *professional magazines* aimed at physicians, lawyers, and other professionals, *National Law Review* targets lawyers, and *MediaWeek* targets advertising media planners and buyers.

*Farm magazines* aimed at those working in agriculture, *Farm Journal and Feed and Grain* examples.

### FUNCTIONS

The design of the magazines is a specific one in terms of the size. They tend to be printed in 'eight and a half by eleven inches', Pavlik and McIntosh (2011:126), but sometimes the publishers opt for a 'trim size' "by a quarter of an inch or half inch" with the intention to economise the costs. Nevertheless, as Pavlik and McIntosh exemplify, magazines like *Rolling Stone* and *ESPN Magazine* print on larger stock, which helps make their magazines stand out on shelves crowded with other magazines (Pavlik and McIntosh 2011:126).

Magazines, just like other media forms serve several important functions in society. The most significant of these functions are surveillance, correlation, entertainment, and marketing of good services. On the function of surveillance, magazines "tend not to specialize by reporting on local geographic communities, although some do", (Pavlik and

McIntosh, 2011:126). *Drum* magazine in South Africa, covers issues such as science, health and sports.

Furthermore, magazines are categorized under national, regional, or even international readership and distribution. As exemplified by Pavlik and McIntosh, a few major news magazines such as *Time*, *Newsweek* and *U. S. News & World Report*, take a broader approach to their reporting on the goings-on of society Pavlik and McIntosh (2011: 126). Moriarty, Mitchell and Wells (2009: 283) concur in the discussion that *times*, *Newsweek* and *Reader's Digest* are a few that reach a general audience in the United States.

### ***THE BROADCAST MEDIA***

Electronic media involves radio, television, VCR, dvd, blueray, iPod, smart phones, personal computers/the internet and all kinds of gadgets used for conveying messages to a wide audience. As with the print media, electronic media in South Africa is going through dramatic changes. The government is of the opinion that there is a need for a media communication sector. According to Skinner *et al* (2005: 134) the Government Communication and Information System (GCIS) has established the Media Communication Policy Unit which is responsible for taking this process forward. Skinner *et al* (2005: 134) indicate that through this Unit, further regulations, or legislation, if necessary, will be put in place to speed up the transformation of the South African Media sector.

The central problem that faced these two separate bodies, and which now faces Independent Communication Authority of South Africa, is the convergence of technologies, services and the roles of private and public communication providers Skinner *et al* (2005). "Owing to the convergence of the broadcasting, telecommunications and Information technologies, the merger was inevitable", (Skinner *et al* 2005: 134).

### ***RADIO***

This is an electromagnetic device that sends signals and modulation through free space. Just like any other form of medium, a radio may be used for entertainment, talk shows, education 'as well as developing a relationship between the media institutions and the government, between the media consumers and government. It is rated as the most familiar and far-reaching medium of mass communication in the world Pavlik and McIntosh (2011: 136). They mention that, unlike computers, radio doesn't require any

particular technical skill from a listener. Furthermore, unlike print, it does not require literacy, all one has to do is to listen.

Radio, which is a broadcast media as opposed to print media which is static and brought about by amount of space, such as column inch, is dynamic and brought by amount of time (seconds, minutes). Moriarty, Mitchell and Wells (2009: 302) emphasise that there is demarcation between print and broadcast media in advertising. Broadcast media, radio in this case, engages sound, and this use is very effective and calls for emotion when listening compared to graphics only.

Since radio is a form of communicative medium, it educates, entertains and is like a surveillance camera, that is, it captures all the current news and updates the society of the incidents around the world. In advertising, radio is the pivotal pillar in inviting people's emotions and interests to buy particular products from specified companies, except that in most countries, public service radio are characterised by being free from advertising as opposed to commercial radio. Radio listening experience is unlike any of the other media, creating both challenges and opportunities for radio advertisers, Moriarty, Mitchell and Wells (2009: 306). Furthermore, radio can also engage the imagination more than media because it relies on the listener's mind to fill the visual element. That means, radio dramas and ads can involve the audience on a more personal level (Moriarty, Mitchell and Wells, 2009: 306).

### ***TELEVISION***

The establishment of television impacted politics, the society, media institutions, the relationship between the government and the media houses as well as the relationship between the broadcast media and the media consumers. First and foremost, television caters for entertainment, its other functions are to educate, advertise, except public service broadcaster, inform the societies about current affairs, and to maintain the equilibrium in a society. As discussed by Fourie, the media plays an adversarial role, as a watchdog and agenda-setter. That is, the media exposes violations of the moral and social order (Fourie, 2007: 202).

There have been critics towards the functions of a television. Some people see television as offering little of redeeming social value and as largely mindless entertainment, Pavlik and McIntosh (2011: 178). The two scholars emphasise and point to the many hours of

educational television, news programming as examples of quality content worth watching, moreover television is a big business. In any case, just like in advertising, television absorbs different target groups with regard to the programmes or media content televised at a certain time of the day.

### *HISTORICAL DEVELOPMENT OF TELEVISION*

Television has gone through the following different development stages. There are three primary means of distributing television programming. These are broadcasting, cable, and direct-to-home satellite. Broadcasting (terrestrial wireless) is the traditional means of over-the-air distributing of television programming. According to Pavlik and McIntosh (2011: 181) this is the way the network-owned and affiliated stations and most other local stations broadcast their programming.

The cable TV which is one of the alternatives to terrestrial broadcast television and direct broadcast satellite is very important. In their discussion, Pavlik and McIntosh (2011: 182) illustrate that most households' primary TV sets are connected to cable or satellite in the US. "That's not to say viewers don't see the programming carried on broadcast stations, since those stations are also carried on cable TV and many on satellite TV", (Pavlik and McIntosh 2011: 182).

Satellite delivery of TV signals has had a great impact on society. These TV signals use a variety of technical alternatives. According to Pavlik and McIntosh (2011: 183), direct-to-home or direct broadcast satellite (DBS) is the principal home consumer satellite TV service and is received through rooftop dishes. In their discussion, they mention that DBS ultimately became the first broadband digital transmission system in the United States used for video distribution to home owners.

It is also important to mention that the first instance of television of technological convergence occurred in 1978. Time Inc, in the US, is an example of a broadcasting company that saw the merger of two or more formerly separate television media Pavlik and McIntosh (2011: 183). The notion behind this was to keep an easier dissemination of information, entertainment and education to the media consumers. Time Inc beamed television programming via satellite to local cable television systems to launch Home Box Office (HBO), [American premium cable television network], (Pavlik and McIntosh 2011: 183).

## ***THE NEW MEDIA***

The new forms of technology have a great impact in the transmission of information and media content. Herman and McChesney (1997: 107) write that the shift to digital communication and other technological development are breaking down the barriers between traditional media industries and also between the broader media and communication sectors. Nevertheless, they emphasise that while earlier it has been a simple matter to distinguish between newspapers, broadcast television, cable television, computers, motion pictures, and the telephone companies, those distinctions are quickly eroding as new universal media looms on the horizon (Herman and McChesney, 1997: 107).

There has been a massive development in the number of new media devices for transmission of information. But the question to be asked is: what exactly is 'new' about these media? Downing (2004: 145) states that hardly ever are so-called 'new media' completely new. Most often, they combine certain characteristics of old media. The new media technologies are composed of the digitalisation of the print and broadcast forms. This process forms convergence of technologies, which defines the coming together or the combination of two or more media technologies. The new media are called digital media. Downing (2004: 145) explains that while defining the new media and their characteristics there are other indications like interactive media and multimedia within new media technologies. These two concepts will be dealt with in the following chapters.

## ***CELL PHONE***

Cell phone uses a radio frequency signal system. It has a wireless communication code that makes it possible to dial or receive signal anywhere but within the parameters of the coverage. There are areas where the signal is not available typically in geographically scattered homesteads in rural areas. It has replaced the conservative land line system. Most cell phones are portable, easy to use and affordable. The latest cell phones have all the office work features which make it easier to work from home or anywhere in the world. Cell phones have become so prevalent in our societies in such a way that one could not live without one. They have made life easier and are used as social media network. Brian Solis defines social media as "a shift in how people discover, read, and share news and information and content. He states that it's a fusion of sociology and technology,



transforming monologue (one to many) into dialog (many to many)”, (Pavlik and McIntosh, 2011: 253). Cell phone service applications facilitate easier and quicker access to information. The use of these new cell phones and various applications also enable interaction. For instance, BBM for Android and iPhone is now live in Google Play. This indicates better interaction from Android and iPhone users compared to the previous years when these phones did not have BBM application. Samsung Qalaxy Note 3 also has BBM application which it never had before; this has promoted some more interaction within Samsung Galaxy users. The smartphones are installed with application to entertain, inspire and share information around the world. The following picture illustrates the transformation of cell phone, from an old model to the new one- iPhone 5:



*Figure 7: Qualcomm and iPhone5*  
Source: wikipedia, 2013

Furthermore, Figure 7 details some applications that iPhone 5 has. Some of those enable the user to download movies from YouTube and allow the location where the owner of the phone is to be visible from other people he or she is connected to. iPhone also has map and navigator applications, it has managed to turn the world to a ‘global village’. Everyone has access to news promptly; people are informed from Twitter updates on everyday incidents around the world. One may buy a newspaper, watch news on TV or listen to radio for more information regarding the news he or she got from Twitter.



*Figure 8: Galaxy on Samsung Note 3*  
Source: (Goodwin, 2013)

## ***INTERNET***

The Internet, World Wide Web and email are the most important digital media today. The Internet is basically a gigantic network of small and large computer networks which can be used by millions of people from virtually anywhere. These users can either utilise relatively cheap and small computers or huge computers systems in business corporations to access electronic mail and databases De beer (1996: 475). The World Wide Web is a particular application of the Internet (Downing 2004: 152).

Downing (2004) maintains that the Internet is a medium of information and communication, first of all. Other needs such as entertainment and e-commerce come second. He is of the view that all research worldwide shows that in the first years of this century, the most important applications are e-mailing, searching for specific information, looking for broader information related to work, study and leisure time (Downing 2004). As a medium of communication, the Internet is used more to keep in touch with existing relatives, friends, and acquaintances than to contact new ones (Wellman, 2001).

As the preceding paragraphs may suggest, the Internet is a new form of communication which some commentators like Sternberg (1996) claim that 'the Internet contains 30, 000 times more material than the information found in the world's biggest library, the [US]

library of Congress'. It is seen as the new form of communication which is different from most forms used, whether interpersonal or mass-mediated communication (McQuail and Siune, 1998: 81).

The first development of what is known today as the Internet was made by the United States military command in the 1960s, (De beer, 1996). They feared that in case of a nuclear war and the destruction of a military command centre all communication between different command centres would be wiped out, (De beer, 1996). He indicates that at first the Internet was mainly available to and used by academics, researchers and large corporations. The first South African connection was to the Council for Scientific and Industrial Research (CSIR) and shortly thereafter the University of Cape Town joined the growing network of connections states, (De beer, 1996: 475). In recent years this has changed to a large extent. More and more people own and/or have access to personal computers. Apart from this, modems have become more powerful and are available at lower prices (De beer, 1996).

## CONVERGENCE

Convergence is a very complex concept. Within the discipline of media, it implies the combination of two or more kinds of technology. Digitalization, which is the standardization of transmission systems bringing together print and electronic media in a networked form, Doyle (2002:3), is the driving force behind convergence. Convergence, then, refers to the power of digital media to combine voice, video, data, text and images across applications, devices and networks, Doyle (2002: 3). A more extreme case of digital convergence occurs when a voice signal is converted to digital packets and sent via exactly the same technology as computer data from one end to the other, as occurs in Voice-over-IP (VoIP) technology (Chama and Davies, 2005). It is seen as the coming together of media technologies, telecommunications and computing at the same time (Doyle, 2002: 4). The use of the term can also imply the combination of two functions, or the interaction of two firms, where one is a producer and the other a distributor. Describing the phenomenon, Tomaselli and Dunn (2001:1) note that:

*Convergence is the current buzzword in telecommunications studies. It is the term applied to the standardization of transmission systems, while digitalization is the common factor in transmitting technologies. This occurs through computerization, which brings together print and electronic media channels. This is the period during*

*which productive forces have shifted from an industrial to an information-based economy. The potential reach of technology in this epoch is global and trans-disciplinary (Tomaselli, and Dunn, 2001:1).*

The concept of convergence focuses on technological changes, “the so-called digital convergence” (Downes, 2000). It results in creation of different genre. Convergence has led to new methods of media production and access, demanding new computer-related skills from media workers. Technologically, convergence denotes greater overlap between broadcasting and older media forms such as newspapers. For example, more homes are now linked into the advanced high capacity communication networks and, through these, are able to receive a range of multimedia, interactive and other ‘new’ media communication services as well as conventional television and telephony (Doyle, 2000b: 3). Digital technologies that first affected convergence in the media, information technology (IT) and telecommunications sectors went on to trigger further convergence in a growing range of communicating consumer electronics devices (Downes, 2000). For example, Sentech, as a multimedia signal distributor in South Africa, positioned itself to take advantage of these developments. Sentech, a signal distributor for television broadcasters and other community radios, distributes the signals in accordance with the clients’ expectations.

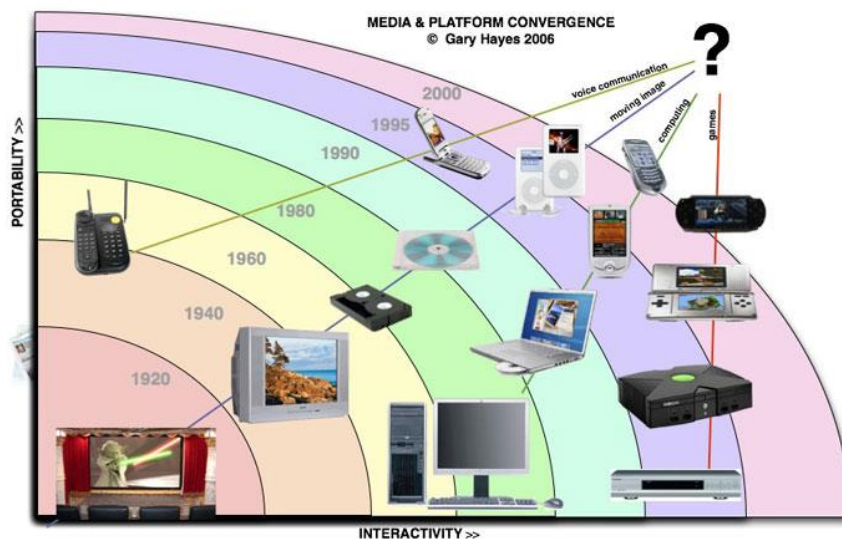
Convergence provides a powerful new impetus towards greater concentration of media ownership as companies seek to position themselves to best advantage in the new multimedia landscape and to consolidate their hold over well-established areas of activity (Murdock, 1990:3). Thus, on the economic level, convergence can be seen in the increasingly horizontal concentration of media ownership, with the merging of different media sectors as parts of the same huge media conglomerates and media markets (Murdock, 2000). Graham Murdock sees convergence therefore as different media products often linked to each other, not only intertextually but also more deeply and materially in production, distribution and marketing.

## **DIGITALIZATION OF TECHNOLOGIES**

The concept, digitalisation has impacted a lot in the formation of new media technologies and dissemination of media content. This is a process in which media is made into computer-readable form. Doyle defines digitalization as “the reduction of pieces of information to the form of digits in a binary code consisting of zeros and ones” (Doyle, 2002b: 3). Digital technology is an important element in the dissemination of information

globally. The introduction of digital technology allows media enterprises a better and more advanced means of disseminating information. According to Thato Foko, “The application of digital technologies has taken place across the world at different paces and with different scope”, (Foko, 2000:17). Doyle (2002a) also maintains that the development of digital technology is the great ‘new’ force affecting the media and it has implications for virtually all aspects of the industry. Traditional and new communication services, be it voice, data, sound or pictures, all these are permitted by digital technology to be provided over many different networks (Foko, 2000:17). And with this advent of digitalization, the new universal media provide ways of using information from any media and transmitting it through all other media platforms, thus strengthening and quickening means of transmitting information.

Convergence has influenced the globe to change from traditional interaction to modern one through the use of new media technologies. It has reduced time-consumption and turned the ‘globe into a village’ and also ensured that people access information at all times. A cell phone was once used to make calls only, at home and at the office. It transformed to taking pictures, taking video footage, reading emails and browsing the Internet. The image below shows examples of how technology has emerged over years, moving from picture theatre to iPod, as well as computer transformation to cell phone:



*Figure 9: Technology Convergence*  
Source: (Kristjana, 2012)

Guy Berger (2001) examined the view that convergence loomed as a catastrophe for old media (newspapers and analogue television), heralding their closure or collapse. The introduction of convergence promotes a quicker means of broadcasting and transmission

of information. The establishment of convergence allows information sources to use a greater number of access points. Newspapers can now upload their printed information onto Internet versions of their news services, thus creating a double source of income. The power of convergence does not mean the death of divergence (Berger, 2001). But then, “Technological change and convergence provide the opportunity for newspapers, radio and television broadcasters and producers of different kinds of film to apply their expertise [in news gathering] and complimentary areas” (Doyle 2002a:70). This merging of data across platforms has only been possible with the move from analogue to digital transmission technology.

Sentech is an example of a company that has implemented new digital broadcasting distribution that enables it to perform new tasks over and above its previous competencies, thus demonstrating the momentum that the convergence of technologies allows. Convergence itself is a result of digitalization, which allows Sentech to deliver services on a variety of platforms – terrestrial airwaves (broadcast signal distribution), broadband wireless (MyWireless), optical fibre cables, Ethernet and satellite (VStar) to name a few Sentalk (2004). It does not matter what the content of the information is, the same content can be delivered in different ways according to the needs of the customers. Convergence has also emerged as a global phenomenon. The global aspect of Sentech’s opportunities can be seen in their role as carrier of carriers, which allows them to undertake the opportunity of facilitating international telephony traffic (Sentalk, 2004).

## **CONCLUSION**

This chapter focused on the role of communication and all communicative media that transmit information to the content consumers. It also extrapolated the transition of traditional media to new media technologies. In addition, the discussion shed light on the importance of old and new communicative forms. The next chapter discusses the role of media in a society. It explores the relationship between the media institutions and the society, and how the media are expected to perform in a society.

## *CHAPTER SEVEN*

### **CONCEPTUAL MODEL**

#### **INTRODUCTION**

The previous chapter presented communication law in South Africa. Rules and regulations that guide media institutions in South Africa were discussed which focused on the ethics to be considered when gathering information and news, as well as reporting on events. The current chapter presents a conceptual model which would assist in understanding how communication theories guide formalisation of media regulations. This chapter is relevant to this topic in that the conceptual model also provides a yardstick to evaluate public's view on the secrecy bill in this study.

#### **FOUNDATION OF THE STUDY**

This study is based on the following theories: 'Political Economy of Communication', 'Shannon and Weaver's Communication Model' and the 'Uses and Gratifications Theory'. This study is structured around three models. 'Political Economy of Communication' is concerned with means of production, and this concept fits in the case of South Africa governance with regard to news (as means of production) produced by SABC (Public Service Broadcasting Service) which is under the auspices of the government. In the Shannon and Weaver model of communication, the focus is on the following: sender (of information), transmitter (of information), noise (any interference in the transmission of a message) and the receiver (of information). This will be discussed in greater detail further on in this chapter. The question that will guide us to understand how noise distorts information is: whether noise produced in the transmission of information distorts information that the recipients need to know.

Theory helps to understand certain notions, and to manage situations where necessary. Scientific theories assist us in determining why we must choose certain methods and not others to provide possible solutions. Moodley (2012) states that, theory has several purposes and additional ways to evaluate whether there could be efficiency or not. She maintains that the main purpose or a goal of a theory is to pose a question that provides clarification about a phenomenon, but then there are more precise uses for it as well. Rosebury (2009:9) is of the opinion that logical consistency of the theory is based on

assumptions behind it and what it is theorizing. Moodley (2012) exemplifies that logical reliability could hypothesize that people with progressive tertiary schooling tend to live in elite suburbs. But the theory would have little relevance, since there is nothing inherent or rational linking a person's street with their educational accomplishment. This chapter tries to conceptualize a model that rectifies problems that create distortion of information when it is disseminated to the public.

## **A MODEL**

A conceptual model is a system of concepts, assumptions, expectations, beliefs and theories that supports and informs the research (Miles and Huberman, 1994). It is used to outline possible courses of outcome or to present a preferred method to explore an idea. Miles and Huberman indicate that it is a visual or written product, one that explains graphically or as a narrative the main concepts, key factors or variables and the presumed relationship among them. It is a set of logical ideas or concepts planned in a way that makes them easy to communicate to others. It is also used to explain why something is done in a particular way. Furthermore, it helps researchers and scholars to use ideas of others who have done similar works. Reichel and Ramey (1987) emphasize that it is a model which a researcher presents by making use of other models within the field of study.

### ***THE USE OF MODELS***

Models are useful when they provide perspective as well as a point of reference to interpret raw data and to ask questions (Moodley, 2012). They usually propel one to ask a question and assist in explaining difficult issues. Chapanis, (1961) translates that they do this by reducing complexity to simpler terms; hence, the aim of a model is to offer order and consistency to complex matters.



## ***UNDERSTANDING A MODEL***

According to Miles and Huberman (1994) a conceptual framework is a written or visual presentation that explains either graphically, or in a narrative form, the main things to be studied, the key factors, concepts or variable and the presumed relationship among them.

A conceptual framework is a type of intermediate theory that attempts to connect aspects of inquiry. Further, conceptual frameworks take different forms depending upon the research question or problem.

A model is a controlled illustration of an object or event in ideal and abstract form. Models are arbitrary by nature. In its abstract form certain details are eliminated to focus on essential factors. The key to the usefulness of a model is the degree to which it conforms to the underlying factors of communication behavior. Communication models are merely pictures; they can even be distorted pictures, because they stop or freeze an essentially dynamic interactive process into a static picture. Models are metaphors. They allow us to see one thing in terms of another.

## ***THE ADVANTAGES OF MODELS***

Models probe one to ask questions. Therefore, a model is useful when it provides a general perspective as well as a point of reference to interpret raw data and to ask questions. Although models are flexible, they generate calculated pathways to obscure destinations.

Models also assist to clarify complex events or issues. They do this, as Chapanis (1961) notes by reducing complexity to simpler, more familiar terms. Thus, the aim of a model is not to ignore complexity or to explain it away, but rather to give it order and coherence. It is important to note that, especially in third world countries, conceptual frameworks should be as simple as possible to ensure successful implementation.

## ***LIMITATIONS OF MODELS***

Sometimes, models can lead to oversimplification. This is the ideology that most of the work in designing communication models, and illustrates that anything in human affairs which can be modelled, is too superficial to be given serious consideration (Moodley, 2012).

## RE-DEFINING A POLITICAL ECONOMY OF COMMUNICATION

In a bid to address the research located a line of argument within the field of political economy as a conceptual model propounded by Vincent Mosco from the origins of John Locke, Adam Smith and Karl Marx. Political economy, as an approach to communication, can assist in explaining the challenges faced by the media to publish, particularly in South Africa. The approach was influenced by changes in both the media and political landscape.

Political economy is concerned with the nature of production and the condition under which it occurs. It emerged as a label for the study of market relations, namely the buying and selling of products in relation to the means of production, organisation and cost of those products (Long and Wall, 2009). In addition, political economy relates to questions about where economic value lies and where it is generated, in ownership of things or products or in the skills and availability of the workforce. Long and Wall (2009: 139) emphasize that:

*“The political element of the term political economy relates to the way in which thinkers were concerned with nation states of the way that economic markets were (or were not) managed, whether they were supported or hindered by the policies and attentions of elected politicians and how the vested interests of such individuals and groups impacted upon economies”*

Vincent Mosco (1996), a sociologist of communication, defines political economy as the study of the social relations, particularly the power of relations that mutually constitute the production, distribution and consumption of resources. His definition points to the need to study the ways in which the media products are made, circulated and experienced and how powerful the different people involved are and what role they play in these processes. Thus, political economy approaches to media investigate the conditions and constraints under which media institutions and organizations are formed and how they perform. The above statement sought to merge the definition of political economy with the production of media in South Africa. The SABC, a public service broadcaster is an example. This corporation functions under the auspices of the government. By definition of political economy, the SABC serves the interests of the governing body by broadcasting the news issues and information that relate well to the elites and governors of SABC. In the past

enterprises were often family-owned, but recent trends have led to their transformation into major corporations (Mosco, 1996). This shift towards big businesses also led to their participation in commodification of news, stories and music as part of commerce and profit making (Ngubane and Mhlanga, 2012). According to Mosco (1996) commodification is the process of transforming use values (value of consuming an item) into exchange values (an item or product produced for or sold for something, for example, money). And in the case of the discussion in this research, the 'use values into exchange values' is the news or information that is broadcast to the public. Mhlanga (2006) assures that those enterprises' possession of substantial power led to some form of monopoly or duopoly.

Within the model of political economy, the research centres around how much power is in the hands of those who own media companies and how the control and ownership impacts the society. This is propounded by Chomsky (1988) in his propaganda model where he uses filters as discussed in the previous chapters. The research also discusses the two filters. It is important to consider these filters as they relate to South African media and the first one is ownership. Karl Marx and Frederick Engels' discussion (1961) illustrate the origins of political economy of communication and ownership of media companies. They mention that:

*“The ideas of the ruling class are in every epoch the ruling ideas, i.e. the class which is the ruling material force of society, is at the same time its ruling intellectual force. The class which has the means of material production at its disposal has control at the same time over the means of mental production, so that thereby, generally speaking, the ideas of those who lack the means of mental production are subject to it. The ruling ideas are nothing more than the ideal expression of the dominant material relationships, the dominant material relationships as grasped ideas; hence of the relationships which make the one class the ruling one, therefore, the ideas of its dominance. The individuals composing the ruling class possess among other things consciousness, and therefore think. [...] they rule as a class and determine the extent and compass of an epoch, it is self-evident that they do this in its whole range, hence among other things rule also as thinkers, as producers of ideas, and regulate the production and distribution of ideas of their age: thus their ideas are the ruling ideas of the epoch”, Marx and Engels in (Ngubane and Mhlanga, 2012).*

It is therefore indispensable to consider the above statement because it explains that those who own the media, own the means of production that can be covertly used to express their ideas, rightly so, in South Africa. Ngubane and Mhlanga (2012) also observed that political interference has continued to plague management and policies of the SABC. This occurs because the performance of the organisation impacts on genuine news and information broadcasted since media is considered to wield immense power in the production and reproduction of structures of society such as systems, maintenance and the status quo (Moyo, 2005).

It is noteworthy to focus on the manner in which capitalists use economic power to ensure that the flow of information is consonant with their interests. Chomsky (1988) supports this ideology by proposing the ‘propaganda model’ to the American media. They maintain that influential people are able to predetermine the premises of discourse, to decide what the general populace is allowed to see, hear and think about and to manage public opinion by applying regular propaganda models. Practically, government and business elites, according to Gurevitch and Curran (2000), have privileged access to the news, large adverts do operate as a ‘latter-day licensing authority’, selectively supporting certain newspapers and television programmes and ignoring others. Again, media proprietors can determine the editorial line and cultural stance of papers and broadcasting stations which they own. In the case of South Africa, an incident occurred where the ‘Citizen Press’ newspaper was

under threat that it would experience a drop in sales drastically. This incident was as a result of the depiction of President Jacob Zuma in a Vladimir Lenin posture with unzipped pants by an artist. 'Citizen Press' online reported that the general secretary of the South African Communist Party (Blade Nzimande) and the secretary of the ANC (Gwede Mantashe) called for the banning and boycotting of 'Citizen Press' by all peace loving South Africans. They meant that all those who loved peace and stability in South Africa should stop buying 'Citizen Press' while 'Citizen Press' had a different opinion on whether the pictures depicting President Zuma should be removed from the website or not. Jackson Mthembu was quoted on the same website newspaper, "If all of us who are called upon to boycott 'Citizen Press' do so, the newspaper will lose its readership and consequently revenue because advertisers, in particular the state, will not continue to advertise in a newspaper boycotted by peace-loving South Africans", (2012: 2). Thus, to ban newspapers because the public disagrees with them, and boycott them on the basis of believing that the conception of truth is absolute, poses a threat to democracy. Apart from that, newspapers obtain about 75% of their revenues from advertisers, and with the growth of advertising, newspapers that attracted sufficient adverts could sell copies well below production costs (Downing, Mohammadi and Sreberny-Mohammandi, 1995). In this scenario, 'Citizen Press' would have faced a similar situation because papers that were without advertising revenue faced a serious dilemma, which was to raise their prices or to have less surplus to invest in making the paper more saleable, (Downing, Mohammadi and Sreberny-Mohammandi, 1995).

Furthermore, SABC news coverage is always similar to e-TV's news coverage; however, there are pronounced differences in the manner in which the various reports are presented. SABC chooses content that they want the public to hear and see which may not include sensitive and corrupt activities by the ruling party while e-TV broadcasts all the media contents of their coverage without fear or favour, this is according to Television Audience Measurement Survey figures from the South African Advertising Research Foundation, Moodie (2012). The figures indicate that preferably the public chooses E-TV news over SABC news with a margin of 2.5 million viewership at 7pm news as compared to 900 000 viewership. Similar example is drawn from 'The NewAge newspaper'. Expelled former ANC Youth President, Julius Malema formed a new political party Economic Freedom Fighters (EFF) that is also joined by businessman Kenny Kunene. Kenny Kunene is named 'King of Sushi' because of social escapades. Zwelinzima Vavi went to the extent of describing Kunene's 'sushi-eating act as a slap in the face of the poor'. Kunene also

appeared on some public platforms in the past few months with 15 women, generating the perception that all the women were his girl-friends. When asked to reveal his political plans for EFF in the post-media briefing interview, Kunene said he was not granting interviews to *The New Age*, “I have a problem with *The New Age*. Not you, but your editors because they will change your story and edit it in a way that suits their needs. Go and work for another newspaper if you want to interview me”, (Mabona, 2013).

Primarily, the political economy approach focused on production by scrutinising the development of the communication industry. Political economists began assessing aspects, such as social relations and the organisation of consumption as the industry grew. They began to see the growth in consumption as a “structural response to the economic crisis of overproduction and as a social response to the political crisis” (Mosco, 1996: 74). Also, political economy began looking at the state’s role as a producer, distributor and regulator of communication. For instance, South African government governs the SABC in terms of producing and distributing production. This concern is critical since the involvement of the state is treated with uncertainty, as political economists generally consider the state to be inhibitive to economic activity (Mhlanga, 2006). To reflect on previous examples, the state has always been interested in telecommunications and broadcasting technologies. This interest carried on to the era of convergence of technologies’ in South Africa, as evidenced by the disbanding of the South African Telecommunications Regulatory Authority (SATRA) and the Independent Broadcasting Authority (IBA), and their replacement (ICASA) which, as indicated earlier in the discussion, regulates both telecommunications and broadcasting industry (Teer-Tomaselli, 2000).

Further, when radio first emerged in South Africa, the state was quick to adopt the responsibility for regulating and outright control of the broadcasting industry (Mhlanga 2006). The question is in whose interests and for what values are government policies in communication meant to encourage?

SABC stands clearly as a state-owned station, for example, by implication, eleven ethnic minority radio stations are state owned. This juxtaposes with an argument that SABC is a public broadcaster managed through an act of parliament and within the tenets of a parliamentary inaccuracy. Mhlanga (2006) postulates that using structuration as a theoretical lens it can be seen that different actors that function on behalf of the state – the minister concerned, the parliamentarians as part of the state’s legislative assembly, the

parliamentary portfolio committee and others, are agents of a wider functional whole whose task is to enhance and enable the process of domination. Furthermore, these factions do so through legitimation, with the SABC first being presented through legal means (using the act of parliament) as the effectual means of ensuring significant and acceptance as a people-driven structure. ICASA as another structure under the governance of the state also performs that normative structure in the process of legitimation and its connection with domination.

The political economy of media is posed that media are powerful in terms of influencing the public opinion and shaping public discourse. As it was stated, it is crucial to focus on the production of media content within a wider political and economic context. Curran (2010) urges that it is this focus on materiality and the political, economic and technological conditions in which media content is being produced. The aspects that Curran mentions are used by the government in the South African context, to monitor media institutions. According to Marx (1977), the ideas of the ruling class 'ANC' in this instance, are in every epoch the ruling ideas, that is, class which is the ruling material force of society, is at the same time its ruling intellectual force. In addition, the class which has the means of material production at its disposal has a control at the same time over the means of mental production; so thereby generally speaking, the ideas of those who lack the means of mental production are subject to it. Information or news deemed rightly so to the public would be edited out if its contents would defy the integrity of the government, hence censorship by the editors of the media and its owners, as the media 'serves the interests of the elites and the ruling class' (Chomsky, 1988).

Technically, the proposal of the Secrecy Bill fits in this discussion and may be seen as an element of propaganda and a mouth-piece of the government. How is that considered? The news that the public ought to know is therefore 'classified' and the public is deprived to access. Conceptually this brings us to Shannon and Weaver Model of Communication. In their model, the two theorists have a message transmitted from the sender to the receiver through a medium of communication. Noise is an element that may distort this information transmitted from the speaker to the recipient. In the context of political economy of communication as in South African governance the ruling class practically regulates means of production, and the noise turns to the Secrecy Bill that distorts information that is supposed to be the public's interest. To further buttress this, Jane Duncan (2013) assures that the Secrecy Bill's protection remains narrowly conceived and

the fact that the Bill does not contain a full public interest that includes a range of public interest matters that fall short of outright criminality is a fundamental problem. She cites that whistle-blowing is crippled. The case in point is the leaking of information by combatants involved in the Central African Republic saga that resulted in the deaths of 14 South African soldiers. This information challenged official version of events, namely that the soldiers were there on a capacity building exercise, and supports the assertion that the army was deployed to protect the ANC's economic interests in the country. This incident probed the kind of information that is undoubtedly in the public interest and raises questions about security cluster and strategy that unlikely to be covered by existing protections (Duncan, 2013). And these protections, then, deprive the public of information they are supposed to know, protection act as 'noise' that hinders smooth transition and delivery of news and information to the citizens of South Africa.

The political economy of communication as a model explains the challenges faced by the media and the public as a result of pressure and control from the ruling party. Functions or elements found in the definition of political economy will always be crippled because of the control and ownership that the ruling parties exert on the media institutions. Political economy is concerned with the production of news, and distribution of news. Thus, the political landscape will automatically be influenced because the means of production do not serve the interests of the public, since the news or information they have to gain is withheld, under 'classified' concept. Further, this shuts the public opinion practice that the society may engage in, to discuss societal issues for the betterment of the country's development.

## **BACKGROUND TO SHANNON AND WEAVER**

The 'Shannon and Weaver' model of communication dates back to the 1940s. Long and Wall (2009) state that Claude E. Shannon and Warren Weaver were telephone engineers who tried to work out how much the quality of the then primitive lines needed to be improved for customers to hold effective conversations. As a Bell Labs scientist Shannon provided a precise mathematical definition of bandwidth, defining the capacity of a communications channel in terms of bits per second (Pavlik and McIntosh 2011). Steinberg (2011) explains that Shannon and Weaver were primarily interested in finding engineering solutions to problems of signal transmission. According to Chandler (1994), Shannon and Weaver's work proved valuable for communication engineers in dealing with

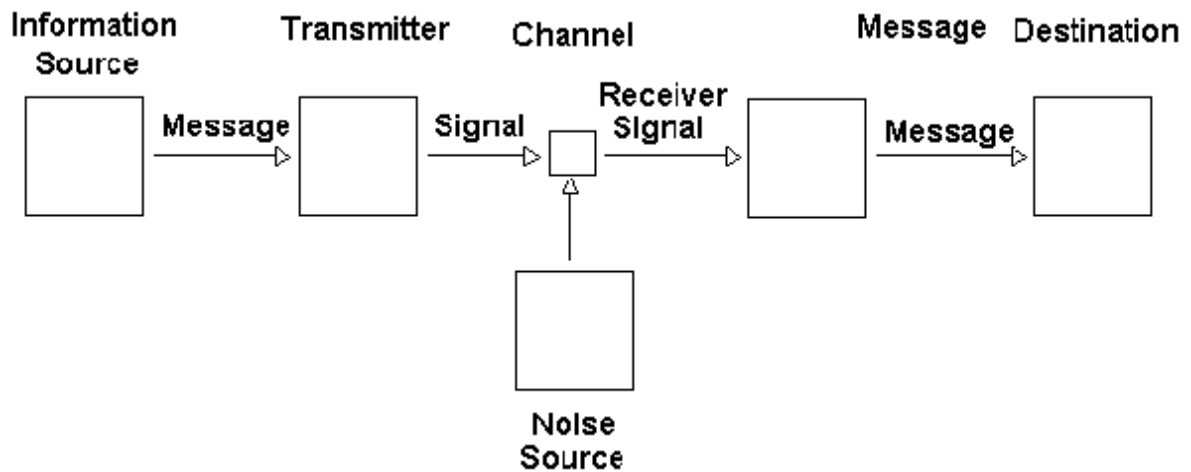


such issues as the capacity of various communication channels in 'bits per second' which refers to bandwidth.

### ***SHANNON AND WEAVER MODEL***

One of the principal tasks of the first generations of media scholars and researchers was to try to conceptualise the process of communication through which there is a connection of media and audiences. All these attempts and practical or transmission according to Paul and Long (2009) are called models of communication because they use the common-sense notion that communication involves sending a message from one person to another (or large audience) through a medium of communication. Although it has a number of shortcomings, the 'Shannon and Weaver Model' has effectively impacted on communication issues. For instance, in this model feedback loops are not considered. Some scholars suggest that Shannon developed the original theory without the component of feedback which was therefore added by Weaver thus giving it greater effectiveness in examining communication within the social sciences. This model was cascaded from the study on how to send information through a channel, which also enhanced the technical view of information transmission, from a sender to a recipient. Nevertheless, currently it has been incorporated into interpersonal communication. A characteristic of interpersonal communication is that participants continually provide feedback or respond to each other's messages (Steinberg, 2005).

The Shannon-Weaver Model of communication is projected to conceptualise communication from an engineering perspective, but it can be applied to human communication as well. As an example of a transmission model of communication, it can be viewed as a model which reduces communication to a process of transmitting information (Chandler, 1994). In South African socio-political landscape, we have the media, the society, and the government. All of these institutions interact and pass information between themselves. The model, as depicted in Figure 2 is composed of seven components: the source, destination, message, transmitter, receiver, signal and noise (Steinberg, 2005). This model exemplifies effectiveness in a communication interaction.



**Figure 10: SHANNON-WEAVER MODEL OF COMMUNICATION**  
 Source: Mortensen, C. David. 1972

Figure 10 represents a communication model developed by Shannon and Weaver with the following components: information source, message, transmitter, signal, receiver, destination and noise which is portrayed as a source of distraction in this representation of Shannon and Weaver's Model. Each of these components will be discussed further in the coming sections.

**Information source or encoder:** This explains the source of communication as the initiator that ignites model into action (Carson, n.d). This is a cause that propels communication process, and it indicates that there is a message contained in that needs to be delivered to another individual. Once the first stepped is executed, there must be a specified format for the message to be interpreted, this is where communication encoder takes place. It interprets all the signals in the media content that the information source or the sender tries to transmit to the recipient. Within this study the information source represents the media institutions and/or journalists, citizen journalists and bloggers. These are the media practitioners and media houses which and who act as watchdogs, these are responsible to facilitate the transmission and dissemination of information and news to the public.

**Message:** This is the idea or concept a cause that is being communicated from one end to another. In a human communication, the message contains distinct meaning since it is called media content. It is content that the recipient is expected to download, interpret. When the model was created, Shannon and Weaver were not concerned whether the message had substance, but focused on its transmission. Here the message encoded by the

media institutions and the public or media consumers must implement the message to their everyday lives.

**Transmitter:** A transmitter could be any device that carries signals or message, for example, a telephone (Steinberg, 2005). It encodes the message into signals. In the case of interpersonal communication, it is the voice of the journalist when he or she reads news, the information or news from the newspaper or media content that has to be encoded from a television.

**Channel:** This facilitates the transmission of a message. The channel is the route that the message travels on, be it verbal or nonverbal. This means it is a device which signals or messages are adapted for transmission. Further, the communication channel is described as the physical or technical medium of transmission (Shannon and Weaver, 1949). In South African landscape, various media channels, for example, televisions, newspapers, radios and new media technologies disseminate news to the society.

**Signals:** Signals are the sound waves of the voice when this model is applied to communication. Noth, (1995), they may also be in a form of a text on newspapers that the public will be reading to consume media content. In order for the communication encounter to take place, the public should access information and be able to interact among themselves to discuss the contents of such to help to develop the country.

**Noise:** According to Chandler (1995), noise is a dysfunctional factor, any interference with the message traveling along the channel (such as 'static' on the telephone or radio) which may lead to the signal received being different from the send. Moodley (2012) accentuates that this element or component of the communication process cannot be excluded as it carries with it intrinsic effects in a communication encounter. Logically, it is inevitable that when people interact there will be noise. Noise may come into play during the communication process and this could be seen as an interference or distortion that affects or changes the initial message (Carson, n. d). He describes noise as being physical or being semantic. In order for communication to be effective, noise must be reduced. In this study noise represents the Secrecy Bill. This is the one that distorts information or news that the public expect to get from the media houses. That is if the proposed Bill is not passed at all then there will be freedom of expression and no suppression of media performance and having heavy jail punishment of 25 years. Removal of noise from the communication encounter will ensure that the message or media content is transmitted clearly. However

given the challenges that the government wants this Bill implemented, this is hardly possible.

Receiver: the message that is intended to reach the receiver should be decoded or interpreted from the original form into one that the receiver understands. There are various media institutions and journalists, citizen journalists and new media technologies that deliver news and information to the public in the context of South Africa. If there is any kind of information or news that is released by government through the media institutions, has to be decoded by the media consumers according to their own understanding. There is interaction by the public using the new media technologies, all those messages that are shared by the public need decoding as well for a better understanding and proper feedback. Further, the public is forced to decode news that is broadcast to them although much of the information or content will be classified.

Destination: This is explained by Carson (n. d) as the second part at the end of the channel, that is, the message from the sender may get to the receiver and the receiver may pass onto someone else, or it might just remain with the initiator and as such the transmission is achieved. Steinberg (2011) highlights the importance of meaningful messages that are exchanged between two active participants. Moodley (2012) assures that this was also a short coming on Shannon and Weaver's model. In this research, the public or media consumers represent the destination in Shannon and Weaver's Model of communication.

Feedback: Furthermore, feedback element was not considered in Shannon and Weaver model of communication but it later added on. Feedback is very important in any communication encounter because it is through that the sender assesses if his anticipated message is comprehended by the receiver to serve his (sender) purposes. The 'medium is the message', by McLuhan (1964), is the phrase that emphasised that the medium determines how the message should be received by the recipient. This means, the medium has an influence on the message that the receiver is to get. Reynolds (1997) in his study exemplifies that one of the problems with transmission models is that the source is the decision maker and that the destination is passive. The sender chooses a message to send, and the receiver simply receives that message rather than actively participates in the communication process. But communication is a two way process, a complex system of signals passing back and forth between the participants (Reynolds, 1997).The feedback from the public acts as an evaluation tool in the communication encounter. Here, the

feedback from the media consumers could have some influence to the government in response to the information that the media would have disseminated to.

In her discussion, Steinberg (2011) explains communication process by using the metaphor of a telephone. An information source (communicator) encodes a message which is relayed by the transmitter (telephone) into a signal which is sent through a channel (telephone line) to the receiver. The signal will be received at the other end (telephone) with the recipient and converted back into a message which is heard by the recipient (destination). Noise does not form part of the communication process but becomes a part of it through the external and internal factors experienced by both the sender and receiver (Moodley, 2012).

### ***THE APPLICATION OF SHANNON AND WEAVER'S MODEL***

Shannon and Weaver, as indicated earlier, were engineers whose primary interest was to find how the channels of communications could be used most efficiently and how to send a maximum amount of information along a given channel. And that has become most frequently used model applied in communication research. Nevertheless, the model presented communication as linear and therefore the impact of noise was noticed within the process. Fougler (2004) explains that part of its success is due to its structuralist reduction of communication to a set of basic constituents that not only explain how communication happens, but why communication sometimes fails.

. The fact that the Bill restricts the public to attain all the contents of the government's welfare cripples and discourages public opinion. This results to lack of feedback that the public may give back to the government after it scrutinises the maladministration in the government, hence, Shannon and Weaver's model of communication that lacked *feedback*. Communication has an influence in a day to day interaction. It also impacts on the policies that are implemented by the government bodies, from the South African Constitution of the country to the Secrecy Bill as well as South African Press Code. Transmission is one element that impacts on communication. Moodley (2012) asserts that the absence of a sound communications system and the blockage of information somewhere in the system result in ignorance of decisions and orders. This point is in reference to the proposal on the Secrecy Bill that contains some information that is to be classified and not disseminated to the public, failing which, the culprit may be jailed to 25 years.

Further, the public has a choice to any media they can use. Their needs and wants vary and hence they may choose whether to use new media technologies or traditional medium to interact and receive information and news. Uses and gratification model has a great influence in the media research on why people prefer one media to another one.

## **USES AND GRATIFICATIONS THEORY**

Uses and gratifications (occasionally needs and gratifications) is one of the influential traditions in the media research Chandler, (1994). It focuses on why people use particular media rather than on content and for their benefit (Katz *et al*, 1974). They indicate that this theory views the audience as active, meaning that they actively seek out specific media and content to achieve certain results or gratifications that satisfy their personal needs. Further, McQuail (1987) argues that Uses and Gratifications theory explains how people's needs influence how they use and respond to a medium. Moodley (2012) concurs that it also explains the influence of mood on media choice: boredom encourages the choice of exciting content and stress encourages a choice of relaxing content. The same TV, newspaper or radio programme may gratify different needs for different individuals.

Uses and gratifications theory assume that the user has alternative choices to satisfy their need (Katz *et al*, 1974). It is important to include this model in this discussion as it helps to analyse why the public choose to get media content from one medium and not another. There are various media platforms that are used to disseminate information to the societies. In addition, people prefer to use certain new media services provided by new technologies over other services. In relation to the Uses and Gratifications theory, people have different needs and wants, hence they use different media to retrieve information and to interact, and the question is: what encourages or influences media users to use a certain type of medium and not another one to retrieve information and/or to interact. Uses and gratifications theory has an element of 'needs and wants' within since an individual is encouraged to use a certain type of media to satisfy their needs or wants. Uses and gratifications theory has a component of Maslow's hierarchy of needs. According to Steinberg (1995), Maslow maintains that the needs and wants have to be aroused and remain unsatisfied for them to motivate behaviour. The hierarchy illustrates how our needs motivate us to communicate, either by society's interaction through new media technologies. The public may also communicate by means of receiving news or information and giving feed-back.

## A CONCEPTUAL MODEL TO UNDERSTAND THE SECRECY BILL

In psychology, cognitive dissonance is the psychological discomfort that is experienced when a new system is implemented or a new practice is introduced in an environment. Shannon and Weaver Model of communication will help us to identify the noise (disturbance) in this research in reference to the Secrecy Bill. “Noise” is metaphor which refers to the cognitive dissonance which is established between the public who will be directly affected by the new bill and the authors or owners of the controversial bill. The proposal of the Secrecy Bill prompted dissatisfaction on the public as well as the media producers, because of its restrictions on dissemination of information and the duration of imprisonment on journalists who are found in a possession of classified information. The manner in which information is kept by the government and the way the same information is withheld from the media consumers, distorts the dissemination of media contents. When Shannon and Weaver model of communication is related to the Bill, the interpretation is that the proposal of the Secrecy Bill causes noise (cognitive dissonance), and this Bill promotes dissatisfaction among the journalists and the public, hence cognitive dissonance. The question is, is dissonance good or bad in the media structure? With the introduction of Secrecy Bill there is noise and this has influenced distortion of information which deprives the public to know about. In this study, therefore, noise represents the cognitive dissonance which evolves between the sender and the receiver of the message (content enshrined in the Secrecy Bill). That is, if the proposed Secrecy Bill is not passed at all then there will be freedom of expression and no suppression of media performance and have no journalists jailed for 25 years, moreover, there will not be any reaction towards dissonance. Removal of noise from the communication encounter will ensure that the message or media content is transmitted clearly.

Uses and Gratification theory in communication states that journalists and media consumers have to find ‘gratification’. Steinberg (2005) purports that mass media are used differently by media consumers. The question that needs to be addressed is what are mass media messages used for? Uses and Gratifications model attempts to investigate and identify if there is no gratification in the Bill, from the public or the journalists, as the previous chapters elaborated. Moreover, Steinberg (2005) states that Uses and Gratifications model suggests that basic human needs motivate individuals in ways that they find personally gratifying. From this model, the aspect of noise should be that the Bill is removed so that quantitative survey results help to create a theory for this research. At

the moment the government might have to prove to the nation why the Secrecy Bill has to be implemented. Gratification from the Bill may then be identified and there may not be dissonance experienced, and finally, a theory will be formulated.

## SUMMARY

This section provides a summarized version of this chapter.

In terms of the Shannon & Weaver theory, The Secrecy Bill has turned to be *noise* itself. It means that the public is unable to receive all media contents around the country because the Bill deprives the media houses to broadcast news freely. One of the character elements of media institutions is that the media performs as a surveillance camera and acts as a watchdog, which means it also represents the public. But in the mist of the proposed Bill, the media under performs on its primary duties. Finally, this confusion that is brought by the emergence of the Bill brings about cognitive dissonance which relates to the proposal of the Bill in that, the public and the media houses were uncomfortable and dissatisfied by its application.

The ideal manner in a (*the*) policy ought to be implemented is to ensure:

1. Transparency
  2. Convivial
  3. Collaboration
  4. Non-discriminatory
  5. Safety
  6. Common goal
- Conclusion

Political economy is concerned with the nature of production and the condition under which it takes place. It relates to questions about where economic value lies and where it is generated, in ownership of things or products or in the skills and availability of the workforce.

Thus, political economy approaches to media investigate the conditions and constraints under which media institutions and organisations are formed and how they perform. South African media's production is reflected in this concept. The SABC, a public service broadcaster is an example. This corporation is under the auspices of the government. By the definition of political economy the SABC serves the interests of the governing body by



broadcasting the news issues and information that relate well to the elites and owners of SABC.

According to political economy, those who own the media, own the means of production that can be covertly used to express their ideas, rightly so in the case of South Africa. The government has proposed the State Protection of the Information Bill. If the proposed Bill is not passed at all then there will be freedom of expression and no suppression of media performance and having heavy jail punishment of 25 years. But if it is implemented, there may not be freedom of expression and that will hamper smooth dissemination of information to the public. If the Secrecy Bill, which is dubbed 'noise' in this research, is removed, communication encounter will ensure that the message or media content is transmitted clearly. However, given the challenges that the government wants this Bill implemented, this is hardly possible.

Another model used in this conceptual model is uses and gratifications (occasionally needs and gratifications) which is one of the influential traditions in the media research Chandler, (1994). It focuses on why people use particular media rather than another one for their benefit (Katz *et al*, 1974). They indicate that this theory views the audience as active that is they actively seek out specific media and content to achieve certain results or gratifications that satisfy their personal needs. McQuail (1987) also argues that uses and gratifications theory explains how public's wants and expectations have an impact on how they respond to a medium.

The conceptual model offers guidance on a theory upon which the study is founded. The concepts of political economy, Shannon and Weaver's model of communication and uses and gratifications model play an essential role in the positive impact transmission of media content. The comparison related from this summarises the impact that the Secrecy Bill may have in the dissemination of information in South Africa. The subsequent chapter discusses the methodology of this research.

## **CONCLUSION**

This section concluded this chapter.

In essence this model makes use of the Shannon and Weaver Model of communication and Uses and Gratifications theory. It is used to unpack the use of these theories to explain

the relationship between the use of new media technologies and the Bill. It is also used to explain how noise comes about and distorts the broadcasting of information. The media sphere was confused after the government proposed the Secrecy Bill. It hampered freedom of speech and free dissemination of information as well as free production of news by media houses. This suppression of freedom of speech resulted in distortion of information and news. According to Shannon and Weaver and Uses and Gratifications theories smooth and clear dissemination of information is distracted by the proposal of the Bill.

## *CHAPTER EIGHT*

### **RESEARCH METHODOLOGY**

#### **INTRODUCTION**

The previous chapter discussed a conceptual model which would assist in understanding how communication theories guide formalisation of media regulations. This chapter elaborates a thorough consideration of the conceptions that impacted the data collected and the analysis of data process. This discussion is imperative as it will guide readers' understanding of the procedures the researcher undertook to eventually produce the findings for this study. This chapter is important because the research design that has been utilised on this research will be discussed to establish, provide glue that holds the research together and indicate how data is relevant to the research question and/or problem. Research methodology is an operational framework, within which pertinent facts are placed so as to extract a clearer meaning, (Leedy and Ormrod, 2001). Furthermore, research methodology is an approach followed in obtaining, processing and analysing data which must be compatible and aligned with the goals and objectives of the research (Leedy and Ormrod, 2001). It is important to mention the objectives of the study again so that this process may be facilitated.

#### **RESEARCH OBJECTIVES**

The literature review in this study is influential and provides support to comprehend each of the objectives that are listed below. Herewith the objectives of the study below:

- to evaluate the effectiveness of citizen journalism in the South African media context as the means to disseminate information;
- to determine the distinction on information delivery through citizen journalism and traditional journalism and/or the relationship of both the new media technologies and the Secrecy Bill;
- to assess the impact that the Protection of Information Bill may have on the democratic roles of journalism in South Africa;
- to evaluate how the media consumers value the user-friendliness and effectiveness of mobile phones use;

- to make recommendations regarding the implementation of citizen journalism and the use of mobile phones for dissemination of information.

The main research question that guides in this study is: What is the relationship between the State Protection of the Information Bill and the use of New Media Technologies? The primary aim of this study is to evaluate the relationship between the State Protection of the Information Bill and the use of new media technologies. The study focuses on the proposal of the Secrecy Bill which the government wants it implemented. Media is a source of message delivery; it entertains, teaches and educates the public. This research focuses on the impact the new media technologies will have on the implementation of the Secrecy Bill since the traditional media and institutions dissemination of information is hampered by the government's Secrecy Bill proposal.

## **RESEARCH DESIGN**

According to Churchill *et al.* (2010) the research design confirms that the research study may be can be related to the problem and may ensure the use of efficient procedures. There are three basic types of research design: exploratory, descriptive or casual. In this research the design used involves the use of both exploratory and descriptive ones. The following research methods are explained because they are used in this study:

### ***QUANTITATIVE RESEARCH METHODS***

Methods that are used in quantitative research are formal, unprejudiced and methodical in which data that facilitates gathering of material about the world is used, (Burns and Grove, 2005). This method was used to gauge the response of the media practitioners in respect of the State Protection of the Information Bill. Eventually, statistical software SPSS was used to count and analyse the responses. Burns and Grove (2005) indicate that there are positive outcomes from quantitative research methods that this research uses to focus upon specific concepts. The study identified how the South African citizens use their new media technologies and how they gather news and information. Finally the study attempted to find out journalists' views and opinions about the Secrecy Bill.

## ***QUALITATIVE RESEARCH METHODS***

According to Cohen *et al.* (2000:282), data analysis is industrious and explanatory in qualitative data. In this research, the respondents were issued with qualitative and quantitative questionnaires. It is important to use qualitative approach in this study because it enables the researcher to focus on expressive responses from a specific group of individuals. The primary task of qualitative research, according to Moodley (2012) is to uncover explicate ways in which people in particular settings come to understand, account for, take action and manage their situations as well as the problems and difficulties they encounter. Using just quantitative research methods could have deprived the quality outcomes of this study.

## ***RESEARCH METHODS FOR THIS STUDY***

The researcher used both quantitative and qualitative research methods to gather data for the study. Students from different Faculties and Departments at the University of Zululand were used in this study. The researcher explained some terms and concepts for more clarity to assist some students who did not have a background on media studies. The researcher was neutral in his explanation to avoid any influence that the respondents could have had on the questionnaires.

## **ETHICAL CONSIDERATIONS**

Ethical behaviour is important and should be considered in a field of research. When human beings become contributors to a study, precaution should be maintained to safeguard that the rights of those participating are not violated (Polit and Beck, 2004:141). In this survey, these three ethical concerns were sufficient because they addressed the precaution and they safeguard concepts that need to be considered in a research. The ethical principles applied to this study were:

- Ethical approval from the university
- Informed consent
- Anonymity and confidentiality

The ethical approval had to be obtained from the Research Ethics Committee of the University of Zululand. The researcher received ethical clearance to conduct the study in November 2012.

## **INFORMED CONSENT**

The respondents were told what the objectives of the research were. This was to have transparency and a consent that they agreed to take part in the survey. All this was done when the questionnaires were issued. Moodley (2012) mention that in research respondents received adequate information regarding the research and are capable of understanding the information. Leedy and Ormrod (2001) highlight that there are ethical requirement that the researchers have to notify study participants of the following considerations when conducting a research:

- The nature of research the research in which the research participant is required to participate in,
- The participation of the research is strictly voluntary,
- The research participant has the right to withdraw at any time during the research.
- The respondents were required to complete an informed consent form which formed part of the questionnaire which were retained by the researcher for record purposes. Each respondent who participated in this study gave their written consent.

## **ANONYMITY AND CONFIDENTIALITY**

This is crucial and has to be dealt with consideration. Those who took part were guaranteed that their identities would never be exposed in the process of the study and even after that study has been conducted. Furthermore, the questionnaires did not allow them to divulge personal information or details. This was done to protect the respondents and a tick was requested to authenticate their responses. Participation was voluntary and their identities were not going to be used against their responses in this study.

## SAMPLING

It is important to draw a sample because it determines what is likely to be true for a population based on data obtained from only a subset of the population, (Churchill *et al.* 2010). Some students did not fill the questionnaire because of their commitments. Some journalists also could not complete it due to their deadlines which were supposed to be met.

The purpose of sampling is to draw conclusions about participants from samples and inferential statistics that enable to determine participants' characteristics by direct observation can be used (Patton, 1990). As such a sample is obtained rather than a complete enumeration. A representative sample of students and journalists as defined by Du Plooy (2002) will be surveyed. Du Plooy exemplifies a sample size that provides a 95% confidence level with the table below:

Population size	Sample size
Infinity	384
500 000	384
100 000	384
50 000	381
10 000	370
5 000	357
3 000	341
2 000	322
1 000	278

**Table 1:** Sample size at 95% confidence level  
Source: Du Plooy (2002:104)

Cluster random sampling is explained by Johnson and Christensen (2010) as a form of sampling in which clusters (a collective type of unit that includes multiple elements, such as schools) rather than single unit elements (such as individual students) are randomly selected. In this study, a university institution is a cluster because it is composed of many individual scholars. Johnson and Christensen (2010) emphasize that cluster sampling always involves randomly selecting clusters (multiple unit element) rather than single unit elements. On one hand, it is advantageous to use cluster sampling when populations or participants are large and spread over a large geographic region and the names of everyone in the population are not needed (Serlin and Conrad, 2006). On the other hand, one disadvantage could occur when there is a similarity in the elements of the cluster whereby

cluster sampling would probably become statistically less efficient than the elementary simple random sampling (Lim and Ting, 2012). Nevertheless, this study will avoid such pitfalls for comprehensive results

The participants for the study were university students. The respondents in this study were students who form part of the public citizens and journalists. Furthermore, they are representative for a larger community that is more likely to actually use new media technologies to answer the questions. They were used as they are citizens of the country and are mature enough to venture into societal and political participation. Their population is dense and that would assist the study with quality findings. According to LoBionodo (2006) it is proper to use such individuals in the study due to specific properties they have in the case of the study, which in this case students from the university of Zululand and journalists from various respective media institutions around South Africa were used.

## **RELIABILITY**

Reliability focuses on the findings of the research and relates to the credibility of the outcomes (Welman *et al.* 2005). LoBinodo-Wood and Haber (2006) are of the view that reliability of a research instrument is defined as the extent to which the instrument produces the same results on repeated measures. Normally, reliability of measures used in a research is specific to the situation in which they are applied (Tappen, 2010).

The researcher explained the proposed Information Bill to the respondents and to the journalists for a better understanding and also explained journalism terms that the respondents did not understand.

## **VALIDITY**

Validity is concerned with the research findings which have to be accurate and represent the outcome of the research that is done. In emphasis, the instrument that is used to measure the variable must give out the results which are consonant to the instrument used (Welman *et al.* 2005).

The validity of this study is projected through the research's objectives which were guided by the questionnaires. The purpose of the public being questioned was to determine how useful their new media technologies are and how effective they use to their own benefit. And the purpose of the journalists being questioned was to evaluate what impact the



proposal of the Secrecy Bill has on their performance to gather and disseminate information and news to the citizens. Students are exposed to and use new media technologies. Questionnaires were handed to students in their classrooms and around the university campus. Other questionnaires were distributed to the journalists at different newspaper media houses, radio and television stations.

## **DATA COLLECTION**

The respondents in this study involved the university students and the journalists. 450 questionnaires were issued to the students. Out of those, only 418 responses were received. Only 34 of the questionnaires were therefore spoilt. Furthermore, 50 questionnaires were given to the journalists and only 43 responses were returned, the other seven were spoilt.

## **CONCLUSION**

This chapter explains how the researcher compiled data for this research. Students and journalists were respondents in this study to provide clarity on the relationship between the Secrecy Bill and use of new media technologies. Quantitative research method was used as the primary means to quantify data. Furthermore, relevance of the ethical considerations was explained as the study involved the citizens whom democracy is a constituent of. The next chapter deals with analysis and explanation of data.

## *CHAPTER NINE*

### **ANALYSIS AND INTERPRETATION OF DATA**

#### **INTRODUCTION**

This chapter presents the raw data, as well as the analysis of the data, which was obtained from the scientific analysis of the respondents' evidence. Data and the outcomes of research were analysed by the use of graphs and tables in order to demonstrate respondents' opinions as accurately as possible. Graphic and tabulated data are accompanied by written interpretations. Random sampling was used to distribute questionnaires. A total of 450 questionnaires were distributed to the students from various departments and faculties from the University of Zululand and 50 questionnaires given to the journalists. A total of 413 questionnaires from the students were analysed, while only 43 questionnaires from the journalists were analysed as well.

#### **OBJECTIVES**

This chapter is guided by the following objectives.

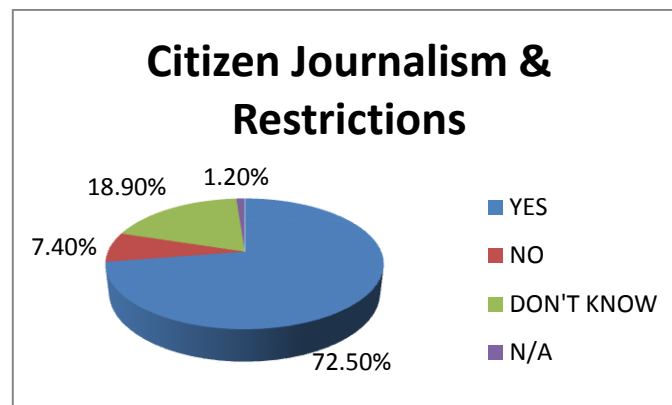
- To evaluate the effectiveness of citizen journalism in the South African media context as the means for disseminating information;
- To determine the distinction on information delivery through citizen journalism and traditional journalism and/or the relationship of both the new media technologies and the Secrecy Bill;
- To assess the impact that the Protection of Information Bill may have on the democratic roles of journalism in South Africa;
- To evaluate how the media consumers value the user-friendliness and effectiveness of mobile phones use;
- To make recommendations regarding the implementation of citizen journalism and the use of mobile phones for dissemination of information.

The data which is analysed in this chapter is arranged according to the objectives above. The following headings are used to categorise each 'section':

## EFFECTIVENESS OF CITIZEN JOURNALISM

This section deals with objective one. The following questions pertain to responses based on citizen journalism.

### *CITIZEN JOURNALISM & RESTRICTIONS*



*Figure 11: Citizen Journalism & Restrictions*

The above graph relates to the question which asks students whether “*Citizen Journalism would face the same problem that media faces with regard to restrictions placed on them?*”. Majority of the students (72.5 %) agree that Citizen Journalism would cause problems with regard to restrictions. A significant portion of the respondents were oblivious to the issue of citizen journalism and the secrecy bill. A large portion of the respondents harbours reservations about the secrecy bill. In this instance, democratic rights of the people of the land are not taken into consideration. This may be construed as a fearful situation when people’s feelings are not considered or taken seriously. The democracy which we assume we have is a façade.

## INTERNET USE

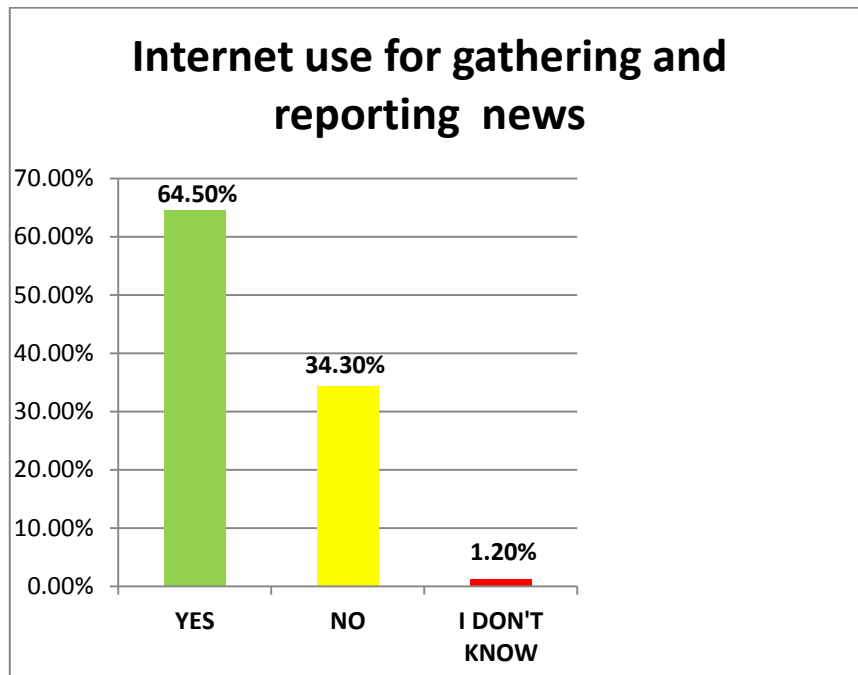
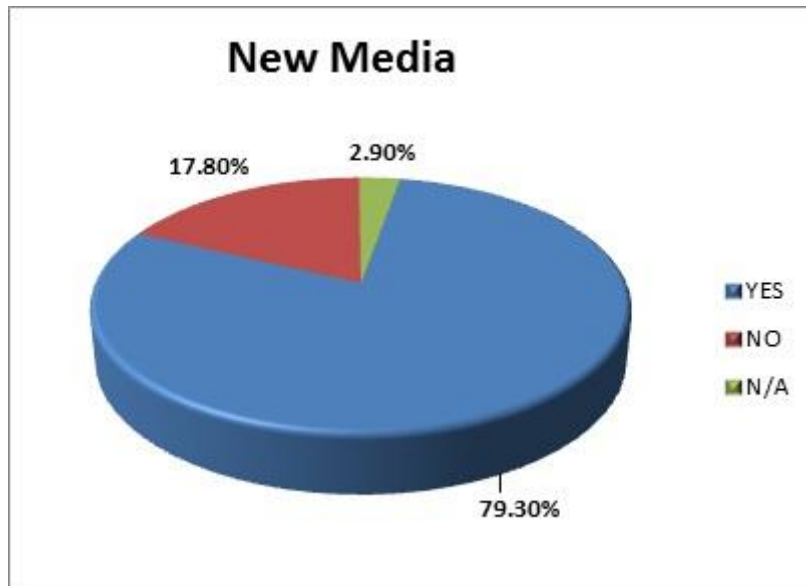


Figure 12: Internet use for gathering and reporting news

The above graph relates to the question which asks students “*The use of the Internet to gather and report news is better than getting information first hand?*” A large number of students (64.50%) agree that information from the internet is more preferred to information at first hand. The other group of students (34.30%) disagrees and maintains that they prefer first hand news gathering. A small number of participants reserved their comments with the following response: “I do not know”. Practically, respondents prefer gathering information from the Internet because it offers more information and news. There is always news from online newspapers. There are also hyperlinks from Internet sources with news that have similar related topics.

## ***NEW MEDIA USAGE***



***Figure 13: New media usage***

The above graph relates to the question which asks students “*The use of new media technologies are more user-friendlier than newspapers?*”. Most students (79.30%) are in agreement that new media technologies are better than newspapers reportage. A very small number of these participants (17.90%) still prefer newspapers to new media technologies. In the new technological era, people are acquainted to new media technologies and prefer to adapt to new developments and not read news from the traditional newspapers. Furthermore, news distribution per new media technology allows the users to browse and search for any piece of news that they need to know about with much greater ease.

## SECRECY BILL IS USELESS

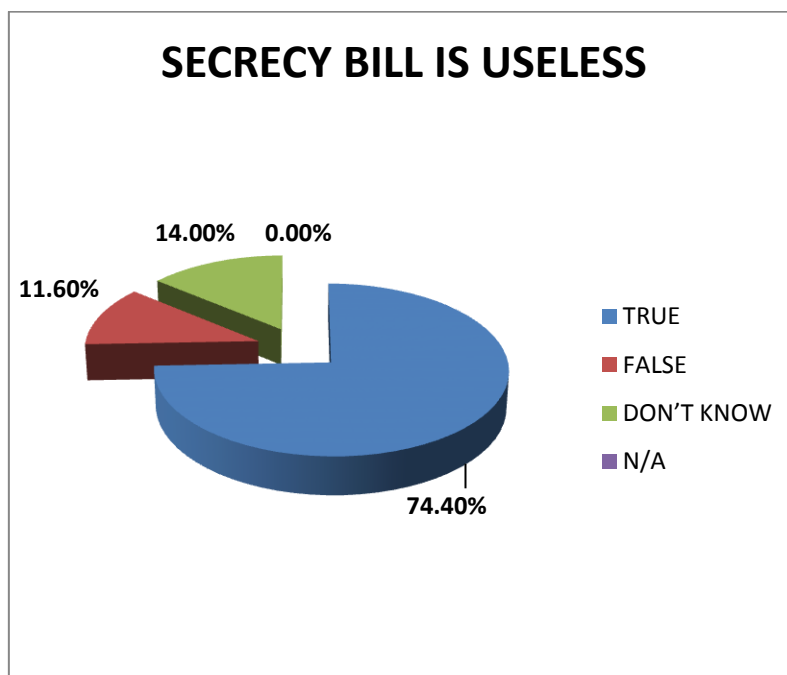


Figure 14: *Secrecy Bill is useless*

The above graph relates to the question which asks journalists “*New Media Technology will make the Secrecy Bill useless; that is, nothing can be a secret with New Media Technology?*”. The majority of journalists (74.40%) agree that the use of new media technologies will make the secrecy bill useless. Eleven point six percent of the journalists disagree and the last group of journalists (14.00%) is not sure of the consequences of the Bill. The emergence and the use of new media technologies have exposed some of the government’s activities. These activities are discussed on social network platform hence the majority of journalists indicate that the use of new media technologies will make the Secrecy Bill a useless product.

## CELL PHONE AND NEWSPAPERS

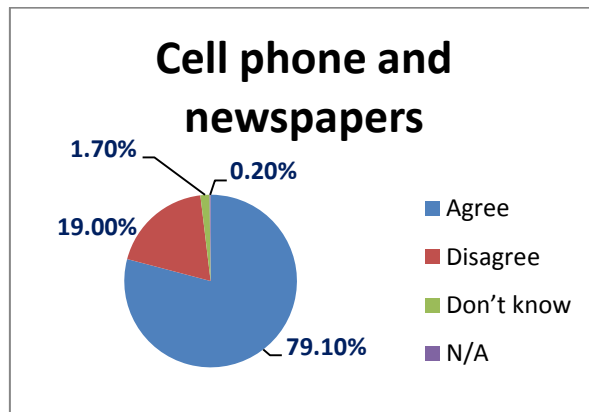


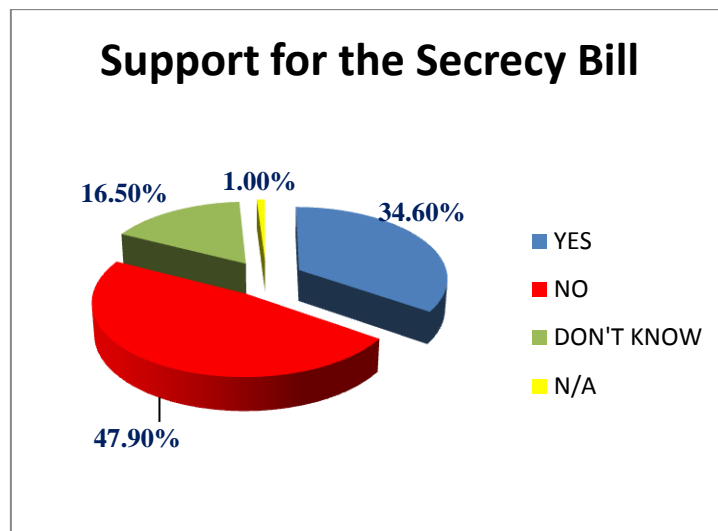
Figure 15: Cell phone and Newspapers

The above graph relates to the question which asks students, "I prefer receiving and reading news from my cell phone to newspapers?". Seventy nine point one percent of the students agree that they use cell phones to gather information more than they use newspapers. Only 19.00% of the students disagree and still uses newspapers to gather information. The smallest proportion, 1.70% of the students are not sure about the use of cell phones and/or newspapers. In the new information era people prefer technological means more than traditional facilities. This could be because new media technologies help to spread information quicker, and their capacity to store a lot of information. Again they are less time consuming in terms of one spending time to go and buy a newspaper. Furthermore, instead of reading a number of newspapers, one may resort to different internet media outlets to download news on a lesser cost.

## NEW MEDIA TECHNOLOGY & THE SECRECY BILL

This section deals with objective two. The following questions pertain to responses based on new media technology and the secrecy bill.

### ***SUPPORT FOR THE SECRECY BILL***

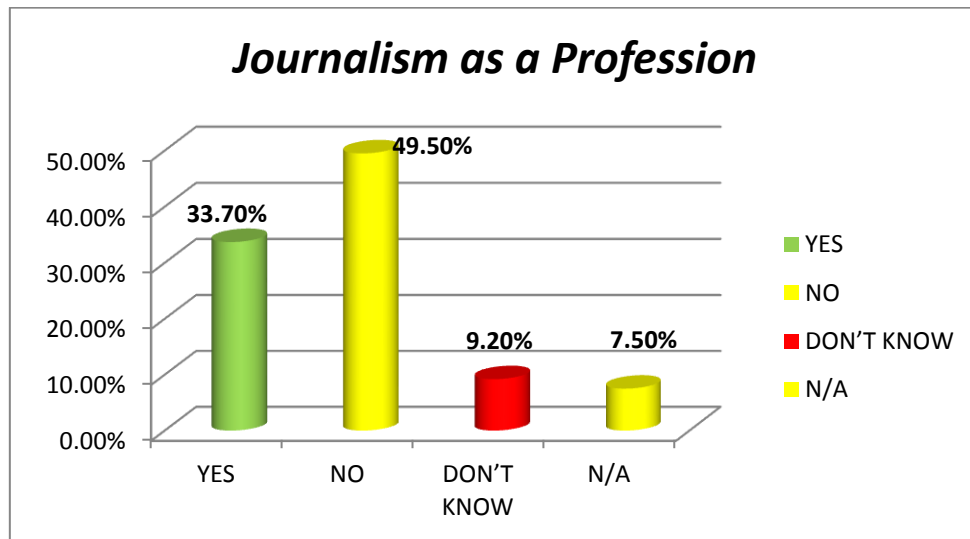


*Figure 16: Support for Secrecy Bill*

The above graph relates to the question which asks students, "I am in support of the Secrecy Bill?". Thirty four percent of students support the Secrecy Bill, and a larger share 47.90% of students, do not support the Bill. Sixteen point five zero percent of the participants do not know whether to support. There is a slight difference between those in support of the Bill and those who are against it. A number of participants do not support it. These respondents indicate that the Secrecy Bill would be used to camouflage crimes which the government commits. The citizens of South Africa want and need transparency.



## ***JOURNALISM AS A PROFESSION***



***Figure 17: Journalism as a Profession***

The above graph relates to the question which asks students, *“The Secrecy Bill has negatively impacted on me, I do not wish to be a journalist anymore?”*. The graph above indicates that 33.70% of the students have been discouraged by the new secrecy bill in to take on a career in Journalism. However, 49.50% of the students indicate that they are not affected by the introduction of the Secrecy Bill. Nine point two percent of the students do not know whether the Secrecy Bill will affect them. In essence, the advent of the Secrecy Bill impacted negatively on the performance of the media houses and has posed a threat on the students practising to be journalists. Journalists’ freedom to broadcast news freely is hampered by the government’s introduction of the Secrecy Bill and if one is found to be in possession of ‘sensitive government information’ they will be jailed up to 25 years. Furthermore, media houses are stifled from broadcasting information freely to citizens of South Africa. Finally, up-and-coming journalists feel dejected about their career paths.

## INFORMATION THROUGH NEWSPAPERS

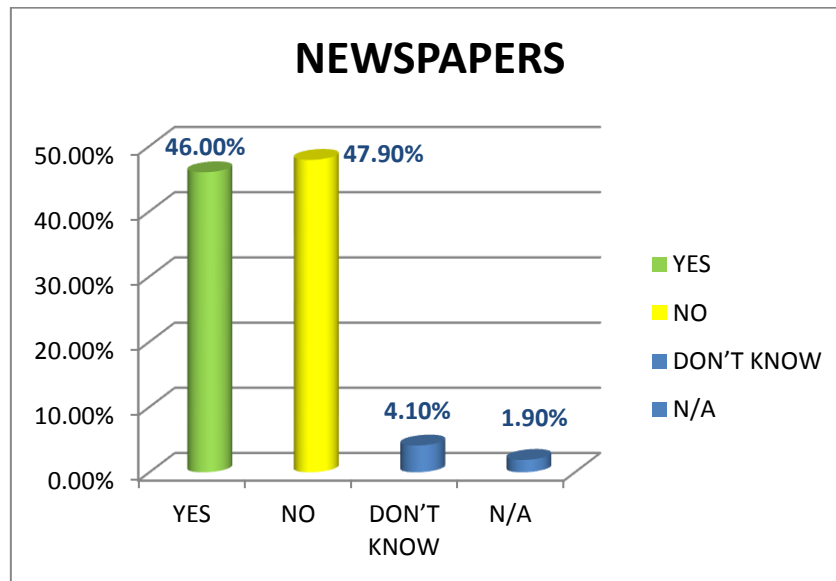
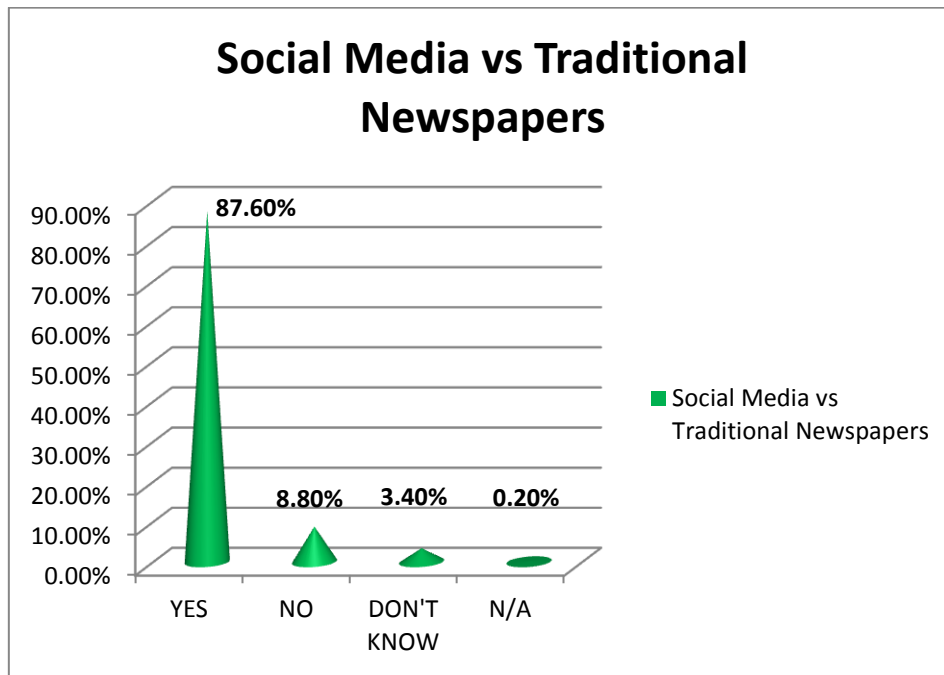


Figure 18: *Information through newspapers*

The above graph relates to the question which asks students, “*I still prefer reading the traditional newspaper for getting accurate news?*”. The difference between students who prefer to receive information from newspapers and those who do not is small. Forty six percent of the students prefer reading newspapers for receiving accurate news and 47.90% do not. Once more, there is a strong indication that the new media technology is much more “user- friendly” than the traditional media. Respondents are divided, despite their preferences, half of them still resort to paper-borne information when asked the same question in a different way.

## SOCIAL MEDIA VS TRADITIONAL MEDIA



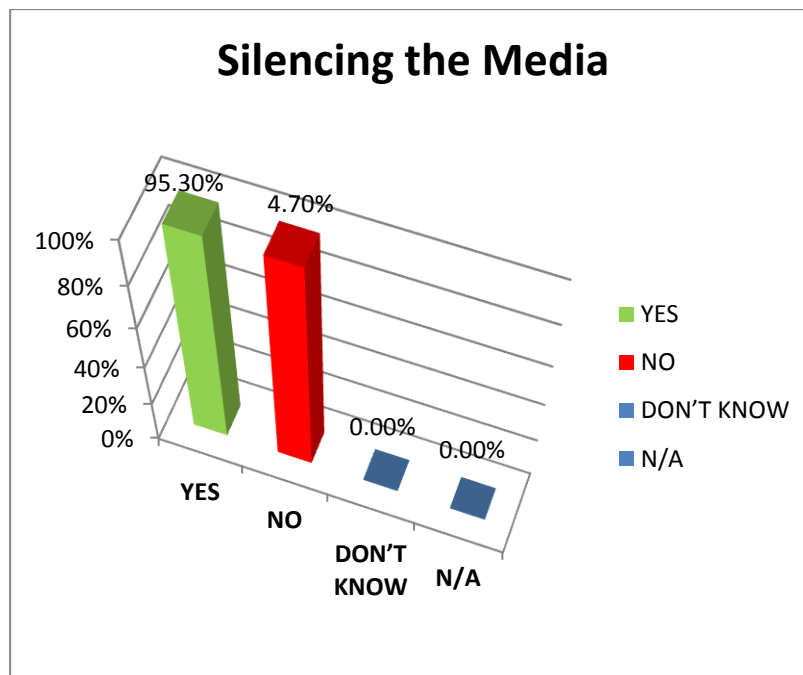
*Figure 19: Social media vs Traditional Media*

The above graph relates to the question which asks students, “I believe that Social Media is becoming a more popular source of news than the daily traditional newspaper?”. A majority of 87.60% agree that social media has become a more popular source of news than traditional newspapers. A very small number of students who do not know is 8.80%. Since students interact on social media, they also share more information and news around the country from social media. It is possible to download information and news easily from the new media technologies than for someone to go and buy a newspaper. Furthermore, social media turned the world into a ‘global village’ and there is easier access to information from the new media devices as such, because applications like Twitter, Facebook and Blogs allow interaction between the citizens.

## DEMOCRACY AND JOURNALISM

This section deals with objective three. The following questions pertain to responses based on Democracy and Journalism.

### *SILENCING THE MEDIA*



*Figure 20: Silencing the Media*

The above graph relates to the question which asks journalists, “*The secrecy bill has silenced media to report on any fraud of government activity?*”. An overwhelming majority of the journalists, 95.30%, agree that the Secrecy Bill’s introduction silences the media to report on fraud of government activities. Only 4.70% disagree. Journalists always deal with media and disseminate information or news to the public. Since they work with media all the time, they are aware that the introduction of the Bill hampers smooth and free dissemination information. Journalists are discouraged to broadcast sensitive government activities and the Secrecy Bill can therefore be said to have ended freedom of expression in South Africa.

## CLASSIFIED INFORMATION

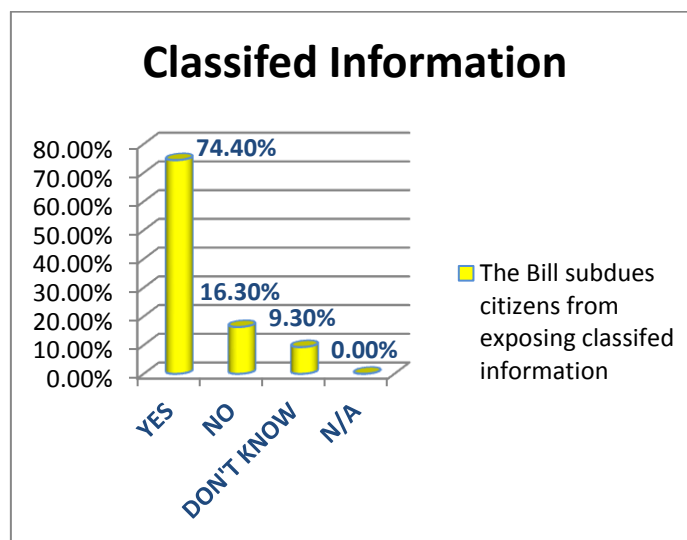


Figure 21: *Classified Information*

The above graph relates to the question which asks journalists, “The Secrecy Bill will also subdue citizens from being able to expose classified news or even provide feedback to classified information?”. A large number of journalists (74.40%) agree that the Secrecy Bill will subdue citizens from exposing classified news. Sixteen point three percent of respondents disagree with the statement and only 9.30% do not know what impact the Secrecy Bill would have. The Secrecy Bill limits free delivery of information to the public. The limitation does not allow the public to participate in the development of the country because of information which is classified. Those who do not know what effect the Bill could have, are either ignorant about South African media politics or they do not use new media technologies to get news.

## FREEDOM OF EXPRESSION

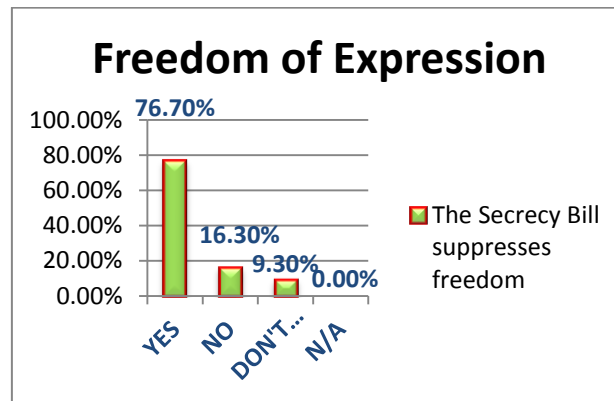


Figure 22: Freedom of expression

The above graph relates to the question which asks journalists, ‘*The Secrecy Bill will suppress freedom of expression of journalists?*’. The majority of journalists (76.70%) agree that the Secrecy Bill will suppress journalists’ freedom of expression but still (16.30%) disagree. The current political situation in South Africa forces journalists not to divulge information that may defy the ruling government. There are some examples of government’s activities which are said to be classified because they are sensitive. This classification hampers and suppresses freedom of expression because no-one, neither journalists nor the public is allowed to expose news that would discredit the ruling party.

## CRIMINAL ACTIVITIES

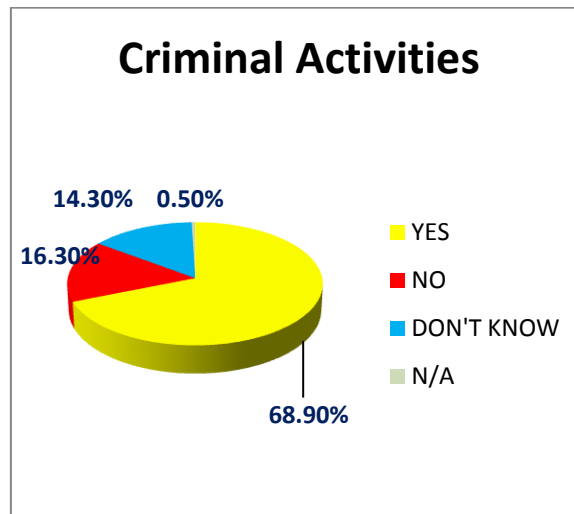
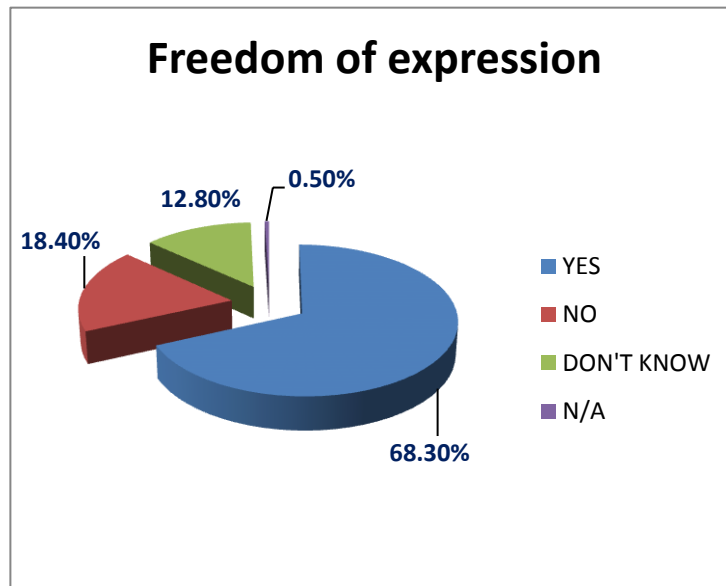


Figure 23: *Criminal Activities*

The above graph relates to the question which asks students, “*The Secrecy Bill is a strategy of the government to protect their criminal activities?*”. A large number of students, 68.90% agree that the Secrecy Bill is a strategy of the government to protect its criminal activities, whereas (16.30%) disagree and 14.30% of respondents do not know. The reasons for the introduction of the Bill and its intended purpose are not transparent. Labels such as “classified information” create the impression that corruption and poor performances are being swept under the carpet. In the public’s view, the Secrecy Bill is a tool which can be used to shelter maladministration.

## ***FREEDOM OF EXPRESSION***

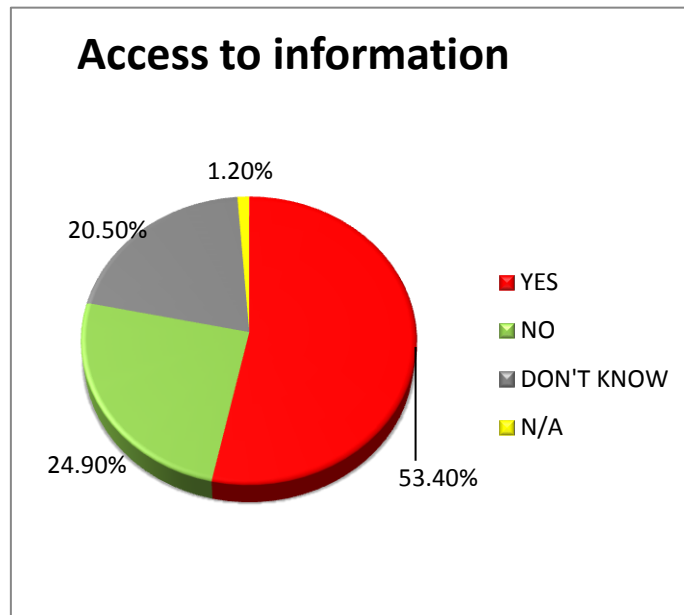


***Figure 24: Freedom of expression***

The above graph relates to the question which asks students, “*The current Secrecy Bill undermines freedom of expression and access to information?*”. The graph indicates that 68.30% of the students agree that the current Secrecy Bill undermines freedom of expression and access to information whereas 18.40% disagree. In essence, freedom of expression is suppressed because citizens are discouraged from airing their views. It is evident that the introduction of the Bill would deprive the public of vital information about how the country is performing and how the government intends to enhance social and economic structures so that they may match the standard of European countries.



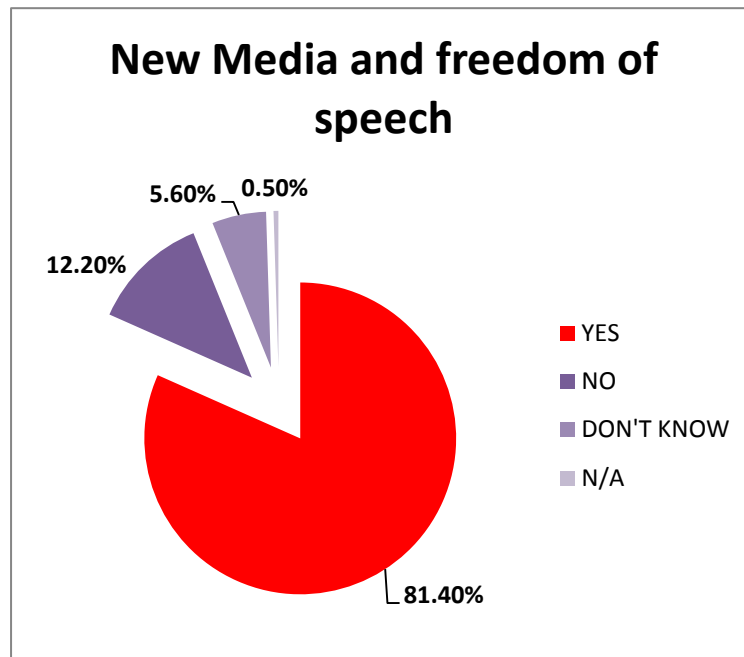
## ACCESS TO INFORMATION



*Figure 25: Access to information*

The above graph relates to the question which asks students, “The Secrecy Bill deprives us of access to information that is deemed rightful for us and new media technologies facilitate discussions on issues around the government?”. A slight majority of the students, 53.40% agree that the Secrecy Bill deprives citizens of access to information deemed rightful for them and new media technologies facilitate discussion on the government’s performance. Twenty nine point nine percent of the respondents disagree and 20.50% do not know how the Bill impacts on their lives as citizens of South Africa. Freedom of expression is curtailed and smooth dissemination of information is hindered. Nevertheless, news is still shared and the public makes use of new media technologies to facilitate delivery and discussion of news. The use of new media works better because currently most people prefer to receive information via new media technology rather than newspapers.

## NEW MEDIA AND FREEDOM OF SPEECH



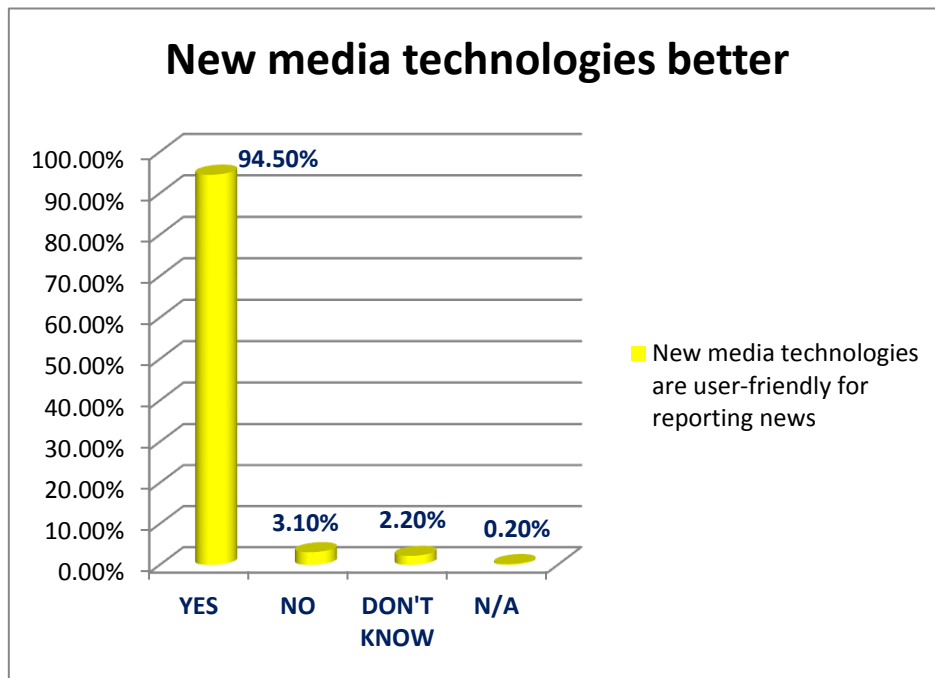
*Figure 26: New media and freedom of speech*

The above graph relates to the question which asks students, “*There is more freedom of speech when using new media technologies than traditional media?*”. Eighty one point four percent of the respondents agree. Twelve point two percent of the students disagree with the statement that there is more freedom of speech when using new media technologies than traditional media. There is more freedom to interact and share information when using new media technologies as compared to traditional media. Social networks, blogs and Face-book to mention a few, allow their users public to post their views and opinions about the welfare of the country. Traditional media, however, does not guarantee this kind of freedom of expression.

## MEDIA AND MOBILE PHONES

This section deals with objective four. The following questions pertain to responses based on Media and Mobile Phones.

### ***NEW MEDIA TECHNOLOGIES ARE BETTER***



***Figure 27: New Media Technologies are better***

The above graph relates to the question which asks students, “*New Media Technology is more user-friendly for reporting news?*”. Ninety four point five percent of the students agree that new media technology is much more user friendly for news reporting and news consumption. Three point ten percent of the students disagree that new media technology is more user-friendly for reporting news. Only 2.20% of the respondents do not know which motion to go for. Traditional newspapers still broadcast information and news; however, the public opts to receive news from the new media technologies since the size of tabloid and broadsheet is large. It is better to report information and news via cell-phones, iPads or lap-top because of its portability.

## NEW MEDIA TECHNOLOGIES AND NEWS GATHERING

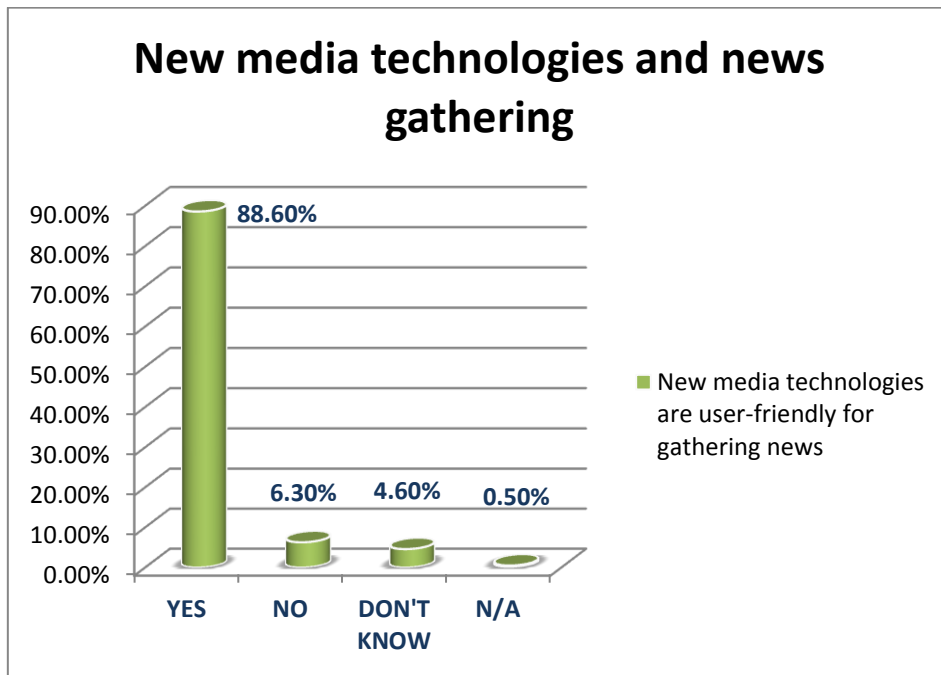


Figure 28: *New media technologies gather news*

The above graph relates to the question which asks students, “*New media technologies are more user-friendly for gathering news?*”. The majority of the students agree that new media technologies are better suited for importation gathering. Fewer students (6.30%) disagree with the question. Practically, there are different devices to use to gather information and the better option would always be used. It is time-consuming when a journalist interviews an interviewee and jots the points on a diary, but recording the interview on a digital device and transcribing it afterwards would be a better option to gather news. Furthermore, the use of cameras is still considered to be better authenticate the news that a reporter would have collected.

## NEW MEDIA TECHNOLOGIES AND NEWS BROADCASTS

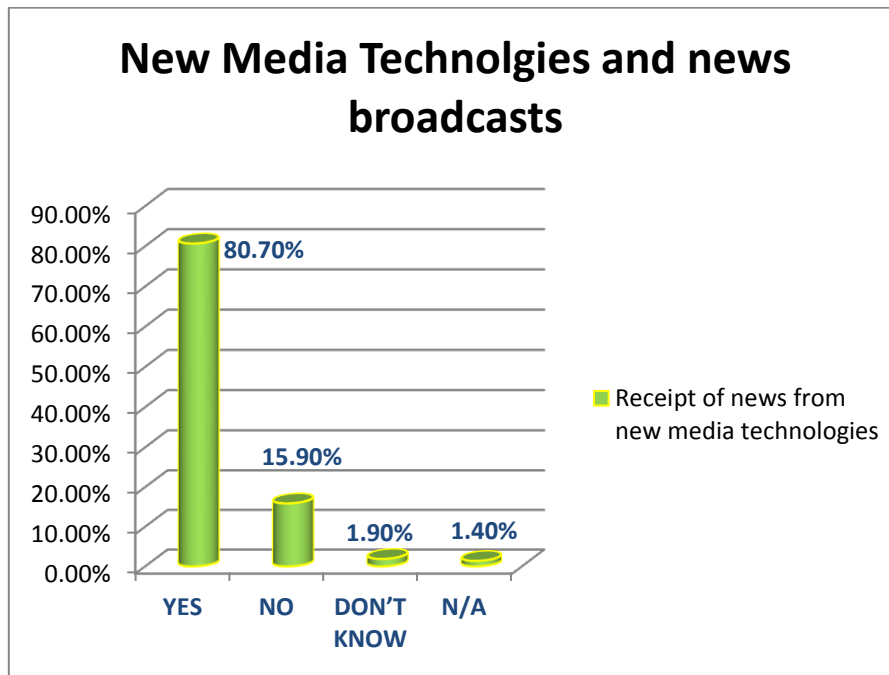
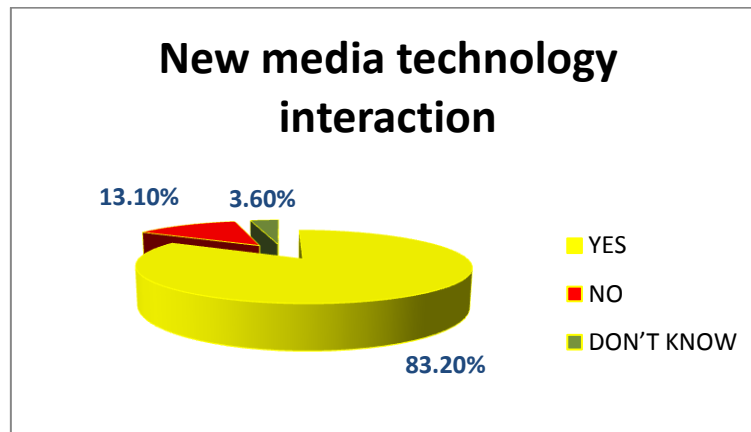


Figure 29: *New Media Technologies broadcast news*

The above graph relates to the question which asks students, “I receive news daily on my hand held electronic device (new media technology)?”. Eighty point seven zero percent of the students agree that they receive news daily on their hand held electronic devices. Fifteen point nine zero percent do not receive information through electronic devices. Those who answered that they do not know made 1.90% and the last group that did not answer is 1.40%. Using new media technologies implies and facilitates easier reception of news and information. Most people prefer to download and receive news from their cell-phones. They may not see any need to buy newspapers, spend time watching news on TV or listening to the radio stations when their cell-phone provides services which are offered by most of other mediums.

## NEW MEDIA TECHNOLOGY INTERACTION



**Figure 30: New media technology interaction**

The above graph relates to the question which asks students, "There is more interaction between media consumers because of new media as compared to traditional media (old media)?" The Majority of students answered yes: there is more interaction between media consumers because of new media as compared to traditional media (old media). Thirteen point one zero percent answered no: this could be because the participants do not use new media technologies frequently and do not feel the need to depend on them. Only 3.60% does not. Mobile telephony, especially cell-phones, has applications that allow social networking. Citizens interact by discussing their social welfares and even political interests on social media. 'Wechat', 'BBM' and 'WhatsApp' are examples of applications that cell-phones have and which facilitate interaction between people. Furthermore, the use of the mobile telephony bridges the gap between people in different countries and cities: it also minimises effects of the digital divide.

## USE OF NEW MEDIA

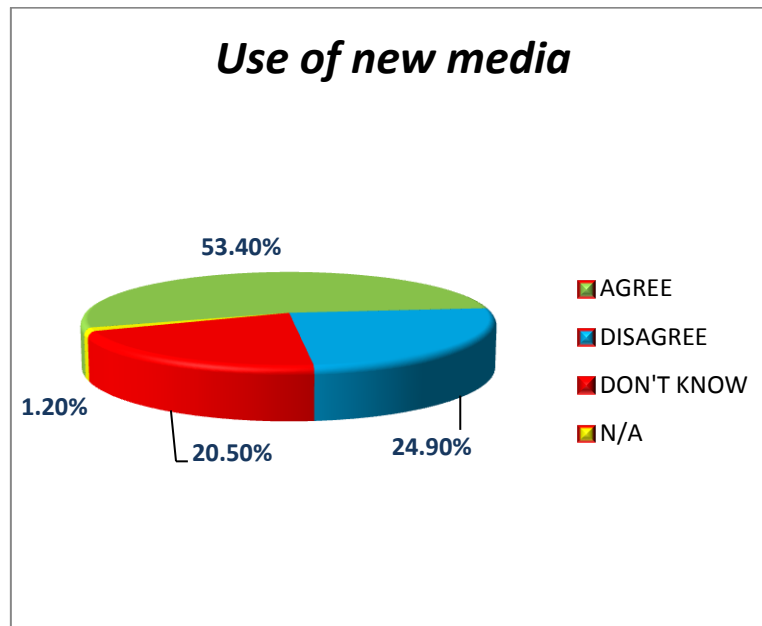


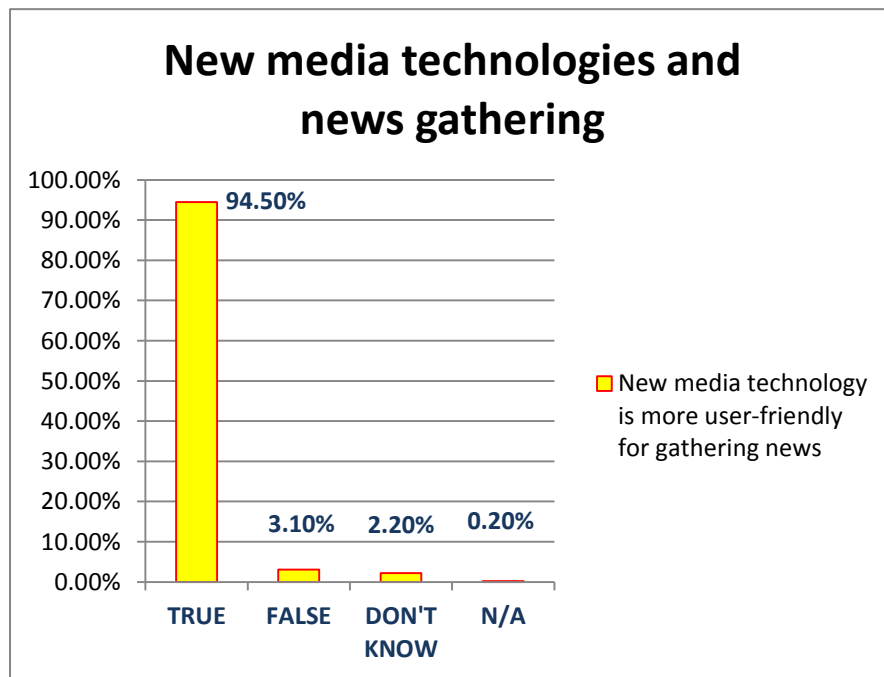
Figure 31: *The use of new media*

The above graph relates to the question which asks students, whether “*new media devices are beneficial to audiences?*”. Fifty three point four zero percent of the students agree that new media devices are beneficial to audiences. Twenty four point nine zero percent of the students disagree and 20.50% do not know, this could be a simple way to escape the ‘agree or disagree choice’, thus, shattering my methodological work in elaborating the questions. The use of new media devices is preferred more than old communication devices. It is easier to relate to and connects more easily with related forums. People live in the technological era and have also developed their communication skills hence the use of new media devices is not only fashionable but feasible.

## DISSEMINATION OF INFORMATION

This section deals with objective five. The following questions pertain to responses based on dissemination of information.

### *NEW MEDIA TECHNOLOGIES AND NEWS GATHERING*

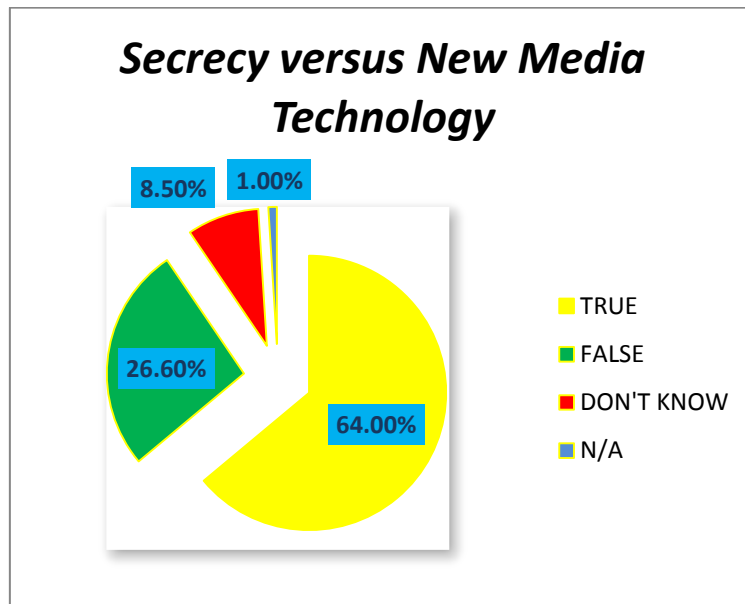


*Figure 32: New media technologies and news gathering*

The above graph relates to the question which asks students, whether “*New media technology is user friendly for gathering news?*”. Almost, 94.50% of the students indicate that new media technology is more user-friendly for gathering news compared to other media devices. Only 3.10% says it is not true. The use of new media devices to gather news is a better option according to the students. Pen and paper may still be used to jot down some points but in the event that a reporter does not have a chance to write notes as she or he gathers information, a cell-phone may be used for both picture taking and voice recording.



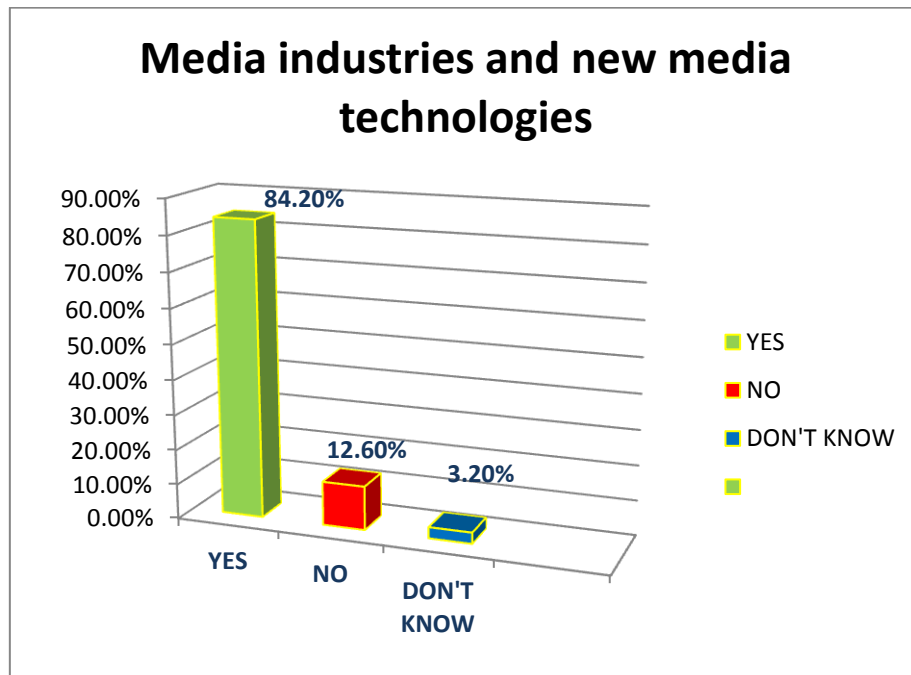
## SECRECY VERSUS NEW MEDIA TECHNOLOGY



*Figure 33: New media impractical*

The above graph relates to the question which asks students, "New Media Technology will make the Secrecy Bill useless – that is, nothing can be a secret with New Media Technology?". Sixty four point zero zero agrees new media technology will make Secrecy Bill useless. Twenty six point six zero percent do not agree and 8.50% do not know whether to be for or against the statement. Nevertheless, since the discussion has indicated that there is more freedom in South Africa when using new media technology for interaction; participants share information freely; unlike on traditional media. The services that new media technologies offer include digital media support that assists and allows dissemination of news and information. News gathering and broadcasting are among those services. All these are wants and basic needs that every individual needs in life. As such these allow the public to get any piece of information.

## ***MEDIA INDUSTRIES AND NEW MEDIA TECHNOLOGIES***



***Figure 34: Media industries and new media technologies***

The above graph relates to the question which asks students, “*Journalists and media industries must invest on new media technologies?*”. The majority of students, 84.20% agree that journalists and media industries must invest on new media technologies. Twelve point six zero percent. The use of new media technologies is influential on the traditional media houses. Although newspaper reporters gather and broadcast information, they always supplement their news with content downloaded from the new media. Traditional media should use new media technologies for more accurate information and news that need to be disseminated to the public, especially when considering figures, pictures and/or incidents taken on camera as they happen.

### **CONCLUSION**

This chapter discussed the analysis and explanation of the data that was collected. It focused on the response from both the journalists from different media houses and students who made up participants as citizens or the public in South Africa. It is important to have this chapter because it synthesizes the question on the relationship of new media technologies and the State Protection of the Information Bill. It also associates the analysis of data to the objectives of the study. The next chapter discusses reductions and conclusion.

## CHAPTER TEN

### DEDUCTIONS AND RECOMMENDATIONS

#### INTRODUCTION

The previous chapter dealt with the analysis of raw data from the quantitative study. Data was revealed graphically and explained contextually. Responses from the journalists of different media houses as well as responses from students were scrutinised. In this chapter, the researcher summaries the overall observations which relate to the objectives of the study and provides recommendations which are also in keeping with the objectives of this study. This chapter is relevant because it explicitly addresses the objectives of the study.

#### DEDUCTIONS

In this section, the public opinion about the secrecy bill and the impact of new media technology is presented. Only views of the respondents are indicated in this section and as far as humanly possible, the views are not blemished by the author's opinion. For the purpose of avoiding repetition of "*the respondents feel that...*" or "*According to the respondents ...*", the views of the respondents are expressed as stand-alone sentences. This presentation is necessary to substantiate the recommendation which follow:

#### ***EFFECTIVENESS OF CITIZEN JOURNALISM***

Most respondents expressed negative feelings about the secrecy bill and they feared the consequences of its implementation. They believe that the bill will infringe on their democratic rights. A bill which monitors freedom of expression will have a negative effect on Citizen Journalism. This will have a spiral effect on the ability of the public to receive news. The transparency of government actions will be clouded.

Respondents believe that the internet has more information than first hand sources. It is easier to use new media applications to gather information and news. For example, there are incidents that need figures and pictures. New communication applications are needed in these instances. The Oscar Pistorius murder trial in South Africa is a suitable example in this regard. News in the form of visual communication reaches the public even before

they reach the court room. Instant visual communication expresses greater meaning than written communication (newspapers).

Millennials, who form majority of the news consumers, prefer receiving news via new communication technology rather than use the traditional methods of receiving news. This preference is based on the speed at which news is received and their ability to participate in current discussion groups instantly and spontaneously which is created almost minutes after news 'explodes'. Feedback forms an integral part of the digital natives lifestyle. The speed at which news circulates is of high importance. This generation of news consumers want to and need to be part of digital 'peer' discussion forums. This is contemporary behaviour for digital natives. News is not static for them. It is on-going and digital natives (as well as digital immigrants) do not necessarily wait for news to reach them but they actively search and find news. All these features which include instantaneous news, visual communication and interactive news are mobile and is available in the palm of one's hand. Furthermore, the functionality of these devices mutate on a daily basis.

The emergence and the use of new media technologies have exposed and unearthed some of the activities that the government performs. These activities are discussed on social network platforms hence the majority of journalists indicate that the use of new media technologies will make the Secrecy Bill useless. It is rare to find sensitive information about the government on the mainstream media, but on social media sensitive information goes viral. Through the use of mobile technology, the public is in possession of classified or 'secretive' information. There is more interaction on social media by the public which adds to the redundancy of any secrecy bill. The public still gets information and discusses it among themselves.

In the contemporary era people prefer mobile communication technology more than traditional facilities. Besides its multiple functionality, new mobile technology is also trendy. New mobile communication technology that news comes to the individual rather than the person having to go to a store to locate news.

### ***INFORMATION DELIVERY***

Respondents firmly believe that members of the South African government are genuinely corrupt and that this new secrecy bill has been engineered to conceal their fraudulent activities. Citizens of the new democracy seek transparency and they refused to allow the

government to take away their freedom of expression. Fortunately, the government may not be able to suppress free expression of speech because the new communication technology will automatically break down any barriers to news suppression. Alternatively, respondents fear that the government may place restrictions on the use of certain applications such as Twitter or Facebook; but such action may be faced with anarchy.

The use of new media technologies has prompted people to indulge in new technologies use to get information compared to traditional media for dissemination of information. As indicated earlier it is because people relate with new media technologies which seem to be 'user-friendlier' than the traditional media.

Since students interact on social media, they also share more information and news around the country. It is possible to download information and news easily from the new media technologies than for someone to go and buy a newspaper. Furthermore, new media technologies had turned the world into a 'global village' and there is easier access to information from the new media devices as such.

### ***DEMOCRACY IN SOUTH AFRICA***

Journalists always work with media and disseminate information and news to the public. Since they work with media all the time, they are aware that the introduction of the Bill hampers smooth dissemination of free information. Journalists are discouraged to broadcast sensitive activities that the government operates and has therefore stopped freedom of expression in South Africa.

The Secrecy Bill limits free delivery of information to the public. The limitation does not allow the public to participate in the development of the country because of the information that is classified.

The current political situation in South Africa forces journalists not to divulge information that may defy the ruling government. There are some examples of activities that the government does which are said to be classified because they are sensitive. This classification hampers and suppresses freedom of expression because no one, from journalists and the public, is allowed to expose anything that would disregard the ruling party.

The introduction and performance of the Bill is not transparent. Some of classified information that the public is deprived of, shows poor performance of the government and corruption activities that some departments in the state do. Most of maladministration are protected by the establishment of the Secrecy Bill.

In essence, freedom of expression is suppressed because citizens are discouraged from airing their views and helping the country to develop. It is evident that the introduction of the Bill would deprive the public of the information deemed to them, to know how the country is performing and how the government intends to enhance social and economic structures so that they match the standard of the other European countries. Freedom of expression is required in order for citizens to participate effectively in political life.

There is no freedom of expression and smooth dissemination of information is no more. Nevertheless, news is still shared and the public makes use of new media technologies to facilitate new delivery and discussion. The use of new media works better because currently people prefer to receive information via media technologies than newspapers.

There is more freedom to interact and share information when using new media technologies as compared to traditional media. Social networks, blogs and face-book to mention a few, allow the public to post their views and opinions about the welfare of the country. But traditional media does not grant this kind of freedom of expression.

### ***MOBILE PHONES***

There are traditional newspapers that still broadcast information and news. But the public opts to receive news from the new media technologies since the size of tabloid and broadsheet is large. It is better to receive information and news from cell-phone or lap-top because they are portable and may be carried along with.

Practically, there are different devices to use to gather information and the better option would always be used. It is time-consuming when a journalist interviews an interviewee and jots the points on a diary, but recording the interview and transcribing it afterwards would be a better option to gather news. Furthermore, the use of cameras, whether still camera or phone cameras, would still be better to use to authenticate the news that a reporter would have collected.

The use of media technologies necessitates and facilitates easier reception of news and information. Most people prefer to download and receive news from their cell-phones. They may not see any use to buy newspapers or spend time watching news on TV or listening to radio station while cell-phone provides all that the other media devices offer.

The use of new media devices is considered more than old communication devices. It is easier to relate and connect with other people through the use of new media technologies. People live in the technological era and have also developed their communication skills hence the use of new media devices to benefit the audiences.

### ***IMPACT OF CITIZEN JOURNALISM***

The use of new media devices to gather news is a better option according to the students. Pen and paper may still be used to jot down some points but in the event that a reporter does not have a chance to write notes as she or he gathers information, a cell-phone may be used both picture taking and voice recording.

Nevertheless, since the discussion has indicated that there is more freedom in South Africa when using new media technology for interaction; participants share information freely unlike on traditional media. Thus, dissemination of information and sharing of news will be easier and smoother among the citizens, hence information dubbed to be of 'secret' will still be accessed by the citizens through the news of new media technologies.

The use of new media technologies is influential to traditional media houses. Although newspaper reporters do gather and broadcast information, they always supplement their news with content downloaded from the new media devices. Traditional media should use new media technologies for more accurate information and news that need to be disseminated to the public.

### **RECOMMENDATIONS**

An attempt to introduce a secrecy bill into a new democracy is an attempt in futility. It is tantamount to bribery and corruption and an expression of authoritarianism or dictatorship. The bill disrespects the fundamental rights of democracy. However, the people of South Africa clearly express their opinion via new global communication

technology about the state of corruption and such a bill is evidence of corruption and is anticipated from corrupt officials. The citizens of South Africa are favoured the opportune era of new evolving communication technology which the government is going to find difficult to suppress. It is recommended that policy makers refrain from interfering with the freedom of expression via new communication technology since this will form the catalyst for anarchy within the country.

We live in an era which has come a long way from the memories of bureaucracy and slavery. In the race to perpetuate humanitarianism, it is unfair to even recommend a “peaceful” communication strategy to introduce a bill which would in any way stifle freedom of speech.

Basic democratic principles of democracy should be used to engineer and implement policies within a free democracy. This would include discussion of the nature of the policy with citizens of the country as well as acceptance of the policy by the people of the country. The policy ought to be a route to political harmony rather than a shield for covert operations. In this regard a route map for construction and implementation of a secrecy bill cannot be and should not be tolerated in any form. Politicians chose to be public figures and as such cannot and should not be allowed to function in secret. A secrecy bill is a contradiction to democracy.

If allowed to flourish, such a Secrecy Bill would inevitably be used to manage covert operations within the general corporate world. Issues such as unquestioned appointments within corporate and government organisation would become the order of the day. Deployment and similar evils would become acceptable patterns of behaviour. Simply stated, the secrecy would lead to a vicious cycle of other employment sins. The social conditions would deteriorate to levels of slavery which our forefathers laboured hard to eradicate. Racial apartheid would be transformed to class apartheid.

The Secrecy Bill will be the final nail in the coffin for traditional and conventional news forms. The use of newspapers and television news will dissipate very quickly. New communication media will become the new order of the day for news.

Digital age allows citizen journalism to be practised in the society, on news gathering and reportage since no individual is bound to gather information and broadcast in a newspaper. Nevertheless, citizen journalism genuine and useful information would require a complete



reference and back up to label information truthful and fully-fledged. Shelly Gormey, the 'Bay City Tribute' editor indicated that citizen journalism represents an important aspect of the future of journalism (Seth, Kaufhold and Lasorsa, 2010).

Involvement of citizen participation in citizen journalism by bonafide citizen opens up access to the media content and breaks down the barriers to access information (Van Noort, 2006). The result of this kind of report produces transparency in South Africa with regard to the activities that the government does especially, mismanagement of funds and/or budgets and maladministration, as the analysis portrayed. Citizen journalism signifies the pillar of reliable source to hidden information and it maintains stability in the society, promotes access to information and offers expression of freedom. Citizen journalism supplements professional journalism with excess news. That is, professional journalism refers to citizen journalism or blogs for comprehensive support of news and incidents that they have to report on. Journalism determines what the public sees, hears and reads about the world (Deuze, 2005).

New media technologies and mainstream newspapers perform differently in terms of dissemination of information. The use of blogs and Twitter to name a few, have a positive impact on the delivery of news and interaction by the public among themselves. Citizen journalism collaborate with Blogs and mainstream media to disseminate information. Blogs and Twitter have chat rooms and allow public discussion as every citizen has access to it. An example of positive impact that Twitter has and an indication of its rapid dissemination of information is global sharing of ideas and discussion that relates to South African Paralympian, Oscar Pistorius' murder trial. The performance of new media technologies is better than the mainstream media.

The relationship between the media and the government has been bad due to controversial State Protection of Information Bill. The Secrecy Bill imposed heavy punishments on people who are in a possession of classified information. This has deprived the public of freedom of expression, access to information and the right to know. South Africa is a democratic country and citizens of the country ought to have freedom of expression. They should have access to information and to have a right of knowing how the government spends their taxes. The bill should be removed. This would dismantle all restrictions that the media faces currently. There will be transparency, freedom of expression would be restored and there would easier access to information.

One way to have a way forward is to consider the elements of normative theories. South Africa is a democratic country and in principle, governance should be democratic one. This would allow freedom of expression, easier access to information and the right to know, and all these would contribute towards public's sphere where there is a market of shared ideas. Mass media is basically the backbone of democracy; it allows dialogue across a diverse range of views. This also proposes public discourse to be practised in a society.

In a state like South Africa, pluralist democracy is required. This would ensure that in a political system, there are numerous factions with power, and that would allow a large flow of ideas towards building a progressive socio-economic state-market of ideas. This brings to attention another idea that should be considered, which is the role and functions of the media in society:

- Maintaining a constant surveillance (observation) of events, ideas and persons active in public life, leading both to a flow of information to the public and exposing violations (destructions) of the moral and social order,
- Providing an independent and radical (essential criticism) of the society and its institutions,
- Encouraging and providing the means for access, expression and participation by as many different actors and voices (journalists, the public: everybody should be involved freely) as is necessary or appropriate,
- Contributing to shared consciousness (awareness or realization) and identity (uniqueness) and real coherence (connection or consistency) of the community as a whole as well as its component groups.

According to the characteristics of media performance, democracy is essentially needed and should be practised in South Africa. Freedom of expression in any society, as a pillar of democracy is the only assurance against authoritarian rule and practice.

Furthermore, freedom of expression calls for transparency. News and information around the government ought to be transparent. If maladministration and misappropriation of management are dealt with, Secrecy Bill or classified information would never be implemented. The existence of the Secrecy Bill hampered smooth dissemination of information, journalists are actually 'banned' from reporting any activity that could be seen as corrupt by the government. Mainstream media fails to carry on with its functions as the

surveillance or watchdog, to over-see the welfare of the public. Years back, media was banned and its function stopped, under apartheid regime. There were laws and regulations that restricted media to report on any malfunction of the government. The current democratic state should avoid going back to the old system, and opt to dismantle suppression of freedom of speech, easy access to information and the right to know.

The analysis indicates that media uncovered corruption by the government as they (governments servants) enriched themselves. Whistle-blowers are advised to report transgression to the police-the department that has been found to be the most corrupt. For instance, there were, the Marikana Massacre, the sacking of the former Police Commissioner Mr. Cele and the imprisonment of the former Police Commissioner Mr. Jackie Selebi. The Secrecy Bill obstructs the functions of the media in broadcasting information deemed rightful to the society. The public is unhappy and dissatisfied because of inaccurate disseminated information and try to embark on how to eliminate that. Nevertheless, the public still trusts and opt to consider whistle-blowers who seek assistance from journalists rather than the police, to probe wrong-doing.

Media consumers value user-friendliness and effectiveness of mobile phones. The preference of the consumers comes in two folds: easy access to information and news through the use of mobile telephony and development communication that emanates from the introduction of emergence of new media technologies. Previous discussion indicated that the existence of new media technology allows quicker dissemination of information, media content discussion and the suppression of media freedom. This is through both interaction by media consumers and reports by the media.

Media content that is shared via new media devices poses a better public discussion or forum that is needed in a democratic country. This public discourse would contribute towards nation building and it allows transparency in South Africa with regard to governments' activities. The Supreme Court of Appeal affirmed that an open and transparent government and free flow of information concerning the affairs of the state is the lifeblood of democracy. The implementation of the Bill can be reversed and stopped to ensure that 'transparent government and free flow of information' are practised and promoted in this democratic free South Africa. Furthermore, because of restrictions and suppression of freedom of expression, the public becomes 'empty vessels' who do not participate towards development of the country. A society characterised by prosperity and

equity requires a media system that is a mix of public, community and private commercially driven media and communications actors that are not hampered by restrictive state policies or fluctuations of the market. There should be recommendation of pluralism, where there will be communication and media, regulation and new policies that target to create a diverse and pluralistic system accessible to all and both complementary and competitive.

## **CONCLUSION**

This chapter discussed the deductions and recommendations based on the data analysis that has been interpreted. The recommendations provided to liberate freedom of expression and suggest a possible access to information by the citizens of the country, remove the secrecy bill so that there would be transparency in the country. It also referred to establishment of public discourse or forum which will enhance the country's socio-economic status. Furthermore, it dismantling of the bill will allow freedom of speech and the right to know which were compromised from when the bill was proposed. It emphasizes that new media technologies helps the public to access information and news easier and quicker than the other traditional forms of media. The validity of the results drawn out of the survey have wider consequences of the research's finding: if the Bill is not terminated, South Africa can continue down the ladder and restrict freedom of speech on the Internet, as Turkish prime Minister did. This is also a practice in Iran and North Korea where social networks' performance is monitored (Liebelson, 2014). There will also be punishment on journalists along with the rest, ending up with an oppressive state system like that of China, which will be endlessly expensive to run and maintain. Otherwise, the government should admit to the fact that new media has come to stay and that it will be so difficult to hide maladministration and corruption that they might just as well give it up before even attempting it. This chapter is important because it provides alternatives on how citizens may use new media technologies beneficially and provides analysis on the relationship between the new media technologies and the State protection of the Information Bill, which is actually the core subject matter of the research.

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## ADDENDA

## ADDENDUM 1: INFORMATION SHEET



## Respondents Copy

### AN EVALUATION OF NEW TECHNOLOGIES IN JOURNALISM: *A Study of the Impact of New Technology on the Information Bill in South Africa*

University of Zululand

Faculty of Arts

Department of Communication Science

Researcher: **Metso, M. R.**  
Supervisor: **Prof. H. Rugbeer**

Part A: Note to the respondent

1. In my study I want to examine the relationship between the use of new media technologies and the State Protection of the Information Bill. The study also examines the impact of citizen journalism in South Africa.
2. Your contribution to this questionnaire will remain private and confidential.
3. Your permission to use these responses is required. This will form the first part of the questionnaire.
4. This is a confidential survey and your name will not be linked to your responses. All personal information will remain confidential.
5. This questionnaire will take approximately –20 – minutes.

Part B: The questionnaire has two parts:

Section A requests for permission to use your responses for academic research.

Section B requests that you answer questions about: AN EVALUATION OF NEW TECHNOLOGIES IN JOURNALISM:  
*A Study of the Impact of New Technology on the Information Bill in South Africa*

How to complete the questionnaire

1. Your opinion is required. It does not matter what other people think. I am solely interested in your opinion. Tell me how you feel. Your responses are important to me.
2. Read each question carefully and take a moment to think about your answer.
3. You can mark each response by making a tick (✓) or a cross (X), or encircling each appropriate response with a **PEN** (not a pencil), or by filling in the required words or numbers.

4. Please do not change any of your responses afterwards (for instance: do not scratch out or tippex any of your responses).

***Thank you very much for agreeing to assist.***

**Contact Details:** Marathane Reggy Metso **Tel:** 073 1421 804

**Email:** [dodology@gmail.com](mailto:dodology@gmail.com)

## ADDENDUM 2: CONSENT FORM

# CONSENT FORM FOR RESEARCH

**Project Title:** AN EVALUATION OF NEW TECHNOLOGIES IN JOURNALISM:  
“A STUDY ON THE IMPACT OF NEW TECHNOLOGY ON THE  
INFORMATION BILL IN SOUTH AFRICA”.

**Name:** Marathane Reggy Metso

**Contact address of Researcher:** P/Bag X1001, KwaDlangezwa 3886

**Please initial box**

1. I confirm that I have read and understand the information sheet for the above study and have had the opportunity to ask questions.
2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving reason.
3. I agree to take part in the above study.

**Please Note: indicate Yes or No only if the following statements, if appropriate:**

**Please tick box**

4. I agree to the interview / focus group / consultation being audio recorded
5. I agree to the interview / focus group / consultation being video recorded

Yes

No

---

Name of Participant

---

Date

---

Signature

---

Name of Researcher

---

Date

---

Signature

## ADDENDUM 3: QUESTIONNAIRE FOR JOURNALIST

**VOLUNTARY QUESTIONNAIRE FOR JOURNALIST**

AN EVALUATION OF NEW TECHNOLOGIES IN JOURNALISM: “A STUDY  
ON THE IMPACT OF NEW TECHNOLOGY ON THE INFORMATION BILL IN  
SOUTH AFRICA”.

University of Zululand

Faculty of Arts

Department of Communication Science

Researcher: **Marathane Reggy Metso**  
Supervisor: **Prof. H. Rugbeer**

**SECTION A: Personal Information**

This section deals with some personal information that will be required to assist in this research. Please note that this is a confidential and voluntary questionnaire.

1. YOUR AGE	Please use a tick (✓) or a cross (X),	OFFICE USE
18 – 28years		1
29 – 38 years		2
Over 38 years old		3

2. GENDER	Please use a tick (✓) or a cross (X),	OFFICE USE
I am a MALE		1
I am a FEMALE		2
I do not want to answer this question		3

3. CITIZENSHIP	a tick (✓) or a cross (X),	OFFICE USE
South African		1
International		2

**SECTION B: THE SECRECY BILL**

**NOTE: The State Protection of Information Bill is also called or named The Secrecy Bill or The  
Bill**

The Protection of the State Information Bill (The Secrecy Bill) allows the government to censor sensitive information.

Your <b>opinion</b> is required for each question below. Indicate your response	YES	NO	I DO NOT KNOW	NOT APPLICABLE
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by placing a tick (✓) or a cross (X) in the appropriate box					
4.	I am in support of the Secrecy Bill	YES	NO	I DO NOT KNOW	NOT APPLICABLE
5.	The Secrecy Bill will not allow journalist to report on sensitive issues pertaining to the government	YES	NO	I DO NOT KNOW	NOT APPLICABLE
6.	The Secrecy Bill will negatively impact on the quality of Journalism in South Africa	YES	NO	I DO NOT KNOW	NOT APPLICABLE
7.	The Secrecy Bill is a strategy of the government to silence whistle-blowers.	YES	NO	I DO NOT KNOW	NOT APPLICABLE

8.	The Secrecy Bill is a strategy of the government to protect their criminal activities.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
9.	The secrecy bill will not allow the honest people who work within government sectors to leak-out classified (or fraudulent) information from within the government sectors.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
10.	I am currently aware of maladministration within certain government departments but I cannot report on it because of the Secrecy Bill.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
11.	The secrecy bill has silenced media to report on any fraud of government activity.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
12.	The secrecy bill will also subdue citizens from being able to expose classified news (or even provide feedback to classified information)	YES	NO	I DO NOT KNOW	NOT APPLICABLE
13.	The secrecy bill will suppress freedom of expression of journalists.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
14.	The Secrecy Bill has negatively impacted on me; I do not wish to be a journalist anymore.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
15.	Jail sentencing, of up to 25 years, for not adhering to the secrecy bill is appropriate.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
16.	The current Secrecy Bill undermines freedom of expression and access to information	YES	NO	I DO NOT KNOW	NOT APPLICABLE
17.	It is fair that the Secrecy Bill gives powers to the Minister of State Security to give classified powers to the state bodies.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
18.	It is fair that the Bill punishes anyone who is in possession of classified information (as the Bill mandates).	YES	NO	I DO NOT KNOW	NOT APPLICABLE
19.	The procedure in the Bill permitting applications for the declassification of classified information is in conflict with Promotion of Access to Information (PAIA).	YES	NO	I DO NOT KNOW	NOT APPLICABLE

For this study **New Media Technology** refers to cell phones, i-Phones, i-Pads, laptops and other similar mobile internet devices.

For this study **New Media Services** refers to internet social networks such as TWITTER, FaceBook, Whats App, linkedIn, BBM, WeChat and similar mobile internet devices.

The following questions examine the effect of new media technologies on the secrecy bill:

	Please indicate your <b>response</b> for each statement by placing a tick (✓) or a cross (X) in the appropriate box	TRUE	FALSE	I DO NOT KNOW	NOT APPLICABLE
20.	<b>New Media Technology</b> is more user-friendly for news gathering.	TRUE	FALSE	I DO NOT KNOW	NOT APPLICABLE
21.	<b>New Media Technology</b> is more user-friendly for news reporting.	TRUE	FALSE	I DO NOT KNOW	NOT APPLICABLE



22.	<b>New Media Technology will make the Secrecy Bill useless</b> – that is, nothing can be a secret with New Media Technology.	TRUE	FALSE	I DO NOT KNOW	NOT APPLICABLE
23.	<b>New Media Services will make the Secrecy Bill useless</b> – that is, nothing can be a secret with New Media Services.	TRUE	FALSE	I DO NOT KNOW	NOT APPLICABLE
24.	We do not have to worry about the secrecy bill as long as there are no restrictions on use of social media – we will still get classified information.	TRUE	FALSE	I DO NOT KNOW	NOT APPLICABLE

This section determines the use of new media technologies by the journalists.

Do you agree with the following statements? Indicate your <b>opinion</b> by placing a tick (✓) or a cross (X) in the appropriate box.		YES	NO	NOT APPLICABLE
25.	The use of the Internet to gather and report news is better than getting information first hand.	YES	NO	NOT APPLICABLE
26.	Media institutions are more dependent on new media technology to broadcast and gather information rather than the conventional media	YES	NO	NOT APPLICABLE
27.	Journalists and media industries must invest on new media technologies	YES	NO	NOT APPLICABLE
28.	I use Twitter to gather and filter more information to my news	YES	NO	NOT APPLICABLE
29.	I use Blogs to gather information and comment on it.	YES	NO	NOT APPLICABLE
30.	I use Facebook to interact and get more information	YES	NO	NOT APPLICABLE
31.	I use Twitter to interact with people	YES	NO	NOT APPLICABLE
32.	Traditional journalism offers more substantial news than online journalism	YES	NO	NOT APPLICABLE
33.	Online Journalism has more reliable news than traditional journalism	YES	NO	NOT APPLICABLE
34.	I mostly use Facebook to interact with my friends than other social networks	YES	NO	NOT APPLICABLE
35.	Citizen journalism is informative and gives reliable news and information	YES	NO	NOT APPLICABLE
36.	The Newsroom trusts text and information brought to it from citizen journalists	YES	NO	NOT APPLICABLE
37.	Citizen journalists sometimes manipulate and alter pictures before they are send to the newsroom	YES	NO	NOT APPLICABLE

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**Thank you very much for helping with this research**

## ADDENDUM 4: QUESTIONNAIRE FOR STUDENTS

**VOLUNTARY QUESTIONNAIRE FOR STUDENTS**

AN EVALUATION OF NEW TECHNOLOGIES IN JOURNALISM: “A STUDY ON THE IMPACT OF NEW TECHNOLOGY ON THE INFORMATION BILL IN SOUTH AFRICA”.

University of Zululand

Faculty of Arts

Department of Communication Science

Researcher: **Marathane Reggy Metso**  
Supervisor: **Prof. H. Rugbeer**

**SECTION A: Personal Information**

This section deals with some personal information that will be required to assist in this research. Please note that this is a confidential and voluntary questionnaire.

1. YOUR AGE	Please use a tick (✓) or a cross (X),	OFFICE USE
18 – 25 years		1
Over 25 years		2
Over 30 years old		3

2. GENDER	Please use a tick (✓) or a cross (X),	OFFICE USE
I am a MALE		1
I am a FEMALE		2
I do not want to answer this question		3

3. CITIZENSHIP	a tick (✓) or a cross (X),	OFFICE USE
South African		1
International		2

**SECTION B: THE SECRECY BILL**

**NOTE: The State Protection of Information Bill is also called or named The Secrecy Bill or The Bill**

The Protection of the State Information Bill (The Secrecy Bill) does not allow a journalist to broadcast any piece of information which is regarded as ‘classified’ by the government.

Your <b>opinion</b> is required for each question below. Indicate your response	YES	NO	I DO NOT KNOW	NOT APPLICABLE
---	-----	----	---------------	----------------

by placing a tick (✓) or a cross (X) in the appropriate box					
4.	I am in support of the Secrecy Bill	YES	NO	I DO NOT KNOW	NOT APPLICABLE
5.	The Secrecy Bill has negatively impacted on the quality of Journalism in South Africa	YES	NO	I DO NOT KNOW	NOT APPLICABLE
6.	The Secrecy Bill is a strategy of the government to silence whistle-blowers.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
7.	The Secrecy Bill is a strategy of the government to protect their criminal activities.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
8.	There are few informants who wish to communicate fraud or misappropriation by the government.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
9.	I am currently aware of maladministration within certain government departments but I cannot report on it because of the Secrecy Bill.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
10.	Secrecy Bill has silenced media to report on any fraud of government activity.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
11.	Citizen journalism would face the same problem that media faces with regard to restrictions placed on them.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
12.	Freedom of expression for journalists has been suppressed	YES	NO	I DO NOT KNOW	NOT APPLICABLE
13.	The Secrecy Bill has negatively impacted on me, I do not wish to be a journalist anymore.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
14.	Jail sentencing, of up to 25 years, for not adhering to the secrecy bill is appropriate.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
15.	The current Secrecy Bill undermines freedom of expression and access to information	YES	NO	I DO NOT KNOW	NOT APPLICABLE
16.	It is appropriate that the Secrecy Bill gives powers to Minister of State Security to give classification powers.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
17.	It is fair that the Bill punishes anyone who is in possession of classified information as the Bill mandates	YES	NO	I DO NOT KNOW	NOT APPLICABLE
18.	The procedure to declassify classified information is in conflict with Promotion of Access to Information (PAIA).	YES	NO	I DO NOT KNOW	NOT APPLICABLE
19.	The Bill would heighten feelings of fear and intimidation that is emerging in South Africa.	YES	NO	I DO NOT KNOW	NOT APPLICABLE
20.	The simple possession of classified information appears to be illegal and to ask for permission for declassification and access of such information is not worth it.	YES	NO	I DO NOT KNOW	NOT APPLICABLE

For this study **New Media Technology** refers to cell phones, i-Phones, i-Pads, laptops and other similar mobile internet devices.

For this study **New Media Services** refers to internet social networks such as TWITTER, FaceBook, LinkedIn, BBM, Google, WhatsApp and WeChat

The following questions examine the effect of new media technologies on the secrecy bill:

	Please indicate your <b>response</b> for each statement by placing a tick (✓) or a cross (X) in the appropriate box	TRUE	FALSE	I DO NOT KNOW	NOT APPLICABLE
21.	<b>New Media Technology</b> is more user-friendly for gathering news.	TRUE	FALSE	I DO NOT KNOW	NOT APPLICABLE
22.	<b>New Media Technology</b> is more user-friendly for reporting news.	TRUE	FALSE	I DO NOT KNOW	NOT APPLICABLE
23.	I receive news daily on my hand held electronic device (new media technology)	TRUE	FALSE	I DO NOT KNOW	NOT APPLICABLE
24.	<b>New Media Technology will make the Secrecy Bill useless</b> – that is, nothing can be a secret with New Media Technology.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
25.	<b>New Media Services will make the Secrecy Bill useless</b> – that is, nothing can be a secret with New Media Services.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE

Do you agree with the following statements? Indicate your <b>opinion</b> by placing a tick (✓) or a cross (X) in the appropriate box.		YES	NO	NOT APPLICABLE
26.	The use of the Internet to gather and report news is better than getting information first hand.	YES	NO	NOT APPLICABLE
27.	There is more interaction between media consumers because of new media as compared to traditional media (old media)	YES	NO	NOT APPLICABLE
28.	Media institutions are more dependent on new media technology to broadcast and gather information rather than the conventional media (newspaper, TV, radio)	YES	NO	NOT APPLICABLE
29.	New media technologies deliver new experiences to the society	YES	NO	NOT APPLICABLE
30.	New media technologies change the manner by which the media audience consumes news.	YES	NO	NOT APPLICABLE
31.	Journalists and media industries must invest on new media technologies	YES	NO	NOT APPLICABLE
32.	Media consumer's leisure patterns are changed by the use of new media technologies	YES	NO	NOT APPLICABLE
33.	The use of new media technologies threatens the existence and performance of conventional technologies.	YES	NO	NOT APPLICABLE

This section determines the impact that the new media technologies have to the society.

Please indicate your <b>response</b> for <u>this statement</u> by checking the appropriate box		AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
34.	I prefer receiving and reading news from my cell phone to newspapers.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
35.	The use of new media technologies is more user-friendlier than newspapers.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
36.	It is much easier to use the Internet and get information and/or news from it.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE

37.	I spend more time on new media devices to gather news.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
38.	I use new media technologies mostly for social networking.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
39.	The use of new media technologies has changed the manner in which I view and receive news.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
40.	New media technologies make me interact more with people.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
41.	I use social network often because it helps with updates on the corruption by the government.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
42.	The Secrecy Bill deprives us of access to information that is deemed rightful for us and new media technologies facilitate discussions on issues around the government.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
43.	Many people do not have access to social media.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
44.	Social media (for example "Twitter" or BBM) can expose even the most well kept secrets.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
45.	Although many people do not have high tech cell phones, hot news can still be spread by their family or friends who have these phones.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
46.	With the availability of new social media such as the above, is it not possible to suppress <b>hot news (HARD OR BREAKING NEWS)</b> from the public?	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
47.	New media technologies change the manner in which audiences consume the media.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
48.	New media technologies are greater advantageous for audiences.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
49.	New media devices are beneficial to audiences.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
50.	Media industries invest a lot on new media technologies.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
51.	I get fresh news every day from family and friends through my email	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
52.	Most of the latest news comes to my computer before it reaches the newspaper, television or radio.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
53.	Introduction of new media technologies bridged the gap between people (those who access information and those who do not have access to information).	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
54.	New Media Technologies allow me to respond or contribute to the news broadcast to me.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
55.	There is more freedom of speech when using new media technologies than traditional media.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
56.	I believe that the information which we get from Social Media is accurate and reliable	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
57.	I still prefer reading the traditional newspaper for getting accurate news.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
58.	I believe that Social Media is becoming a more popular source of news than the daily traditional newspaper.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE

59.	I believe that Social Media is becoming a more popular source of news than the daily the radio.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
60.	Social media is a much faster way of spreading news	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE
61.	Social media is much better because we can send feedback and receive a response.	AGREE	DISAGREE	I DO NOT KNOW	NOT APPLICABLE

62. Which is you **most used** social media (only one tick or cross):

FaceBook	
Twitter	
LinkedIn	
BBM	
Google	
WhatsApp	
WeChat	
None of the above	

63. Which is you **second most used** social media (only one tick or cross):

FaceBook	
Twitter	
LinkedIn	
BBM	
Google	
WhatsApp	
WeChat	
None of the above	

64. Which is you **third most used** social media (only one tick or cross):

FaceBook	
Twitter	
LinkedIn	
BBM	
Google	
WhatsApp	
WeChat	
None of the above	

**Thank you very much for helping with this research**