## UNIVERSITY OF KWAZULU-NATAL

**THE *SUNDAY TIMES*: A Longitudinal Content Analysis of Print Newspaper in New Media Age 2013 – 2017**

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

Master of Social Science

Centre for Communication, Media and Society (CCMS)

University of KwaZulu-Natal

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DECEMBER 2019

CENTRE FOR COMMUNICATION, MEDIA AND SOCIETY

# ACKNOWLEDGEMENTS

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# ACRONYMS AND ABBREVIATIONS

African National Congress (ANC)

Audit Bureau of Circulation of South Africa (ABC)

Black Consciousness (BC)

British Broadcasting Corporation (BBC)

Compound Annual Growth Rate (CAGR)

Digital Versatile Disc (DVD)

Do-It-Yourself (DIY)

Electronic Media Network (M-Net)

Eye Witness News (EWN)

Gross Domestic Product (GDP)

Johannesburg Consolidated Investment (JCI)

Johannesburg Stock Exchange (JSE)

Mass Democratic Movement (MDM)

National Empowerment Consortium (NEC)

New Africa Investment Limited (NAIL)

New World Information and Communication Order (NWICO)

PrincewaterhouseCooper (PWC)

South African Broadcasting Corporation (SABC)

South African National Native Congress (SANNC)

The South Africa Student Organisation Publication (SASO)

Times Media Limited (TML)

United Democratic Front (UDF)

# ABSTRACT

Several arguments have emerged following the development in communication technologies. The Internet in particular has transformed the manner in which newspapers have conventionally been produced, distributed and read around the world. In South Africa, the rapid expansion of the Internet has enhanced access to news presented in digital forms. The outcome is that the print newspapers' content, circulation and revenue have been altered. This research focused on the leading weekend print newspaper, the *Sunday Times* and investigated the extent of new media impact within the South African media landscape. This study employed the longitudinal content analysis approach and generated data by comparing frequency count of five articles such as *general news, politics, advertisements, business and sports* over a five-year period 2013 – 2017. The results, however, revealed no significant impact from new media on the *Sunday Times* print newspaper contents. Instead, the results indicated an exponential increase in advertisements, constant coverage of local news, business and sports, as well as, constant coverage of international news. Though there was a slight decrease in the number of pages over the years, however, it is difficult to determine the cause as a direct impact from new media, factors such as formatting, layouts, fonts and designs could be considered.

**Keywords:** The *Sunday Times*, newspaper, new media, content analysis, domestication, technological determinism, and agenda setting.

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# CHAPTER ONE:  INTRODUCTION TO THE PROBLEM

## 1.0 INTRODUCTION

The media environment around the world is undergoing radical transformation since the rise of the new media (Franklin, 2014: 1). Given the complex nature of the new media (Internet, websites and social media), news and information disseminated using 'old media', the print newspapers in particular, has been transformed. For this reason, news focus of the print newspaper is slowly changing thus leading to a constant drop in circulation figures (Dragomir and Thompson, 2013: 58).

What makes the new media of particular interest to journalism is that the new media has revolutionised how information is stored, published, searched and consumed. This is a pattern that is completely different from that of print newspaper (Alejandero, 2010: 3). The new media also represents many challenges to print journalism practices in the twenty-first century. Thus, has generated numerous debates from media scholars about the future of the print newspapers. This study, therefore, sets out to explore the situation within the South African print media.

This chapter explains the study background and underscored the main concepts underpinning this study, such as the news media, the rise of new media, the South African media landscape, and the *Sunday Times* print newspaper. The problem statement, questions, rationalisation and structure of the study were explained in this chapter. The theoretical approach to this study was grounded on domestication theory, technology determinism theory

and agenda setting theory. The study methodology was premised on quantitative content analysis. As a longitudinal design approach, newspaper content such as *news, politics, business, sports, and advertisement* were compared in order to obtain frequency of counts. Data for the study was obtained from archived *Sunday Times* print newspaper 2013 – 2017, a multi-year study. The study data was analysed using *descriptive statistics*, which involved summarising and organising the data including deriving percentages and frequency of counts.

## 1.1 BACKGROUND TO THE STUDY

**The News Media**

Media and journalism, the core components that connect the public, government and society have been discussed extensively. The constant innovation in communication technologies, confirmed the idea that the contemporary world is now a 'global village', a term that implies an increasingly related and interdependent world, whereby countries are expected to stay connected with one another and cannot remain completely inaccessible (McLuhan and Powers, 1992). The media has been described as an important element in the social, cultural, economic and political live of countries around the world (Thompson, 1995; Castells, 1996; Mitchelstein and Boczkowski, 2009).

The basic platforms of the media include, television, radio and print journalism. Electronic media comprises of radio, television, film, video, records and online media (Internet platforms, blogs and websites) (Jukka and

Kaale, 2010: 136). The media are crucially positioned to act as the mouthpiece of a nation. The media also functions as a channel through which people can learn of important issues concerning the government and society. The present media environment offers many gratifications including instantaneous global interactions (instant text messages and live video conversations) (Locksley, 2009). The smooth running of the media is largely grounded on journalism activities that includes entertainment, education and business (Pavlik, 2001: 3-5). That is, the media of mass communications (see Hodkinson, 2011). The perception about journalism in a broader sense resonates with the term the 'press', which implies the newspapers. The newspapers, for many years, have served as a critical point of connection in a society (Bresinger, Gullan, and Chakars, 2014: np).

By definition, newspapers are portable and flexible (easy-sheets), a printed publication through which readers are able to gain background knowledge about certain subjects. Newspaper readers are also able to discover new information (such as public news, intelligence or about events), that they probably had no prior knowledge. (Barker, 2014: 1-5). A typical print newspaper consists of large-size loose sheets combined during production. It also consists of a separate section of the paper with different content, and is very easy to use (Kipphan, 2001: 6). To fully appreciate a newspaper's content, however, depends on the reader's level of knowledge. Another important aspect to note is that, the production and distribution of a newspaper is mainly financed by revenues generated from advertisements.

The two most recognisable newspapers in the world are the daily (dailies) and the weeklies (or weekend) newspapers (Kipphan (2001: 6). When

compared to a magazine (also a form of print media), newspapers' external appearances are considerably different, and are usually published either in broadsheets or tabloids format, and subject to the publishing institutions preferences. A major distinction between the daily and weekly newspaper is the days of the week they are published.

The daily newspapers (in South Africa for example, the *Star, Cape Times, Cape Argus, Pretoria News, City press Die Burger,* The *Sowetan, The witness, Isolezwe, Daily Sun, Daily Dispatch, Business Day* and The *Mercury),* are published Monday to Friday. The daily newspaper content focus on important breaking news stories (current stories). The daily newspapers are designed to inform the public about developing stories. They also convey straight news reports covering politics, business, opinion pages, sports columns, entertainment, and art guide. In addition to conveyance of straight news, daily newspapers regularly cover advertisement columns.

The weekly newspapers comprised of the weekend and Sunday papers. The weekend papers in South Africa, the *Weekend Argus (*Saturday edition*), Independent on Saturday, Saturday Beeld and Saturday Burger* are typical examples*.* While the Sunday papers include *Sunday Star, the Sunday Times, Sunday Tribune, Sunday Sun and Sunday World*, which are published and distributed once in a week mainly on Sunday.

The news focus of the weekly newspaper may be consistent with the daily newspaper; however, they do have a few outstanding features. As Coulson, Lacy and Wilson (2001: 17-25) firmly acknowledged, the weekly newspapers have more time to plan their content, or for stories to be assigned, considering

that they rarely cover immediate news. And while the daily newspapers' reporters have to work under the pressures of daily demand for stories, the weekly newspaper reporters are afforded sufficient time to gather, scrutinise and make reports about news stories. Despite these gaps, both newspapers fulfil an integral role in the field of mass communication.

A long-held fundamental distinctiveness of the newspaper, aside from its structural design and layout, is the detailed information and investigative mode of journalism (Kipphan, 2001: 16-20). Generally, print newspaper presents in-depth reports on stories that are sometimes ignored by broadcasting news media platforms (radio and television, for instance).

Historical track of news making and dissemination has revealed that print newspapers are part and parcel of some of the most significant societal transformations in the past centuries especially, the role they have had to play in governmental transitions (Baczkowski, 2004). Furthermore, newspapers have played vital role in ensuring some notable revolutions, "from the rise of nation-states to the emergence of mass production and consumption, development of large-scale communication infrastructures and the dawn of modern urban life" (Baczkowski, 2004: 270).

The unprecedented changes that are taking place in this modern media environment, the development of the Internet in particularly, on second thought, has effectively promoted variety of new media platforms. In light of these developments, it is safe to argue that the print newspaper domination of the news market has been challenged. The following section will now

discuss the historical perspective of the press in South Africa that shaped the basis of this study.

**The history of the South African press**

The development of newspaper in South Africa dates back to the 19th century, following the expansion of the British Empire and technological innovations (McCraken, 2015: 6-12). During this era, the British Empire had in control some key territories including the Southern Africa and Australia, among many other colonies. In these colonies, there were a considerable number of British settler populations. These colonies had self-governing systems and operated with their own colonial parliaments that consisted of prime ministers, legislative councils and elected legislative assemblies (McCraken, 2015: 6).

With respect to newspaper development during the colonial era, the advent of steamships from the 1830s through 1880s, and the Royal Mail ship system from 1840s and beyond, were some crucial technological advances, which significantly abetted newspaper development. These technological developments greatly reduced traveling time and transmission of news (McCraken, 2015: 7). In South Africa for instance, as McCkraken (2015) noted, the traveling time between the Cape and England in 1800, was about three months, subsequently reduced to 40 days in 1851, 35 days in 1859, and 30 days in 1879, when vessels that combined both sail and steam emerged. Other visible developments in this era, such as the steam-power dredger, innovations in wharfing facilities, modification in ship-to-shore communications, improved nautical mapping and the colonial rail network that

was linked to harbours further stimulated newspaper growth (McCraken, 2015: 7).

Another remarkable factor that contributed immensely to newspapers growth was the expansion in telegraphic communication system that was connected across the oceans (McCraken, 2015: 8). The telegraphic cable for instance, permitted the supply of ready news across the British Empire. It also served as an important communication tool, and were largely expended by the Royal Navy and British Army in the 19th century. Within the context of colonial South African era, the first city that was connected by submarine cable to the rest of the world, in 1879 was Durban in Natal, followed by Cape Town in 1883. The telegraphic system in particularly, sturdily influenced newspaper's growth, it also enabled the expansion of news agencies that followed the telegraphy wherever it was connected, notably, Reuters in Singapore and London in 1883 (McCraken, 2015: 8).

There were an estimated 639 established newspapers in South Africa between the years 1800 to 1910 (McCraken, 2015: 10). Seventy settlements in the region were said to have had their own newspaper, of which 50 to 60 per cent were situated in the Cape Colony. Though, the newspapers did experience a slow growth from 1850s through 1870s, the situation however changed following the industrialisation and economic transformation of the mining sector, as well as, increased immigrations in the 1890s.

Further events witnessed in this era were the outbreak of the South African war and the unification and creation of South Africa in 1910 (McCraken, 2015: 11-12). Despite these events, newly established newspapers and old

newspapers consistently promoted their publications, thus prove how print newspaper became an essential element of the colonial era, specifically, within the white societies.

The colonial South African newspapers appeared mainly in large broadsheets. The newspapers were often produced in a single sheet and when folded once gave four pages. The double sheet newspaper measured just under a meter, it was large and was not folded. The double sheet newspaper had a standard size of 0.7m$^2$. Though newspapers sizes in colonial era varied with location, the inland cities newspapers were perpetually smaller compared to those in metropolis as McCraken (2015: 13) acknowledged.

To lucidly understand press history in South Africa, there are four distinct perspectives to consider when tracing the history of the press. Each of these strands has its own developments such as; (1) the English press, (2) The Afrikaans press, (3) the black press, and (4) the alternative press. This study briefly highlighted these stands.

**The Early English Press**

It must always be borne in mind that the considerable number of British settlers in British colonial era South Africa, (briefly discussed in the previous session) contributed immensely to newspaper development. Contrary to popular picture of immigrants as convicts, or a representative of huddled masses yearning to breathe free, McCraken (2015: 8) claimed that, "that the British settlers were, the more adventurous, the younger and the healthier in

society". In other words, those who emigrated to the British Empire were said to have been capable labour in their new homes and at the same time were literates. This points to the conclusion that the imperial newspaper system could not have existed or thrive if a few of the settler could read what it published (McCraken, 2015: 8-9). In addition to this, the arrival of 5000 British settlers in 1820s, was described as a remarkable settler movement.

Parallel to the observation made by McCraken (2015), Wigston (2007: 30) acknowledges that the settlers brought printing presses and expatriates, which further propelled newspaper developments in South Africa.

Prior to the production of local newspaper in South Africa by the British, the Cape colony was under the control of the Dutch, after the occupation of the Cape by Jan van Riebeeck in 1652 (Wigston, 2007: 28). The Dutch East India Company, which had been in control of the Cape, saw the press as a possible revolutionary instrument. Decades later, the Dutch unwillingly relinquished power to the British military in 1795, seen as a payback for the Dutch alliance with British enemies (Wigston, 2007: 29). As a result, the first newspaper, the *Cape Town gazette and African Advertiser (Kaapsche Stads Courant en Afrikaansche Berigte*), emerged on 16 August 1800, by Walker John Robertson. The paper was published mainly in English and was printed using government-owned press at the Castle, which at the time, was the centre for community and military life in Cape Town (Wigston, 2007: 29). The content of the newspaper also comprises of relatively little official notices and advertisement, and was strongly controlled by Charles Somerset, reigned as British governor between 1814 and 1826. The implication resulted in banning

of private newspapers except for those originating from the missionary domain in the hinterland.

*The struggle for press freedom*

The early years struggle for press freedom in the Cape was significant because it ended government tight control on the press. Prior to achieving press freedom, the press in South Africa was strongly controlled by the government. As a result of this freedom, *The South African Commercial* emerged as the first non-government publication on 17 January 1824 in Cape Town, owned by George Greig, while Thomas Pringle and John Fairbairn were in charge of editorials. The newspaper though published mainly in English, also accommodated Dutch news and advertisements (see De Kock, 1982: 42). This development was remarkable in that it marked the end of a twenty-two years monopoly of the government press. George Greig and his two editors, Thomas Pringle and John Fairbairn were acknowledged for their efforts that ensured freedom for independent presses (De Kock, 1982: 53). As the paper grew in popularity, a few years later, Governor Lord Charles Somerset in the Cape Colony, ordered for its closure out of fear of the reports about his illicit deeds (Wigston, 2007: 29).

Thomas Pringle and John Fairbairn together with Reverend Abraham Faure, eight weeks after starting the commercial advertisers, launched a bilingual journal, *The South African Journal* and *Het Nederduitsch Zuid-Afrikaansch Tydschhrift* (Wigston, 2007: 29). The journal was first published on 5 March 1824, there were concerns orbiting around the newspaper title by the authorities given that the content of the journal largely challenged

constitutional matters, including the curbing of autocratic power, as well as, press freedom. In Mid-May of 1824, Pringle dissolved the journal following his refusal to stop criticising the government (Wigston, 2007: 29). These confrontations by the government, in no small way, hampered press freedom especially during the reign of Lord Charles Somerset.

The struggle for press freedom manifested further when Ordinance no. 60 was signed on 13 April 1829. The 'Ordinance' was a constitutional document that granted liberty and political rights for the press (Wigston, 2007: 29). Three factors were identified to have actually influenced press freedom from tight government control. These factors include (1) The departure of Somerset from the Cape on 5 March 1826, (2) the appointment of General Richard Bourke, as governor who promoted a free press, and (3) John Fairbairns relentless pursuit for press freedom with the British Government (Wigston, 2007: 29).

*Consolidation of the English press*

While it may have seemed that the long fought battle for press freedom in the Cape significantly lessened government tight control of the press, prevented direct threat on the press in 1880s, however, there were certain mechanism that was used by the government to directly or indirectly control the press. McCraken (2015: 20), for instance, explains that the Cape's system, pertinent to press freedom, worked fairly well. Though it was not entirely as a result of the new libel law, the English-speaking press in the Cape was impartially conservative especially, the influential *Grahamstown Journal*, edited by

Robert Godlonton from 1794 – 1884. The paper was said to have been completely illiberal rather than revolutionary (see Schutte, 1972: 263).

Other indirect threats on the press manifested when the government increased the telegraph services tariff charges and withheld advertisement (Wigston, 2007: 30). In that case, the imposed high tariff charges basically supressed the main route that supplied the newspapers with the news. In light of these issues, Joseph Dormer of the Cape Argues and Richard William Maurry from the Cape Times, together with twenty-six other newspapermen, formed the coalition of the *Newspaper Press Union* (NPU) on 27 November 1882 in Grahamstown (presently known as Eastern Cape). This move was fundamental in transforming the press at the time. The emphasis underpinning the formation of the NPU, was to promote and protect common interest of the press, to fight for amendment of libel legislation, which also enabled the establishment of a protective fund that assisted newspapers that ran into financial difficulties (Wigston, 2007: 31).

**The rise of the Afrikaans press**

The Afrikaans press emerged in the early 20th century as a result of the propaganda orchestrated by the National Party (NP), the same party that introduced apartheid in 1948 (Tomaselli, 1997: 67). The Afrikaans-language press was established mainly to oppose to the liberal views of the English-language press, especially, on matters related to slavery, farming and work of the missionaries (McCraken, 2015: 17). A Portuguese Jew, Josephus Susso de Lima, who was not of a Dutch origin, founded the Afrikaans press. Josephus Susso de Lima later established a weekly newspaper *De*

*Verzamelaar* (The Collector), at the Cape in 1826. The newspaper had no tangible historical influence regarding the development on the Afrikaans press, however, it was the first newspaper published exclusively in Dutch language. The publication operated for 22 years before its closure due to lack of sustainable revenue (Wigston, 2007: 33).

The first newspaper that steered the interest of the Dutch was *De Zuid Afrikaan* (*The South African*), launched on 9 April 1830 by Christoffel Jeseph Brand, a lawyer, was influential for winning cases against the government (Wigston, 2007: 33). With *De Zuid Afrikaan* being the mouthpiece of the Afrikaners, the paper was used to oppose the indifference of the English press to the Afrikaners' needs (Wigston, 2007: 33).

The *Die Afrikkanse Patriot* (*The Afrikaner Patriot*) was another newspaper that significantly promoted the Afrikaans language group (Wigston, 2007: 33). The paper largely represented the Geniitskap van Regte Afrikaners (Association of Genuine Afrikaners). *Die Afrikkanse Patriot's* first issue was published on 15 January 1879, in Paarl Western Cape. With over 50 subscribers, the newspaper gained considerable attention from many readers in the community.

The first half of the 20th century have seen further development of the Afrikaans press, in which three major newspapers emerged. The *Het Volksbald* was the first to be published in March 1915. It was a weekly newspaper that published out of Potchefstroom and later became a daily as the publication moved to Bloemfontein in 1925 (Wigston, 2007: 35). *Het*

*Volksbald* on the other hand was not a nationally distributed newspaper and had minimal political influence.

The second publication that emerged during this period, just four months after *Het Volksbald* in 1915 was the *De Burger* launched in Cape Town*. De Burger* later became *Die Burger (The Citizen),* and was the flagship title for the Naspers Group (Wigston, 2007: 35). *Die Burger* was also regarded the Cape voice of Afrikaners nationalism, which was initially founded by wealthy professional men who needed a means to communicate their political views. The paper also served as a potential business enterprise and was used to grow capital. As a result, De Nasionale Pers Beperk was registered as a company in May 1915 and was controlled Jan Hendrik Hofmeyr de Waal. (Wigston, 2007: 35).

The third newspaper that emerged in 1915 in the interest of the Afrikaners was the bi-weekly *Ons Vaderland* (Our Fatherland) in Pretoria.  In December 1931, the paper later became *Die Vaderland* (The Fatherland). General James Barry Munnik Hertzog, Tielman Johannes Roos and Nicholaas Christiaan Havenga were the shareholders.

To provide a northern compensation to the highly influential *Die Burger,* Jan Hendrik Hofmeyr and Daniel François Malan thus established the *Die Transvaler (*The Transvaaler*)* newspaper, of which the first edition appeared in October 1937 (Wigston, 2007: 36). Hendrik Verwoerd, who was a social psychology professor at the time, was appointed as *Die Transvaler* first editor. His appointment, according to Muller (1987: 125), was Hofmeyr's greatest mistake with reason being that several controversies were linked to the paper

shortly after Verword's appointment. For instance, in its first edition, Verwoerd had criticised the Jewish community for interfering in the Afrikaner financial affairs, which then sparked many controversies most notably was when he suggested that all Jews be extradited (Wigston, 2007: 36).

Due to Verwoerd editorial hostility towards the Jews, many of *Die Transvaler* shareholders were groused by some of the views published by Verwoerd, because they felt that these views were antagonising thus resigned within two years of *Die Transvaler* emergence. Others stakeholder that distanced themselves from the newspaper, apart from *Die Transvaler* founders, were some English and considerable number of Jewish entrepreneurs who lived in the Transvaal at the time (Wigston, 2007: 36). This outcome led to financial losses for the publication caused by diminishing advertisement, similar to the situation *Die Burger* earlier encountered. While it was obvious that Verwoerd did achieved certain success, visibly his works that promoted the interest of the National Party, as well as, extended its reach within the provinces. Verwoerd was however largely regarded as the mastermind behind many of the racial policies of the apartheid regime (Muller, 1987: 126; Wigston, 2007: 36).

**The black press perspective**

The endorsed Ordinance no. 60 in 1829 that marked the beginning of press freedom in Colonial era South Africa, as discussed above (see *the struggle for press freedom section)*, enabled the emergence and propagation of newspapers published in African-languages. There are four specific stages that are tied to the historical development of black press, such as the

missionary state from 1830 to 1880, the independent elitist stage 1880 to 1930, the white–owned period 1930 to 1980, and the multiracial period 1980-1995, as Hatchten and Giffard (1984: 145) had identified. Each of these states was vital in the formation of the black-press as this study briefly discussed.

*The missionary era 1830 to 1880*

The rise of the black-press in South Africa, arguably, has been closely linked to the establishment of mission stations in the Eastern Cape, as well as, the interactions between the black residents and the missionaries (Wigston, 2007: 37). The missionaries taught literacy and made available the tools and skills needed for newspaper publishing. The outcome, Western culture was transferred to the blacks as reflected in the first black newspaper (Johnson 1991: 16). While the first black newspaper, in actuality, were subjected to spelling and religion doctrines notably, the *Morisa Oa Molemo* in Tswana language at Kuruman in 1830s, by the London missionary Society. *Umshumayeli Wendaba* (Publisher of the News), in Grahamstown emerged as the first newspaper intended for the black readers from 1837 to1841. The paper was printed at Wesleyan Mission Society (Wigston, 2007: 37).

The *Ikwezi* (Morning Star), was the next paper that appeared in the interest of the black readers from 1844 to 1845. The *Ikwezi* was produced by the Lovedale Missionary Institute (Wigston, 2007: 37). Subsequent to this was the *Indaba* (The News), a bilingual Xhosa/English in 1862. Another bilingual paper, eight years later, was *The Kafir Express* established in 1870. The Xhosa section of *Isigidim Sama Xosa* (The Xhosa Messenger) was later produced separately in 1876.  The paper was considered the most significant

among other black newspapers because, it was the first black paper edited by a black journalist (Wigston, 2007: 37).

*The independent elitists' era*

The effort of the missionaries in educating some of the black residents at the time was evident. It resulted in a gap between the educated blacks (those taught by the missionaries) and the majority in the rural communities who had not received education from the missionaries, as Johnson (1991: 6) explicated. Hence, the elite minority blacks, those who had received Western training and education from the missionaries, formed a union. It successively led to the establishment of the *Imvo Zabantsudu* (African Opinion). What made the *Imvo Zabantsudu* a noteworthy was that the paper was completely free from missionary control. The *Imvo Zabantsudu* went on to become the first newspaper that was written, owned, and control by blacks in South Africa (Wigston, 2007: 38). John Tengo Jabavu, at King William's Town, founded the paper. Within a short time, *Imvo Zabantsudu* developed into a prominent publication and was medium through which the blacks were able to express their opinion and promoted a non-violent principle. The *Imvo Zabantsudu* also collaborated with open-minded whites in its endeavour to bring about new changes. The paper, however, faced many confrontations including, financial problems, internal tensions and fierce rivalry from *Isigidim Sama Xosa* (Jonson, 1991: 17).

The black owned newspapers witnessed further development when *Izwi la Bantu* was establishment in November 1897. It had Allan Kirkland Soga as the editor (Wigston, 2007: 38). The editorial focus of *Izwi la Bantu* strongly

challenged views by Jababu especially, on matters that related to black South Africans' rights. During this era, the *Imvo Zabantsudu* experienced rapid declines in circulation, while *Izwi la Bantu* became influential because the paper demonstrated a socialist approach on capitalism. It also encouraged black readers to increase their share in securing capital interests.

In 1903, *Ilanga Lase Natal* (The Natal Sun) appeared as the first prominent newspaper established by John Dube in the interest of the Zulu readers. John Dube in 1912, and was the first elected chairman of the South African Native National Congress (SANCC), which later, in 1923, was to be known as the African National Congress (ANC) (Wigston, 2007: 38).

The *Abantu-Batho* (The People), was another newspaper that emerged, following the formation of the SANCC, thus served as the organisation's mouthpiece (see Johnson, 1991: 19). According to Wigston (2007: 38), pioneering black journalists were involved at the beginning of SANCC. John Tengo Jabavu was precluded from becoming a member, in which he was branded to be too radical. With reason being that Jabavu, in his editorials, challenged the increasing threats from the Afrikaans nationalism, advocated for equal rights, and public education (Wigston, 2007: 38). Other publications that existed during this period were closely linked to established political movements. For instance, the *Indian Opinion,* launched in 1903 by Mahatma Ghandi, a lawyer in South Africa. The paper later became an influential weekly newspaper in Durban (see Hachten and Giffard, 1984: 146).

*The white-owned era*

The lack of capital, skilled workers, printing equipment, and a solid distribution network were some of the major challenges that most black newspapers faced. In spite of their relentless efforts in promoting political awareness in the interest of the blacks, these factors extremely deterred black newspapers proliferation. As the newspapers battled to stay in business, Betram Paver, an ex-farmer saw these gaps as a potential revenue generation thus established the Bantu Press Limited (Johnson, 1991: 21). The Bantu Press then inaugurated a national newspaper *Bantu World* (The World) in April 1932.

The formation of *Bantu World* was viewed as an important development because, the *Bantu World* projected the image of the black press from a local perspective to national black press. The structure and style of the *Bantu World* was parallel to that of the British *Daily Mirror - a* tabloid (Wigston, 2007: 38). Aside from Paver's effort to mitigate what might have seemed white control over black staffs, the paper encountered a few economic issues. Consequently, there was a change in ownership for Bantu Press, which came barely fourteen months to its establishment. The Argus Company then took over the Bantu Press until 1952 (Wigston, 2007:38).

The black-press also experience further developments during this period, the appointment of Percy Qoboza, as *The World's* editor, in 1974. This made Qoboza the first black editor without a supervision in a white-owned company. Qoboza's editorials, credit to his extensive training in the United State, advocated a thoughtful black consciousness from a marginal point of view

and made them central issues in South Africa. It is safe to say that The *Bantu World* was indeed a "significant voice in journalism", which however, became a daily newspaper in 1962 (Wigston, 2007: 38). The paper was banned in 1977, just after the Soweto uprising, a popular protest against poor education in June 1976. Furthermore, the Argus Company emerged as the first media monopoly with a substantial number of publications throughout South Africa. The Argus Company, at the time, had ten weekly newspapers; they also managed advertisement for twelve different publications in eleven languages (Hachten and Giffard, 1984: 147).

The most prominent events relating to the development of the black press was the inauguration of the *African Drum (*a news magazine), in March 1951, and *Golding City Post* in 1955, by Jim Bailey, the son of Abe Bailey, a mining capitalist. The *African Drum* publication was later shortened to *Drum,* when the paper moved from Cape Town to Johannesburg in 1951. The *Drum* had Anthony Sampson and Tom Hopkinson, from Britain as editors. Shortly after, *Drum* was closed in 1965, which also saw many of its journalists banned due to the aggressive reports on political issues. Prior to *Drum*'s extinction, the magazine made a number of important contributions towards black journalism (see Hachten and Giffard 1984: 149; Wigston; 2007: 39).

*The multiracial era*

From 1960s through 1970s, many of the white-owned newspapers had gained a great number of black readerships, due to the emergence of regular township newspapers. A number of black journalists (especially, freelancers) were promoted to a more regular position in major newspapers. The *Rand*

*Daily Mail* for instance, covers more news about the townships. It was also estimated that about eighty per cent of the *Rand Daily Mail's* readers, before its closure in 1985, were blacks.

The *Post* publication was another victim of political unrest. The *Post* experienced harsh government oppression. The paper's closure in 1970s, came as a result of its registration that expired caused by the industrial action as well as government's refusal to renew its registration. The *Sowetan* was then established as a result and later became South Africa's largest newspaper at the time (Wigston, 2007: 40). Afterwards, appeared the *Sowetan Mirror*, a tabloid newspaper, with Joe Latekgomo the editor. The *Sowetan Mirror* was produced by the Argus Group that was distributed for free in townships. On 2 February 1981, the *Sowetan Mirror* became a daily tabloid, which eventually served as a replacement for the *Post* (Hachten and Giffard, 1984: 152). The Argus Group later sold *The Sowetan in 1994,* to a black group, the New Africa Investment Limited (NAIL). This development therefore marked the beginning of black empowerment in South Africa (Wigston, 2007: 40).

**The alternative press era**

The trajectory of the alternative press dated back in the 1930s, when the white domineering of the press targeting black-owned newspaper was merged. As Wigston (2007: 40) pointed out, the political, economic, social and cultural views of some groups were excluded from influential media markets. This came to the fore following the closure of Argus newspapers, *The World and Post* in the late 1970s. At this same time, the African National Congress had

entered a period of apathy that occurred following the implementation of a policy to reject militancy. This, however, led to a visible decline in black-owned newspapers. Louw (2005), Johnson (1991) and Wigston (2007) are a few scholars, among many others, that looked into the development of the alternative press, particularly, the severe opposition and resistance in the press from 1930 to mid-1990s. The *Inkundla* also emerged during this period. The *Inkundla* was a newspaper that vehemently supported the course of the African National Congress. Although, *Inkundla* shutdown in 1951, but the paper was said to had played a crucial role on the appointment of Albert Luthuli, as the African National Congress president (Wigston, 2007: 40-43).

Other publications that appeared in this era include the *Fighting Talk* between 1942 through 1963. The *Fighting Talk* advocated the rights for soldiers and the advances of Nazism (Wigston, 2007: 41). There was also *The Guardian* publication in 1937, which later became the *New Age* in 1954. The *New Age* subsequently changed to *Spark* in 1962. However, before the closure of *Spark* in 1963, parallel to the trends in *The African Lodestar* that was launched in 1949, like many other newspapers in the past, supported the course of the African National Congress (Johnson, 1991: 27).

As the black consciousness ideology movement progressed, other publications emerged in the late 1960s through 1970s. These publications were heavily involved in the opposition of white control. The South African Students Organisation publication (*SASO Newsletter*), was launched in 1970 in Durban. The *SASO Newsletter* was aggressive in its editorial. The paper promoted black political agenda and exposed racial conundrums. The *Black Review* launched in 1972 and *Black Viewpoint*, which had Steve Biko as the

editor, were some other publications that appeared in this period. Biko was the founder of the South African Students Organisation, who later died from a brutal assault orchestrated by the apartheid police (Wigston, 2007: 42).

The apartheid government from 1970 onward extremely suppressed the growth of the alternative press due to its top-down approach (Louw, 1995: 73). As such, the formation of Mass Democrat Movement (MDM) and the United Democrat Front (UDF) in 1983, was instrumental in the re-emergence of the alternative press. Yet, it was period of anguish for the African National Congress and its members and was fiercely hostile for most journalists. The apartheid government also repressed political opponents, resulted in the banning of the ANC and forced many of its members into exile (Wigston, 2007: 42).

Louw and Tomaselli (1991: 7 -13) identified three stages to the alternative press to include, (1) the progressive-alternative press, (2) the left-commercial press and, (3) the independent social-democrat press. These stages were characterised by extreme resistance on the press especially, the African-press group. Despite the resistance of the apartheid political environment that affected the independence and the role of the media, many publications were established that championed the course of the black press. Some of the popular community publications at the time were the *Grassroots*, *Saamstaan* (Stand Together), and with the exemption of *Al Qalaam* that is still operational till date (Wigston, 2007: 42).

The *New Nation* in Johannesburg was established in 1986. In Cape Town, there was the *South,* and *New Africa* in Durban; both newspapers appeared

in 1988 (Louw and Tomaselli, 1991: 9-10). In addition, there was the *Weekly Mail*, established in 1985, following the closure of the *Rand Daily Mail*. The *Weekly Mail,* had Anton Harber and Irwin Monaim as editors. The *Vrye Weekblad,* was another publication that emerged during this period. The paper was launched on 4 November 1988, with Max Du Preez as the editor; it was the only reformist publication for the Afrikaans alternative newspaper (Wigston, 2007: 44).

In line with the broadly reformed system in South Africa on 3 February 1990, that eased press activities, as well as, restructured the country's system. There were further adjustments that had to be implemented by the alternative press if they were to survive, in terms of advertisements losses and steady readership decline. The mainstream newspapers, at the time, had begun covering urban news thus shifted attention from news about struggles, which the alternative press extensively covered. It resulted in a consolidation between *Weekly Mail* and *The Guardian* in April 1992, and is presently known as *Mail & Guardian*. Unable to withstand the pressure of the newly reformed news market even after many transformations, The *Vrye Weekkblad*, shutdown on 2 February 1994 (Wigston, 2007: 44).

**The media ownership in post-apartheid era**

During the apartheid era, many stringent languages reformed ideology served the material interest of the white groups from 1980s. In the early 1990s, however, witnessed the disappearance of an apparent racism thus permitted a multicultural society. This development was attributed to the invested efforts toward reforming a sense of nation that enabled the integration of identity

from ethic, geographical, political language and administration segregation that was practiced during apartheid. It also led to an influx of foreign capital into the country (Tomaselli, 1997: 25).

The newly transformed democratic South Africa, with new legislative amendments implemented during the 1990s, had promised a cohesive post-apartheid nation. As Tomaselli (1997: 35) noted, the chances of achieving this outcome, within the media environment in particular, seemed marginal and a long way off. Despite many policy amendments in which attempts were made to reform issues around racial inequalities in the media industry mostly, media ownership and employment among others, Fourie (2010: 151) argues that, "the media in South Africa still revolves around racism".

Further understanding in this perspective points to the signs around identity supremacy; South Africans against foreigners, whites versus blacks, and the case of traditional in relation to modernism, among other concerns (Tomaselli, 1997: 25). The most obvious of these disparities, in terms of media ownership, came to the fore when four white press groups shared between the Afrikaans and the English conglomerates dominated the South African press. These white presses comprise of the South African Broadcasting Corporation (SABC), Argus Holdings Ltd, Times Media Ltd (TML), and Perskor and Nasionale Pers dominated the media at the beginning of 1990.

The reasons for the dominant control of the media by white-owned press, as identified above, are not far-fetched. Simply put, the repudiated access to social resources inflicted by apartheid played a major role. That is, the visible

inequalities in wealth, education and the standard of living were some major confounding causes (Louw, 1993: 159). It was in fact in the course of the power struggle between English and Afrikaner capital control and political dispensation, as related in the two language presses, that the economic interests of blacks were inevitably suppressed (Tomaselli, 1997: 23).

These press groups, at the time, maintained a monopoly capitalist structure, through which they tightly controlled the media landscape - printing, distribution and advertisement (Louw, 1993: 159). In addition, it was viewed as a deliberate action toward securing mining capital. This was further confirmed when the two influential mining giants, the Anglo American and Johannesburg Consolidated Investments (JCI) merged. The merging, however, was not purely to develop the press, rather it was a move to protect their numerous business interests (Tomaselli, 1997: 30). The assets controlled by these groups are Argus, Sanlam and Rembrandt. See Figure 1.

Figure 1. Some popular media control in 1990

| Corperations | Assets |
|---|---|
| **Argus Holdings** | **Times Media Limited (40.4%)** |
| | Financial Mail, M-Net (23%), Cape Times, |
| | Allied (29%), Pretoria News (455), and Eastern |
| | Prince Herald |
| | **Capital Holdings Media Holdings *(46.7%),*** |
| | CAN/Gallo – Videolab Holdings, Allied, Natal |
| | Newspapers |
| | Caxton (50.01%), and *Zululand Observer* (41.9%). |
| **SANLAM** | SAPPI |
| | Nasionale Pers Npk |
| **Renbrandt** | Volkskas (30%), Dagbreek Trust (20%), Vaderland |
| | Belegging Bpk and Die Afrikaanse Pers |

Source: Adapted from (Tomaselli, 1997).

**The Times Media Limited**

The media ownership restructuring initiated by the Argus Holdings that began in 1994, had resulted in 52% sale of the black-targeted *Sowetan* to the New African Investment Ltd, controlled by Ntlatho Motlana (as discussed briefly in the preceding section under the multiracial era). The Argus Holdings despite the 52% sale still retained the allocative control of the *Sowetan* with 20% ownership, as well as, 42% deal in advertisement and management contracts (Tomaselli, 1997: 31). The media sector witnessed further development when

Tony O'Reilly, an Irish-based media entrepreneur, bought 30% of Argus from Anglo-American in 1994, which later increased to 58% in 1995. The Argus Holdings thus became the largest company in O'Reilly's international Independent Newspaper group. The Independent Newspaper was listed on Johannesburg Stock Exchange as a separate entity. In turn, the Argus Holdings and Times Media Limited (Anglo-JCS asset), emerged as the only two English press groups. See figure 2.

Figure 2. Ownership and Assets of TML before 1 April 1994
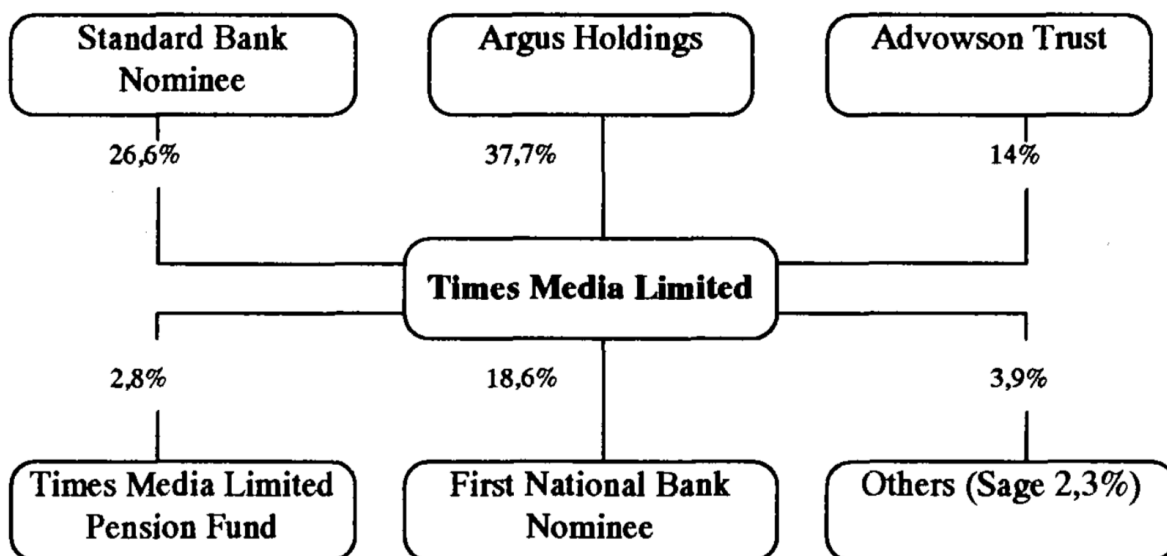


Source: (Tomaselli, 1997: 35).

The Argus Holdings added to its media assets when they purchased out of Times Media's 30% interest from the Natal Newspapers and Cape Joint Operating Agreement. This also includes a 45% share in *Pretoria News* and the *Cape Times* in April 1994 (Tomaselli, 1997: 36). The brands under the

Times Media assets after its purchase by Argus include, a 30% share interest in *Natal Regional Newspapers*, 30% *Allied Publishing* (managed by Argus), 45% *The Pretoria News* (controlled by Argus), 40% Cape Joint Operating Agreement, 35% Newspaper Printing Company, and 30% Allied Media Distributions. The Times Media also had share interest rate in brands such as, 37% in Argus Holdings, 18% in Electronic Media Network (M-Net) television, and 5% in Radio 702 (managed by Argus).

The Times Media newspapers include, *The Sunday Times, Cape Times, Financial Mail, Business Day, Eastern Province Herald, Evening Post,* and *the Weekend Post.* In control of these media assets, O'Reilly fuelled media monopoly in the South African that dominated the Cape Town, Durban and Gauteng market (Tomaselli, 1997: 36).

In order to promote black consciousness under the Africa National Congress, the media at the time had been dominated by white-owned press, explicitly was the O'Reilly's Argus, the National Empowerment Consortium (NEC), owned by a group of black investors in 1996, bought the Times Media from Argus, and was formerly known as Johnnic Communication under the Anglo-American (Tomaselli, 1997: 40). Johnnic Communications at the time, was valued at R8.5 billion, which also had substantial interest in assets such as, the Central News Agency, chain of retail stores, Gallo, M-Net and Times Media Limited (Tomaselli, 1997: 40). This outcome was actually considered a fundamental move to promote an equal fraction of both black and white capital.

The National Empowerment Consortium group purchasing of Johnnic Communications was the biggest cash deal in South African history. From this period onward, a 10% of the Johannesburg Stock Exchange was controlled by black-dominated capital (Tomaselli, 1997: 40). The National Empowerment Consortium successfully secured control interest of the Times Media Limited, which at the time had in control a total of 91.4% share interest. The deal proved to be prominent in that it contributed immensely to the diversification of the media industry. It also loosened the tight hold of the media from the concentrated white-ownership that was characterised by apartheid ideology (Tomaselli, 1997: 51-64). See figure 3.

Figure 3. Times Media Assets after 1 April 1994

| Times Media Assets | Shared Interest Percent |
|---|---|
| Allied Publishing | 28% |
| Newspaper Publishing Company | 35% |
| Allied Media Distributors | 30% |
| Argus Holdings | 37% |
| M-Net Television | 18% |
| Radio 702 | 5% |

Source: adapted from (Tomaselli, 1997).

Figure 4. Times Media newspaper after 1 April 1994

| Times Media Newspapers |
| --- |
| *The Sunday Times* |
| *Financial Mail* |
| *Business Day* |
| *Eastern Province* |
| *Herald* |
| *Evening Post* |
| *Weekend Post* |

*Source:* adapted from (Tomaselli, 1997).

Times Media has evolved over the years, most notably, was the multiple changes in its ownerships and assets. For instance, the company was previously known as the Johnnic Communications, which later became Avusa in 2007. The reason given for this change was to avoid confusion between Johnnic Communications and Johnnic Holdings. In 2012, Avusa was renamed Times Media Group, after the company was sold to Mvelaphanda Group. The company was then relisted on the Johannesburg Stock Exchange in 2013 (South Africa Media Website, 2019)[1]. Four years later, Times Media Group became Tiso Black-star Group in 2017[2] (Business Live, 2017).

By the time of writing of this thesis, there was yet another change in the brand's ownership, following the sale of Tiso Black-star Group's printing and

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[1] http://www.southafricanmedia.co.za/print/times-media-group/ [Accessed 7 March 2019].
[2] https://www.businesslive.co.za/bd/companies/2017-06-13-times-media-becomes-tiso-blackstar/ [Accessed 7 March 2019].

broadcasting assets in South Africa, Kenya and Ghana to Lebesha Group in June 2019 (Gavaza, 2019)[3]. The brand's name is expected to change to Arena Holdings (Jooste, 2019)[4]. The company had owned several media assets in the past (see figure 3), including two retailers such as, Nu Metro Cinema and Exclusive Books. The company currently has its interest only in print media and Gallo Record Company. Given the recent change in Tiso Black-star Group ownership and assets, however, meant that Lebesha Group will now control printing and broadcasting assets, while Tiso Black-star Group retained the Gallo Records.

*The Sunday Times Newspaper*

*The Tiso Blackstar's leading* newspaper was founded in 1906 and currently the biggest-selling and popular Sunday newspaper in South Africa. The *Sunday Times* newspaper is printed in broadsheet format and circulated every Sunday all over South Africa and in neighbouring countries such as Lesotho, Botswana and Swaziland (South African Media Website, 2019)[5]. The *Sunday Times* newspaper is printed in English and is renowned for consistently breaking major South African news stories every Sunday. The key people in the *Sunday Times* are the publisher Andy Gill and editor Bongani Siqoko. The print and broadcasting brand formerly was owned by

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[3] https://www.timeslive.co.za/news/south-africa/2019-06-27-tiso-blackstar-group-sells-media-business-to-lebashe-for-r1bn/
 [Accessed 5 July 2019].
[4] https://www.dailymaverick.co.za/article/2019-11-06-new-media-moguls-lebashe-group-opens-a-window-on-tiso-blackstars-future/?fbclid=IwAR2ZeDawS1Axgh9cWkL5Z7v6tWNHiIP54PBXYvlTUCgFeD_9Rk4tojVsLn4
 [accessed 15 November 2019].
[5] http://www.southafricanmedia.co.za/print/sunday-times/  [Accessed 7 March 2019].

Tiso Blackstar Group with the headquarters in Park Town, Johannesburg, Gauteng. However, the printing and publishing brand of the company was sold to Lebashe Investment Group in June 2019 for R1.05 Billion Rand (Gavaza, 2019).

The *Sunday Times* newspaper published for the time on 4th of February 1906, by George Herbert Kingswell, the founding editor. Kingwell coined the slogan, 'a paper for the people'. The slogan later changed to 'the paper for the people' that is still in use today (South African Media Website, 2019). The motive behind starting the *Sunday Times* was for the newspaper to be a sister publication of the *Daily Mail*, which happened to be the only competing newspaper against *The Transvaal Leader*, a popular leading newspaper at the time. The *Sunday Times* first printed 11, 600 copies, but the copies soon sold out due to high demands by its readers thus forcing the paper to print additional 5,000 copies. Three years after the *Sunday Times* printed its first copies, the paper circulation figure rose to 35,000 (South Africa Media Website, 2019).

Despite recent changes in ownership, the *Sunday Times* is currently being managed and operated by Tiso Black-star Group. The company is a global corporation with its root in Africa, maintains a leading position in South Africa, Kenya, Ghana and Nigeria. Tiso Black-star group is the nation's largest English publishing group and second largest digital publisher. The company also owned the largest music and independent film catalogues on the African continent. The Company was listed on the main board of the Johannesburg

Stock Exchange (JSE) in 2017, with a total share capital of 68.9%, as at June 30 2019[6].

The media segment of the Tiso Blackstar Group is home to some of the most recognised brands in South Africa covering national, regional and community newspapers (*Sunday Times, Business Day, Sowetan, Sunday World, Daily Dispatch and The Herald)*, magazine (*S Mag, Home Owners, The Edit, Khuluma, SA Mining, Voice of Local Government, Infrastructure and Business Media Mags*) and digital publishing (BusinessDay TV, Thehomechannel, Ignition, MultiTV, Kiss Bamba and Ochre) (Blackstaradroom Website, 2019*)*[7].

The *Sunday Times* newspaper is widely read and distributed across all nine provinces of the country such as, Eastern Cape, Northern Cape, Western Cape, Free State, Gauteng, Kwa-Zulu Natal, Limpopo, Mpumalanga, and North West Province. The *Sunday Times* net circulation figure stands at 261, 024. Figure 5, 6, 7, and 8; underlined an overview of the paper's wider reach; readership by age, race, gender and province covered (Blackstaradroom Website, 2019*).*

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[6] https://www.tisoblackstar.com/tbg/investors/aim-rule-26-company-information/ [accessed 10 August 2019].

[7] http://blackstaradroom.co.za/about-us/arena-holdings-organogram/ [accessed 20 November 2019].

Figure 5. Sunday Times Readers Age Group



**Readers Age Group Ratio**

- 15-24: 18%
- 25-34: 27%
- 35-49: 34%
- 50+: 22%
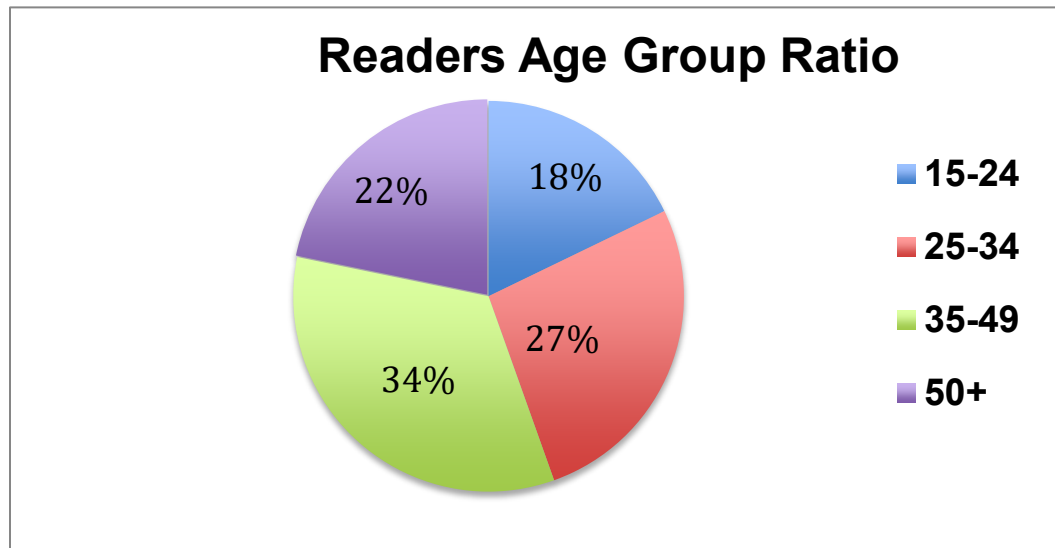
Source*:* Adapted from (The *Sunday Times* Website, 2019)

Figure 6. Sunday Times Readership by Race



**Readers' Race**

- Black: 72%
- Coloured: 9%
- Indian: 7%
- White: 12%
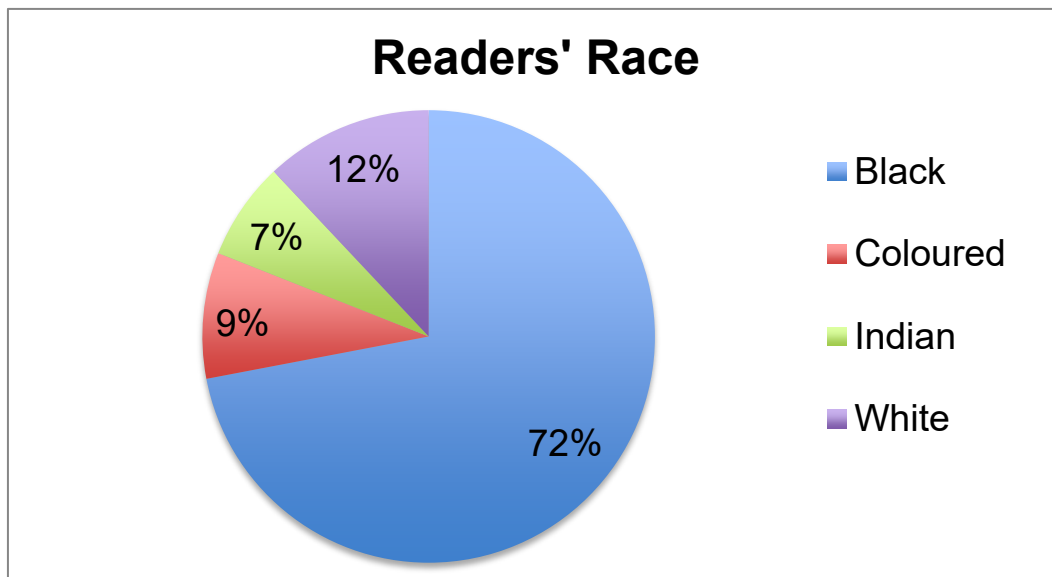
Source: Adapted from (The *Sunday Times* Website, 2019)

Figure 7. Sunday Times Readership by Gender
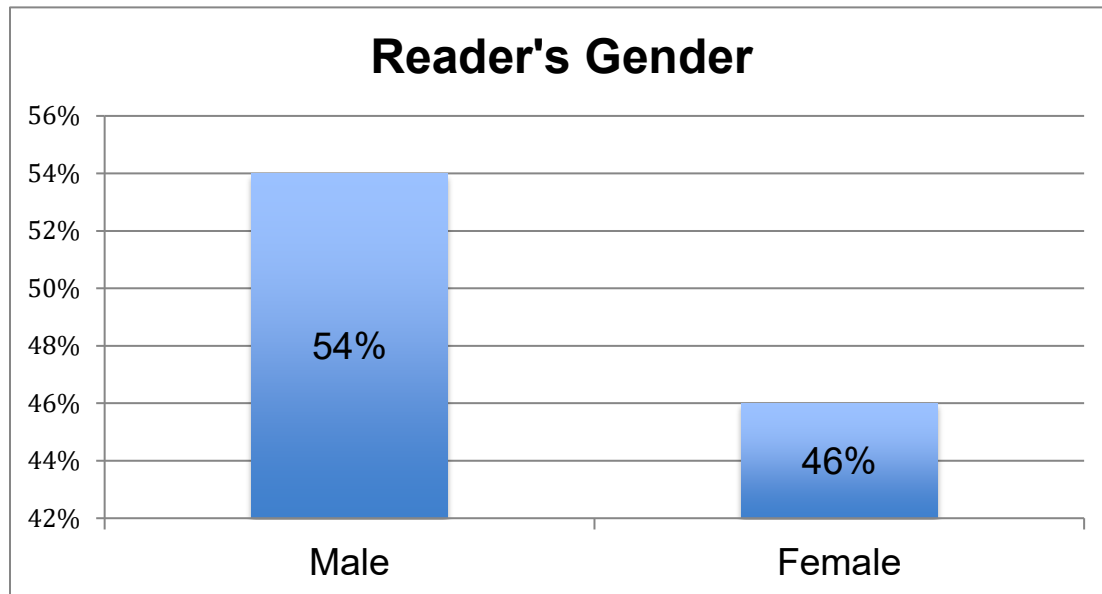


**Reader's Gender**

Source: Adapted from (The *Sunday Times* Website, 2019)

Figure 8. Sunday Times Readers Gender



**Readership by Province**
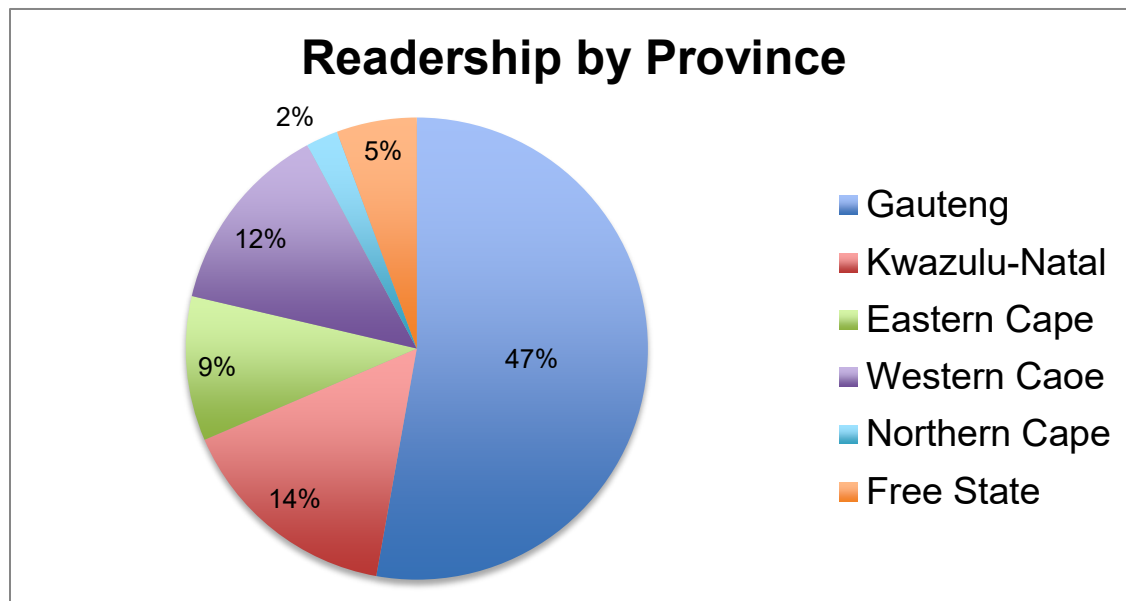
Source: Adapted from (The *Sunday Times* Website, 2019)

The news focus of the *Sunday Times* covers current and newsworthy topics on national and international news, opinion and analysis, sport, business, lifestyle, automobile, travel, decor, fashion, beauty, real heroes, competitions, food and advertisement. The *Sunday Times* stories are designed to inform the nation and change the course of events in South Africa. The newspaper brand (as seen from the figures above), has a strong demographic coverage that cuts across race, age and income. As such, the newspaper title is highly placed top among other Sunday papers. Based on the *Sunday Times* wider coverage and diverse readership, advertisers have been able to structure their message to reach specific segments.

The *Sunday Times* is currently available in print and online. It also holds a strong presence across social media platforms, such as Facebook, Twitter, and Instagram (see chapter five). The *Sunday Times* newspaper over the years has become an iconic brand, seen as a sort after news medium among millions of South African citizens and the neighbouring countries. While it is evident that print newspapers in the country are constantly declining due to the changing media environment, the *Sunday Times* sturdily maintains its top spot as the biggest circulated print newspaper per edition according to Audit Bureau of Circulations South Africa (ABC). For instance, the first quarter of 2019 indicated that the total circulated copies were 260 132, this figure supersedes that of the daily newspapers. Thus, this study considers the newspaper title appropriate for a case study.

## 1.2 PROBLEM STATEMENT

The innovations in communication technologies have led to several debates among media scholars on the increasing impacts of the new media to the future of traditional media, with most emphasis on the print newspaper. The discussions, though within the context of South Africa media landscape, seems marginal, however, scholars (Botha and De Beer, 2007; Tomaselli, 2009; Bosch, 2010; Fourie, 2010; Ward and Wasserman, 2010; Berger, 2009; Atton and Mabweazara, 2011 for instance), have looked into the phenomena of the Internet and how its weight in news making within the country.

The rise of new media technologies has revolutionised the processes that are applied in print newspaper production in South Africa. This is of a particular interest given the increasing number of news sites (Bosch, 2010). Over the years, the Internet in particular, has become one of the most popular vehicles that has promoted a variety of communication and information sharing activities (Spyridou, Matsiola, Veglis, Kalliris, and Dimoulas, 2013). Social media and online news have also become an inherent part of modern society. It has been perceived as a threat to print newspaper viability.

This dramatic transformation triggered by the new media has led to a convincing decline in print newspaper circulation, readership and advertisement (Mitchelstein and Baczkowski, 2009). According to Rajendran and Thesinghraj (2014: 609), there is a palpable change in readership habits because, print newspaper readers have turned to the Internet for free news and information. The process of new media convergence also promoted instant access to information in real time. This is thus considered as one of

the smartest options people are now able to learn of current events around the world. Presently, there is an abundance of news available online with regular updates. This pattern varies considerably from that of the print newspaper (Atton and Mabweazara, 2011).

Scholars such as Alterman (2007), Bird (2009), Nicholas and McChesney (2009), Mitchelstein and Baczkowski (2009) and Franklin (2014), have argued that the growing Internet advertisements and readers migration to online news, posed a greater threat to newspaper existence as well as news market control. Others uphold that print newspaper death is imminent due to the unprecedented diminishing circulation figures (Ahlers, 2006; Gomez, 2008; Meyer, 2009; Harber, 2017).

Many other scholars, in contrast, are optimistic on the future of print newspaper (Peter and de Vreese, 2003; Nyamnja, 2004; Dutta-Bergeman, 2004; Ibelema, 2008; Berger, 2009, Nkomo, Kandiro and Bigiriman, 2017 for instance). The basis for these optimistic scholars' arguments orbits around the conception that print newspaper has always survived the implications of new communication technologies. Nyamnjo (2004), Ibelema, (2008) and Berger (2011), also maintain, that the level of technology developments varies between countries, an idea that should be taken in consideration when one intends to explore the level of new media proliferation. Conboy and Steel (2008) and Chari (2014), lending their voices, maintained that there is a synergy between 'old' and new media. This is because new media could potentially serve as tools for print journalists in newsgathering (Wasserman, 2011).

In light of these debates, this study therefore examined what the situation is within the South African media landscape. *The Sunday Times* newspaper was considered ideal to carry out this investigation. The primary objective by this study was to investigate the changes new media might have inflicted on print newspaper in terms of; news articles, advertisements, and to what effects new media may have on print newspaper pages.

## 1.3 BRIEF INTRODUCTION OF APPLIED THEORIES

To facilitate the process of inquiry, it certainly necessitates the use of theory in academic writing (Wolcott, 2009). This is because theories help to structure a study. Theories also serve as a backbone that enables a researcher to make a reasonable argument. The theories that guided this research are; the domestication theory, technology determinism and agenda-setting theory.

The theory of domestication deals with how new technology is 'tamed' or accepted by its users. The concept also describes analyses and descriptions of process regarding decisions to use new technology. Domestication theory strives to explain both practical and symbolical characteristics of adoption and use of technologies (daily life routines, social embeddedness and media consumption process). The concept of domestication demonstrates the importance of meanings of things and their materiality, which gives a concise understanding of how technologies become part of everyday life (Berker, Hartmann, Punie and Ward, 2006: 5). As a prominent social theory, the concept highlights the negotiations, challenges to power and control, rulemaking and breaking that often accompanied the advent of technologies in any social setting. The underlying assumption of domestication theory,

mostly points to the fact that the concept provided ways by which technology, media determinisms and rationalistic biases can be contested (Berker et al., 2006: 5). The concept has been used to explore the incorporation of technologies not just in households, but in various aspects of the society.

The technology determinism theory, assumes that innovation in technology is the principal foundations that drive changes in society. The arguments on this concept stress that technological determinism theory influences our everyday life. That is, how we as individuals in a society feel, think, act and how a society operates (Chandler, 1995). The concept is believed to have been coined by an American social scientist, Thorstein Veblen (Chandler, 1995; Selwyn, 2012). Other ideas, however, maintained that the concept was propounded by Marshal McLuhan (2003), which helps us to understand how technology, just like machine, can influence historical change, by transforming the material condition of human existence. The interpretations and implications of the technological determinism theory argued that we learn, feel and think the way we do because of the messages we receive through the use of technologies that are currently available (Ayotunde, 2012).

By reflecting on the changes that have occurred in mass media technology over the years, other important aspects worth noting as technological determinism theory upholds, lies within the conception that, the development of printing press enabled the use of our visual senses, radio requires us to listen and, in the process, developed our sense of learning, while television encompasses both learning and visual sense. With the introduction of the Internet, however, all our sensory channels, as related to the media messages are engaged at once. The Internet also permitted the provision of

instantaneous interactivities such as chat rooms and built in web camera that available on some computer systems. These developments, therefore, altered the orthodox ways of news making particularly, the print media. Over and above, it has shifted attention and focus of every news media institutions around the globe (Lievrouw, 2002: 185).

The concept of technological determinism, furthermore, espouses that the level of developments in any given society can be measured based on the level of technologies obtainable in such a society, and can potentially influence people's thoughts and actions. The concept of technology determinism basically seeks to explain technical innovations in media, or the perception of technology as a core agent of history and social change (Kunz, 2006). This idea will therefore be used to explain how much impact new media has within the South African print media sector, of which this study seeks to investigate, as related to print newspaper content.

Agenda setting theory was the third concept applied in this study. McCombs and Shaw developed the concept of agenda setting in 1968, with focus on comparing salience of issues in news content in the United States of America. The central approach that is grounded on agenda setting theory underlines the power the media has on public opinions. In other words, if the media attention is less towards an issue, then, the public will equally see such issue as less vital. The concept of agenda setting theory mainly describes news media's ability to influence the prominence given to certain issues or articles (public agenda), over others (McCombs and Reynolds, 2002). Agenda setting theory has often been applied within social science studies. It can also be used to make predictions. The insinuation of making predictions establishes

that when the media gives significant attention to a particular issue, the public will perceive that issue as important (Dominick, 2010).

Based on the agenda setting theory's link to adoption of innovations (domestication theory), adapting to new technology (technological determinism theory), the concept is believed to have a remarkable value that could offer journalists more opportunities for gathering; both local and international news items in real time. The perceived public role in reversed-media-agenda setting, could potentially influence media agendas that forms part of newspaper content. Therefore, a combination of these theories can better describe changes occurring in the media, and by probing published print newspaper pages for changes in news stories. This study thus focused on print newspaper content, how print is adapting in a new media environment characterised by new communication technologies or that print newspaper content is gradually diminishing.

## 1.4 OBJECTIVES OF THE STUDY

**The main objective of this research is:**

To analyse content changes in the *Sunday Times* print newspaper from 2013 – 2017.

*Specific objectives*

- ▪ To explore the differences in content over time.
- ▪ To establish prominence given to stories.

- To examine the extent of new media technology impacts on the *Sunday Times* print newspaper.

## 1.5 RESEARCH QUESTIONS

The following research questions will serve as a guide: -

**Main Question**

What changes have occurred in *Sunday Times* print newspaper from 2013 – 2017, coinciding with the adoption of the 'Times Media' digital platforms?

**Sub-questions**

- What differences in contents have occurred over the period that coincides with the company's adoption of a digital media platform?

- What prominence is given to *Sunday Times* print newspaper stories?

- How has new media technology impact on *Sunday Times* print newspaper?

## 1.6 RATIONALE OF THE STUDY

Newspaper serve as an important instrument in the media industry. Newspaper's impact and contribution cannot be undervalued. Arguably, newspaper gives a detailed background knowledge of any events in society that are often presented in brief on other major media outlets (radio and television for instance). The print newspaper is phenomenally recognised by readers to capture concrete information on who said or did what, where and

when (Schultz, 2003: 190-198). Newspaper reports also conveys substantive information on the impact of what was said and done on the lives of people (Peter and de Vreese, 2003). Since the advent of the new media, newspaper consumers have been offered different ways of reading the news and sourcing information for free. This is perceived as a deterrent factor, which is directly linked to the availability of the Internet connectivity that has provided easier means to read the news online (Botha and De Beer, 2007; Tomaselli, 2009; Bosch, 2010; Fourie, 2010; Berger, 2011).

The new media such as websites, blogs and social media distribute news and information almost immediately, and as it unfolds long before the same information is published in print newspaper. These new media components - website and social media in particular, experience high traffics due to the increase number of visitors on a daily basis. Since a great number of readers have these platforms for news consumption, it poses huge threats to the print media practitioners as they ponder over print newspaper future (Steyn and de Beer, 2004; Conboy and Steel, 2008). Though known to be one of the most trusted news sources in any country, newspaper has in recent times struggled to survive in new media age.

The more recent studies that investigated new media impacts on print newspapers (Chari, 2014; Rajendran and Thesinghraja, 2014; Dragomir and Thompson, 2014; Franklin, 2014; Sanusi, Adelabu and Esiri, 2015; Nkomo, Kandiro and Bigiriman, 2017; Thurman and Fletcher, 2019, for instance), focused on readers' consumption behaviours, and the differences between online and print news presentation. These studies for the most part, ignored the need for print newspaper content analysis, especially within the context

of the South African print newspapers industry, of which, this present study investigated.

It is equally imperative to note that, media contents can be examined empirically on two different levels, such as, 'articles topic' and 'articles content'. As such, this study was premised on 'articles contents' such as *news, politics, business and sports,* as well as, *advertisement* from 2013 – 2017. By adopting a longitudinal content analysis approach, the study analysed five years (2013 – 2017), worth of print edition of the *Sunday Times,* a leading weekend newspaper in South Africa, and was used to test whether there has been changes in the *Sunday Times* print in concurrent with the increase in digital media adoption. To achieve this objective, the study compared articles' frequency of counts. Therefore, a substantial change in the *Sunday Times* print newspaper content might be a testament on the impact of the new media in this current media environment.

## 1.7 STRUCTURE OF STUDY

Chapter Two contained a review of literature discussions related to the changes that have occurred in journalism practices, in terms of news making and distribution. This chapter also provided explanations on how new media impacts print newspaper viability as well as the future of print newspaper.

Chapter three presented the underlining theories applied in this study to include; domestication theory, technology determinism theory, and agenda-setting theory. These theories provided meticulous insights on the adoption

of innovation, technology impact and how news media are adapting content in relation to setting public agenda.

Chapter four described the methodological approaches applied in order to rigorously trace the problem, especially, changes in content and to provide adequate answer to the questions asked.

Chapter five presented the findings made by this study using statistical analysis as well as the discussion.

Chapter six summarised the entire research, provided conclusions drawn from the study and recommendations for future research.

# CHAPTER TWO: LITERATURE REVIEW

## 2.0 INTRODUCTION

This section is organised into six parts. The introduction sets the scene by discussing the concept of news and journalism in this present media landscape. The second part underscored the characteristics of the new media and their effects on print newspaper. The third part explained the term 'digital journalism' and discusses how it has created a new space for news-making and consumption that challenges the viability of the print newspapers. The fourth part explored the current state of the Internet and social media use in South Africa. The fifth part appraised several analyses on the future of print newspapers. The final part focused predominantly on print newspaper survival within the context of South Africa and with reference to certain African countries. This study considered these issues at the global level and applied them within the context of the study location. It does so through the exploration of their impacts and values.

## 2.1 NEWS-MAKING AND JOURNALISM IN NEW MEDIA AGE

Prior to the emergence of the new media, a major aspect that unified journalism practice is how certain stories are constructed and presented by the newspapers or news organisations the public consumes as the news (Obalanlege, 2015: 64). Hall, Critcher, Jefferson, Clarke and Roberts (1978: 53), had described the news as, "an end product of a complex process that begins with a system of sorting and selecting of events and topics according to a socially constructed set of categories". Barbie Zelizer (2004: 24), in her

book 'Taking Journalism seriously', defines news as "new information about a subject that is shared with some portion of the public that reflects on whatever is on culture or society's mind". That news is what the editors said it is, what the public want to read, or as what will sell papers and what newspaperman choose to make it. Zelizer further conceptualised news as a series of activities including, newsgathering, production, archival, copy reading and feature writing, concludes that a popular trait to define news is to admit their partiality (Zelizer, 2004: 24 - 26).

The concept of news making is closely linked to the discourse of "Encoding and Decoding" of media materials (or messages), which according to Stuart Hall (1993), plays a fundamental role in communication exchange. Hall argued that encoded meanings "have the institution, political, and ideological order imprinted in them and are liable in buttressing dominant or hegemonic ideas, of which, journalists, editors and sub-editors are recognised as encoders" (Hall,1993: 93). Hall's articulation of the concept helps us to understand the importance of encoded media messages.

News as a media message consists of different genres, which according to Allen Bell (1991: 3), everything other than advertisement, particularly in a newspaper, is called 'editorial'. A typical newspaper contains articles of hard news, service information, opinion, special-topic news and headlines. Hard news consists of reports on accidents, crimes, announcements and other programmes that are considered newsworthy. In general, hard news is the staple product of a newspaper.

Service information is another aspect of editorial that covers sports and business pages. Opinion is a statement that is written by newspaper leaders or editorials, adding their views on a particular topic. Special-topics news contains sports, racing, arts and computers. While headlines are simply crossheads or subheading, by-lines and photo captions.

The basic distinction on news stories that are covered in a newspaper are drawn from hard news and features. Deducing from the perspective of feature articles, these are stories often referred to as soft news. Features are presented as longer articles that covers immediate events (Bell, 1991: 4). These types of news provide background or editorialised (by-lined), with the writer's name. In this type of news story, journalists are giving more liberty to choose a writing style. Some features are also written by the public (non-journalist).

The track of news story in small newsrooms usually involve a news source, chief reporter, journalist, subeditor, editor and receiving media. While in larger news institutions newsrooms, the flow is more complex. The roles in producing news in large newsrooms encompasses principal -professional news institution, author - journalist, editor overseer, copy editor or interpreter, and animator – transmitter (news reader) or technician (printer). In addition to these roles, there are sub roles, such as, newsroom position and language function (Bell, 1991: 6). Furthermore, there is an element of international news. The path of producing international news adds more complexity in large newsrooms. It involves agency regional bureau, agency central bureau, national agency that are in the receiving country and local news outlet. In this type of news, there are copy editors who are entrusted with the right to

change the language at each stage. It is for this reason that Bell (1991: 6) postulates, "the flow of international news is massive and complicated".

Other assumptions on news suggest that the concept is an individual or as an organisational product. Hamilton (2007: 7) explains this idea within the context of 'news economy', states that news varies in many countries. According to Hamilton, news-making depends on three important elements in news markets. It deals with the motivation of media outlet owners, the availability of information dissemination technologies, and the property rights that govern how information is created and distributed. In this line of thinking, for any news media institution, the type of stories they focus on depends on the enthusiasm readers express for information, which essentially determine how economics shape news decision of that media outlet (Hamilton, 2007).

The concept of news, in terms of production process, has always been premised on the traditional '5Ws' journalism ethics (that is, Who, What, Where, When and Why) when crafting stories. However, a different set of questions may be pursued by reporters in which stories that actually made it to the newsstands or news marketplace we read as news can be determined (Hamilton, 2007: 8). They are, (1) who cares about a particular piece of information? (2) What are they willing to pay to find it, or what are others willing to pay to reach them? (3) Where can media outlets or advertisers reach these people? (4) When is it profitable to provide the information? and, (5) Why is this profitable? This new perspective towards news-making demonstrates the extent to which news making, once regarded as a public service or in the interest of the public, has become an individual or organisational products. The particulars of this argument therefore

expounded that news is now a product of market forces (Hamilton 2007: 8). This news products are often influenced by consumers interest or expression for a particular information. In that case, it can be influenced by the price and quality of the goods. It is also important to note that the public desire news for its entertainment value, or as a pleasure. Also, readers are able to garner more knowledge, which are crafted by news reporters (Hamilton 2007).

On the notion of journalism, Bell (1991: 147), refers to journalists as professional storytellers in the contemporary world. The responsibilities of a journalist deal with the collecting, collating and reporting of news. It also involves a routine selection of events that encompasses the basis of their story-telling ability, as well as, the strings of decisions they have to ponder over in order to generate news stories.

The arrangement of headlines, image, text and illustration among other journalism practices that are produced in a factory-like process shaped by technology, are some of the characteristics that a journalist must possess. For this reason, Hodkinson (2011), clearly states that, the processes involved in news-making are taxing because, journalists are expected to filter excessive amounts of events and issues relating to a particular day into a bulletin or newspaper. Hodkinson, furthermore, identified two sequential stages that are applicable in news-making to include, "(1) the selection of events and issues on which to base the news stories and, (2) subsequent construction of such stories" (Hodkinson, 2011: 128 - 129).

The idea of what makes a story newsworthy enough to form part of the news selection that is published in the newspaper, in addition, revolves around the

differences of 'priority' and 'emphasis' between news providers especially, the stories they cover daily (Obalanlege, 2015: 69). The perception on priority and emphasis portrays the importance of news routines in journalism practices. In other words, it is a repeated practices and forms that are seen as an easier mean a journalist is able to accomplish assigned tasks, and in the process strive to meet production constraints - collecting, collation, printing and distribution (Obalanlege, 2015: 69). These routines are simply a manageable ploy that enable journalists to accomplish news making tasks. Mostly notably, when handling an increasingly vast amount of information that must be converted to news (see Shoemaker and Reese, 2013).

Owing to the changing media landscape, news production and consumption have been transformed. Some of the processes that are applied in news-making seem to have been reformed. It is no longer the same as they were prior to the emergence of the new media in the twenty-first century (Alejandro, 2010: 5). For instance, in pre-satellite news, people waited for newspaper delivery at the doorsteps. This practice is increasingly becoming historical due to the transfigurations taking place in the media environment. The news production and the series of activities required, for instance, those offering long-form news analysis are costly, are not entirely financed by the cover prices charged for a newspaper. Rather, news production is mostly covered by the revenue generated from advertising (Chandrasekhar, 2013: 29). This conclusion was drawn from the crises confronting the current revenue model triggered by the evolving new media platforms. It is also interesting to acknowledge that news-making practices have been transformed in a manner that has become more personalised, more service-oriented and less institutional.   Quinn (2005: 29-30), describes it as a type of media

convergence. This now remains the defining paradox confronting the print media institutions as a consequence of the technological meteor.

## 2.2 THE NEW MEDIA AND ITS EFFECTS

One of the most popular trends in the media and communication field in recent times has been the rise of the new media, particularly the Internet and social media platforms. Since the growth of the Internet and the development of smartphones, the news media dominant control of the news market is at risk (Berger, 2009; Ward and Wasserman, 2010; and Franklin, 2014). This is due to the fact that people now have access to information they seek in real time, which they can be obtain from ''microblogs' (see Sullivan, 2012: 773-779).

The Internet, perhaps, the most dynamic components of the new media, was initially developed to serve as a communication network for the military, as well as, for scientists. The Internet, in recently time, has expanded from a specialised medium (mostly utilised by university and computer experts), into a global phenomenon (Craig, 2005). It has since developed into a global marketplace.  Millions of people today engage in several media activities using the web daily.

The expansion of the Internet, which also promoted the use of personal computer, has led to an increased participation, reorganisation of information and social interaction across time and space (see Slevin, 2007: 1-5). The Internet also formed part of the most severe challenges and excitements we experience today. In connection to journalism and news making, the Internet has enabled the public to learn of the latest events around the world in real

time. It has therefore resulted in a visible disconnection between the news media (especially, print newspaper) and the public.

Earlier studies, such as, Hackett and Zhao (1998), Noack (1998), Rosen (2000), Pavlik (2001) and, Ewart (2003), are a few among many who attested to the apparent impact of the new media on the mainstream media. While these studies are by no means unimportant, they described the pragmatic approaches that defines the newspaper industry. For instance, the long held one-way mass communication paradigm has given way for new media to flourish. As an underlining factor, the developments occurring in media communication technology has enabled readers to act as transmitters as well as producers using these sophisticated new media technologies (Rajendran and Thesinghraja, 2014: 609).

The newspaper industry, in the past, viewed the Internet as an insignificant or inappropriate medium to conduct newspaper editorial activities. Given the changes taking place in the modern media environment, of which, the Internet is in fact the catalyst, the newspaper industry has been forced to rethink (Chandrasekhar, 2013: 30). It is not surprising that many online news sources have emerged ever since, to the detriment of the print newspaper. In this connection, Dragomir and Thompson (2014: 11) state that, "the new media have transformed the news business, influenced news values, professional ethics, working conditions, newsrooms and media contents". The new media has also promoted abundance of news content online, often, for free. This is certainly a pattern that differs considerably from that of print newspaper.

In exploring the differences and complementarities between the traditional media and new media, a remarkable distinction is that the mainstreams media, in general, are highly centralised and requires substantial investments and resources to thrive. Based on this idea, Rajendran and Thesinghraja (2014: 610), contended that the government, using various mechanisms and forms of control, to some extent, manipulate the traditional media. This assertion is relevant to the situation that happened in South Africa. For instance, two years following the transition from apartheid environment in South Africa, the constitution that was introduced in 1996, promoted freedom of expression. Yet, the media remained susceptible to political interference.

According to Berger (2010: 296-300), the African National Congress (ANC) in 2010, suggested for establishment of Media Appeal Tribunal. The outcome would have resulted in an indirect suppression of media freedom. The ANC also attempted to introduce a Protection of State Information Bill, also seen as a move by which media publishing freedom could be curbed (see Jordann, 2013: 25). Even in this present media environment, the media freedom in South Africa has remained fragile, especially the print media sector (see Kruger, 2017). These are various parameters through which the mainstream media publishing space and freedom can be controlled directly or indirectly by outside forces. It, therefore, created a worrying culture of self-censorship within the journalistic community (Rajendran and Thesinghraja, 2014: 610). In addition to this, the traditional media places enormous power in the hands of reporters and editors. Consequently, journalists have been able to influence the content of media and public opinions. Whereas, the new media encouraged other means for story telling based on its potentials to create

outlets for non-traditional means for news and information (Sanusi, *et. al.,* 2015: 12).

The new media in contrast to the traditional media, are decentralised. This means that big budgets or investments to establish a new media platform are not necessarily required. The new media provides greater interactivities and public participation. Taking the new media complex nature into consideration, we can deduce governments' inability to control or to regulate most activities that are paddled using these new media technologies (Rajendran and Thesinghraja, 2014: 10).

The new media activities, especially those facilitated by the Internet, have also become more accessible since the growth of the web as an information space. Unlike the traditional media, the new media combines text, pictures, video and audio simultaneously in its presentation. With the new media, audiences (or readers) are able to enjoy features of radio, television and newspaper at the same time (Sanusi, *et. al.,* 2015: 12). Although, the production of the new media requires certain level of educated workforce. Also, there are always a new processes and techniques of production that continuously needs to be mastered. (Fourie, 2010: 154).

It is as a result of these complexities the new media embodies that the present newspapers industry has witnessed remarkable changes in production and distribution. Kung, Picard and Towse (2008: 2), acknowledged that, "the Internet has established itself with remarkable, perhaps, unprecedented speed as an integral part of everyday life for many people all over the world, at work and in the home". The transformed media environment has also led

to the 'deterritorisation'[8] of the news. This implies that the user, creator, and news subject are not obligated to share a similar national frame of reference (Kung *et.al.*, 2008). Furthermore, the fact that the new media are not centralised makes the medium dynamic; millions of individuals have embraced the platform as their preferred outlet for news and information consumption (Deuze, 2003: 204-220). Hence, a visible disconnection between the traditional media and the public has been observed.

*A perceived disconnection*

The new media conceivably has brought many complexities to the legacy media, the print in particular. Since the proliferation of the Internet, a new form of distribution platform has been promoted including, interactivity as well as convergence of both public and private media.  As a result, members of the public now have access to various means for their news consumption (Quinn, 2005: 30-32; Fourie, 2010: 154). While the perception that local television news (perhaps, most relevant old media in the contemporary media landscape), seemed to be the most accessed source of news for consumers between the ages of 18-34, the Internet, on the other hand, posed great danger to the news industry in general and print newspaper in particular (see

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[8]Deterritorisation is a phenomenon reasoned to be the effect of globalisation due to increasing complex connectivity and has changed media cultures differently from the mainstream media culture. It is the modern global movements, seen to have a distinct collective culture that serves to unify, despite range or geographic locations, which according to Hjarvard (2001: 10), is the globalised public sphere that functions as a process rather than single entity, a process through which public communication becomes restructured and partly disembedded from national political and cultural institutions, and which bring changes to media environments because they induced both fragmentation and interconnectedness.

Allen, 2010). Consequently, the print media industry is constantly tinkering over their future, having witnessed an inundated decline in number of newspaper circulations and revenue globally.

With the new media (using the Internet and without restriction), it is now possible for people to freely create stories as well as to receive feedback on these stories (Rajendran and Thesinghraja, 2014: 609). Since the mid-1990s, as Mitchelstein and Baczkowski (2009: 563) observed, the Internet has been incorporated into the daily routines of an increasingly large segment of the population.  The structure of the new media provides not just access to the new markets, but has also transformed market segments[9] into audiences, in turn, transforms audiences into consumers of particular media services or products (see Geniets, 2013).

Many people, as of late, have better access to breaking news stories than in the past. Locksley (2009: 1), is of the opinion that the changes taking place in this modern media environment is moving at a "pace where the print media is playing a catch-up, due to the digitisation of content from its global distribution through digital platforms to digital devices". Botha and De Beer (2007:1), also deduced that reporting has moved from a position where conventional media dominated the landscape, to where the Internet and satellite technology have enabled all those with Internet access to become 'journalists' of sorts. The conclusion drawn from this current state of the media

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[9] Market segmentation (or segment) is one of the useful tools used by marketers to define target markets. It is the process of dividing a market of potential customers into groups, or segments, based on different functions. Demographic, behavioral, psychographic and geographic are the main types of market segmentations.

is that, technological advancements have changed the way we live our lives (Spyridou et. al., 2013: 78-81).

The development of user-friendly, low-cost online content management tools like Moveable Type, Blogger.com and Manila in the United Kingdom according to Neil Thurman (2008: 40), have led to the growth in the number and popularity of independently published websites. Thurman argued that the space traditionally occupied by mainstream media, the print for instance, has been overtaken. And that most readers in the United Kingdom have embraced online news sources. The point is that readers feel these new media platforms provides them with certain leverage or opportunity to voice their opinion that has been marginalised by the mainstream media. Thurman, therefore, concluded that new media has now dominated the news landscape because, the new media supports interactions between readers and newsrooms. In turn, journalists are able to relate with their publics. This has caused a palpable decline in print circulation (Thurman, 2008: 154).

Gerhard and Schafer (2010: 146-156)'s study in Germany also attested to the growing influence of the Internet that has resulted in the disconnection between the new and traditional media. According to Gerhard and Schafer, the Internet has given rise to an expectation whereby people are no longer dependent on mainstream media to learn of current events. Parallel to the observations made by Thurman (2008), in the United Kingdom, Gerhard and Schafer (2010), concurred that people are embracing the new media channels because, the new media has drastically promoted independent opinions. Readers can also interact with journalists directly, and to engage in discussions with various individuals connected to the same medium.

Furthermore, Gerhard and Schafer (2010), noted that the new media facilitated a shift towards an idealised participatory model[10] of the public sphere, which is driven by low entry barrier that has made the Internet an easily accessible medium.

Within the context of the South African media landscape, Botha and De Beer (2007: 198-204), in relation to the perceived disconnection between the news media and the public, underlined several factors to include, citizen journalism, lack of content diversity, lack of objectivity and the constant government meddling with news media activities. With the espousal of the new media in the news industry, Botha and De Beer thus recommend the need for journalists to review the scope and significance of the changes taking place in the field of journalism in the country (2007: 204).

Guy Berger (2009: 355 - 366), study on how the Internet has impacted news media, observed a setback on international news stories. Berger stressed that the Internet has shaken up traditional distinctions between local, foreign and international news. For instance, prior to 1990s, there was a major concern about 'imbalanced' international news, which prompted New World Information and Communication Order (NWICO)'s intervention (see MacBride, 1980). The outcome of the NWICO intervention led to neoliberal

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[10] What this implies is that the public are now able to voice their opinion without restrictions or limitation due to new media complexity and flexibility. The participatory model therefore promoted the rise of citizen journalism and public journalism, which has enabled audience in communicating ideas on a particular issue affecting them. In a sense, people can easily go on social media platform and engage in an interactive dialogue with news media online platforms over a particular issue, either to critique or support an idea and in some cases are implemented by the government.

economic and media policies' implementations for a single integrated, commercial system around the world, in which the United States-based super-companies dominated. As Berger (2009), further noted, the United States, United Kingdom and France/Europe were expected to become the key providers of International news (see Hjarvard, 2001: 26). Contrary to the dire concerns, one-sided international news flow did not turn out as expected due to the rise in regional media power outlets (Berger, 2009).

In addition, it is stated that since the introduction of the Internet, the dominant control of the international news by established news agencies has been disrupted. This is because, the Internet through its granular network, constitutes a completely different structure to that of 'old' media model. Informed by this thinking, Berger (2009: 356), concludes that anyone with a website and Internet access can become an international news distributor. This has now led to several speculations that international news in the print newspaper is likely to drastically decline.

Postmodernism, innovations of communication technologies, political tyranny, as Tomaselli (2009) alluded, contributed to the uncertainties around the disconnection between readers and the print newspapers. The new media technologies have shaped the way the public, especially the youth, interacts with each other. The new media also changed the way knowledge is stored, accessed and consumed (Tomaseli, 2009: 10). In addition, the new media (like the web), has challenge the way truth is constructed. The new media as a system has enabled the "construction of narratives and representations by which people make meaning of their world" (Tomaselli, 2009: 13). Tomaselli emphasised further on the state of affairs within the African political

landscape, notes that the self-promotion attitude of most governments in Africa is a major concern confronting the print newspaper as an old media (Tomaseli, 2009: 10). The repercussion has therefore led to the assumption that the public will always view print newspaper content as somewhat structured in a way that reflects the interest of the government, rather than the reader as they seek the news elsewhere (Tomaselli, 2009: 9-11). Subsequently, there are various claims that the public will continue to ignore the news media.

*Impacts on Print Newspaper Circulation*

In this modern media environment, the fact remains that newspapers have been negatively affected. This is evidenced from the steadily declining newspaper circulation since the proliferation of the Internet and social media news sites, as well as, economic issues. In the United States for instance, newspaper circulation report revealed that newspaper declined significantly in the year 2017, due to unprecedented digital news consumption by readers (Grieco, 2019)[11]. The report also indicated that the United States daily newspaper circulation, both print and digital, was 31 million for dailies and 34 million for weeklies, but has since declined by 11% and 10% respectively from the previous year. At the same time, the daily print newspaper circulation dropped by 11% and the weeklies circulation by 10%.

A survey on the newspaper market in Europe, reported by Statista (2019), revealed that in 2015, there were four billion newspaper readers worldwide,

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[11] https://www.pewresearch.org/fact-tank/2019/08/01/large-u-s-newspapers-layoffs-2018/
[Accessed 4 September 2019].

and out of this figure, 1.3 billion read the newspaper content using digital platforms. Though the report indicated that print still leads the news market, newspaper was projected to decrease by 3% in the year 2020. Digital platforms, on the other hand, were expected to grow by 9.8% in the same period. Also, the popularity of the print newspaper decreased among citizens in 28 European countries with circulation dropping from 37% in 2012 to 29% in 2016, while digital newspapers increased tremendously. The decrease in print newspaper circulation equally affected newspaper industry in terms of advertisement revenue. The European newspaper advertisement expenditure dropped from 22 billion euro in 2009 to 15.7 billion euro in 2015 (Statista Website, 2019)[12].

Another interesting fact that is pertinent to this study revealed that, in 1995, Germany had just five newspaper websites. This number has since rocketed, from 5 to 700 online news outlets. According to Statista (2018)[13], daily newspaper circulation in Germany from 1991 to 2018, experienced a steady decline. In 1991 for instance, there was a total of 27.3 million newspapers in circulation daily, however, this figure has dropped to 19 million copies in 2011, while in 2017, the total copies sold was just 14.7 million indicating a steep drop in print newspaper circulation figure. It is for this reason that Stark and Bergerhoff (2017:253), remarked, "since the dramatic transformation of the news media environment, there has been an unparalleled supply of news from multiple media sources for users". They further add that online news platform gives people more content of choice, control and the opportunity to

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[12] https://www.statista.com/topics/3965/newspaper-market-in-europe/ [Accessed 10 June 2019].
[13] https://www.statista.com/statistics/380784/circulation-daily-newspapers-germany/ [Accessed 10 October 2019].

customise their news consumption than in print. The public in Germany have developed the desire to use mobile devices to read the news on the go.

Within the local context, the case is slightly different when compared to the developed countries on print circulation decline. Yet, there has been tracks of increasingly decline of newspapers since the recorded increase in 2014. Tracking back to 2014, newspaper increased in circulations, but when compared to 2017, 2018 and 2019 circulation figures indicated a sizeable decline. See figure 9 and 10.

Figure 9. Newspaper Circulation in Q2 2014
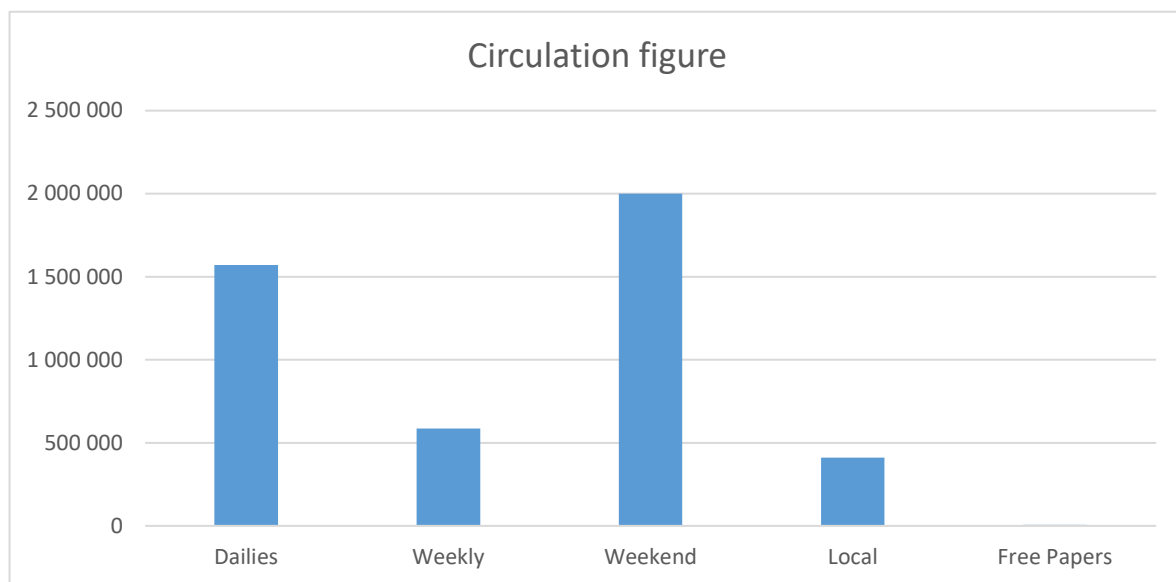


Source: Adapted from (Manson, 2014).

Figure 10. Newspaper Circulation in Q3 2017



**Circulation Figure**
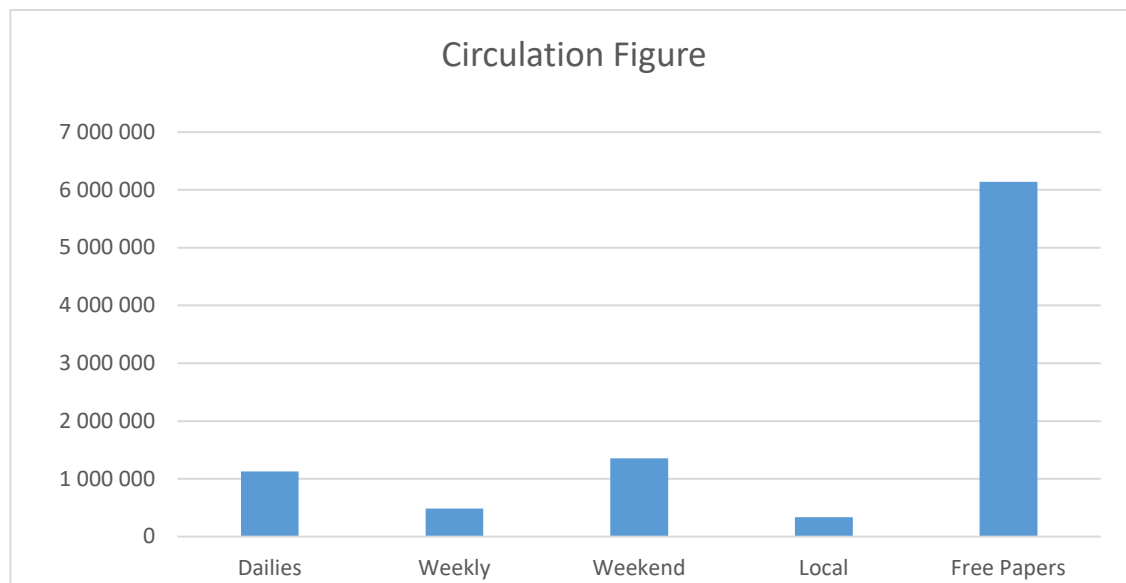
Source: Adapted from (Manson, 2017).

The declining syndrome of the print newspapers was also witnessed between the years 2018 and, in the first quarter of 2019, but with exception of the local papers. See figure 11.

Figure 11. Newspaper Circulation between 2018 and Q3 2019

| Newspapers | 2018 | 2019 |
|------------|-------|------------------|
| Dailies | 11.7 % | 6.0 % |
| Weekly | 7.9% | 1.3 % |
| Weekend | 14% | 6.6 % |
| Local | 4.6 % | 0.2 % Increased |

Source: Adapted from Manson, 2019.

This state of currency, as regards print newspaper industry, is becoming more alarming. It goes to show the extent of the new media impact on print newspapers.

Vanishing print newspaper titles is another area the new media impact on print newspapers. Studies have shown that across the world, daily newspapers are shutting down or shrinking, mostly in newspaper sizes, newsrooms and, in the number of copies produced daily (DeBruin and Ryckman, 2009)[14]. In the United States for example, *The Rocky Mountain,* a daily newspaper in Denver, Colorado, United States, was established on April 23, 1985, owned by the Scripps Company, shut down on February 27, 2009 (see Jones, 2019)[15].

Another popular daily newspaper that received a blow from new media, though not on the basis of liquidation, but a migration to digital only, is the *Seattle Post Intelligencer.* The newspaper title was established on December 10, 1863. As a major daily newspaper, *Seattle Post Intelligencer* closed its print production on March 16, 2006 due to reduction in circulation and revenue generation since the year 2000 (see Richman and James, 2009)[16]. The sudden pressures from new media and loss of advertising revenue may have directly precipitated these newspapers' closures. However, the main

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[14]

https://web.archive.org/web/20090228023426/http://www.rockymountainnews.com/news/2009/feb/26/rocky-mountain-news-closes-friday-final-edition/ [accessed 23 January 2019].

[15] https://www.poynter.org/the-rocky-mountain-news-a-decade-later/ [accessed 8 October 2019].
[16] https://www.seattlepi.com/business/article/For-sale-The-P-I-1297085.php accessed 24 January 2019.

culprit to this upshot is linked to steady decline in daily circulation (Shaker, 2014: 132).

Other popular newspapers, such as, the *Washington Post* and *New York Times*, have since embraced digital platform in view of putting an end to their print edition in the near future. According to the *New York Times*, CEO Mark Thompson, the print version of the paper could cease production in as little as ten years on the basis of fallen revenue (Ell, 2018)[17].

Elsewhere in the UK, *The Independent,* a national British daily newspaper, closed its print publication (including *The Independent on Sunday*), in March 2016 and became a digital-only read (*BBC News* Website, 2016)[18]. Similar to the trends of print newspaper migration to digital-only platforms, a notable South African premium newspaper that has closed its print edition is *The Times*; an offshoot of the *Sunday Times,* owned by Tiso Blackstar Group (currently goes by the name Arena Holdings, as discussed in the introductory chapter). The paper closed its print edition on November 2017 to digital-only delivery (Trench, 2017)[19].

These uncertainties surrounding the future of print newspaper around the globe represent dire challenges to the print newspaper industry. Though the demand for news has not fallen and with no effects on quality of news, as noted by Richman and James (2009). However, the fact remains that the

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[17] https://www.cnbc.com/2018/02/12/print-journalism-may-last-another-10-years-new-york-times-ceo.html accessed 8 October 2019.

[18] https://www.bbc.com/news/uk-35561145 [accessed 9 October 2019].
[19] https://www.timeslive.co.za/ideas/2017-11-14-the-times-is-dead-long-live-the-times/ [accessed June 10 2018].

revenue model often generated from advertisements is changing faster than newspapers can cope. Based on this assessment, the diminishing advertising revenue and migration of readers to online news media, has shaken newspapers large and small around world. In view of these complex characteristics of the new media and digital journalism practices, newspaper firms are in constant tinkering with various alternatives to newsprint (see Boczkowski, 2004: 270-271). The following part will discuss the term digital journalism.

## 2.3 DIGITAL JOURNALISM AND ITS EFFECTS

The new media and its characteristics are closely tied to digital journalism (or online journalism) activities as far as news making and distribution is concerned (Bosch, 2010: 265). The notion on the concept of digital journalism though seemed to be lacking in consensus among scholars as to what the term entails. The reason, digital journalism is somewhat broad and has been deciphered in many ways (citizen journalism, participatory journalism or public journalism). In underscoring the concept, Kawamoto (2003: 4), describes the term digital journalism as the use of digital technologies for various purposes, but not limited to research, production and delivery of news and information to numerous computer literate audiences. The features of digital journalism also comprise of hypertextuality, interactivity, nonlinearity, multimedia use, convergence, customisation and personalisation (Kawamoto, 2003; Bosch, 2010: 265).

The introduction of Web 2.0, a second generation of the World Wide Web (Solomon and Schrum, 2007: 2), which was an upgrade from Web1.0 by Tim O'Reilly (2007), has permitted instant (or real-time) interaction implanted in

its dynamic nature. Web 2.0 has friendly interface that enable easy operation and has become a global phenomenon. It sharply contrasts with Web 1.0 due to its static design - a desktop application. Web 2.0 also allows navigations and flexibility, and cannot be confined to a particular boundary. Web 2.0 operates within a global space of web applications that are easy to use. Web 2.0, in addition, has contributed to the current level of communication pattern, through which producers and consumers are now able to interact when connected to the Internet (Solomon and Schrum, 2007). Given the significance of Web 2.0, digital journalism has expanded. This means that people may choose to explore new communication models and manage it entirely without seeking permission (Alejandro, 2010: 7).

While these innovations in media technologies may seem complex for traditional journalists to reflect on, they equally have substantial resources available to them. The new media provide substantial resources that enable journalists to do their job in a way they would have never imagined possible in the past (Cohen 2002: 537-540). The media system has been revolutionised following the innovations of communication technologies that has afforded journalists many sophisticated tools. Conventional tools, such as, pen, paper and typewriter have expanded to encompass telephone, tape recorder, video camera, digital camera and computer (Craig, 2005). These additions to journalists' tools have made it possible for journalists (although with competent skills) to gather more information from government archives, computer database, as well as, the Internet among other sources.

Another aspect worth noting is that these journalism tools equally have unparalleled ability to transmit news and information across the globe in real

time. These tools offered individual journalists the needed space and tools to exert certain level of influence than before. This is parallel to Shuen (2008: 1-4)'s conceptualisation of the concept 'do it yourself' (DIY), which is consistent with the perception linked to bloggers and social media commentators that has grown popular, often, referred to as 'cyber celebrities' or Internet celebrities. The new media platforms have wider reach, in that, non-professional journalists and the public have exploited these tools for the same purpose as professional journalists.

Mitchelstein and Baczkowski (2009: 586), highlight four aspects of changes in journalism practices in recent years to include, modification in "editorial workflow, alteration in news-gathering, acceleration of temporal patterns of contents production and convergence of print, broadcast, and online operation". These factors, especially, the convergence of print, broadcast, and online functions, deeply influence the drive for convenience among media consumers, thereby changed the way people access news and information and make use of it.

Increased pressure to engage in multiple tasks is another way news-making practice have been altered for most journalists. This is connected to the implications of new communication technologies that have aided human interaction with one another within societies. It has also changed the news landscape in the sense that journalists are now required to merge newsgathering and story-telling techniques in different media format (Cawley, 2008). This type of practice (multitasking), comes with certain pressures, in that journalists are expected to combine long-standing workflows with new demands for stories (see Bromley, 1997).

Saltzis and Dickinson (2008: 218), also deduced that multitasking increased workload, pressure and deskilling of journalists. Other scholars equally stressed that additional labour and speed pressure undermine journalists' craft; they are expected to engage in an additional task for the same salary as before (Deuze, 2004: 144). These alternations in journalism tasks shows explicitly some of the strains the new media technology has brought to the newsroom. Nonetheless, the new media also initiated certain positive function in the newsroom, namely, flexibility, which has enabled journalists to fulfil tasks in record time (Saltzis and Dickinson, 2008: 218). Hence, newspaper journalists intensify every effort to keep up with the new media environment.

The changes taking place in the media, according to Fourie (2010: 154), has expressively transformed journalism professions in terms of the "radical new processes and techniques" applied in news production to include, knowledge and skills. Fourie is of the opinion that, the innovations of new communication technologies have made is easier for the publics to consume the news. This has resulted to regular shifts in journalism etiquettes in response to the new media environment. There have been a few modifications in media policies, audience needs and expectations, as well as, fragmented news markets. All these transformations have thus made the media environment uneasy for journalists, above all, their employment, the perceptions of their professional roles, professional values and the future of the print media (Fourie, 2010). This points to the conclusion that new media has inevitably subverted old media control paradigm (see McNair, 2005: 151-163).

Other views, in contrast, have espoused that digital journalism has contributed to the diversity of content in the media. Bosch (2010: 266-270), for instance, observed that digital journalism involvement in news-making actively provides independent, reliable, accurate, wide-ranging and relevant information that is required in a democratic society, as oppose to the traditional media model. Pavlik, (2001: 5-10), also agrees that digital journalism provided new opportunities for journalists in modern day and created a new storytelling technique that engages audience in more navigable ways.

Rosen (2000: 679-683), upholds that digital journalism emerged as a critique to traditional journalism, with reason being that traditional journalism is gradually deviating from their key purpose of service to the public. According to Ewart (2003, np), digital journalism emerged on the basis that the traditional journalism gives extensive considerations on commercialisation. Ewart's study in Australia, found that Australian print newspapers ignore serious news stories with increasing focus on profit. Ewart further added that the regional newspapers have adapted the use of informational technology to complement the Australian news market. Given these conclusions, digital journalism emerged in an attempt to bridge the gap left by the newspapers in providing serious news that the public seek to read. It is in this process that digital journalism activities and involvement in the news market was speculated to have distorted the ways in which the traditional journalists do their work, and by so doing changed print journalism output (Ewart, 2003: np).

Berger (2011: 722), supports the idea that the development of digital journalism and their involvement in mass communication crucially improved

the deficiencies in the media. Given the accounts of apartheid South Africa, the government at the time, strongly controlled the press and impinged on freedom of expression. As such, the development of citizen journalism, as Berger contended, may have ended the monopolistic nature of the mainstream journalism practices that tended to lean towards economic advantaged individuals. The underlying assumption, as Berger firmly points out, expounded that digital journalism somewhat contributed to the change in the media. Digital Journalism also permitted varieties of news and information that are available in South Africa through different news channels and together with change in proximity and interactivities. The implication hence shows that the ability of the media that once functioned as a mechanism through which the citizens can enter public life and democratic has been curtailed (Berger, 2011: 723).

Despite these latest happenings in the news industry; the new media impacts and emergence of digital journalism. It is vital to note that professional journalists' objective as established news reporters have not changed (Rajendran and Thesinghraja, 2014: 610). To report the news as fast as possible and accurate has largely remained professional journalists' central objective. However, there are contentions that professional journalism ideology, the demand for truth seeking, may have been lowered as new media practices continue to challenge professional norms applied in news-making (Rajendran and Thesinghraja, 2014). In addition, the new communication technologies have significantly promoted the paddling of inaccurate information. As a result, professional journalism outlook appeared to have been jeopardised.

There is no doubt to the knowledge that the new media has promoted varieties of information online. In order to keep readers informed, to adapt to the current trends in the media, most media organisations in South Africa have embraced multi-platform journalism. The newspaper houses have implemented the act of content sharing between prints and online. It then serves as an indication of how the new media is changing newsrooms, together with the news market. On this account, many print newspapers, local, regional and national, have since established online presence in the country. It is worthwhile at this juncture to examine the Internet usage and news sites in South Africa. This is an attempt to give a rounded picture of the current media landscape in the country.

## 2.4 THE INTERNET AND NEWS SITES IN SOUTH AFRICA

South Africa is one of the most technologically enriched countries in Africa, as well as, within the developing countries. The first ever Internet connection in South Africa began in 1988, as Mike Lawrie (1997)[20] noted. The link was believed to have been connected between Rhodes University, a small town, then called Grahamstown, and the home of Randy Bush, in Portland, Oregon. It began operation in the year 1989. However, the superhighway Internet service in South Africa, that is still expanding today was acquired in the 1990s (see Brown *et. al.,* 2007: 145-172).

The popular notion on the Internet is closely linked to Habermas (1989: 144-154)'s, postulation of the public sphere, the exchange of political communications between the press and political institutions, including

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[20] http://archive.hmvh.net/txtfiles/interbbs/SAInternetHistory.pdf [accessed 9 October 2019].

parliaments, salon and other public spaces. Supposedly, as a space where ordinary people in a given society can meet and deliberate, completely free from state or religion dominance. Though, there are many criticisms regarding the notion of the public sphere, this study however briefly analysed Fraser (1990: 57-63)'s standpoint on the matter. Fraser argued that Haberma idealisation of public sphere constituted a number of noteworthy omissions, namely, gender and social inequalities.

In simple terms, Fraser (1990: 66), considers Habermas' idea of the public sphere as one-sided (singularity), which invariably focused on masculinist ideology, of which, women and their political life was largely excluded. Habermas' postulation of the public sphere was deemed unsatisfactory. As such, Fraser (1990: 66), recommended for "societies to accommodate contestation among plurality of competing public sphere, rather than singularity". The essence of her argument was that, the inclusion of diverse groups in a society would better promote participatory egalitarianism, compared to a single and comprehensive public sphere (Fraser, 1990: 66).

The main point stressed, as discussed above concerning the public space, divulges that anyone can become a participant. It is, therefore, presumed that a society where freedom of expression and association is practiced, would likely to be inhabited by social groups with diverse values (Fraser, 1990: 68).

In line with the above thinking, the Internet as of late, has become a place that has facilitated the creation of modern political public sphere (Bosch 2010: 268). The Internet, given its dynamic nature, is not one sided, diverse social group have embraced it, not just for communication needs, it has

supplemented political participations. This is evident in South Africa, taking a closer look at the increasing number of Internet users that is still growing to date. See figure12.

Figure 12. Digital Population in South Africa as of January 2019
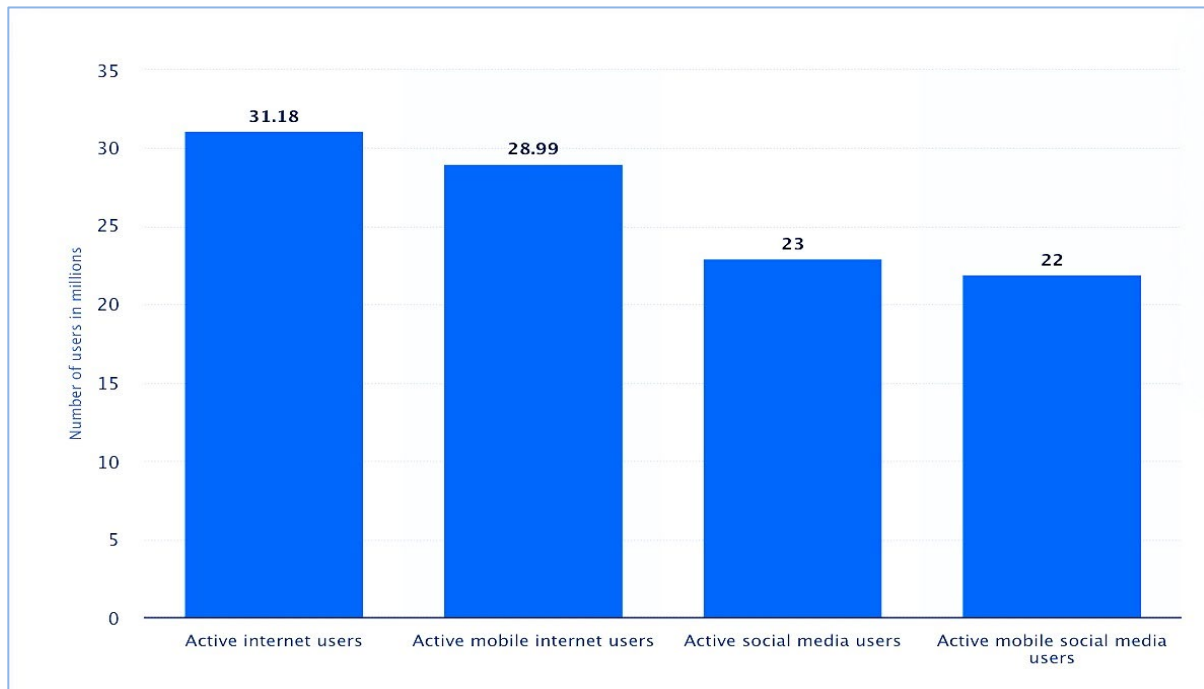


Source: Statista, 2019

As seen from the figure above, the number of Internet users in the South Africa is on the rise. This serves as a confirmation of the new media spread. According to *World Factbook* report, there were 29.3 million Internet users in South Africa, as of July 2016 (Central Intelligence Agency Website, 2016)[21].

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[21] https://www.cia.gov/library/publications/the-world-factbook/geos/sf.html [accessed 7 February 2019].

This figure has since increased to 31.18 million users, as at January 2019 (Statista, 2019)[22].

Another interesting report on the Internet also demonstrated that local Internet users in South Africa spent an average of 8 hours, 23 minutes, using the Internet daily. This means that South Africans spend more time online than many other countries, including the United States and Germany, but not as much as Philippines and Thailand, where citizens spend an average of more than 10 hours daily. As for Internet coverage, however, only 54% of the total population in South Africa use the Internet across various electronic devices compared to other countries. For instance, Germany is said to have 98% of Internet growth, followed by the United States with 95% (de Villiers, 2019)[23].

The characteristics of digital journalism have been underlined as an evolving phenomenon that has taken the mainstream media by surprise. In South Africa, however, the use of online media for news dissemination is not entirely new. Prior to the widespread of the Internet and the deployment of digital technologies, print newspapers, such as, the *Mail & Guardian* and *Financial Mail*, incorporated the use of news sites for news dissemination in mid-1990s. Many other newspaper titles subsequently, incorporated the use of online media between the years 1995 and 2000, as Bosch (2010: 266) acknowledged. The practice of news sites, however, was a short-lived experience for most newspapers, reason being that newspapers were unable

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[22] https://www.statista.com/statistics/685134/south-africa-digital-population/ [accessed 15 March 2019].
[23] https://www.businessinsider.co.za/south-africa-one-of-the-worlds-top-internet-users-hootsuite-report-2019-2 [accessed 15 March 2019].

to sustain the medium. At the time, newspapers merely transferred content online with text-heavy sites, which resulted in a relatively small fraction of readers that were able to use the Internet. As another mitigating factor, the Internet as of early 2000s, was indeed a luxury for most readers in South Africa. Consequently, advertisers considered the medium not encouraging enough in tending to advertising needs (Bosch, 2010: 266).

Owing to the growth in the Internet users in South Africa, the use of digital technologies has become more prevalent by the day, even among journalists. The implication, the Internet facilitated the growths of many online news sites, thus softened many boundaries of professional journalism activities, which according to Fourie (2010: 154-157), resulted in an increased participation of a more active audience. One clear method digital journalism is operated in South Africa, is in tandem with the print newspaper.

In the light of the widespread of the Internet in the South Africa's media landscape, most media operators in the country, including the smaller companies, enjoy a healthy presence online. Within the context of broadcasting for instance, media companies such M-Net (Electronic Media Network), and DStv (Digital Satellite Television), owned by Nasionale Pers (Naspers), have robust interactive websites that attracts audience attention to their television shows (Bosch, 2010: 266; Milton and Fourie, 2015: 185). Likewise, most print media institutions have also adopted the innovation of online news sites, which is seen as an attempt to draw more readers to their print newspaper brands. See figure 13 below for list of popular newspapers and their news sites in South Africa.

*Figure 13: Top National and Regional (Daily and Weekly) in South Africa*

| Newspapers | News sites | Area Distributed | Language | Ownership |
|---|---|---|---|---|
| **DAILY** | | | | |
| Beeld | Netwerk24.com | Gauteng, Mpumalaga, North West, Limpopo and KwaZulu-Natal | Afrikaans | Media24 |
| Die Burger | Netwerk24.com | Western Cape, Eastern Cape | Afrikaans | Media24 |
| Business Day | Businessday.co.za | National | English | tiso blackstar group |
| Cape Argus | Iol.co.za | Western Cape, Eastern Cape | English | Independent Media |
| Cape Times | Iol.co.za | National Western Cape, Eastern Cape | English | Independent Media |
| Citizen | Citizen.co.za | Gauteng | English | Caxton&CTP |
| Daily Dispatch | Dispatchlive.co.za | Eastern Cape | English | tiso blackstar group |
| Daily News | Iol.co.za | KwaZulu-Natal | English | Independent Media |
| Daily Sun | Dailysun.co.za | National | English | Media24 |
| Daily Voice | Dailyvoice.co.za | Western Cape | English & Afrikaans | Independent Media |

| The Herald | Heraldlive.co.za | Eastern Cape | English | tiso blackstar group |
|---|---|---|---|---|
| Isolezwe | Isolezwe.co.za | KwaZulu-Natal | isiZulu | Independent Media |
| The Mecury | | KwaZulu-Natal | English | Independent Media |
| Pretoria News | Iol.co.za | Gauteng | English | Independent Media |
| Son | Son.co.za | Western Cape | Afrikaans | Media24 |
| Sowetan | Sowetanlive.co.za | Gauteng | English | tiso blackstar group |
| The Witness | News24.com | KwaZulu-Natal | English | Media24 |
| The Star | Iol.co.za | National | English | Independent Media |
| Volksblad | Netwerk24.com | Free State and Northern Cape | Afrikaans | Media24 |
| | | **WEEKLY** | | |
| City Press (Weekly) | City-press.news24.com | National | English | Media24 |
| Independent on Saturday | Iol.co.za | KwaZulu-Natal | English | Independent Media |
| Mail & Guardian | mg.co.za | National | | M&G Media |
| Post | Iol.co.za | KwaZulu-Natal | English | Independent Media |
| Rapport | Netwerk24.com | National | Afrikaans | Media24 |
| Soccer Laduma | Soccerladuma.co.za | National | English | Media24 |

| Sunday Independent | Iol.co.za | KwaZulu-Natal Gauteng Nothern Cape | English | Independent Media |
|---|---|---|---|---|
| The Sunday Times | Timeslive.co.za | National(SA Lesotho Botwana Swaziland | English | tiso blackstar group |
| Sunday Tribune | Iol.co.za | KwaZulu-Natal | English | Independent Media |
| Sunday World | Sowetanlive.co.za | National | English | tiso blackstar group |
| Weekend Post | Heraldlive.co.za/ | Eastern Cape | English | tiso blackstar group |
| Financial Mail (News Magazine) | Businesslive.co.za/fm/ | National | English (Digital- Only) | tiso blackstar group |

Source:   Collated by author.

While it seemed that news distribution is quickly moving to digital platforms, as most readers prefer, it does not in any way suggest that news is entirely available for free. Some of these news sites above are mainly used for news breaking among journalists. Also, some of their content is somewhat shallow, while access to quality content online are reserved for paid subscribers, as well as, for print subscribers. For example, the *Independent Online (iol.co.za),* as shown in figure 13 above, is an aggregated news site with open access to breaking news or highlights of developing stories.

The *Independent Online* news site, also provides multimedia services. Deuze (2003: 212), describes multimedia services as multimodality in news sites, understood to be a result of convergence of media modalities (which include, still and moving images, sounds, gestures, icons and performances). In other words, it is the combination of news available in different format and are produced in different sections of one or more media houses. It could also be deduced from a different point of view, as a cross-media ownership, participation or access to multiple platforms for story telling (Deuze, 2004: 451). Given multimedia potentials, the concept is envisaged as an alternative mode for creating more content with less people (Deuze, 2003: 213). This pattern is equally applied by *News24*, one of the most popular news sites with open access to major breaking news linked to several newspapers' titles in South Africa.

It is equally important to note that most news items disseminated using these news sites are sourced from various media platofirms, mostly from websites via users, webmasters, or Really Simple Syndication (RSS) feeds. Scott (cited in Bosch, 2010: 267), refers to this as 'shovelware', that is, the reproduction of news content that has been published originally in mainstream media outlets. These news sites

operate as a medium for news breaking, through which readers can be promptly informed about current events (sometimes developing stories), that are later published in the print newspapers with more detailed accounts on such an event. Although, the trends of moving the news online appeared as a common practice, in South Africa, there are traces of restricted access to quality news content in some popular newspaper sites, which are only available to paid subscribers. Newspaper sites such as, *The Sunday Times, Beeld, Die Burger, Die Volksblad* are some notable examples.

Besides the mainstreams, there are other popular news sites (stand-alone sites), that have grown in prominence over the years in South Africa. For instance, *Daily Maverick* and *Eye Witness News* are, perhaps, the most popular among 'stand-alone' news sites. Others include, *Daily Vox (https://www.thedailyvox.co.za/), Grown up (https://www.groundup.org.za/)* and *Wits Justices Project (http://www.witsjusticeproject.co.za),* equally enjoy heavy online presence based on digital journalism practice.

*Daily Maverick (https://www.dailymaverick.co.za)* for instance*,* is an independent online news site that was launched in 2009, with focus on news, information, analysis and opinion, as well as photojournalism[24]. The news site is edited by Branko Brkic, and published by Styli Charalambous. The *Daily Maverick,* has been praised for its focus on in-depth reporting. A noteworthy instance was their contribution toward the Gupta leaks case in 2018, which further stamped their dominance in the country as a sort after independent news site[25].

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[24] https://www.dailymaverick.co.za/about/ [accessed 3 September 2019].

[25] https://www.news24.com/SouthAfrica/News/news24-journalists-shine-at-annual-standard-bank-awards-20180914 [accessed 3 September 2019].

The *Eye Witness News (EWN, https://ewn.co.za), is* also another popular independent news site that has become popular over the years. *EWN*, enjoys a heavy presence in South Africa. It was founded in 2008. The *EWN,* is among the top popular visited websites in the country, as at 2019, according to Statista report (see Clement, 2019)[26]. The *EWN* news site, is also available on radio, desktop and mobile. The *EWN* focuses on local and international breaking news stories, entertainment, sports, business, politics and interactive media platforms[27]. The news site played a crucial role in Oscar Pistorious murder trial, through which it gained more popularity. These news sites (*Daily Maverick* and *EWN)* have open and free access to all contents published on their news sites. While other independent online news sites such as, *Daily Vox, amaBunghane and GroundUp,* however, in order to sustain their news sites, have chosen a donation route for their survival (Bratt, 2017)[28].

*Online social media usage in South Africa*

With the conception of Web 2.0, known as the second-generation Internet, web-based communities, social media platforms for instance, have become popular. It has added to the increasing cooperation and exchange of information among users (Bosch, 2010). Basically, social media refers to those internet-based networks that allow users to interact, share information and communicate with multiple users who

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[26] https://www.statista.com/statistics/699547/most-visited-websites-south-africa-pageviews/ [accessed 5 September 2019].
[27] https://ewn.co.za/contributors/eyewitness-news?pageNumber=3448&perPage=18 [accessed 6 September 2019].
[28] https://themediaonline.co.za/2017/12/donations-or-paywall-whats-best-for-south-africas-online-media/ [accessed 2 September 2019].

are connected to the same platform in real time (Cavico, Mujtaba, Muffler and Samule 2012: 23).

Social media enables a user to create a private or public profile within a limited system, users are then able to identify other users on the same platform, whose lists they can also navigate (Boyd and Ellison, 2007: 211). Social media are mostly used on a mobile technology system and users can also access the Internet, as well as, other interactive sites and applications, in order to achieve interactive discussion among other users (Cilliers, 2013:571).

Social media platforms, in recent times, have changed tremendously. In the past, it was viewed merely as an interactive media, but has since become a core element of business strategies (McCarthy and Krishna, 2011: 88). Subsequently, social media is now prevalent and have been incorporated into many businesses around the world. It has also been used to maintain a healthy collaboration in workplaces, as well as, to engage with customers through which customer experience can be improved (Kumar, Verma and Pabboju, 2013: 120).

The benefits one can achieve from the use of social media are valid and relevant in South Africa. Arguably, South Africa is one of the most technologically equipped media sectors in Africa and compares well to other developing countries. There has been a considerable increase in the number of users, an indication that readers will be more inclined to read the news online. For instance, report on Internet use in South Africa, revealed that about 40% of Internet users in South Africa are active on social media accounts. See figure 14.

Figure 14. Social media platform usage in South African 2019

| Social Media Platforms | Percentage |
|---|---|
| WhatsApp | 90% |
| YouTube | 84% |
| Facebook | 82% |
| Facebook messenger | 57% |
| Instagram | 54% |
| Twitter | 42% |
| LinkedIn | 38% |

Source: Statista, 2019.

In addition to this figure above, an estimated 60% of Internet traffic generated in Africa is reported to have emerged from South Africa (Statista, 2019). It, therefore, echoes an increasing demand for Internet service particularly, the business community and the public in general.

Taking a closer look at these social media influence for instance, Facebook has grown popular over the years with an estimated 2.38 billion global users as of the first quarter of 2019, compared to over a billion monthly users reported in third quarter of 2012 (Statista, 2019). Presently, there are over 16.2 million active Facebook users in South Africa, which however is expected to increase up to 19.8 million by the year 2023. As one of the most popular social media platforms, Facebook was initially designed for interactivity between friends, classmates, coworkers, family and for regular updates. As of late, Facebook has expanded into a popular medium used for conducting many online activities, including news

distribution and information sharing (see Mushwana and Bezkuidenhout, 2014. 63 - 71).

There are notable instances regarding the impact of social media, not just within the context of South Africa, it involves countries around the world. The use of 'hashtags' signified by the pound (#) sign, has become a popular media trend that is most effective on Twitter. It can also apply to Facebook and Instagram (see Lewis, 2013). For instance, in the United States, social media sites served as useful tools during the 2016 presidential election campaign, and *#BlackLivesMatte*r 'hashtag', an international activist' movement that trended worldwide.

In North Africa and Middle East, social media have played crucial role in the revolutionary wave through the use of *#ArabSpring* in 2010. In Nigeria, *#BringBackourGirls, a* campaign against the adoption of young schoolgirls by the extremist group, Boko-Haram, in 2014, effectively captured interests of many people that are connected on social media. While in South Africa *#FeesMustFall* and #*SayNotoXenephobia,* in 2015, were some of the most popular hashtags that prompted government's immediate intervention.

These are various ways by which social media sites have been used to initiate a visible worldwide participations and interactions in real time. The role of hashtags clearly shows how social media platforms have grown in prominence over the years. It has also been used for self-branding (see Page, 2012: 182-184). In the light of these scenarios, social media have proven to be one of the best mediums that permitted increased communication and activism even among professional

journalists, elite individuals, established news media institutions, corporate organisations and government entities (Bosch, 2010: 270).

Bearing in mind the linear flow of information and dominant paradigm maintained by the mainstream media, with reference to South Africa, McMillin (2007: 1) states that news media practice in the past was shaped by the colonial roots, where the mass media served as an extension of colonial and administrative power and as sites for the reproduction of patriarchal and colonial structures – apartheid and its aberration. In this respect, the new media have enabled a form of journalism that created space for stories in a much richer historical and cultural context (Pavlik, 2001: xiii).

The prevalent of hashtags trends, as discussed above, have equally created spaces that allowed mass interaction using social media as an alternative communication platform. Social media, to some extent, promoted a multichannel society, which directly and indirectly added market value in South Africa (see Teer-Tomaselli, 2008: 86). The functions of social media in the contemporary media landscape, provide more opportunities for information sharing. It has also contributed to the polarisation in media consumption, which is consistent with Brown (2012: 29)'s prognostications concerning new media impact.

Alan Finlay (2017: 22-33), examined the current state of journalism in South Africa, with respect to the changing media environment, investigated the state of newsrooms, social media use and media freedom concludes, there is good news and there is bad news. The good news indicated that independent and alternative media platforms (digital journalism), contributed positively to the diverse information in the public sphere. The bad news is attributed to the rise of new

media users that are making use of new communication technologies to spread misinformation and propaganda. What becomes evident in this argument, however, is that digitization has brought some level of media freedom. As a result, it has challenged professional journalism position, in that good and factual news are now being treated with suspicions (Finlay, 2017: 22).

The fast-rising number of Internet users, the emergence of digital journalism and the appropriation of new communication technology in newsrooms (development of news sites and social media sites), put together, exposed that newspaper readers are quickly embracing online news sources. In this case, the future of the print newspaper is really a cause for concern, as the study considers in the following part.

## 2.5 THE FUTURE OF THE PRINT NEWSPAPER

There are many ways in which the new media brought changes to media landscape. Many have continued to wonder in this present and future age of news media, the future of print journalism (see Steensen and Ahva, 2015: 2-15). Studies on this topic are often presented in twofold approach; they either support the notion of print's imminent death, or its survival. The uncertainties surrounding the future of the print newspaper has proven to be a major concern. However, a fundamental question hinges on whether any new medium has the ability to replace or displace an existing medium.

The effect of these changes on the wider media sphere, has generated many speculations about the future of the print newspapers. As this study has clearly underlined, the main driver for this evolving media landscape encompasses, (1) the Internet, (2) digital journalism, (3) migration of readers online, (4) diminishing

advertisements, (5) innovations of communication technologies and, (6) change age profile of readers. All of these factors ensured that the grasp of the traditional news medium, the print newspaper in particular, continue to weakening (Nkomo *et. al*., 2017: 45-45). Consequently, these threats confronting the media has triggered the perception that due to the phenomenal growth of digital technologies it is highly likely the print newspaper is on the road to its extinction. One such view stem from Philip Meyer (2009)'s, in his book *the Vanishing Newspaper*, purported that one day, the final copy of the newspaper would appear on somebody's doorstep in 2043. According to Meyer, readers are quickly embracing online news channels as the Internet continues to evolve into a major newspaper source (see Cassidy, 2007: 488-493).

Rupert Murdoch, (cited in *The Guardian* Website, 2005)[29], was another media mogul who talks about the implications of the changing media landscape to the future of the print newspaper. In his address to the American Society of Newspapers Editors April 2005, Murdoch focused predominantly on what he reasoned to be the sad truths confronting the newspaper industry. States that many are worried each day that digitisation is quickly writing newsprint's obituary due to the rapid expansion of the Internet.  However, he was quick to concede that he was a digital emigrant, and still in search for solutions to the evolving medium that is completely different to him.

Eric Alterman (2007: np), upheld that the newspapers in particular are falling short in revenue generation due to loss of advertisers, readers, market value, and most likely their sense of mission at the pace they would have never imagined in the past. In Alterman's view, the Internet promoted varieties of information online and

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[29]https://www.theguardian.com/media/2005/apr/14/citynews.newmedia [accessed 4 November 2019].

in real time. This has made the daily newspapers appear slow and impassive. Alterman (2007)'s point of view was corroborated by Allan (2010: 8-10), noted that the world of broadband and Internet access fostered a generational shift with new generation of readers accessing the news and information from newspapers or other media sources. At the same time, readers maintain varying expectations on the type of news they hope to get. This alteration in the media, brought about by the Internet, meant that people now consider when, how, where and whom they will get the news from. Informed by this thinking, Jeff Gomez (2008: 1-8), makes the strongest case, states that print is dead. According to him, the developed world is nearly a digital society, and is a mouse-click away and completely different from the print newspaper.

Authors such as, Ahlers, (2006), Nguyen (2008) and Lunden (2009), have explored the possibility of print newspaper replacement by digital platforms. Though seen as a gradual process, Ahlers (2006: 29), is of the view that rapid migration to online platform is quite a paradox for the print newspaper. Nguyen (2008), posits that the Internet has established itself as an easy and accessible medium, thus supported the view on print newspaper's imminent replacement by an online presence. Jarvis (2008), (cited in Nkomo *et. al.,* 2017: 41), agrees that print newspapers are doomed, therefore states that, when online news sites surpasses in economy and content, print newspaper would then extinct in the next decade. This view has also been observed by Pattabhiramaiah, Sriram and Manchanda (2019: 1), on the premise that the increasing free content available through alternative news sources, newspaper websites and news aggregators such as *Yahoo,* have contributed to loss of interest in print newspaper purchase by readers. Furthermore, there is a convincing rise in online subscription tariff (see Pattabhiramaiah, *et al.* 2016).

Another widely held assumption regarding the future of print newspaper is attributed to increasingly high cost of print production and distribution (Baczkowski, 2002: 271; O'Sullivan et. al., 2017). For print newspaper industry to thrive, they heavily rely on revenue generated from advertisements (at least, 40 - 70%), which caters for print newspaper production and distribution (Berte and De Bens, 2008: 692). With the incorporation of the Internet into news-making, advertisements are being diverted online (Nicholas and McChesney, 2009: 1-7). The point emphasised here, gives weight to the argument that when revenue generated from advertisement is no longer sufficient to sustain production and circulation, print newspapers will gradually become a part of history.

Issues of economic crisis have also been identified as a detrimental factor to print newspapers survival. On this note, it has been argued that the print newspapers have continued to tumble due to the severe economic downturn in most countries, which weighs heavily on advertisement, and readers have diverted their attention to free content online (Kirchhoff, 2009: 1-5). In an attempt to subjugate this mayhem confronting the media environment, established newspaper institutions have developed online news site and has permitted free access since cost of physical distribution is not required. As a result, the customisation of editorials along with commercial content, permeates a co-creation of news content with consumers (see Graham and Smart 2010: 196-200).

A more recent study by Thurman and Fletcher (2019), observed that readers' age and newspaper use, and platform independence, contributed to the pessimistic perceptions about the future of print newspaper. While these authors, however, did not affirm to views about print imminent death, they stressed the effect of intra-cohost change. That is, in the different stages of peoples' lives their aptitude in

using online media differs. For instance, a cohort that was socialised before 1990s, typically use Internet less than those for whom the Internet formed part of their developmental environment. The latter group will therefore tend to appreciate the Internet the more. The point emphasised is that it takes about three to four decades for a country's population to breed new individuals (Thurman and Fletcher, 2019: 543-544).

Many other views on the future of the print newspapers are fast developing. It is equally interesting to note that many earlier studies that looked into the discussion bothering to the emergence of the new media and the changing media landscape, had valid reasons to doubt the speculation on print newspaper death. These studies, (Duguid, 1996; Dutta-Bergerman, 2004 for instance), argued that when discussing the future of the print newspaper, in relation to media types, certain cognitive factors should be taken into cognisance - content, context, and receivers' characteristics.

The ideas over the print newspaper death held by the pessimists, has been critiqued by Paul Dugiud (1996: 70), used his position to challenge these claims, referred to pessimists as "supersession theorists". In Dugiud's view, the opportunistic embracing of supersession is simply a marketing strategy that advertises the future of the new as 'elixir', which undermines the past. Dugiud, furthermore, advises against the trivialisation' and dismissal of the past because, it threatens not just the loss of valuable cultural insights, it also collapses acknowledgments of cultural artefacts that are closely tied to old communication technology (Dugiud, 1996: 71). The expressed view, however, indicates that old and new communication medium can exist concurrently.

Peter and de Vreese (2003) and Schultz (2003), in their various studies assert that print newspaper improves readers' knowledge of what is going on around them. According to these scholars, print newspapers raise awareness of a greater number of public affairs than in any other information channels. While these studies may have exposed certain positive features of the print newspapers, perhaps, from a historical insight, there are suggestions that print newspaper practitioners should not become complacent. In fact, there are reoccurring debates on the future of print newspaper, considering the many changes initiated by new media. On account of this, Mabweazara (2013: 148), recommends that print newspaper should not rely on history for their survival; instead they need to constantly reinvent themselves, while considering the changing media landscape.

Dutta-Bergerman (2004: 43), from a psychosocial standpoint, advised that media scholars need to look beyond the competing framework of media consumption in order to better understand the changes happening in the media. Instead of looking at the overall consumption of one medium and its replacement or displacement over another, media scholars are encouraged to look at the link between traditional and new media, in the terms of consumption of the specific forms of media content. Dutta-Bergerman, in addition, emphasised the need to look into different settings of society, might seem a prospective approach to measure the extent of new media proliferation and its impacts. As such, Dutta-Bergerman (2004), proposed the need for news content analysis to better understand the relationship among media types.

By maintaining a balanced view, Conboy and Steel (2008: 650), argue that many of the political, economic and cultural functions of newspapers today, have survived from previous technological regimes. Conboy and Steel (2008)'s

standpoint, however, strikes a chord with Peter and de Vreese (2003)'s earlier observations. The principle idea these scholars underscored, relates to the very functions of the print newspaper, as well as, the need for its practice to be secured, if they are to survive in an age of radical new communication technology evolution. These functions, in a sense, might involve the embracing of news sites (websites) and social media platforms (Twitter, Facebook, YouTube and Instagram), in order to provide instant access to breaking news that are often accompanied by visual (video) depictions of a story.

Peter Wilby (2014)[30], in his article, '*Newspaper: still the most important medium for understanding the world',* supports the notion of print newspaper's future, posits that print newspaper is still a dominant source of news. According to Wilby, anyone who says they can predict the future of newspapers, is either a liar or naive. By drawing emphasis from the law of history, Wilby reminded us that old media has always find a way to survive, that books, theatre and religion were once rumoured to have had their day in 1835, when daily newspapers emerged. However, these media, even cinema (also predicted to have had its days when Digital Versatile Disc (DVD)'s and videos emerged), have all survived. Wilby (2014), therefore, concludes that print newspaper would still exist in a world that constantly evolves.

The notion that print newspaper is still an important tool for mass communication, within the continent of Africa, is strongly backed by some authors on a positive future for the print newspaper. For example, Nkomo *et al.* (2017: 43)'s study on the subject, observed that new media and the Internet are complements to print rather than a displacement or replacement. This assumption is found to be valid on the basis that new media technologies are now being utilised by print journalists

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[30] https://www.newstatesman.com/2014/02/how-newspapers-have-failed-us [accessed 17 August 2019].

as tools for newsgathering, which also helps in resolving issues of proximity (Bosch, 2010).

Further debates have also underlined the importance of serious news stories. For instance, McIntosh (2017)[31], a journalist with the *BBC News,* states that print newspaper's future largely depends on the attentiveness committed to seriousness of news. In McIntosh's view, new media strongly promoted the service of breaking news stories, which are disseminated instantaneously using the news sites and social media platforms. Since print media falls short in this regard, due to the processes involved in printing and distribution of print newspaper, McIntosh recommends that the print newspapers should mostly focus on 'how it happened' and not just on 'what has happened'. This principle implies that newspapers reports that give detailed account of 'how' an event actually happened will certainly draw readers' interest in finding out the real truth from the pages of the print newspaper.

Fraser Nelson (2017)[32], editor of *The Spectator* in the United Kingdom, also subscribed to the notion of serious news stories, described the new media environment as a platform for breaking news. The news sites mainly highlight what had just happened, which often are developing stories, thereby lacked background detail on such stories. Similar to McIntosh (2017)'s point of view, Nelson elucidates that the current media landscape is characterised by fake news, hence where readers get their analysis from has never been more important. On this note, if print newspaper industry can publish writing that is consistently and significantly better than what can be found online, people will pay (Nelson, 2017). It

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[31]http://www.bbc.com/news/entertainment-arts_40897967 [accessed 7 May 2019].
[32] https://blogs.spectator.co.uk/2017/08/sales-of-the-spectator-hit-an-extraordinary-189-year-high/
[accessed 5 September 2018].

underscored the importance for quality and reliable news contents, of which established news media institutions are known as catalysts.

It is also interesting to note that the debates appraised in this part of the study about the future of print newspaper are premised within the context of the developed countries. Digital media growth in these countries has been understood to have seriously impacted print newspaper viability and journalism practices. Despite the changes in the news market, many have strongly maintained an optimistic view concerning print newspaper survival. Although, the migration from print newspaper to online sources is evident, seeing the perilous state of newspaper circulation and evolving communication technologies. The patterns for this migration though vary between countries. At this point, it is equally important to consider certain areas that might enable print survival within the context of South Africa, with reference to a few African countries for rigorous elucidations.

## 2.6 PRINT NEWSPAPER SURVIVAL IN SOUTH AFRICA

The South Africa media sector enjoy remarkable modern infrastructures and technological developments. These modern technologies improve news-making task and bolster free flow of information when compared to other countries in Africa. The fact that print newspaper readers are quickly migrating to online news sites cannot be disputed. Yet, the South Africa newspapers appeared to be stuck (neither dying rapid death nor growing). The main reason for this ambiguous state of print newspapers in South Africa is linked to the presence of technological giants, which according to Wasserman (2018)[33], debilitates independent media foothold in South Africa and in other African countries. In other words, the larger

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[33] https://doc-research.org/2018/03/digitalisation-of-the-media-in-africa-prospects-for-change/ [accessed 8 October 2019].

media firms have the capacity to hold larger stakes in various media sectors, especially the publishing sector. They also have the aptitude to combat any threat that may impinge on their news publishing dominance and sustainability.

Psychosocial effects are some of the most convincing factors that deters Internet proliferation in Africa (Nyamnjo, 2004, 2005; Chari, 2014). According to Ward and Wasserman (2010), economic and political crisis are still at play within the government sectors in South Africa. These issues, therefore, serve as an important aspect to considered before speculating print newspaper mortality (see Tomaselli, 2009).

Despite the widespread of digital media, reports by Gangloff (2017)[34] and Isa (2019)[35], have shown that migration to digital news in South Africa is still a slow process. These authors believe that digital media remain unequal to a larger segment of the citizen. In practical sense, the cost of data required to access the Internet for most users in South Africa is quite a luxury. Besides the issue of cost, lack of computer application skill in particular, hinders rapid spread of online news (Norris, 2001, Castells and Himanen, 2002; Ward and Wasserman, 2010; Chari, 2014). Other factors include, digital divide, economic disparity, race, politics, ethnicity, unemployment and poverty, are all forms of barriers hampering the Internet explosion in Africa (see Norris, 2001). In addition, gaps in education, family and communities, equally contributed to the slow digital growth and readers' migration to online sources (Castell and Himanen, 2002).

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[34] http://nextvnews.com/digital-migration-in-south-africa-slow-down-due-to-legal-issues/ [accessed 10 October 2019].
[35] https://www.fin24.com/Finweek/Featured/why-is-south-africa-still-waiting-for-cheaper-data-20190813 [accessed 10 October 2019].

George Claassen (2018)'s[36] *Fake news and the natural selection of ignorance,* supports print newspaper continued survival. Claassen observed that fake news in South Africa's media is constantly on the rise, which inevitably challenged the practice of ethical journalism that is becoming more difficult by the day. The rise of fake news has reconfirmed the need for all journalists to revisit and take to heart the need for credible and trustworthy news reporting that conforms to ethical requirement in journalism, as Claassen (2018) remarked. Similar to the points stressed by Nelson (2017), in the United Kingdom, Claassen (2018) equally echoed the need for print newspaper to stay committed on seeking the truth. It will enable print newspaper journalists to curb the spread of fake news. To achieve this, the print newspaper would need to constantly publish quality content that are trustworthy and unbiased. It will ultimately grow and deepen print newspaper circulation and revenue.

Analysis on factors that hinders Internet widespread, within the continent of Africa, made comparable observations (Nyanmjoh, 1999; Obijiofor and Green, 2001; Ibelema, 2008; Moyo, 2009; Mabweazara, 2011; Chari, 2014; Nkomo *et. al*., 2017). Obijiofor and Green (2001: 95–98)'s study, for instance, found that access to regular electricity supplies in Nigeria is limited. It thus undermines digital content distribution and consumption. Chari (2014), observed that cost of Internet data as a deterrent in Zimbabwe. As a result, many have chosen to read the news from the pages of the print newspapers. The lack of revenue, even within established news media institutions, glaringly impedes on news sites explosion in Africa. This is due to lack of sufficient revenue from subscriptions, whereas the main source of revenue for most newspapers are generated from advertisements (Nkomo *et. al*.,

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[36] https://www.news24.com/Columnists/GeorgeClaassen/fake-news-and-the-natural-selection-of-ignorance-20180323 [accessed 15 February 2019].

2017: 55). Another area of interest is directly connected to content recycling between the Webs that is swiftly becoming a norm in the media. In an endeavour to report the news timely and the competition for advertisement, many news sites have resulted in sharing of similar content, which unequivocally emasculate their trustworthiness (see Chyi and Sylvie, 1998; Bosch, 2010).

Besides psychosocial effects, other focus orbits around issues of "professional values and context-dependent practices" (Mabweazara, 2011). In this line of thought, Ibelema (2008: 36), had argued that the professional norms and practices within the western social regulatory processes are often applied out of context in Africa. That most African researchers completely ignored the credence of differences in social settings and in many media landscapes. Ibelema (2008)'s view on this matter strikes a chord with Nyanmjoh's (1999: 15)'s earlier observations. Nyanmjoh had argued that African media scholars often focus on Western fantasies. Therefore, proposed that media researches conducted within the context of Africa should be premised on African realities. One reason for this, as Nyanmjoh elucidated, divulges that adapting these Western studies to the African settings creates certain tension and in most cases, the outcomes are not applicable (see Atton and Mabweazara, 2011).

Further explanations on print newspaper future asserted that newspapers with established name enjoy more credibility than the non-established Internet news sources (see Yau and Al-Hawamdeh, 2001). To elaborate, most popular print newspaper institutions with heavy presence in South Africa have incorporated online platforms. At the same time, most have managed to maintain good print circulations (though found to have dropped in circulation figures, but nothing compared to the developed countries) and together with high online traffic. With

much focus on quality and reliable news contents, established newspaper brands have managed to exert their presence, in turn are highly likely to secure their future. Take the *Sunday Times*[37] as an example, the newspaper title has a news website, at the same time launched 'content block', which require paid subscription from online readers to access its quality content' (Nevill, 2012; TimesLive Website, 2018)[38].

The PrincewaterhouseCooper (PwC) (2014)[39] report, also attested to print newspaper survival in the country. In 2014, according to PwC report, print newspaper was still a dominant news source for many South Africans and digital news consumption was considered a luxury for many citizens as they preferred to read print newspaper, which then resulted in a slight increase in tabloid newspapers focusing on issues that affects specific geographical areas.

Furthermore, the PwC (2014) indicated an important statistics projection on print survival, revealed that the Asia-Pacific market was set to grow at a Compound Annual Growth Rate (CAGR) of 3.4% in 2018, due to the increase in consumers and advertisers demand. While in Western Europe and North America, publishing revenue was expected to fall by CAGR of -2.4%.

In South Africa, however, the PwC revealed that the total newspaper market grew at a CAGR of 6.2 in 2013, with a generated revenue of almost 11 billion rand. Perhaps surprising, PwC also indicated that advertising alone generated 8 billion

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[37] See also a recent article published in the *Sunday Times* about pay wall for its quality contents https://www.timeslive.co.za/sunday-times/news/2018-07-25-times-select-to-launch-paywall-app-on-august-1/ [accessed 6 November, 2018].
[38] https://www.timeslive.co.za/sunday-times/news/2018-07-25-times-select-to-launch-paywall-app-on-august-1/ [accessed 11 November 2019].
[39] https://www.pwc.co.za/en/press-room/newspapers-em.html [accessed 12 September 2018].

rand, while 98% of the total revenue came from print newspaper. The PwC also projected advertising revenue to grow from R8.2 billion in 2013 to R11 billion in 2018, with a 6% increase in CAGR (PwC, 2014). The provincial developments in South Africa are another area that hamper rapid digital migration. There is an increasing level of urbanisation and rising literacy level in South Africa, which is envisaged to contribute to print newspaper survival in the country. The growing Gross Domestic Products (GDP) in South Africa[40], according to STATSA (2018), grew by 1. 3% in 2017, and the fourth quarter of 2018, also grew by 1.4%. It was also reported that the GDP grew by 3.1% in the three months to June of 2019, thus surpassed the 1.0% growth predicted by the National Treasury (Trading Economy Website, 2019)[41]. See figure 15.

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[40] http://www.statssa.gov.za/?p=10985 [Accessed November 14 2018].
[41] https://tradingeconomics.com/south-africa/gdp-growth [accessed 18 October 2019].

Figure 15. The South African GDP growth from 2016 -2019
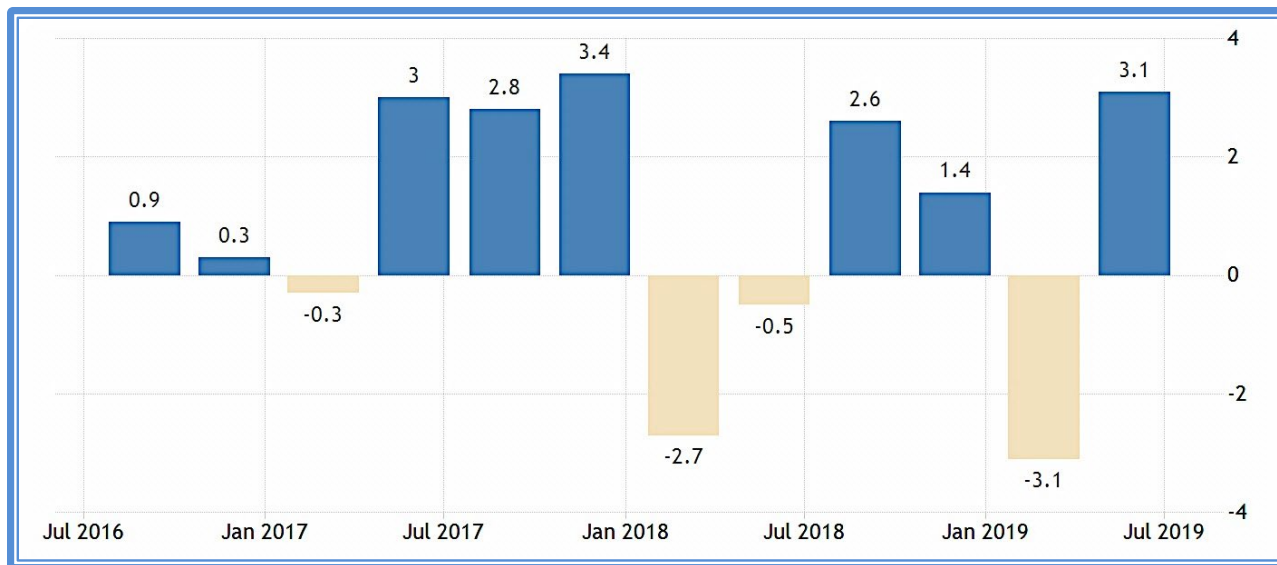


Source: Trading Economy Website, 2019.

From the illustration above, it is clear that the South African GDP slightly grew over the years, thus served as a confirmation to PwC (2014)'s earlier prediction that the GDP growth would heighten news demand. It will also enable newspaper-publishing market to expand as they strive to reach more audiences in rural areas.

Perhaps not, another area worth noting is the speculations over social media regulation by the South African government. Dolley (2017)[42], posits that this is another area expected to reinforce print newspaper survival. Among many issues outlined, as government mulls over social media regulation, is the belief that social media regulation policy would likely reduce 'fake news' threat. This idea was conceptualised by the then Minister of State Security, David Mahlobo, while

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[42] https://www.news24.com/SouthAfrica/News/social-media-in-sa-could-be-regulated-says-mahlobo-20170305 [accessed 23 October 2019].

speaking during the Justice, Crime Prevention and Security brief, following claims that social media is being misused for the purpose it was designed to paddle 'fake news'. However, whether social media regulation policy will be achieved in the country is yet to be seen, but when and if, implemented might greatly enhance print newspapers survival as established and trusted news medium (Baczkowski, 2004: 270).

The perception on content diversity is still a major concern even in this modern South African media landscape. As a way to ensure the future of the print newspaper, the promotion of diversity in media content is equally imperative. It is conceived as another means by which the future of print newspaper can be sustained. Though views among scholars vary, they seemed to provide akin objectives. For instance, Gumede (2015: 4), discusses 'content diversity' within the context of media ownership, argued that the media tended to focus on economically advantaged minority of the population, thereby neglecting events happening in poor communities.

Julie Reid (2016)[43], differs in her analysis over 'content diversity' in the media, contends that the problem of 'content diversity' is not about media ownership, but a fair representation of race, ethnic identities, language and gender. It is about the various types of media content we read in the newspaper. These arguments however, as Smith (2014)[44] firmly points out, underscored much of the racial disparities and narratives around racism that still define South African media and society.

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[43] https://www.dailymaverick.co.za/opinionista/2016-08-29-media-content-diversity-in-sa-why-is-government-still-asking-all-the-wrong-questions/ [accessed 8 March 2019].
[44] https://www.theguardian.com/world/2014/sep/10/oscar-pistorius-trial-mirror-south-african-society [accessed 8 March 2019].

Therefore, the consideration of content diversity in the media is thought to be an imperative move, which will ensure that more people have access to numerous opinions. Against this backdrop, McQuail (2000: 97), had earlier recommended that content diversity in the media will enable citizens to fully become active, informed and political participants in society and most importantly, will "effectively grow and deepen democracy".

In conclusion, this chapter has reviewed previous literatures on the advent of the new media and its impact on print newspaper. It was found that two scholarly positions exist. That is, the pessimists and the optimists. However, arguments on this discourse are largely premised within the developed countries. On the contrary, the case seemed marginally different in Africa, not least in South Africa. The future of print newspapers was also considered, where most studies affirmed that print newspaper still dominate the news market in a Third World. Though migration of readers and advertisers to online sources is inevitable. Also, scholars that are optimistic about the future of print newspapers contended that print newspapers remain to be seen for many years to come. As previous researches and statistics revealed, the South African print newspapers remains vibrant and viable, despite the transformations occurring in the media environment characterised by readers' interest in varieties of information. Other ideas outlined different measures on how print newspaper can secure their dominant position, seeing that new media have continued to gain prominence. How this can be achieved leads to the next aspect, the theoretical framework.

# CHAPTER THREE: THEORETICAL FRAMEWORK

## 3.0 INTRODUCTION

Given to the changing media environment, most news media brands have developed in response to the transformations taking place in the media, especially the World Wide Web. The innovation of communication technology has led to a visible change in the way journalism is practiced. As a result, there is the need to examine theoretical explanations regarding the changing media landscape that could influence news making. This study was premised on certain journalism theories; domestication theory (Silverstone and Hirsch, 1992), determinism theory (McLuhan, 2003), and agenda-setting theory (McCombs and Shaw, 1972).

This chapter begins by explaining derivations for theories, outlined the conceptual framework of the study. This chapter also discussed the main theories and concluded with similarities and difference of the applied theories.

## 3.1 DERIVATIONS FOR THEORIES

Theories are derived through research. They do not become accepted at the initial stage until a set of descriptive and explanatory assumption have been scientifically analysed and proven to be reliable (Felix, 2017: 4). According to DeFleur (2010: 26-27), there are two types of theories. Those derived from research that reliably describe, explain and predict what is likely to be the cause of specific types of events and their outcomes in a real world (see Nastasia and Rakow, 2010: 2). And those generated from ideologies, the representation of a body of knowledge that are taken from opinions or principles and are assumed to be true before undertaking a research to inform the true nature of the situation (DeFleur, 2010:

27; Nastasia and Rakow, 2010: 2). For instance, the political and economic interpretations, postulated by Karl Marx, and adopted by his devotees, have been used to explain critical cultural theory (Felix, 2017: 4). The idea on critical theory states, it is possible for certain individuals in control of the media to influence audience views and principles using the media. In other words, the media can become a manipulative mechanism used to induced the audience into thinking that capitalism and democracy are the most suitable forms of possible conditions. On account of theory derivation, it is equally interesting to note that most common theories are mainly generated by conceptualisation (an idea), which are then translated into a particular set of data. Whereas, observation deals with the use of variables and testing. It involves the use of hypothesis to test the result of analyses (Felix, 2017: 4).

## 3.2 CONCEPTUAL FRAMEWORK OF THE STUDY

It is a known fact that the media is part and parcel of society. It has been conceived as the 'fourth estates', a term coined by Edmund Burke, in 1787, meaning the press (Brennan, 1997: 65; Hansen, 2018). The primary role of the media includes, the need to inform, educate, entertain, to prescribe fashion, form tastes, shape attitudes and values (Brennan, 1997: 65). Furthermore, newspaper is one of the most dominant and popular media. The public, for many years, has relied on interesting services newspaper provides including information, education and entertainment. Owing to the changes in the media environment since the emergence of new communication technologies, print newspaper resilience or displacement have been explored from different point of views.

In South Africa, majority of media institutions (if not all), have adapted to the current trends occurring in the media. This has led to the rise in several online news

platforms. As discussed in the previous chapter, one of most prominent features of the new media is its ability to provide the news quickly and effortlessly, from sender to receiver. Similarly, receivers can swiftly provide feedback to the sender. The arrival of the Internet, did not just enabled acceleration of information sharing, it also propagated mass interaction in the media in a tremendously manner around the world. Chats, blogs and several other applications, are have been incorporated into media communication tools. As a result, it has led to a visible change in news making, thus altered journalism practices notably the print newspaper (see Felle, 2016).

## 3.3 THE CONCEPT OF DOMESTICATION

Domestication theory is an approach that is used in media and communication studies (Berker, Hartmann, Punie and Ward, 2006: 1). The concept deals with how new technology is 'tamed' or accepted by those that makes use of it (Ayotunde, 2012: 96). It also provides description and analysis on the decision to use new technology. The concept of domestication can be understood metaphorically and from a number of new perspectives. It originates from traditional ways of taking and 'taming' wide animals (Smith, 2011: 260). Similar to wild animals, technologies seemed to have their own willpower, necessitating the incorporation of them into daily routines and values of users in any society (Haddon, 2004; Berker *et al.,* 2006: 2).

Silverstone and Hirsch (1992), developed the concept of domestication in order to understand the integration of technologies into everyday life. Initially, the concept of domestication predominantly focused on how new media technology was espoused in a way that was technology determined. According to Berker *et al.* (2006: 5), prior to the mid-1980s, the concept of diffusionism was the main

perspective to describe innovation (technology) research. The adoption of innovation by individuals or decision-making units (micro-level), and within a social system (macro-level), was investigated using the concept of 'diffusionism' developed by Everette Rogers (1995).

The concept of diffusionism, explains the biased transformative power of technology, which denotes a set of mechanical curves relating to adoptions and diffusion (Berker *et al.,* 2006: 5). In other words, the concept of diffusionism assumes that technology operated in a linear form. Based on this assumption, the linearity and rationalistic bias of diffusionism theory, however, was critiqued on the grounds that the adoption of technology encompasses more than the micro and macro levels. As a result, the domestication theory was developed and has since been used to challenge certain ideas about the linear power of technology. The domestication concept was therefore considered to be more practical to analysing the adoption and use of technologies (Ayotunde, 2012: 96-97). The concept of domestication also offered further ways through which, the gaps of Rogers' diffusionism of innovation, can be analysed in such a way that encompasses economically, culturally and sociologically (Berker *et al.,* 2006: 5).

### *Underlying assumptions*

As a result of the gaps in diffusionism theory, the concept of domestication has opened up many theoretical frameworks concerning the innovation literatures. It also serves as a key tool to understand the place of technology in everyday life, specifically the unit of consumption including the workplace and country, among many other units. Scholars such as Lie and Sorensen (1996), Haddon (2004), Habib (2005), Hynes (2009) and Harwood (2011), are a few among many who

have applied the concept of domestication in order to explore what new technologies or media can do when acquired. The concept of domestication, according to Hynes and Richardson (2009: 438), basically is about the place giving to technology in everyday life, which involves the practical, temporal and spatial place. Fundamentally, the concept explains how technology is combined with culture, thus serves as a manifestation of lifestyles and values (Hynes and Richardson, 2009: 438).

The concept of domestication equally strives to explain both practical and symbolic characteristics of adoption and use of technologies (daily life routines, social embeddedness and media consumption process) (Berker *et al.,* 2006: 5). At the same time, the concept describes the importance of meanings of things and their materiality. It explicitly offers a concise understanding on how technologies become part of everyday life (Ayotunde, 2012: 97).

As a prominent social theory, the concept underscored the idea on social shaping, the negotiations, challenge to power and control, rule-making and rule-breaking, that often complemented the advent of technologies in any social setting (Hynes and Richardson, 2009: 438). Domestication theory is considered appropriate when conducting empirical research while maintaining theoretical depth. It also filled a gap both in media and communication studies, as well as, in science and technology studies. Notably, the underlying assumption of domestication theory points to the fact that it provided ways in which technological, media determinisms and rationalistic biases can be contested (Berker et al., 2006: 5). It also aids researchers to grasp media technology use, in terms of the multifarious structures of everyday life settings, namely, interpersonal relationships, social background, changes and continuities. The concept also explains the complex interconnection

between different media, the conjunction of media technologies and media text (Hynes and Richardson, 2009: 486).

Given to the present state of the South African media environment, the application of domestication is relevant to what is happening in the print media sector today. For instance, news media institutions have always maintained an orthodox way of disseminating information to their audience; often through radio and television live broadcasting. This process meant that listeners and viewers were required to sit close to radio or television set to learn of new information, whereas print media readers waited for the newspapers to arrive at their doorsteps (Hynes and Richardson, 2009: 487; Ayotunde, 2012).

As a result of technological advancements in the media today, many media institutions in South Africa have adopted various communication technology innovations and adapted their practices of news making and distribution to match the current mode of media operations. They have also utilised the Internet and created an online version of their traditional medium, especially the print houses (see chapter two, Internet usage in South Africa section). In effect, old media institutions have been able to compete with the transformations taking place in the media (see Bosch, 2010).

It has equally been argued that the domestication theory underscored the role users play in innovation (Silverstone, 2005: 231). On that note, domestication theory highlights the processes and contributions made by individuals and communities as they attempt to make a technology useful and to make sense within the community. A noteworthy aspect of domestication theory, is, however,

attributed to the role 'end user' and lead users play in the long-term use of innovation process (see Williams, Stewart and Slack, 2004).

To expound on the above deductions, we can think of the role of the many individuals (citizen journalism), who have exploited new media technologies driven by the Internet, have created varying news forums, blog sites, and social networking sites for news publishing and other activities. These developments are therefore viewed as cogent threats to traditional news media, thus shows exactly how innovations of technology are being appreciated.

## *Critical Evaluation*

The domestication approach has been applied by many studies premised within the context of qualitative research, which focused primarily on in-depth interviews, and are designed to examine people's perceptions and experience on the use of new technologies, both at micro and macro levels (Pantzar, 1997: 60; Hynes and Richardson, 2009: 488). Domestication theory deals with detailed case studies. In other words, the concept is more descriptive in nature, an approach that is difficult to convert into prescriptive analysis. However, there have been questions regarding the application of the concept within quantitative perspective, perhaps, considering the widespread of technology and their applications today (see Haddon, 2004).

While many critical evaluations about the concept of domestication have been developed, the concept has also been used to explore the incorporation of technologies not just in household, but in various aspects of society (Pantzar, 1997: 64). Within the position of this current study, adoption of new media in

newsrooms is evident. Journalists, especially in South Africa, are now receibing training in order to master the skills required to use these new communication technologies. It has ultimately shaped how news is gathered, distributed, consumed and the perceived change in news focus (see Finlay, 2017).

### *Importance of the theory*

The fact that the theory is concerned with how people adopt innovations and appropriate them in their daily routines, seemed to have been appreciated by most news media, therefore justifies its importance in this study (Pantzar, 1997; Berker *et al.,* 2006; Hynes and Richardson, 2009). The reason is because, the theory is able to establish the impact of innovations. Given the position of this current study, the innovation of media technologies has tremendously altered the way journalists do their work as they strive to adjust to the current transformations occurring in the media (Berger, 2009; Tomaselli, 2009; Bosch, 2010; Wasserman, 2010). In South Africa, for instance, most journalists have incorporated various new technologies (that is, communication technology) in their mode of operations. As the theory describes, new technology has the ability to influence individuals' behaviour as well as the ability to promote social change (Berker *et al.,* 2006: 5). This idea will be discussed within the concept technological determinism.

### 3.4 TECHNOLOGICAL DETERMINISM

Technological determinism is another theory that blends well in this study. The reason is because technological determinism (or media determinism), as Daniel Chandler (1995: np) pointed out, is still the most popular and influential theory that explains the connection between technology and society. Technological determinism theory assumes that transformations in technologies are the principal

foundations that drive changes in society. In other words, it is the belief that technology can potentially shape society (Oliver, 2011: 374).

Other interpretations, as related to the theory of technological determinism, stressed that technology has important effects on our everyday live. It influences how, we as individuals in a society, feel, think, act, and how a society operates (Ayotunde, 2012: 97; Felix, 2017: 6). Several accounts on the concept relate to the causal power of technology to influence social change in general (Oliver, 2011; Selwyn, 2012). In a simple blatant relation to technological determinism theory, communication scholars often present the logic of this seeming importance of change in society to technology, have argued that the level of developments in any given society can be measured based on the level of technologies obtainable in such a society, which then impacts on action and thought of the people (Wajcman, 2002; Adlers, 2006; Oliver, 2011; Selwyn, 2012).

Following this line of thought, technologies have been consistently subjected to series of complex of interactions and negotiations within certain areas of interest, to include social, economic, political and cultural context in which they emerged (Selwyn, 2012: 84). The concept of technological determinism, had long been postulated. It was mainly applied to technology impact on society and how it involves delegated or translated action (Oliver, 2011: 30). Several commentators, however, have acknowledged Thorstein Veblen - an American sociologist and economist as the scholar who coined the theory (Jones, 1990; Chandler, 1995; Selwyn, 2012). According to these scholars, Veblen coined the concept in order to understand the foremost determining factor of social change.

The theory of technological determinism was most clearly propounded by Marshal McLuhan (2003), who believed that inventions changes lives (evidently, from tribal to literate to print to electronic). McLuhan was interested to understand the ways in which technology was able to change lives (Ayotunde, 2012: 97). He described this as a series of chronological transformations, that is, from historical era to tribal age, then from tribal age to literate age (the invention of Phonetic Alphabets in 200 - 1500), and over the years that the followed, emerged the print age (invention of printing press 1450), and eventually the electronic age, due to the development of telegraph in 1850 (see Griffin, 2012).

McLuhan's description of the concept, however, was of a particular interest to this study. This is because, as a follower of Harold, Adams Innis (see Tremblay, 2012: 567-570), expanded technological determinism interpretation and situated the concept predominantly within the discipline of communication and media studies. Determinists' scholars have described Innis as a famous Canadian economist and media theorist. Innis, in one of his writing, *Bias in commu*nication, argued that the adoption of new communication technology will eventually lead to the emergence of a new civilization (Hirst, 2012: 692-703). McLuhan, arguably, is widely regarded by a host of communication scholars as a result of his immense contributions towards media and communication studies. Although, what these two scholars (Innis and McLuhan) had in common was their countless shared developments in terms of their views on communication as a definite phenomenon (Blondheim, 2007). Innis and McLuhan with their works collectively expanded ideas on communication, which proved to be the ideal to the understanding of co-development of mind, culture and society (Tremblay, 2012: 561-562).

The suggestions about the concept of technological determinism also rests on the impression that technology should be considered a 'circuit' that links people through the media to the message (see Blondheim, 2007). For many years, information and communication technology have always functioned as the most important cause of social change (Wajcman, 2002: 348). Against this backdrop, McLuhan's immense contribution, in connection to media technology, cannot be undervalued. Tremblay (2012: 563), referred to McLuhan as, a "oracle of communications". This is because, McLuhan was one of the first scholars to drew attention to the existence of communication technologies, their features, how they operate, and not mainly on the messages that was transmitted using these communication technologies. In view of this notions, this study considers the theory applicable to this study.

### *Underlying assumptions*

Due to the widespread of technology, the acceleration of globalisation is unavoidable. Technology is a principal phenomenon that propels social, economic and political change (Selwyn, 2012: 84). Other idea expounded that technological determinism has a strong grip over the media imagination and the public imagination, while the media itself is thought to constitute certain group of technologies. That is, from writing and literacy to printing press, radio, television, computers and the Internet - digital journalism. All of these developments have a way of influencing news stories and journalists' action in shaping news stories (Hirst, 2012: np).  The concept of technological determinism thus seeks to explain technical innovations in media or the perception about technology as a core agent of history and social change (see Kunz, 2006).

There are varying assumptions about the concept of technological determinism in connection to its definition. Murphie and Potts (2017: 12), view technology as an independent factor, which is based on its characteristics and its impacts on development and its outcome. The notion here suggests that when a technology gains prominence within a society, depending on its outlook, in terms of how widely people makes use of them, it is likely to dictate user's behaviour or better still, generate a new type of society.

Technology determinism is also seen as an approach on which technological advancement can be ascertained, or as a dominant underlying constituent that promotes social change (see Croteau and Hoyanes, 2013). The concept discusses the present and projected the future, that a society has no choice but to adopt this technology. The concept has equally been used to interpret cultural stances (Murphie and Potts, 2017: 12).

The interpretations and implications of technological determinism also claimed that we learn, feel and think the way we do because of the messages we receive through the use of technologies that are currently available (Felix, 2017: 6). By reflecting on the changes that have occurred in mass media technology over the years, we are able to understand the interaction between media technologies and human learning patterns. For instance, the development of printing press necessitated the use of our visual senses, radio required us to listen and, in the process, developed our sense of learning. While television encompassed both learning and visual sense. However, with the latest addition to communication technology, the Internet in particular, all of the previous communication technologies are now combined into one medium (multimedia). As such, the Internet, through its dynamism, engages learning and visual senses, along with

real time interactivities simultaneously (Felix, 2017: 6). This, therefore, confirms the stance of technology, especially its ability to transform the media environment, notably, the emergence of digital journalism.

From a different determinist perspective, Wajcman (2002: 351), argued that technological innovation crucially builds on previous technology, which then forms part of a whole system rather than separated devices. In that sense, as the latest innovation to be adopted into mass communication, the Internet characteristics imperatively builds on previous technology, such as visual, audio and writing (multimedia) concurrently. Other views upheld that new media are not only addition to existing media, they are equally new technologies. A closer look at their functions today, demonstrates that indeed they have certain deterministic capabilities because, "they help to promote modernisation and self-reliance" (Slack and Fejes, 1987: 202).

Further underlying assumption of technological determinism, with respect to Innis work on the concept, argued that communication makes the world go around, rather than money, and that communication history was the key to world history (cited in Blondheim, 2007). This standpoint, in a way, positioned communication as a core circuit to gaining a greater understanding about the role of technology in shaping human culture and experience. This is exactly what Innis and McLuhan work extensively focused on. Pertaining to this current study, technological determinism has established itself in the working practice of journalism given the present media landscape. Arguably, innovation of communication technology has abetted journalists to execute assigned tasks, story gathering, the use of computer for writing and editing as well as, real time correspondences from one location to another (Ayotunde, 2012: 98). Journalism tools, as discussed in the preceding

chapters, have been expanded. For instance, some tasks that necessitated the use of office computers in the past can be executed using mobile phones and other various Internet enabled portable devices, which now serves as major tools for news making (Ayotunde, 2012).

The development in communication technologies further validates McLuhan's perception of a "shrinking world" (Felix, 2017: 8). In this regard, a communication innovation that vividly comes to our mind would certainly be the television, it has enabled people to learn of events from anywhere around the world. Within the position of this current study, it could well translate into the dynamism of the Internet, perhaps the most influential communication innovation of the twenty-first century, has promoted the newspapers (including local and community newspapers with news sites), as people can now read about what is happening in their countries (or communities) simply by visiting the relevant news sites that speaks about their interests from anywhere around the world (Felix, 2017: 11).

All of these developments are what we have integrate into our daily activities, has subsequently become part of our lives as we make use of them every day, meaning the "medium is the message" (McLuhan, 1994, 2003; Zimmer, 2005: 7). Blondhim (2007), in addition contended that media determinism impact on society fundamentally. Communication technology can potentially change dominant structures of tastes and feelings in that preferred form and experience can be altered. Nonetheless, one thing that have proven to be of significant to this study is based on the fact that, theoretical stances that are most common amongst scholars, as long as communication technology is concerned, simply portrayed the

impression that changes in communication technologies have had impact on social and institutional practices (Chandler, 1997: np).

In view of the above discussions, technological determinism theory seems to share similar idea with agenda setting theory. These theories stressed that media message can potentially influence the prominence of news stories about public agenda (Ayotunde, 2012: 97). That is, audiences often perceive news items as important based on frequent coverage in the media. With respect to the changes occurring in journalism practices and in newsroom specifically, the appropriation of new communication technology has therefore induced a visible change in communication flow.

This study briefly highlights other important assumptions held by technological determinism theory, such as *ontological assumptions, epistemological assumptions* and *axiological assumptions,* which Ayotunde (2012: 98) summarised in order to shed more light on the transformations of technology that have influenced both the media and users.

*Ontological assumptions,* postulated that human beings lack free will; therefore, they are dependent on societal dictates. It implies that whatever means of communication is available in a society, people will always adjust and adapt to such medium as long as it is widely embraced and valuable (Ayotunde, 2012: 98).

*Epistemological assumptions,* emphasised that we can only know the truth by observing what had happened for a period of time. It also assumes that societies change their customary mode of communicating in tandem with the ways in which the medium changes. Ayotunde (2012: 98), had noted that epistemological

assumptions support the notion that humans obviously make use of a medium for the purpose for which it was designed (for instance, phone for talking over line, the use of computer for electronic mail, internet, etc.), and that when new technology is developed, often more powerful than what is current accessible, people will observe its functions, then adopt it and make use of it.

*Axiological Assumptions,* views technological determinism theory as objective in nature. It explains that everyone will behave the same regardless of what the medium they are using as long as they engage the same medium. In this assumption, values are rarely considered a requirement; rather the theory posits that knowledge can be gathered through strict observation of evidence (Ayotunde, 2012: 99).

### *Critical Evaluations*

Technological determinism has received lots of scepticism and criticism altogether by many who view the theory as unfounded and having many gaps. Scholars such as Postman (2004, 2011: 21-25) and Mackenzie and Wajcman (1999), are of the opinions that technological determinism is no longer accurate in its view of the way in which human beings engages with technology. They argued that the relationship between the society and technology encompasses more than McLuhan's conceptualisation of the concept 'cause-and-effect' formula. In other words, it is believed that the concept hides vital dynamic roles as related to the appropriation of new technologies by journalists in particular social context (see Williams and Edge, 1996: 52-67; Mabweazara, 2010: 3-10). Nonetheless, society and technology have intertwining potentials and this suggested that technology does

not determine but operates, in turn are operated within a multifarious social field (Murphie and Potts, 2017: 16-18).

Others have criticised McLuhan for not acknowledging the work of Cooly who had earlier, in the 1900s, proposed that new communication technologies would represent greater changes in human's life (DeFleur, 2010: 335). True to this statement is the profound transformations taking place in the media today. As such, McLuhan's conceptualisation of the concept 'the medium is the message' was found not new after all (Felix, 2017: 6).

Despite the criticism of technological determinism theory, seeing the changes taking place in communication technology, one can clearly perceive the effects these new communication technologies exert on various sectors of the mass media. However, it should not be viewed mainly by considering the prerequisites of the notion of changing the way humans think, feel or act. As some African scholars have contended, there is the need to examine technologies in connection to socio-cultural, political and economic perspective where they are adopted, while noting access and effective use of such technologies (Nyamnjoh, 1999; Berger, 2005; Mabweazara, 2010: 8-10).

### *Importance of the theory*

The issue of rapid changes in communication technology and media operations have been observed especially, within the traditional news media (Lucchi, 2016: 95). On the notion of adoption of innovations, most newspaper institutions have combined the use of new media technology in conjunction with traditional medium, while others have completely abandoned traditional medium and have

successfully migrated to new communication medium. Following his study on how journalist in South Africa are adopting new technologies, Berger (2005: 1), confirmed that journalists are not lacking behind. Notwithstanding the problems inherent within the contexts where these journalists operate, though passive in appropriation of new technologies, they are consistently deploying the new technologies. On that note, the technological determinism concept can, therefore, better describe how new technological adoption are used within the newsroom.

The technological determinism, as a functional theory, supports this study's objective because, the concept is applicable in print media analysis as it is in all other media fields. The objective of this study is to examine whether there has been changes in newspapers content due the emergence of the new media in South Africa. The technological determinism concept can be deduced from the fact that journalists and news media institutions have been forced to integrate in their everyday practices, the use of new technology. Other assumption stressed that new communication technology has altered all levels of journalism practices with much effect on the print newspapers as people can now read published work online and at a cheaper rate (Ayotunde, 2012: 99; Lucchi, 2016: 95; Felix, 2017: 10-11). Therefore, resilience or displacement of the print newspaper can be determined through the probing of newspaper pages in order to compare content frequency counts.

Furthermore, technological determinism can be used to examine how new media impacts on old media, on the premise that new communication technology has certain transformative impacts on news and information consumption in present media environment (Berger, 2005: 1; Moyo 2009: 7). These assumptions have thus led to many conflicting arguments within the context of the print media. For

instance, pessimists have argued that new media has the potential of sending old media such as print newspaper to its demise (Ahler, 2006; Alterman, 2007; Gomez 2008). The optimists maintained a contrary view that no new medium can replace an existing medium (Felix, 2017: 11). Others conclude that new and old medium can coexist (Tomaselli, 2009; Fortunati *et. al.* 2009; Bosch, 2010; Chari, 2014).

The adoption of the Internet as tool and medium for news making, its dynamism and interactivity features have brought changes to media industry, journalism practices and media content. Akin to the domestication theory, technological determinism theory is more acutely relevant to the discussion in the developed nations. The position of technological determinism theory has some parallels within the South Africa media landscape. Seemingly, the new media platforms have been adopted in the country and has resulted in the emergence of digital journalism (Bosch, 2010: 265 -270). Reports have also shown a constant rise in number of Internet users. Another importance of technological determinism is attributed to digital journalism, its ability to curb press hegemonic power as those who dictates what the public consumes as the news.

It is also important to point out that many South Africans, in addition to, professional journalists, have adopted the use of new innovations (new media technology), through which they are now able to voice their views on controversial issues (hashtag trend, such as #FeeMustFall is a typical example). The new communication technologies, social media for instance, have facilitated the posting breaking news on various news sites (see the literature chapter). However, the central assumption held by technological determinism establishes that the theory is vital in media studies, which seeks to describe the extent of new media impact.

It also explains social change, upholding that the entire society is being determined by technology (Murphie and Potts, 2017:12).

## 3.5 AGENDA SETTING THEORY

The central approach grounded on agenda setting theory revolves around public opinions. McCombs and Shaw developed the concept of agenda setting in 1968, with focus on comparing salience of issues in news contents (McCombs, 2005: 59-60). By applying the concept, McCombs and Shaw were able to analyse undecided voters in Chapel Hill, North Carolina, during the 1968 United States presidential campaign. They found a strong correlation between media reports and the residents' number of voters (McCombs and Shaw, 1972: 177-178). As a result of the success of their study, the concept of agenda setting was therefore adopted as an appropriate approach for conducting content analysis within the context of the news media. Their study somewhat corresponds to this current study because, this current investigated changes in print newspaper's content that influences public opinions an established news media in new media age.

### *Underlying Assumptions*

The general assumption made by McCombs and Shaw (1972: 172), posits that agenda setting theory promotes public awareness. The concept helps us to understand how the media pay close attention to important issues, in turn are able to influence the public opinion. The concept also helps in establishing the dominant position on news prominence.

Wanta, Golan and Lee (2004: 372-374), applied the concept within the macro level of agenda setting in the media conclude that, the more news coverage a nation receives, the more nation becomes relevant that to the people. What this means is that agenda setting theory basically describes the media ability to influence the prominence of certain issues or articles (public agenda) over others (McCombs and Reynolds, 2002). Agenda setting theory has been applied often within social science studies and has been used to make predictions. The idea about making predictions, suggests a correlation between the amount of attention the media gives to a particular issue, and the public's perception that such an issue is important (Jeffres, 1997; Dominick, 2010).

Another important aspect of agenda setting theory is linked to its psychological and scientific value, that frequent coverage of a story in the media will always resonate in peoples' mind as they are able to recall what was reported, regardless of whether it affects them or not (Coleman and Wu, 2010: 315; Dominick, 2010).

Mrogers and Wdearing (1988: 556), postulated three types of agenda setting theory to include:

1. Public agenda setting: the public determines the agenda for stories the media views as important. In other words, public's agenda becomes a media-dependent variable. This idea collaborated with the initial points made by McCombs and Shaw (1972), the assertion about the link between the stories covered in the media and its influence on the publics (see Kosicki, 1993: 101).

2. Media agenda setting: at this level, Mrogers and Wdearing (1988: 556), argue that the media acts as the dependent variable, or that the media determines the agenda for stories perceived to be important. From a different perspective, this level examines the antecedents of media content in relation to attention given to certain issues, in terms of the selection and emphasis (Kosicki, 1993: 101).

3. Policy agenda setting: describes elite policy makers or political actors as the dependent variable. That is, when the public and the media agenda are influenced by policy makers (Mrogers and Wdearing; 1988: 556; Kosicki, 1993: 101; Feezell, 2018: 2).

Take these levels into account, the public agenda and media agenda, however, appeared to be the most studied in media research with marginal focus on policy agenda. The reason is because communication scholars often focus attention on how the media and public agenda might influence the elite policy makers, as Mrogers and Wdearing (1988: 556) noted. On the contrary, the policy agenda setting is studied predominantly within the context of political science, thus a more reason why communication researchers largely ignored the concept (Walgrave and Van Aelst, 2006: 89).

**Critical evaluation of the theory**

Agenda setting theory has a number of weaknesses. While it is true that the media influences what the public perceives as important, the extent to which the media influence public opinion has proven difficult to measure. According to Coleman and Wu (2010: 315), most research premised on agenda setting theory, to a large

extent, has remained inconclusive in an attempt to establish the causal correlation between the media and the public - their feelings or emotions, which at times include anger, fear, sadness, happiness, hope, pride and many others, when analysing media influence.

Given the growing influence of the Internet and the increasing news sites that have resulted in abundance of opinions on agenda setting theory, there are arguments that the variety of information available online are accessible by the public. Also, the public are no longer compelled to depend on the news media, it thus becomes problematic to prove that the media is setting the agenda (Lycariao and Sampaio, 2016: 32; Thomas, 2017: 2). It is also imperative to note that the power of the traditional media has been curbed. As a result, it is fairly impossible to completely measure the relationship between the media and the public (see Meraz, 2011: 701; Aruguete, 2017: 44).

Agenda setting theory, in addition, feature some degree of time lag. This is due to that fact that studies frequently combined media content categories and primary data collected in form of questionnaires, or in-depth interviews. Therefore, it gives broader categories (big data) and could lead to inaccuracy or inflated correlation coefficients (Lycariao and Sampaio, 2016: 32). This frailty appears to be a major weakness of agenda setting theory. By analysing *Sunday Times'* print newspaper content in South Africa, this current study intentionally ignored the use of primary data (interview or questionnaires), but focused on secondary data in an attempt to avoid irregularities. However, this study will for the most part negate this weakness.

**Importance of the theory**

The primary importance of agenda setting theory, as many researchers have shown, lies on the impression that the concept is a significant and powerful approach for conducting media analysis (Berger and Chaffee, 1988; Herman and Chomsky, 2010). Despite much criticism about the concept's inability to determine media agendas in a changing media landscape characterised by new communication technologies, many strongly maintained that agenda setting theory and its position is still relevant even in this Internet age and has been applied to direct electronics media messages, particularly the bulletin boards (Lycariao and Sampaio (2016: 32).

Another aspect worthy of note, and of particular interest to this current study is that empirical investigation on new media operation has revealed that the reversed-agenda-effects, in which public opinion disseminated using various online channels could be sieved to form stories published in the newspapers, which then forms part of the news media stories. The conclusion on this perspective points to the fact that the public could potentially set media agenda in current media environment (see Kim and Lee, 2006). Also, as Lycariao and Sampaio (2016: 32) pointed out, it deals with "transferring the salience issues from public agenda to media agenda". This idea is consistent with McCombs (2018)'s assessment on agenda setting, which states that public opinions can influence media agenda. Other views confirmed, the Internet communities have the potential to set their own agenda into public agenda (Lycariao and Sampaio, 2016: 36; Feezell, 2017: 3).

Based on its link to adoption of innovations (domestication theory), and adapting to new technology (technological determinism theory), the agenda setting theory

could offer journalists more opportunities for gathering both local and international news items in real time. The perceived public role about the reversed-media-agenda setting, therefore, could potentially influence news media agenda that informs content, which is a more reason why this study considered the theory appropriate in this study.

## 3.6 SIMILARITIES AND DIFFERENCES IN BASIC ASSUMPTIONS: DOMESTICATION THEORY, TECHNOLOGICAL DETERMINISM AND AGENDA SETTING THEORY

Certain similarities and differences in their basic assumptions about the changes occurring in the media landscape between domestication theory, technological determination and agenda setting theory, have resulted in changes in journalism practices and news focus. In the light of this scenario, a combination of these theories can better describe changes occurring in the media through probing of published print newspaper pages for changes in news items. The domestication theory and technological determinism are premised on differences of adoption of innovations and the use of new technology by news media institutions.

Domestication theory addresses adoption and use of new communication technologies in newsrooms (Ayotunde, 2012: 96-97). Since many arguments point to the changes in the linear flow of news, this obstruction could directly influence content structuring particularly, the print media. Many communication scholars have used this theory and analysed how news media are coping in current media landscape (Silverstone, 2005: 231; Berker *et al.,* 2006; Hynes and Richardson, 2009: 438). Therefore, an exponential decrease or increase in contents over a

period of time could reveal more about the impacts of new communication technologies on print newspaper (based on statistical findings).

Technological determinism theory can be applied to the discussion of how new technology effects humans' lives and how societies operate (Ayotunde, 2012; Felix, 2017). It is directly connected to news media, in terms of the changes happening today, particularly the evolution from 'tribal' to 'electronic' transformations, which however, influence humans' thoughts and behaviours (Postman, 2004: 21-25). Based on this backdrop, within the context of Africa and the developing countries, South Africa is among the fastest developing countries in the world, due to the level of infrastructural and technological developments in the country. Hence, the notion about technological determinism, which upholds that the level of development in a country can be determined based on the level of technology obtainable, sheds more light on the discussions about the changing media environment.

Similar to the assumptions held by technological determinism theory that describes the adoption of innovations, domestication theory explained that most media newsrooms and journalists have adopted new technology into their practices. In terms of new media adoption and use, technological determinism theory underscored that innovations of communication, including the social media platforms, are potentially useful tools for gathering and dissemination of news stories. It has since enabled interaction with the public, as consequence, become an emancipator of social change (Lenert, 2004: 235-258).

Furthermore, studies have also found possible synergies between 'old' and 'new' with respect to media practice. The underlying assumption here points to the fact

that adoption and use of new technologies could go sideways, either beneficial or detrimental for the news media. Though there are claims that these difficulties are often overlooked (Williams and Edge, 1996: 52-67).

The theory of agenda setting, on the other hand, centres on news media's dominant influence on public opinion through extensive coverage or by giving prominence to certain stories (McCombs and Shaw, 1972: 172; McCombs, 2005: 59-60; McComb, 2018). The concept assumes that the media determine what the public should know. However, with the widespread of new communication technologies, most arguments suggest that the change in communication, permeated abundance of information that can be found online. This means that people can access news and information for themselves without resorting to formal media platforms such as the print media. Another notable underlying assumption about agenda setting theory, is the belief that the news media can filter public opinion in various online channels, and then reports their findings as news (Kim and Lee, 2006; Lycariao and Sampaio, 2016: 32; Feezell, 2017: 1).

This therefore demonstrates the direct similarities between the three theories under discussion, which also serves as an indication of their characteristics and interrelatedness, in terms of new technology adoption and use, through which peoples' thinking and feeling can be influenced as well as how societies operate. This understanding hence confirmed the relevance of these theories in this current study.

As stated earlier, it is conceivable that, far from their differences, these theories are compatible and are relevant to the discussions of the changes occurring in the

media landscape, especially how new communication technology impacts on traditional media such as the print.

Based on the preceding literatures, the following hypothesis will be advanced in this study.

## 3.7 HYPOTHESES

### H1: There will be significant changes in print news articles

Gomez (2008), Meyer (2009), and Harber's (2017), among many others, are pessimistic about print newspapers' death. According these scholars, the alarming rise of new media technologies and abundance of information online represent many threats for the print media industry. Newspapers around the world are battling to preserve readership and print circulation from collapsing completely. Reports have also shown that some print newspaper institutions have stopped print edition due to lack of substantial revenue generation. While others opined that lack of quality contents and bias reporting among journalists contributed to print newspapers diminishing state, leading to the speculation of print newspapers' imminent death. This hypothesis tests whether the focus of news in the *Sunday Times* print newspaper has changed in the new media age based on the impact of the new media.

### H2: Advertisement will decrease

By reviewing previous studies, this study found that scholars such as Alterman (2007), Gomes (2008) and Mitchelstein and Boczkowski (2009), are among the many pessimists who have speculated that print newspaper days are numbered.

They have stressed that new media attracts more advertisers due to their complex characteristics, and that print newspapers are unable to match the same revenue stream. As a result, the new media is purported to have given the public new ways of consuming news and information. New sites and social media platforms, for instance, enabled instant interactivities, meaning that readers can engage with journalists or inquire about brand's products and services they encounter online almost immediately. They no longer have to wait for news and information to be published in the print newspapers. This has led to various predictions that advertisements, a major determinant of high-cost print newspaper production, will decrease as consumers' attention has shifted toward the online news medium. This study, therefore, traces what the case is, within South Africa by comparing the total number of advertisements found in the *Sunday Time* print newspaper for a period of five years.

## H3: Focus on international news will decrease.

The dynamics of international news coverage has undergone tremendous change since the advent of the new media. There are claims that the Internet has increased its ability to compensate newsreaders for historical failures of traditional media provision of the news. Evidently, the public's adoption and use of new communication technologies have continued to shape news focus of the traditional media. In this line of thinking, new communication technologies have widened the reach for international news. Thus, has given the public the ability to access foreign news for themselves. Consequently, print newspaper coverage of international news is expected to drop, since readers can easily learn of this type of news by visiting various online websites and social media platforms.

**H4: The number of pages of the print newspapers will decrease.**

Several research projects point to the Internet news services to have drawn the audience away from traditional media. The reasons given is attributed the abundance of news published online even before it appears on print. Hence, the print media industry has witnessed radical declines in the number of newspaper pages as readers continue to migrate online (Ahlers, 2006; Berger, 2011). This hypothesis will be tested in order to explore changes in the number of pages of the *Sunday Times* print newspaper.

In conclusion, this study's theoretical approach was premised on domestication theory, technological determinism and agenda setting theory. These theories were imperative in describing the current changing media landscape concerning new communication technology adoption, use and how the news media agenda influence public opinion.

This study, therefore, explains the ways and methods chosen to investigate the problem this study intends to answer. As longitudinal study, the process involved a statistical coding. How it was applied to determine differences in content over the study period were reviewed. The following chapter discusses the methodological approach implemented in this study.

# CHAPTER FOUR: METHODOLOGY

## 4.0 INTRODUCTION

To get something done or to provide an answer to an identified problem requires a strategy, plan or a method. This chapter highlights the research methodology used in this study. As Popenoe (1993: 3) explains, research methodology enables the investigation of conceptual, logical and research measures by which data selection techniques and samples are utilized and analysed in research.

The processes of research methodology, according to Brynard and Hanekom (1997: 28), require certain considerations such as planning, structuring and implementation of the research so as to conform to the principles of truth, objectivities, validity, reliability and accuracy. For Wimmer and Dominick (2011: 14-16) methodology is concerned with the methods and the underpinning philosophical assumption of a research process.

Methodology enables a clear understanding of the question of 'why' research is conducted in a certain way. It also serves as a guide on 'how' the research should proceed (Thomas, 2010: 292). It is also imperative for the researcher to carefully put into consideration the processes involved when choosing methods and tools for his or her research (Snape and Spencer, 2003). Therefore, it is obligatory that any academic research that sets out to achieve success must ensure that the research approaches and designs, including techniques to data gathering and tools are fitting.

The research approach that was used in this study was *quantitative* due to its appropriateness when conducting longitudinal content analysis. A quantitative research paradigm is positivist in nature because, it provides understanding on how to conduct longitudinal content analysis, which requires coding of numerical data. In this specific case, it was used to determine changes in content of the *Sunday Times* print newspaper over a time period. The foundation of content analysis is often traced to theological and historical analysts during the 18th century, who applied content analysis to compare spoken and written messages. Later, it was used to document the Second World War propaganda by social scientist (Baxter, 1991: 239).

Emphases on what establishes modern content analysis such as coding and reliability, were developed in the 1930s and 1940s, mostly during the time that Harold Lasswell was deeply focused on the effects of propaganda (Delia, 1987; Baxter, 1991: 241). The aspects of quantitative content analysis procedure were devised from the binary punch card system developed to do the calculation with large sets of data, or a systematic reading of a body of text, image or symbolic matter (Krippendorff, 2018). In other words, the concept makes explicit the implicit judgement about a set of data (Baxter, 1991: 248).

Another aspect of content analysis is that the researcher must, first off, determine the subject to be examined (Stemler, 2001: 1-3). The next step the researcher takes is to define the population that will be studied (in this case, the media source and time span). However, when there is a prohibitively large population, the researcher will need to select from the defined population (Stemler, 2001: 4). Therefore, categories need to be defined that will enable the classification of content and these are objectively coded by trained coders. Furthermore, it is

important that the reliability and validity of the selection process are tested, after which the findings are then analysed and interpreted according to accepted media theories (Kaid and Wadsworth, 1989; Stemler, 2001: 5-8).

The research design applied in this research project is a case study that enabled the presentation of meaningful understanding of the impact of new media on print newspaper. The purpose of this study was to investigate changes in *Sunday Times* print newspaper from 2013 to 2017, in light of new media proliferation, seen as a threat to print newspaper viability in the news market. This approach thus enables the researcher to probe newspaper content and to provide numerical differences, in terms of frequency in articles counts from the selected print newspaper editions. The study also considered some changes, in terms of the prominence given to stories in print newspapers. It thus enabled a discussion on what the media debated about content diversity. Reference to advertisements and international news reports are also considered in order to assess the purpose of this research.

## 4.1 RESEARCH APPROACH

There are two basic approaches to research and these are *quantitative* (positivist paradigm) and *qualitative* (interpretative paradigm) research methods. The different positions of these research approaches have been extensively discussed often with conflicting interests among social science scholars. According to Strauss and Corbin (1994: 17), the concept of a qualitative research approach is described as "any kind of research that produces findings that do not involve statistical procedures or other means of quantification". Qualitative data refers to information that is gathered in a non-numerical form, this type of research approach does not involve counting of numbers.

The qualitative research approach is understood to be holistic, explanatory and interpretative in nature, hence it explains a phenomenon instead of measuring the world. As Holloway and Wheeler (2010: 22) clearly note, research that adopts a qualitative approach focuses more on how to interpret and make sense of experiences, mainly within the context in which they exist. However, qualitative research encompasses a multi-method approach and not restricted only to researcher's experiences, it also involves interpretation, which enables a research to naturally provide solutions to the subject matter (see Denzin and Lincoln, 1994). Thus, the research participants can study the objects in question through the use of various empirical materials such as case studies, life stories and personal experiences, observational, interactional, historical and visual text. This is different from the constructed materials applicable in quantitative research approach.

A *quantitative* research approach, on the other hand, deals with data collection that can be sorted, classified and measured, which represents a certain quantity, amount or even range (Huysamen, 1994: 212). Quantitative research befits this study because the study focuses on gathering numerical data from print newspaper articles. This type of approach is mostly conducted in social sciences using the statistical methods to generalise in order to describe a particular phenomenon (Babbie, 2007: 66). In this study, the focus was to if there are changes in the *Sunday Times* print newspaper content in this new media age.

According to Babbie (2007: 66), quantitative methods deal with objective measurement; the statistical, mathematical, or numerical analysis of data that can be gathered through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. In this connection, Sheldon (2011), posits that quantitative research approaches describe convergent

reasoning rather than divergent reasoning. In a sense, it is concerned with the generalisation of a variety of ideas about a research problem in a spontaneous and free-flowing manner.

Quantitative research was most suitable in this study as it employed a statistical method of data collection and analysis, which involved measuring the frequency of count of print newspaper articles in order to determine changes in contents over the study period. This process was guided by the theories of domestication, technological determinism and agenda setting. These theories were crucial as they deal with the philosophy that shaped news coverage and publication by journalists in view of the changes taking place in the media landscape. It served as the framework that enabled the analysis of newspaper content in order to examine changes over time, as well as to examine the prominence given to stories. By adopting quantitative content analysis, using longitudinal research design, the researcher analysed the collected data with the help of statistics, in which the numbers produce an unbiased result that is then generalised to the larger population (see Zhang and Wildemuth, 2009: 319).

Drawing upon quantitative research paradigmatic approach as being *positivists* in nature, Holliday (2007), describes it as a scientific way of investigating a phenomenon that deals with counting and numerical components. A paradigm is a system of belief or theory that guides the way a researcher investigates a case. It is also considered as an established set of practices that should be followed (Bardoel and Van Cuilenburg, 2008: 18). According to Kaboub (2008: 343), the positivist research approach emerged as a philosophical paradigm in the 19th century in which some scholars contend that only quantifiable and verifiable

scientific knowledge can reveal the truth about reality. It was later formally established as the dominant scientific method in the early part of the 20th century.

Furthermore, the positivist paradigm stresses that real events can be observed empirically and explained with logical analysis (Kaboub, 2008: 343). The criterion employed in this process requires evaluating the validity of a scientific theory, that is, this approach tests whether our knowledge claims (theory-based predictions) are coherent with the information we are able to obtain using our senses. Accordingly, Aliyu, Bello, Kasim and Martin (2014: 81), maintain that the positivists' research approach is "rooted on the principle that truth and reality are free and independent of the observer". A clear understanding of the extent and nature of research paradigms provided more insight as to the importance and why this study employed a positivist approach.

Krauss (2005: 759), upheld that the basic approaches of research include the *ontological question*. This approach set to examine what the structure and type of truth is, and what can be known about it, that is, the philosophy of reality. The *epistemological inquiry* investigates the connection between the knower or could-be knower and what could be known; it also focuses on how we gain the knowledge of the reality (Krauss, 2005). The *methodological approach,* however, is concerned with the issue of how the investigator or inquirer sets out in order to discover whatsoever he or she deemed could be known in relation to the research objective. It is a recognized set of principles or practices used to achieve knowledge of reality (Aliyu, et al., 2014: 81). As a result, the methodological approach proved to be more adaptable in this study.

*Research Method*

There are two methods of conducting quantitative research, the *primary research method* and *secondary research method.* In primary research method data is gathered directly (raw material) by the researcher instead of relying on previously collected data, whereas secondary research method depends on primary data sources, an already existing data that is reviewed and collated to increase the overall effectiveness of research (Barringer, Jones and Neubaum, 2005: 665; Reddy and Acharyulu, 2008: 56).

Data collected through research apparatuses such as surveys, participant observations and interviews are all form of primary data. This study used secondary data gathering method because the researcher conducted a quantitative content analysis using a longitudinal research design. This process is concerned with the counting of print newspaper articles and the frequency of occurrences in order to determine changes in content over time. McNeil and Chapman (2005: 131) conclude that secondary quantitative research, or desk research is a research technique that involves utilising officially existing data, produced for non-academic purposes by establishments such as the state, firms, institutions or individuals, in some cases it can appear in form of official statistics, reports among other types of documents.

Secondary research data usually comprises of official records, archived materials, literature, historical documents as an important source of secondary data, which are collected and analysed to build the general viability of research. Furthermore, secondary data can be collected from numerous different sources including the Internet, government and non-governmental sources, public libraries, educational

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institutions and commercial information sources (McNail and Chapman, 2005). Commercial information sources (print and visual media) were appropriate in this research as data were collected from archived *Sunday Times* print newspaper available at their head office, Tiso Blackstar Group in Parktown, Johannesburg.

## 4.2 RESEARCH DESIGN

A research design is the set of methods and structure used in collecting and analyzing measures of the variables specified in the research problem (Creswell, 2014: 12). The design of a study is a type of enquiry within qualitative, quantitative and mixed methods approaches such as descriptive, correlation, semi-experimental, experimental, review, meta-analytic and sub-type (descriptive-longitudinal case study), research, problem, hypothesis, independent variable, experimental design (Jalil, 2013: 8-14). The chosen research design provides specific direction for procedures created to find answers to a research question. This study engaged in longitudinal study design, which falls under the non-experimental design (survey: longitudinal survey, or panel study) of quantitative research method (Barringer et al., 2005). Longitudinal studies are conducted across various time durations in which the researcher is able to observe a change in the processes. This time period can be days, months, years or even decades (Jalil, 2013). As stated earlier, the researcher collected secondary data only from *Sunday Times* archived print newspaper from 2013 to 2017, a five-year period.

## 4.3 THE POPULATION OF THE STUDY

A research population is commonly known as an extensive collection of individuals or materials that are the primary focus of a study. Creswell (2014: 12) refers to research population as a well-defined collection of individuals or objects that

appear to have similar characteristics, all individuals or objects within a certain population usually have a common binding characteristic or trait. The notion on population having a binding or similar descriptive characteristic denotes in terms of individuals, well-defined members of an organization such as government officials, hospital nurses and doctors, commercial institutions staffs, among others. And as objects, includes data that can be sourced from public libraries, or archived materials that do not require human interactions (Wimmer and Domminick, 2011; Neuman, 2014).

On account of the large sizes of data populations, a researcher often cannot test each individual or the material in the population due to the high expenses and time consumption. Data populations are usually large, comprised of several elements. In that case, a researcher relies on sampling techniques in order to execute the research project. Consequently, this study collected samples only from the *Sunday Times* print newspaper articles such as *news, politics, business, advertisement* and *sport* that were published from 2013 to 2017 as the target population. The total number of population size were 30 *Sunday Times'* print editions published within the study period. The research technique applied in this study is considered in the following part.

## 4.4 SAMPLING AND SAMPLING TECHNIQUE

Sampling is the use of a subset of the population to represent the whole population or to inform about (social) processes that are meaningful beyond the particular cases, individuals or sites studied. There are two main sampling techniques, probability and non-probability sampling. As Neuman (2014: 246) notes, the primary use of *probability* sampling technique in quantitative studies is to create a representative of sample; a small unit is selected that closely represent features of

interest in larger collection cases known as the population. Whereas *non-probability* sampling does not meet this criterion and as any methodological choice ought to adjust to the research question that one envisages answering. This sampling procedure cannot be used to infer from the sample to the overall population in measurable terms (Strauss and Corbin, 1994). Therefore, Neuman (2014: 246) posits that a precise sampling procedure is required in order to create a representative in this type of research method. The objective of researches in this approach is to determine how the selected cases fall into categories of interest.

This study adopted the *probability-sampling* technique. It is a popular technique used in conducting quantitative research. Given that a typical *Sunday Times* print edition consists of averagely 56 pages, coupled with the cost of research fee each day to access archived materials of the newspaper, saturation sampling would have needed more time and resources than what was budgeted for in this research. As a result, the researcher sampled newspaper in selected months that fall within the stipulated study years 2013 - 2017. Neuman (2014: 246) acknowledges that this technique is very efficient and also saves time and money. This method followed a standard procedure in content analysis of media articles to ensure consistency, validity and reliability. *Systematic sampling technique* was the method applied in this study, which according to Neuman (2014: 258) is a random sampling method in which a researcher samples every $k$th ($k$th = third or twelfth, for instance) cases in the sampling frame using sampling interval. The sampling interval in this case refers to the inverse of the sampling ratio that is used when selecting cases in systematic sampling and $k$, which represents some number, tells a research how to select elements from the sampling frame by skipping elements in the frame before selecting one for the sample (Neuman, 2014: 258).

By employing this method as postulated by Neuman (2014), the study sampled six months of publication articles within the selected years from 2013 – 2017. For example, the study sampled January, March, May, July, September and November from 2013 through 2016. In 2017, the study sampled February, April, May, June, July and August. Thus, the study included 5 years of publications (2013, 2014, 2015, 2016 and 2017).

Data collected for this study was based on six *Sunday Times* print editions of interest for each year, using the outlined systematic procedure above. The constructed weeks were as follows: 2013 – 2016: January: first-week publication, second-week publication, third-week publication and fourth-week publication and in September and November, first week and second-week publications were sampled. In 2017: the first week of January, the second week of February, the fourth week of April, the first week of May, the third week of June and the third week of July were sampled. The reason for this was to explore other weeks and months that were not selected in previous years. In total 30 *Sunday Times* print editions were sampled.

This research method has been proven to be effective in conducting media content analysis. For example, Rob Whitley and Sarah Berry's analysis on *newspaper coverage of mental illness in Canada 2005 - 2010,* applied this method in their study as a standardised guide to code 11, 263 newspaper articles that mention the terms mental health, mental illness, schizophrenia, or schizophrenic. The data collected were analysed using descriptive statistics that produced overarching themes and time trend analyses within their study years (Whitley and Berry, 2012). Due to the effectiveness and reliability of this procedure, they discovered that danger, violence, and criminality were direct themes in 40% of newspaper articles.

They also found treatment for mental illness was discussed in only 19% of newspaper articles and only 18% was recovery or rehabilitation as a significant theme. The findings, however, revealed minimal changes over time within the research year. As such, they conclude that newspaper articles infrequently reflected the common realities of mental illness phenomenology, course, and outcome. Consequently, clinicians opted to direct patients and family members to other resources for more comprehensive and accurate information about mental illness (Whitley and Berry, 2012: 107 - 111).

## 4.5 UNIT OF ANALYSIS

Units of analysis in social science research add to the reliability of quantitative content analysis (Elo, *et al.,* 2014: 5). An important aspect worth noting concerning unit of analysis, is whether the study considers words, sentence, paragraphs, or whole articles, depending on the purpose of the study. The unit of analysis for this study was based on articles. The study collected data from the leading weekend newspaper in South Africa, the *Sunday Times*. Categories of interest the study focused on were *news, politics, business and sports* and *advertisements,* which are the variables to study. The researcher obtained permission to access archived *Sunday Times* print edition, available at the brand's library in Parktown, Johannesburg, owned by Tiso Black-star group. Articles of interest were chosen following an inductive approach.

By locating materials that were of interest from the case study and based on the selected articles of interest, the researcher then built categories. Having clearly identified the needed monthly editions and years of interest, the researcher further narrowed the selected editions down to weekly editions in order to identify the specific content of analysis. This process took the researcher a total of 15 working

days to gather data. As a longitudinal study, some changes in structure in terms of the overall number of each selected newspaper edition pages and international news stories covered were identified as independent variables. These independent variables were then used to test H3 and H4 so as to examine changes over time.

The next step involved sorting the data into different categories. According to Kearney and O'Sullivan (2003: 13), the basis of quantitative content analysis is to categorise variables so that the researcher can identify cohesions and divergent views that form a pattern. Similarly, Mayring (2002: 6-20), explains that the categories of data have to correspond with the research questions or hypothesis that are established during the process of analysing the data. In this study, hypotheses were developed. To ensure that the gathered data corresponds with the research objectives, a clear criterion was specified that allowed for characterisation of each selected articles that forms the variables.

## 4.6 INTERCODER RELIABILITY

The two coders for this study were both graduate students. The first coder, a post-doctorate from the University of KwaZulu-Natal (Howard College), with years of experience in academic research coded 10% of the articles. The second coder (the researcher) received intensive training on how to code variables, coded 100% of the articles so as to establish intercoder reliability. The coding sheets were compared in order to address inconsistencies.

## 4.7 CODING

The coders used the descriptions of a unit of analysis to determine the category to place each article. For that purpose, the coders developed a coding sheet for content analysis. Each selected article was assigned an identification number. First, the coders intensively perused each page of the selected *Sunday Times* print editions, a time period of five years, starting from 2013 - 2017. Articles in the specified news pages were deemed to be news and were recorded. This pattern was repeated in other specified categories such as politics, business, sports and advertisements, that are of interest – a total of 5 categories in each selected constructed week of the month for five-years (2013 – 2017), were sampled and coded.

In the second stage, categories with clear marks indicating *foreign* or *world* were categorised as international news and were recorded. Lastly, each of the 30 selected newspaper pages was counted, coded and analysed in order to test the given hypothesis. The coders then compared the five categories of the *Sunday Times* print newspaper and recorded the findings following the given hypotheses.

## 4.8 VALIDITY

Jalil (2013: 19), describes validity as the extent to which a hypothesis truly measures what it was set out to measure in this study, to ensure face validity for categories of articles of interest, the researcher discussed the descriptions of articles with his fellow coder to ensure a mutual understanding of issues to deal with in the categories. To achieve this, the coders spent several hours coding some of the categories, comparing notes and made adjustments where necessary. To

ensure accuracy, the coders repeated the exercise several days running into weeks before proceeding to the analysis.

## 4.9 DATA ANALYSIS

The total numbers of categories as they appeared on each of the monthly-selected print editions on the coding sheet was captured using the Microsoft Excel-software developed by *Microsoft.* As a component of the Microsoft Office suite of applications, it is readily available. Therefore, the additional cost of purchasing dedicated analysis software was avoided. Microsoft Excel as a spreadsheet is commonly used for data entry, manipulation and presentation as well as for statistical analysis. To provide further accuracy to this study's objectives, the captured data using Microsoft Excel was then exported to the Statistical Package for Social Scientists (SPSS) version 25 for coding. Descriptive statistics including percentages were used to analyse the findings of this study.

## 4.10 LIMITATIONS TO THE STUDY

There were no envisaged limitations to the study, in terms of data availability. Prior to the commencement of this study, the researcher inquired about the availability of archived *Sunday Times* print newspapers for the period of study. To do this, the researcher travelled from Durban to Parktown, Johannesburg where Tiso Black-Star Group, the publisher of the *Sunday Times* office is located. The researcher was informed about the availability of the materials used for this study. On confirmation of research materials for this study, the researcher obtained permission to access archived materials.

Since the nature of the study was longitudinal, it necessitated the use of content analysis as a more applicable method to achieve the set objectives. There was no

need to conduct interviews because the use of the available secondary data was considered sufficient in answering the research questions or hypothesis. The research questions focused on changes in print newspaper content in the *Sunday Times* print newspaper. It compelled the use of measurements and frequency of counts. Furthermore, as an important point worth noting, this study only considered articles from the *Sunday Times* print newspaper from 2013 through 2017. This means that the results from this study cannot be generalised and applied to other newspapers titles or another time period.

To conclude, the methodology applied in this study underscored quantitative research approach as a suitable method for social investigations. Longitudinal in nature, the study showed how data were manipulated using social scientific computer packages for data analysis. The process involved coding and comparison of chosen newspaper edition's categories in order to test the given hypotheses. The study also explained the population of the study - print newspaper content and explores changes in each chosen category using the *Sunday Times* archived newspaper as the case study.

# CHAPTER FIVE: DATA PRESENTATION, ANALYSIS AND DISCUSSION

## 5.0 INTRODUCTION

The objective of this study was to examine changes on articles coverage in the *Sunday Times* print newspaper in new media age. This chapter focuses on the analyses and presentation of the data findings following the research hypotheses. The study adopted descriptive content analysis in order to explain these findings meticulously. The study has attempted to present the findings in term of the changes in print newspaper article category such as *news, politics, business, advertisements* and sports in the new media age.

The chapter begins with the data findings. Data has been presented using tables, graphs, and pie charts. The data presentation followed the four-hypotheses made by the researcher in the theory chapter. The study used a sample of six *Sunday Times* print newspaper per year for a period of five-years, which gave a total of 30 *Sunday Times* print publications.

**Sub-questions associated with research problem**

- What differences in contents have occurred over the period that coincides with the company's adoption of a digital media platform?

- What prominence is given to *Sunday Times* print newspaper stories?

- How has new media technology impact on *Sunday Times* print newspaper?

**Hypothesis associated with research questions**

    **H1:** There will be significant changes in print news articles

    **H2**: Advertisement will decrease

    **H3**: Focus on international news will decrease.

    **H4**: The number of pages of the print newspapers will decrease.

## 5.1 RESULTS

Results on the analysis of content analysis in *Sunday Times* print newspaper in the new media age from 2013 – 2017 was presented following the given hypotheses. The study analyses a total number of 10,310 dependable variables used to test the given hypotheses.

## 5.2 HYPOTHESES TESTS

The *Sunday Times* print newspaper basically covers main topics such as policy explanation and instruction, corruption and scandal, government and party issues, societal issues and economic issues. Other articles were environmental, educational, business and entertainment new items. The study focused only on article content under the headings such as news*, politics, business,* and *sports*. These items were categorised as news and was used to test the hypothesis **H1,** which states that *there will be significant changes in print newspaper content*.

To provide an adequate answer to these hypotheses, article content of the *Sunday Times* newspaper over a five-year period were probed. Articles of interest were divided into five categories such as *general news, politics, advertisement, business* and *sports*. A test was carried out to compare the frequency counts of each article,

as they appeared on the sampled *Sunday Times* print newspapers. The tables and graphs below from 2013 - 2017 illustrate the findings. Each table and graph represent one year.

## Category of news in 2013

There were 199 articles (17.61% of the entire print surface, including both news hole and advertisements) for general news, 143 (12.65%) politics. However, the highest percentages of articles count came from advertisement, 592 (52.39%), while business has the lowest count with 93 articles (8.23%). Interestingly, sports maintain a good count of 103 articles (9.12%). In total there were 1,130 (100.0%) articles (see figures 5.1 and 5.2).

**Figure 5. 1: Category of news 2013**

| | | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | News | 199 | 13.2 | 17.6 |
| | Politics | 143 | 9.5 | 12.7 |
| | Adverts | 592 | 39.2 | 52.4 |
| | Business | 93 | 6.2 | 8.2 |
| | Sport | 103 | 6.8 | 9.1 |
| | Total | 1130 | 74.9 | 100.0 |

Source: (obtained from the research data, 2019)

**Figure 5. 2: Category of news in 2013**
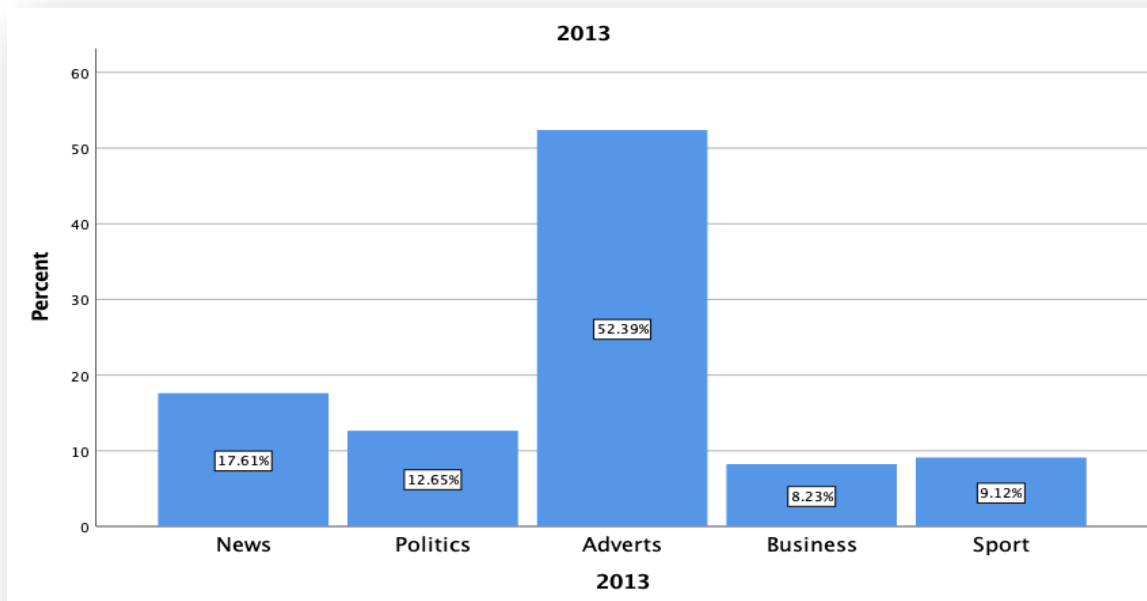


Source: (obtained from the research data, 2019)

## Category of news in 2014

In 2014, 186 articles (14.53%) were general news, 126 articles (9.84%) on politics, advertisement accounts for 751 (58.67%), 120 articles (9.38%) for business news, and a slight drop in sports news with 120 articles (7.58%) compared to previous year (see figures 5.3 and 5.4).

**Figure 5. 3: Category of news in 2014**

|  |  | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | News | 186 | 12.3 | 14.5 |
|  | Politics | 126 | 8.3 | 9.8 |
|  | Adverts | 751 | 49.8 | 58.7 |
|  | Business | 120 | 8.0 | 9.4 |
|  | Sport | 97 | 6.4 | 7.6 |
|  | Total | 1280 | 84.8 | 100.0 |

Source: (obtained from the research data, 2019)

**Figure 5. 4: Category of news in 2014**
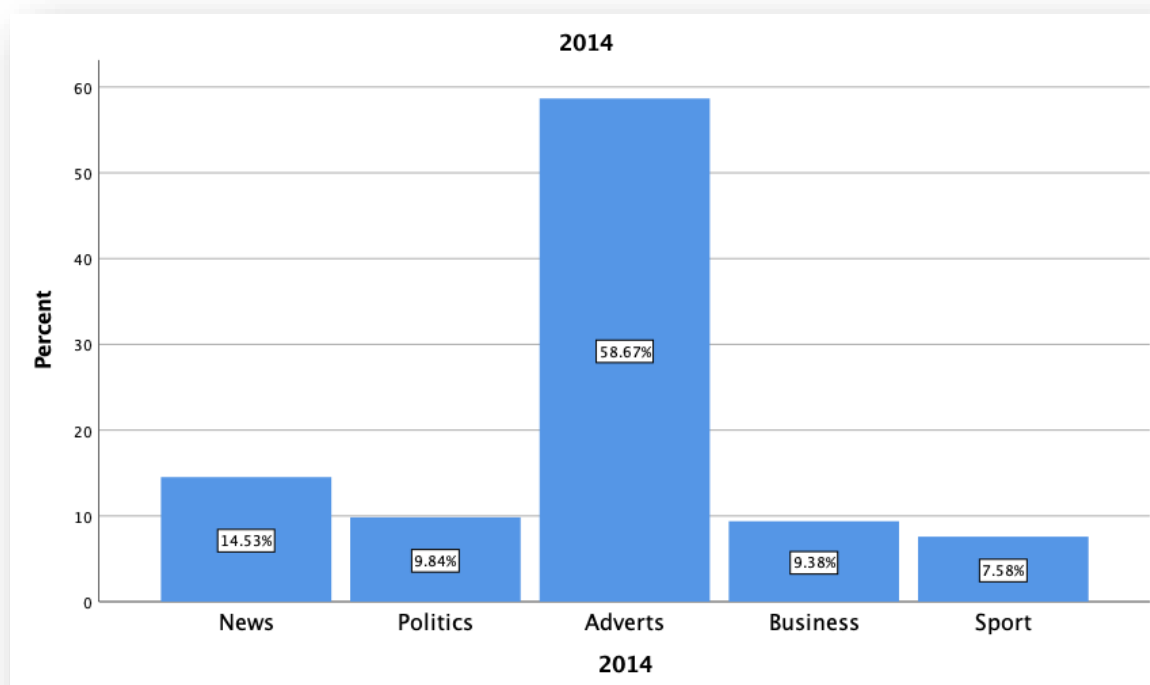


Source: (obtained from the research data, 2019)

**Category of news in 2015**

In 2015, the *Sunday Times* print newspaper covered 207 articles (16.56%) for general news, 123 articles (9.84%) politics, 704 articles (56.32%) adverts, 113 articles (9.04%) business news, and 103 articles (8.24%) for sports news (see figures 5.5 and 5.6).

**Figure 5. 5: Category of news 2015**

|  |  | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | News | 207 | 13.7 | 16.6 |
|  | Politics | 123 | 8.2 | 9.8 |
|  | Adverts | 704 | 46.7 | 56.3 |
|  | Business | 113 | 7.5 | 9.0 |
|  | Sport | 103 | 6.8 | 8.2 |
|  | Total | 1250 | 82.8 | 100.0 |

Source: (obtained from the research data, 2019)

**Figure 5. 6: Category of news in 2015**
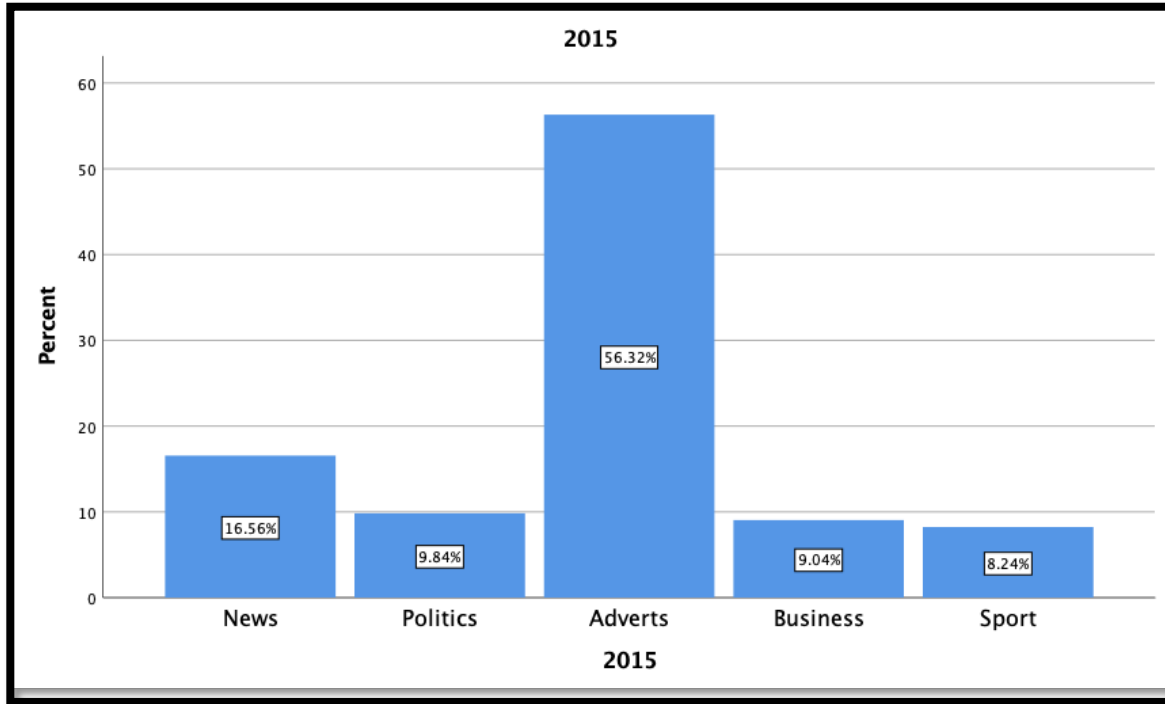


Source: (obtained from the research data, 2019).

## Category of news in 2016

There was a total of 210 articles in 2016 in which (16.88%) were general news, 120 articles (9.65%) politics, 734 articles (59%) adverts, 103 articles (8.28%) business news, and 77 articles (6.19%) for sports news.

**Figure 5. 7: news category 2016**

|  |  | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | News | 210 | 13.9 | 16.9 |
|  | Politics | 120 | 8.0 | 9.6 |
|  | Adverts | 734 | 48.6 | 59.0 |
|  | Business | 103 | 6.8 | 8.3 |
|  | Sport | 77 | 5.1 | 6.2 |
|  | Total | 1244 | 82.4 | 100.0 |

Source: (obtained from the research data, 2019)

**Figure 5. 8: Category of news in 2016**
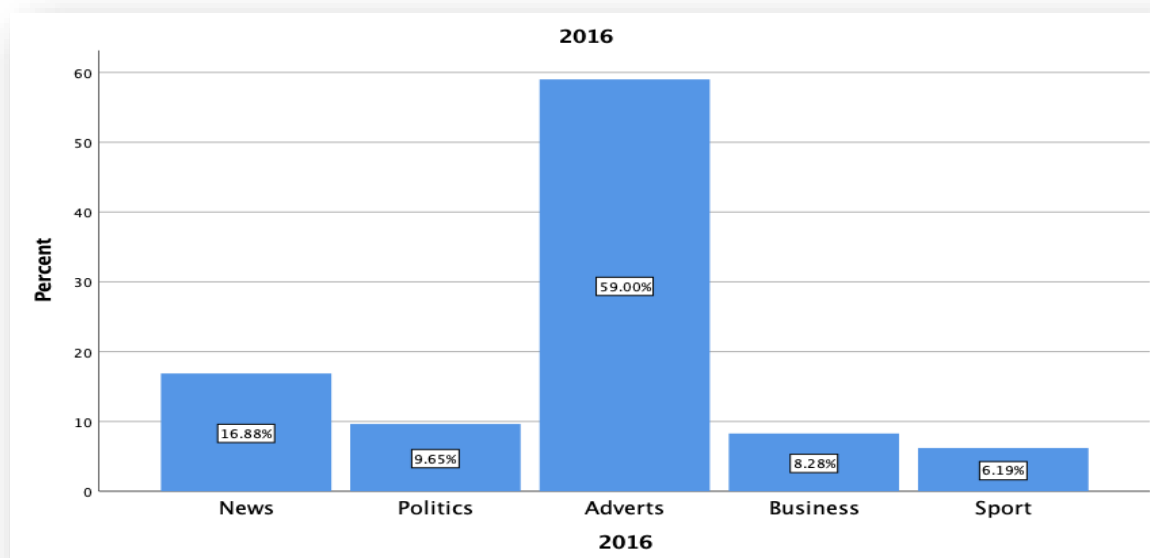


Source: (obtained from the research data, 2019)

**Category of news in 2017**

Over the years, in comparison to the previous years, from 2013 through 2016, the overall frequency count of news articles in the *Sunday Times* print saw a slight decrease. However, the year 2017 took a new turn. It revealed a significant increase in the news category. From the data, there were 230 articles (15.24%) for general news, 97 articles (6.43%) politics, 950 articles (62.96%) adverts, 117 articles (7.75%) business news, and 115 articles (7.62%) for sports news. A total of 1,509 articles (100.0%), accumulating the highest percentages of count compared to previous years examined in this study (see figure 5.9 and 5.10).

**Figure 5. 9: News Category 2017**

|       |          | Frequency | Percent | Valid Percent |
|-------|----------|-----------|---------|---------------|
| Valid | News     | 230       | 15.2    | 15.2          |
|       | Politics | 97        | 6.4     | 6.4           |
|       | Adverts  | 950       | 63.0    | 63.0          |
|       | Business | 117       | 7.8     | 7.8           |
|       | Sport    | 115       | 7.6     | 7.6           |
|       | Total    | 1509      | 100.0   | 100.0         |

Source: (obtained from the research data, 2019)

**Figure 5. 10: Category of news in 2017**
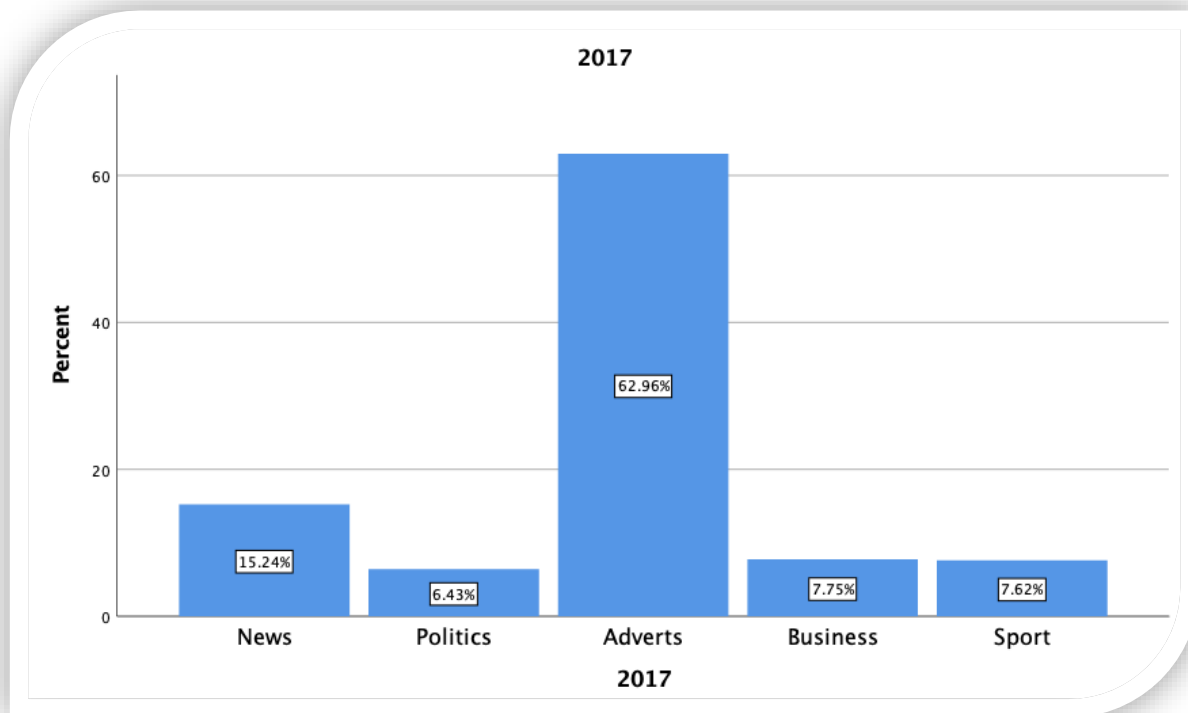


Source: (obtained from the research data, 2019)

The findings, as the figures above indicated negate hypothesis **H1**, which states, *there will be significant, changes in print news articles from 2013 – 2017 in the new media age*. Although there were some differences in news items over the years the general findings demonstrated a remarkable stability in contents.

**H2: Advertisements will decrease in print newspaper**

To provide an adequate answer, data in the category of advertisements sampled from the selected *Sunday Times* newspaper editions, were captured and coded within the five-year period in order to test the given hypothesis **H2**, *advertisements will decrease in the print newspaper.* The study's finding depicts an exponential

increase in newspaper advertisements. On a comparative basis, advertisements were 592 articles (15.19%) in 2013, 917 articles (23.53%) in 2014, 704 articles (18.07%) in 2015, 734 articles (18.84%) in 2016, and 950 articles (24.38%) in 2017. Thus, advertisement increased from 2013 - 2015. Although they decreased in 2015, they rose again in 2016 and had the highest comparative percentage in 2017 (see figure 5.11 and 5.12).

**Figure 5. 11: Advertisement trends over a five-year period**
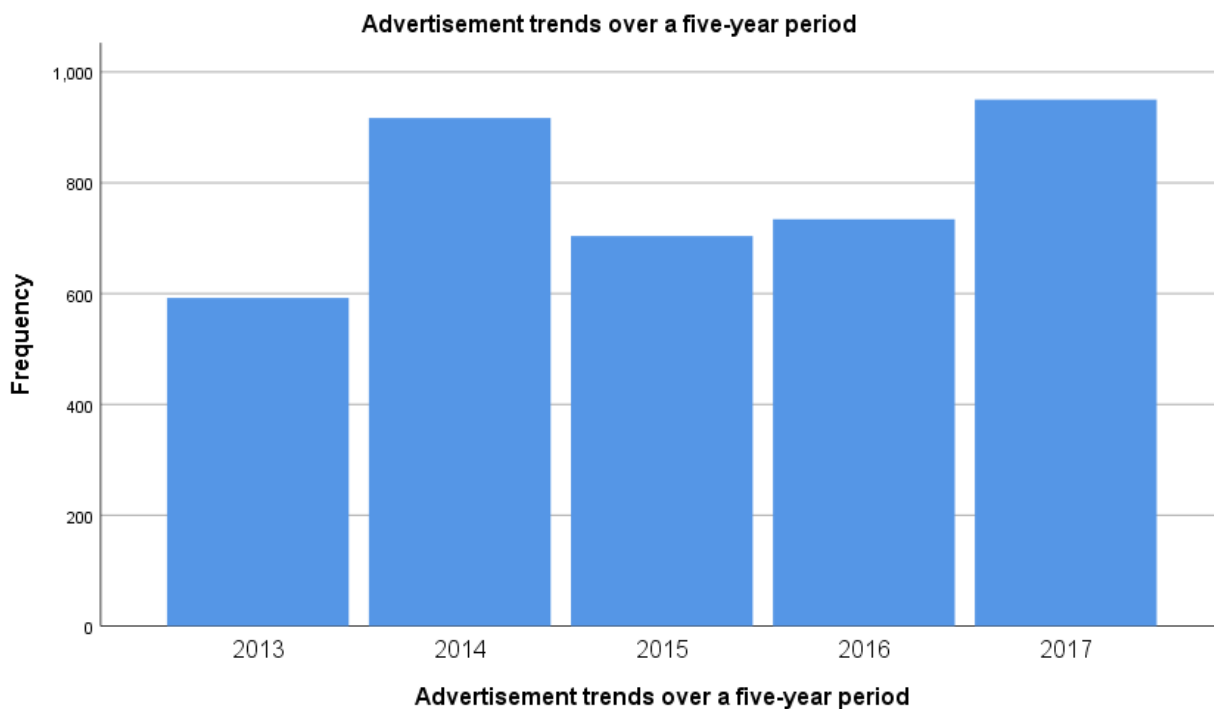


Source: (obtained from the research data, 2019)

Based on the above findings, new technology did not play a transformative role regarding changes in advertisements for the *Sunday Times* print newspaper over the years. By contrast, it can be deduced that new media perhaps, contributed to the rise in advertisement due to the exposures given to the print, through the use

of social media and news sites by journalists. The findings, therefore, refute the hypothesis **H2** that states, *advertisements will decrease*. Instead, the data speaks to the increase of advertisements in the print newspaper within the five-year study period, and with a total of 3,897 counts (100.0%) correlations over the years.

Additional findings obtained from analysing the *Sunday Times* print newspaper on advertisement category, revealed that most advertisements were placed by popular brands, such as telecommunication brands: *Telkom Mobile, MTN,* and *Vodacom*. Service providers: *Eskom, The South African Broadcasting Corporation* (SABC*)* and *Multi-Choice*. Retail brands: *Browns Jewellers, Spar* (food retail brand) and *Dis-Chem Pharmacies*. Financial service providers: *Standard Bank, First National Bank, Old Mutual Bank*, and *Nedbank*. Other brands were *Toyota* (automobile) and electronics brands - *Epson and Samsung*. Given the popularity of these brands, this study therefore suggests that placement of advertisements online is marginal compared to print.

## Hypothesis 3: Focus on international news will decrease

Figure 5.13 below revealed the results obtained from testing the given hypothesis **H3**, which states that *international news will decrease*. The test was conducted following a rigorous probing of the *Sunday Times* print newspaper contents on international news coverage. News items, which are clearly marked *international* or the *world* over a five-year period were coded. International news found in each of the selected *Sunday Times* print pages, within the study period, including news items found to have originated from countries within the context of Africa, was counted and coded. The results are illustrated by the bar graph below (see figure 5.12 below).

**Figure 5. 12: International news coverage 2013-2017**



**International News**
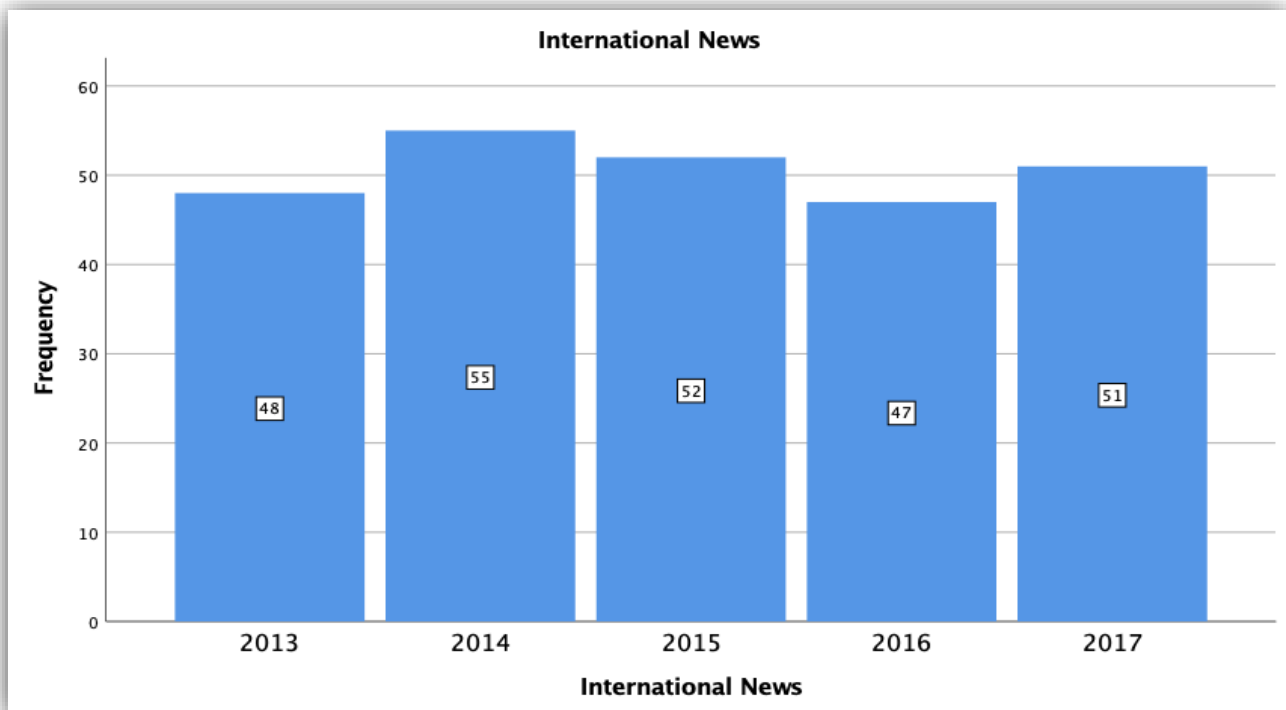
Source: (obtained from the research data, 2019)

The bar graph above indicates that the *Sunday Times* print newspaper coverage of International news were 48 stories in 2013, 55 in 2014, 52 in 2015, 47 in 2016 and 51 in 2017. Therefore, the findings contradict the hypothesis that the focus on international news will decrease. Overall, the data demonstrated that focus on international news remained constant for the five-year period under study.

**Hypothesis 4: The number of pages of the print newspapers will decrease**

This hypothesis was tested in order to answer the third sub-question in this study: *How has new media technology impact on Sunday Times print newspaper?* The study focused on the overall outlook of the *Sunday Times* print newspaper in terms of number of pages in order to examine changes over the years. Each of the

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selected *Sunday Times* print newspaper for the five-year period was counted. The bar graphs below illustrate the results. Each graph represents a one-year interval

**Number of pages 2013**

From data, the number of pages counted was from January (28), March (57), May (72), July (68), September (64) and November (68), which gave a total of 357 pages within the year 2013 (see figure 5.13 and 5. 14).

**Figure 5. 13: Number of pages 2013**

**Number of pages 2013**

|  |  | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | January | 28 | .7 | 7.8 |
|  | March | 57 | 2.2 | 15.7 |
|  | May | 72 | 1.8 | 20.2 |
|  | July | 68 | 1.7 | 19.0 |
|  | September | 64 | 1.6 | 17.9 |
|  | November | 68 | 1.7 | 19.0 |
|  | Total | 357 | 90.2 | 100.0 |

Source: (obtained from the research data, 2019)

**Figure 5. 14: Number of pages 2013**
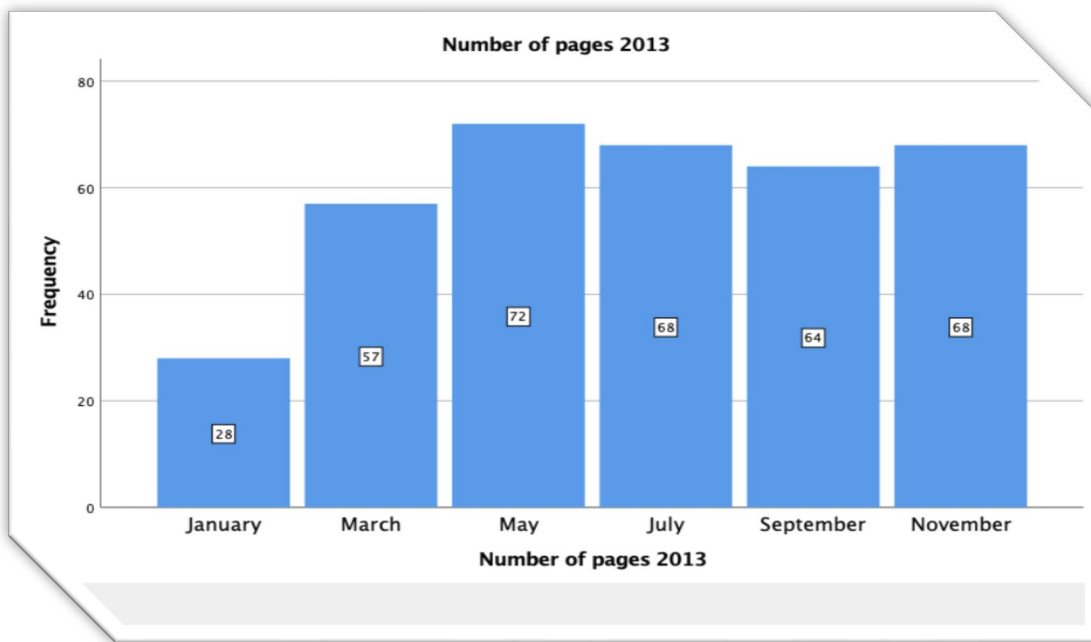


Source: (obtained from the research data, 2019)

**Number of pages 2014**

The numbers of pages were as follows January (24), March (64), May (64), July (66), September (66) and November (66) a total of 350 pages, indicating a slight decrease compared to previous year at 357 pages. There were 7 pages differences between 2013 and 2014 (see figure 5.15 and 5.16).

**Figure 5. 15: Number of pages 2014**

|  |  | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | January | 24 | .6 | 6.9 |
|  | March | 64 | 1.6 | 18.3 |
|  | May | 64 | 1.6 | 18.3 |
|  | July | 66 | 1.7 | 18.9 |
|  | September | 66 | 1.7 | 18.9 |
|  | November | 66 | 1.7 | 18.9 |
|  | Total | 350 | 9.0 | 100.0 |

Source: (obtained from the research data, 2019)

**Figure 5. 16: Number of pages 2014**
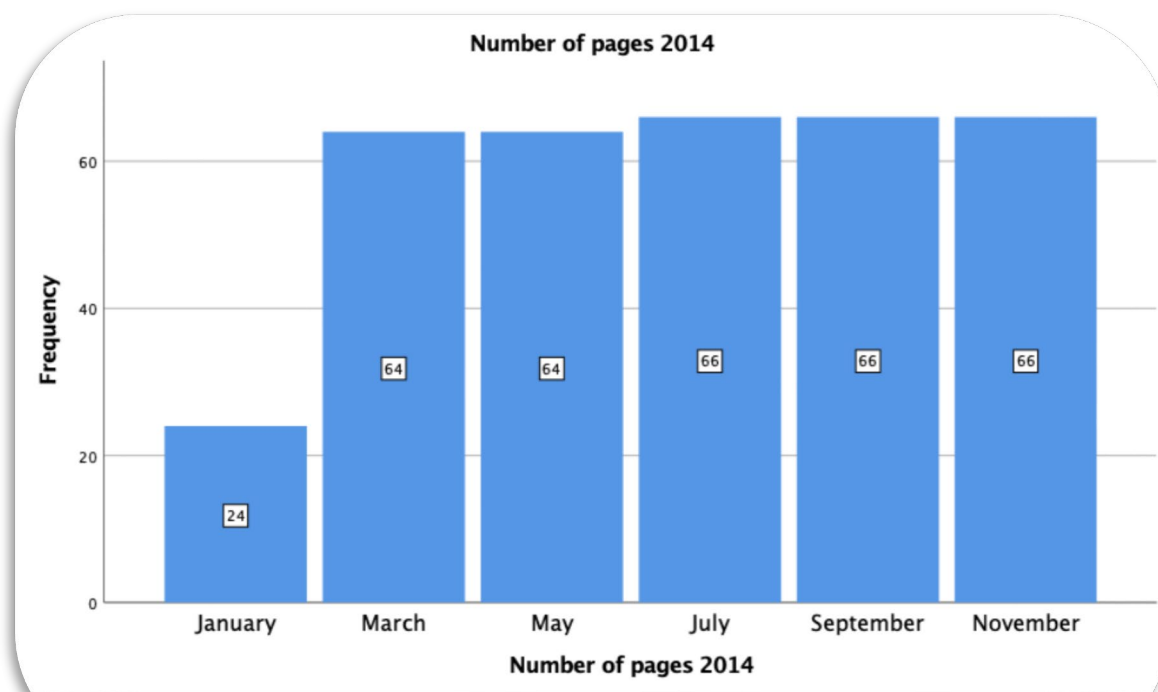


Source: (obtained from the research data, 2019)

**Number of pages 2015**

From the data, the number of pages has decreased further in 2015. The figures were in January (30), March (60), May (56), July (58), September (62) and November (30), a total of 296 pages (see figure 5.17 and 5.18).

**Figure 5.17: Number of pages 2015**

**Number of pages 2015**

|       |           | Frequency | Percent | Valid Percent |
|-------|-----------|-----------|---------|---------------|
| Valid | January   | 30        | .8      | 10.1          |
|       | March     | 60        | 1.5     | 20.3          |
|       | May       | 56        | 1.4     | 18.9          |
|       | July      | 58        | 1.5     | 19.6          |
|       | September | 62        | 1.6     | 20.9          |
|       | November  | 30        | .8      | 10.1          |
|       | Total     | 296       | 7.6     | 100.0         |

Source: (obtained from the research data, 2019)

**Figure 5. 18: Number of news 2015**
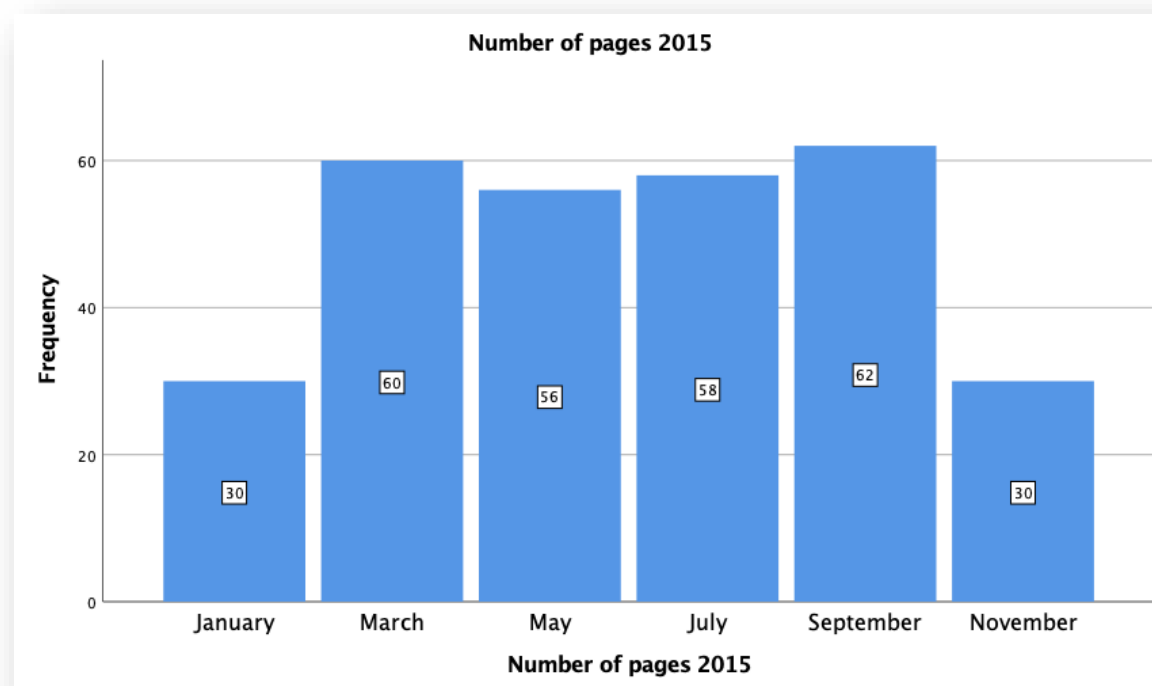


Source: (obtained from the research data, 2019)

**Number of pages 2016**

From the data, January (28), March (52), May (52), July (55), September (53) and November (56), a total of 296 pages in 2016. The number of pages remained constant from previous year 2015 (see figure 5. 19 and 5.20).

**Figure 5. 19: Number of pages 2016**

**Number of pages 2016**

| | | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | January | 28 | .7 | 9.5 |
| | March | 52 | 1.3 | 17.6 |
| | May | 52 | 1.3 | 17.6 |
| | July | 55 | 1.4 | 18.6 |
| | September | 53 | 1.4 | 17.9 |
| | November | 56 | 1.4 | 18.9 |
| | Total | 296 | 7.6 | 100.0 |

Source: (obtained from the research data, 2019)

**Figure 5. 20: Number of pages 2016**



Source: (obtained from the research data, 2019)

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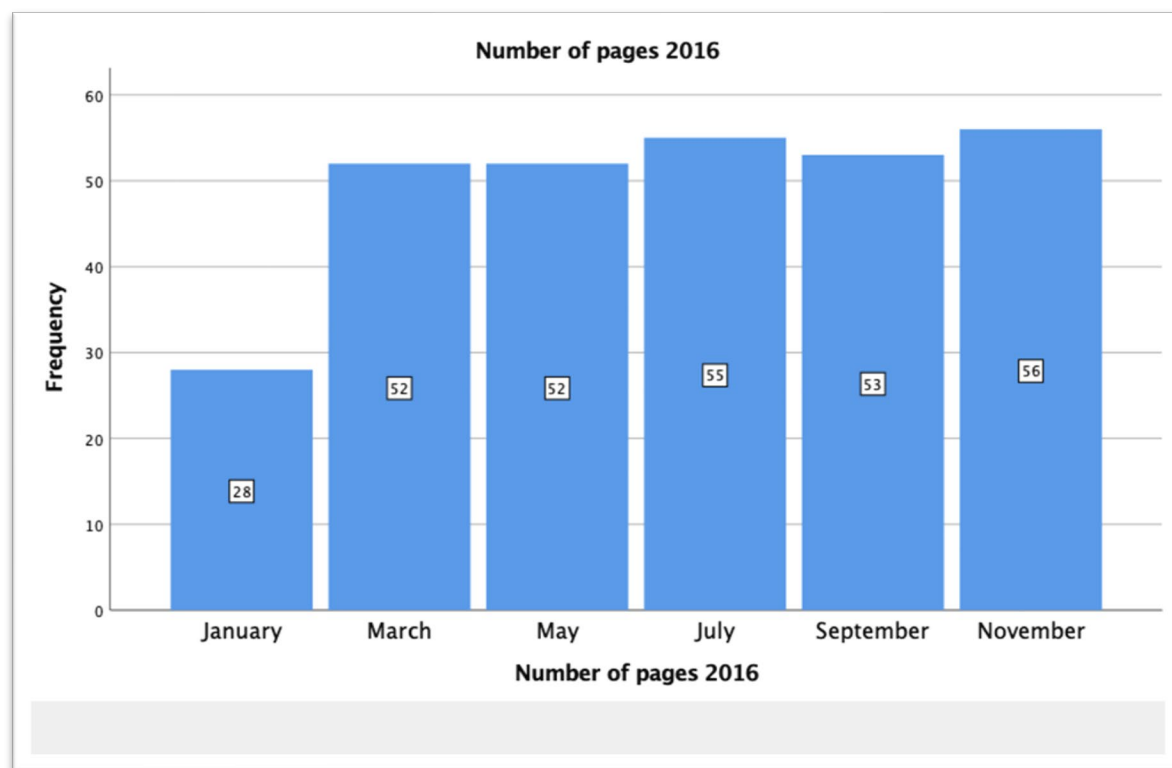
**Number of pages 2017**

The numbers of pages reduced sharply compared to 2013-2016 with January (51), February (48), April (48), May (47), June (28) and July (47), which gave a total of 269 pages (see figure 5. 21 and 5. 22).

**Figure 5. 21: Number of pages 2017**

**Number of pages 2017**

| | | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | January | 51 | 1.3 | 19.0 |
| | February | 48 | 1.2 | 17.8 |
| | April | 48 | 1.2 | 17.8 |
| | May | 47 | 1.2 | 17.5 |
| | June | 28 | .7 | 10.4 |
| | July | 47 | 1.2 | 17.5 |
| | Total | 269 | 6.9 | 100.0 |

Source: (obtained from the research data, 2019)

**Figure 5. 22: Number of pages 2017**
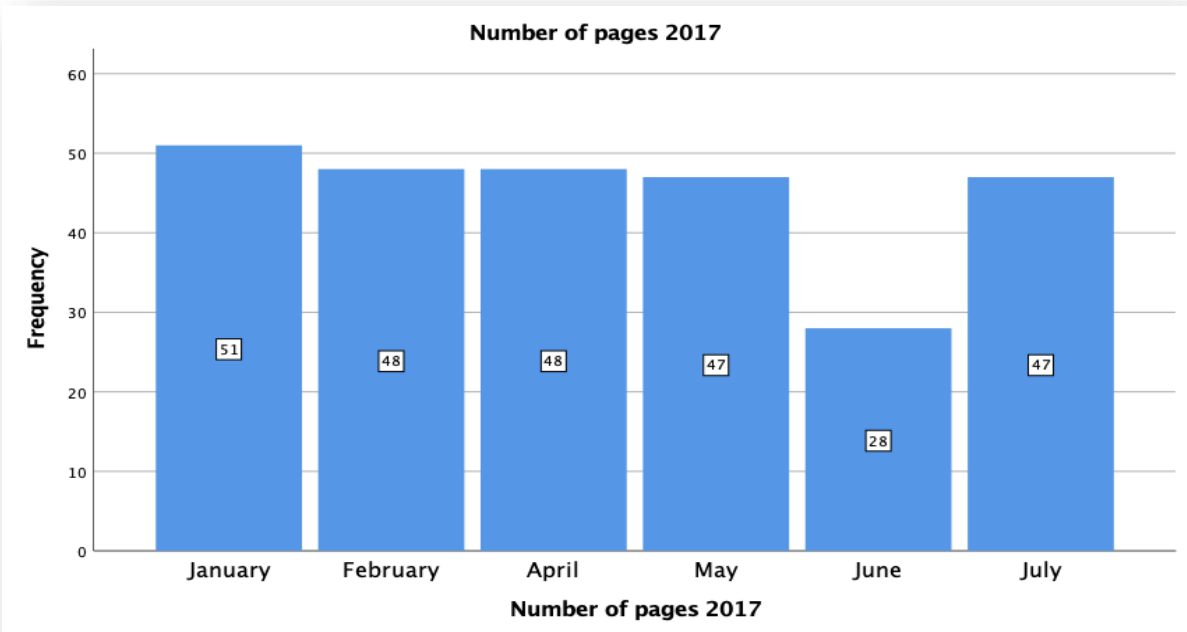


Source: (obtained from the research data, 2019)

**Figure 5. 23: Total page numbers per year from 2013 - 2017**

| Number of pages 2013 | Number of pages 2014 | Number of pages 2015 | Number of pages 2016 | Number of pages 2017 |
|---|---|---|---|---|
| 357 | 350 | 306 | 296 | 271 |

Source: (obtained from the research data, 2019)

Overall, as demonstrated in figure 5. 24, the number of pages obtained from the sampled *Sunday Times* print newspaper has seen a reduction from 2013 - 2017. Therefore, the findings support the hypothesis **H4,** which states that *the number of pages of the print newspaper will decrease*.

**RQ1** and **RQ2** sort to examine the extent of change in the *Sunday Time* print newspaper contents, and the prominence given to stories within the selected five-year, in which **H1, H2 and H3** were formulated. From the data, the study revealed no significant changes to news coverage in the last five years from 2013 through 2017. News coverage in all sampled the *Sunday Times* print editions remained constant (see figure 5.1 – 5.10).

Apart from general news reports, news items such as sports, politics, and business were equally strong determinants of stories published in the *Sunday Times* print newspaper, and maintained constant coverage as the study revealed. For instance, the results from this study indicated that articles in the category of politics were (12.65%) in 2013, (9.84%) in 2014, (9.84%) in 2015, (9.65%) in 2016, (6.63%) in 2017. Thus, there was slight drops in politics particularly, in the year 2017 compared to previous years. However, the previous years showed some constancy. In addition, the 'business' category was (8.28%) in 2013, (9.38%) in 2014, (9.04%) in 2015, (8.28%) in 2016, and (7.75%) in 2017, showing a fluctuating comparison. 'Sports' category indicated (9.12%) in 2013, (7.58%) in 2014, (8.24%) in 2015, (6.19%) in 2016, and (7.62%) in 2017.

While it seemed there were visible drops in the number of contents in these categories over the years, however, the overall findings suggested a high

correlation, therefore, affirmed the prominence given to stories. Also, while new media is said to have increased in prominence, from the study's findings, it is clear that the *Sunday Times* print newspaper equally gained exposure. Most significantly, was the exponential increase in advertisements in the year 2017 in particular with 950 (24.4%) counts compared to previous years, gave a total of 3,897 counts (100.0%) within the five-year period.

Furthermore, the *Sunday Times* print newspaper coverage of *international* news is another aspect worth noting. From the data, there was no significant change in international news items. The study found a balanced correlation in the number of international reports within the five-years. Thus, demonstrated that international news remained constant (see figure 5.12).

**RQ3,** aims to explore the extent of new media impact on the *Sunday Times* print newspaper? One visible change observed while analysing the *Sunday Times* print newspaper content was the decrease in the page numbers, which according to the findings support the given hypothesis **H4**. From the data, it was revealed that page numbers decreased over the five-year period under study. However, a remarkable discovery made by this current study is that that when compared to the results obtained from other *Sunday Times* print content categories demonstrated high correlations of constant flow of items between them. Consequently, this study is suggesting that the decrease in the number of pages of the *Sunday Times* print newspaper could have been as a result of recent modifications by the publisher in terms of formatting (fonts and layouts).

## Discussion

The main motivation for this current study was to examine whether there has been changes in the *Sunday Times* print newspaper contents in new media age. On account of Internet's proliferation, many theoretical claims haved emerged concerning a possible replacement or displacement of print newspapers around the world. One thing worth nothing is that there are a limited number of studies conducted within the perspective of content analysis, which investigated the impacts of new media on print newspapers in South Africa. This study, which explored print newspaper content (on articles level), however, made use of one set of data collected mainly from the *Sunday Times* print newspaper. Nossek, Adoni and Nimrod (2015: 378), having used this pattern to investigate the phenomena of the new media in Israel, upheld that it is possible to use one set of data to assess the present status of print in a changing media landscape.

It is imperative to also note that studies conducted much earlier within the scope of South Africa, suggested for content analysis, and as a method by which new media impacts on print newspaper industry can be measured extensively. Bosch (2010: 273), for instance, had recommended that a content analysis on print newspaper would be crucial in order to examine some of these debated challenges regarding digital journalism establishment in the country and its significance in the development of democratic public sphere. Dutter-Bergerman (2004: 58), also supported this idea and states that a content analysis of print newspaper as an alternative framework will give a clearer picture concerning the discussions of old media displacement by the new media. This study, therefore, conducted a longitudinal content analysis, using empirical data

gathered at various points in time, a five-years period, was considered a suitable model to examine changes occurring in the media with foci on the *Sunday Times*, the largest weekend print newspaper in South Africa.

The main findings by this study, after examining a total of 10,310 usable variables obtained from the *Sunday Times* print newspaper such as, general *news, politics, business, advertisements and sports,* indicated that, displacement of print newspaper by digital forms in South Africa is still a long process of change. As the findings revealed, the number of news items in the *Sunday Times* print newspaper remained constant over the five-years period. It thus serves an indication that print media is still an important part of the new media environment in South Africa.

The results from this study evidently negate speculations that adoption of new communication technologies by journalists as well as the public had resulted in a visible change in news focus particularly, the print newspapers. From the data, the study found high correlations between articles contents, which therefore serve as a testament that print newspapers still dominate the news market. This was corroborated by Chari (2014), The PwC (2014) and, Nkomo *et al*., (2017) findings, which showed that print is still viable in this new media age in developing countries, especially Africa.

To further explain the reasons for this high correlation of articles contents in the *Sunday Times* print newspaper, from a different point of view, two important factors should be noted. First, the *Sunday Time*s is one of the most successful and widely recognised weekend print newspaper in South Africa (see introductory chapter). This idea is similar to the perception (Yau and Al-Hawah,

2001; Ward and Wasserman, 2010) that, newspapers with established names enjoy credibility. Second, the *Sunday Times* editorials centres on in-depth reports - serious news. Other reasons, perhaps could be deduced from the fact that the *Sunday Times* newspaper title, over the years, has become an iconic figure in the country since its inception in 1906. The newspaper title also sets media agenda for most broadcasting news media and public agendas. Based on these noteworthy attributes, it is safe to assume that the *Sunday Times* newspaper serve as an important news medium.

The study, in addition, found considerable number of advertisements in the *Sunday Times* print newspaper. From the data, there was an exponential increase in advertisements. For instance, the year 2013 – 2016 (592, 917, 704, 734), maintained a 100% record of counts. However, perhaps most surprisingly, the year 2017 saw a phenomenal increase in the number of advertisement (950/100%) compared to previous years (see figure 5.11). This increase in advertisements therefore affirmed that print is still a dominant advertising medium despite contrary claims by the pessimist.

With respect to overwhelming increase in advertisement even in this new media age, could however explain Ephron (2005)'s point of view that print newspapers have potential to attract readers more and are often relevant. According to Ephron (2005), advertisements in the newspapers are not intrusive compared to those in television and internet-pop-ups. In fact, from previous studies as this study reviewed, it was argued that the print newspaper is still a suitable and flexible medium for advertisement, through which larger audiences can be reached as well as to address local targets (Berte and De Bens, 2008: 692).

From a different point of view, newspapers' financial strength, according to Berte and De Bens (2008: 692), can be measured when 40 – 70 percent of their income is derived from advertisements. However, judging from the results obtained from advertisements category might serve as prove that the *Sunday Times* print newspaper is financially sustainable given to the number of advertisements found in its print.

Also, the study's results go against the pessimists' claim that print newspapers are losing the battle on revenues from advertisements that will in turn lead to their imminent death, as advertisers and readers migrate to online sources (see literature chapter). As the data revealed, there was a substantial increase in the number of advertisements obtained from the *Sunday Times* within the five-year period sampled. This conclusion is parallel to Baczkowski (2004: 270)'s stance that print newspaper is still a significant element even in this modern media landscape.

Additional observations made by this study are premised on adoption and use of new communication technologies, was found to have been well appropriated in South Africa. Other studies (Berger, 2009; Tomaselli, 2009; Bosch, 2010; Harber, 2017 for instance), have made similar observations. These studies observed that developments of many online news sources are competing for attention with the print newspapers (see Figure 13). Moreover, Wasserman (2005: 159-165), had earlier pointed out that new technologies serve as tools for newsgathering for journalists rather than a challenge to their professional norm. This view can well substantiate the findings from this study on the constant flow of news over the five-year period, especially on international news coverage.

A particular reference was linked to the concept of agenda setting theory, that is, the reversed-agenda-effects explanations by Kim and Lee (2006). The reversed-agenda-effects, that is a process whereby the expressed public opinions on social media or news sites can be gathered, sifted and are published in prints by professional journalists. By drawing emphasis from the concept of agenda setting position, we might be able to explain the level of stability in the *Sunday Times* print newspaper content.

To buttress further on this idea (as an additional observation), this study found that some of the news stories published in the *Sunday Times* print newspaper were highly influenced by public opinions, typically those propagated using social media platforms. These stories for instance, the use of hashtags, which simply means that a member of the public shared a particular story on social media that managed to reach millions of social media users within a given proximity. In some cases, the shared post could reach a global trend, and can potentially generate different relevant comments by social media users on the issues. These comments are then sifted by journalists, thus floods the newspaper front pages. The #FeeMustFall in 2015 and host of other hashtags are prominent examples found in the *Sunday Times* print newspaper.

Taking a closer look at the displacement process of print newspapers, as many have contested, this study, however, made a remarkable discovery presented in twofold. First, the *Sunday Times,* has developed online news sites (www.timeslive.co.za/sunday-times/news) in response to the changing media environment. The website, over the years, has gained popularity among many newspaper readers who enjoy reading the news online. At the same time, the newspaper tittle has a social media handles and news sites, such as Twitter

and Facebook linked to the websites, which are increasingly gaining popularity. Twitter handle @SundayTimesZA for instance, has over 432,000 followers, while the Facebook page (www.facebook.com/SundayTimesZA), has an average of 160,000 followers (at the time of writing this thesis). These news sites also enjoy heavy traffic, but with greater emphasis on virtual aspects of the news. A significant use of these social media sites, perhaps, is that they enable readers to engage interactively with journalists, as well as, to get up-to-date news. However, a closer look at their functions differs substantially from the print version.

Second, the notion that online news sites somewhat accomplishes both traditional need for information and news, which permitted active social and political participation within the country may be true. Though, this study suggests that digital counterparts are not convincingly considered a greater threat to print existence given the results obtained from the data (a high correlation between articles contents).

Besides the constant coverage of news, this study also noted certain disparities in features between the *Sunday Times* print and its online version. When compared with the print version, the study found that online content of the *Sunday Times* is only accessible exclusively to paid subscribers, thereby restricts access to most hard news from the public (see appendix 4). Based on these differences between print and online version and coupled with the findings from this study on constant news coverage (including increased advertisements), point to the conclusion that print still dominates the news market for the *Sunday Times*.

One of the reasons for print newspaper's dominant position mostly in Africa is linked to psychosocial effects. Studies conducted within the scope of this current study, have revealed that digital technology is still out of reach for most citizens, even in urban areas (see page 56 - 58). A few of these studies, Nyanmjoh (1999), Ibelema (2008), Chari (2014) and Nkomo, *et al.* (2017) for instance, divulged that digital divide, social divide, democratic divide, as well as, educational and family gap mitigate Internet growth. These gaps have thus resulted in a slow digital migration for both news consumers and journalists in Africa. In light of these gaps, print newspaper will then continue to dominate the news market in most developing countries. This conclusion was supported by this current study, as seen from the high correlation between content categories found in the *Sunday Times* print newspaper.

A brief remark about the South African media landscape and its representativeness is also worthy of noting. The country's news market is dominated by national-level mainstream news organisations that serve citizens across the nine provinces. The South African press, at the same time, is highly competitive, with multiple newsrooms that are positioned in vibrant cities such as, Johannesburg, Cape Town, Durban and Port Elizabeth.

In addition, most print newspaper institutions in the country are privately owned, which further underscored the reasons behind the increased commercial focus in the *Sunday Times* print newspaper. The study also observed that journalists in South Africa are technologically empowered as well as the audiences compared to their colleagues in other African countries. Based on the observations made by this study on constant news coverage, from a functional point of view, could suggest that journalists in mainstream media use new

media platforms for commercial purposes, in terms of marketing than for editorial values.

From a sociological point of view, books as objects serve as signifiers of high social status (see Bourdieu, 1984). Even in this current media environment, people impressively maintain good library at home, as Yamane (2014)[45] noted. It directly relates to the very material substance of print newspapers and in a way might explain the resilience of the print media.  Carolyn Kitch (2009), on the discussion of print media displacement rightly points out that copies of newspapers covering major events such as war, major terrorist attack, earthquakes, or presidential elections, often, emerge as material artefacts that people buy and keep for future reference especially, those that stemmed within their community.

Lastly, Readers' admiration and loyalty for print copies is equally an important aspect worthy of note, which can partially explain the very high correlation between the sampled *Sunday Times* print newspaper content categories. Also, the possibility of this study was ensured due to the fact that print newspaper copies were archived.

## 5.3 CHAPTER SUMMARY

This chapter has discussed the results by considering the hypotheses the study sets out to answer. Concerning the new media impact on print newspaper in South Africa, the study has established that print newspapers are still a

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[45] https://davidyamane.wordpress.com/2014/01/09/reflections-on-walter-benjamins-unpacking-my-library-on-the-occasion-of-unpacking-my-library/ [accessed 16 July 2019].

dominant medium for news consumption in the country. This is due to the constant coverage of news in each of the sampled articles within the five-year study period. As the findings indicated, there was a constant increase in the number of advertisements in the *Sunday Times* print newspaper despite the threats from new media. The findings, likewise, revealed that new media have not suppressed international news coverage on print newspaper as this was found to be constant.

Some results, however, are coherent with findings of other research particularly, the diminished number of newspaper pages. In that respect, the *Sunday Times* print newspaper was the principal source of analysis in the current study. Apart from the categories of news, politics, advertisement, business and sports, there was extensive coverage of other categories that equally received prominence in the *Sunday Times* print newspaper, which could not be compared in this current study due to time constraint and resources budgeted. Nonetheless, in most categories, the observed differences were marginal. With larger sample size, further changes in these categories could possibly be measured. This study, therefore, revealed a phenomenal dominant position of the *Sunday Times* print newspaper within the South Africa's media landscape.

# CHAPTER SIX: SUMMARY AND CONCLUSIONS

## 6.0 INTRODUCTION

Summaries, conclusion and further research suggestions are presented in this chapter drawn from this study. This chapter evaluates the findings obtained from the study based on the objectives postulated at the beginning of the study.

## 6.1 SUMMARY

The fact that the newspaper is recognised as countries most trusted news medium, deeply rooted in disseminating reliable and diverse public affairs over the years, cannot be ignored. The study of the *Sunday Times* print newspaper in South Africa appeared to have shown a substantial stability in the print media sector based on the constant percentages of content and the phenomenal rise in advertisement even in this new media age.

In chapter one, the study focused on print media and news coverage, in which questions were asked. What are some of the significant impact of the new media on print newspaper industry? To what extent has it influenced newspaper content? The chapter also provided the objectives and justified the need for the study. In this chapter the South Africa media sector was broadly discussed, as related to the history of press. In this contemporary media landscape, evidences obtained fundamentally revealed that the media sector is still vibrant and maintains a competitive news market operated by professional journalists.

In chapter two, the study rigorously appraised previous studies positions regarding the innovation of communication technologies and how new media

impacted on print newspaper viability. This study reviewed some of the discussions about new media impact within the developed nations, found that the situation, in the US and Europe particularly, significantly differ from Africa and not least to South Africa. From the study, it was revealed that the future of print newspapers in South Africa remain to be seen for many years to come.

Studies premised within the context of the developed countries have shown that new media is well established. In this countries, readers' migration to online news sources have greatly challenged print media's position as the main source of news. The implication also extended to loss of readers, circulation and advertisers. Through the discourse of print newspaper future, it was clear that in a developing country like South Africa, new media impact on print newspaper was discovered to have remained quite marginal. This study noted an apparent disconnection between the news media and their public. This idea was conceptualised following the evidenced alterations in journalism practice caused by digitisation of news content. It is believed that the public and newsrooms have embraced the use of new communication technologies, which therefore led to an increased online news sources that are rapidly gaining prominence in South Africa.

As this study has also revealed, there are two types of arguments regarding the future of the print newspapers, namely, the pessimists and the optimists. The pessimists argued that print newspapers' death is inevitable due to the overwhelming transformations happening in the media. The optimists, on the contrary, uphold that print newspaper will remain relevant for many years to come. This is because, print newspapers have always survived threats from new media forms (see the future of print newspaper section in chapter two). This current study made similar observation. For instance, this study noted that

psychosocial issues within the context of South Africa, positioned as a major threat to new media widespread. From the study, it indicated that Internet users and innovation of communication technologies in the developed countries are far superior when compared to the developing countries like South Africa.

Another interesting area of focus was that the more advance technological infrastructures a country has the more it is likely to be influenced by new communication technologies. In that case, it is imperative for studies to pay close attention to the glaringly economic disparities in the continent of Africa.

There were homogenous observations made by this current study that are consistent with other studies conducted within the African media landscape. On the positive side, these studies affirmed to newspaper survival (see page 96-100). One primary conclusion drawn from these studies point to the differences in social settings between the developed countries and the developing countries (or Third World). As the study further observed, one of the most conspicuous ways to examine the impact of the new media, that is, whether print newspaper will survive or not, is to reflect on certain aspects of context, content, education and policies, and not necessarily the medium. These aspects therefore emerged as strong factors that hamper Internet growth within the continent. As a consequence, print newspaper has largely remained a popular medium for people to learn of current events happening in their various societies. This view was buttressed by this current study following the high correlations between sampled print content categories of the *Sunday Times*.

While print newspapers in South Africa were found viable given their dominance, this study observed that new media has been well established in the country. The increasing number of Internet users and news sites confirmed

this stance (see page 84 - 96). Despite the phenomenal growth of Internet users, majority of the population in South Africa still lack access to new communication technologies, including the skills required to use these digital technologies.

The high cost of data to access digital content is another important area found to have prevented the rapid growth of digital news. As the study underscored, the high cost of Internet data subscription in South Africa precludes the majority population from reading the news online as they settled for print copies. This was further confirmed by a report, which revealed that the cost of data in South Africa is by far the most expensive compared to other African countries (see Payi, 2019).

This study also noted that in some popular newspaper brands, access to quality news content published online is restricted and exclusively reserved for paid readers (see chapter two). On second thought, considering the processes involved in reading the news online, the *Sunday Times* for instance, it is safe to assume that print is still a cheaper medium for in-depth and wider knowledge of events rather than online version. The reason could be twofold: (1) a reader does need data to stay connected on the Internet and, (2) access fee is also required to read quality content. Besides these two factors, take note of the fact that to achieve a better reading experience, a reader also needs a good electronic device and often does not come cheap. As a result, majority of readers would rather choose print, which is a more practical and economical way to consume the news even in urban areas. Furthermore, it is imperative to

note that half of the South African population still live below the poverty line (see Omarjee, 2017).

Finally, from chapter two, the discussions by the optimists' scholars advocated the need for quality content for print newspapers. Despite the fact that there are certain factors that may have hampered digital migration in the country, the threats from new media are becoming more prevalent. As such, journalists and editors have been warned not to exhibit a complacent attitude in view of the current print viability. Perhaps not, the good news is that, if print newspaper practitioners can maintain accurate and ethical journalism the public feel they can trust will thrive.

Chapter three explained theories applied in this study such as domestication theory, technological determinism theory and agenda-setting theory. The position held by these theories about adoption and use of new innovation, technology influence on social change and media agenda were substantiated in this study. The use of new communication technology in South Africa is evident. In fact, the study indicated that South Africa has more Internet and social media users compared to other countries in Africa (see literature review chapter).

In addition, the *Sunday Times* newsroom has embraced the use of social media platforms, including Twitter and Facebook for news breaking. Social media also serves as tool for newsgathering for the newspaper brand, it contributed to various content published in its print. On this note, the use of agenda setting theory in this study is further established, considering the function of the reversed-agenda-effect initiated by new communication technologies.

Chapter four explained the research methodology applied in this study. The study adopted a quantitative content research approach through the use of empirical data gathered from archived *Sunday Times* print newspaper 2013 – 2017, a multi-year study. It involved analysis of fields of interest such as news, politics, business, advertisement and sports published within the selected years from 2015 - 2017. The collected data was analysed using descriptive statistics and percentages of counts were clearly illustrated.

Chapter five presented, analysed and discussed the data, following the research hypotheses that were formulated for each of the sub-questions. Data were presented using tables, graphs and pie charts. The data presentation followed the four-hypothesis formulated in the theory chapter. The results revealed a constant coverage of news categories within the five-year period. The study also indicated a significant growth in advertisement for the *Sunday Times* print newspaper. The findings from the study firmly established that new media has not in any way suppressed international news coverage in the *Sunday Times* print newspaper. As the result, international news was found to have remained constant throughout the five-year period. This sharply contrast from the assumption that the influence of the Internet will result to diminishing international news coverage in the print. Furthermore, the study observed a marginal drop in the number of pages of the *Sunday Times* print newspaper over the five years period.

## 6.2 CONCLUSIONS

Based on this study's findings obtained by reviewing a population of 10,310 variables from the *Sunday Times* print newspaper fields such as '*news',*

*'politics', 'advertisement', 'business',* and *'sport'.* By adopting a longitudinal content analysis, the study assessed the extent of new media impact and changes in the *Sunday Times* print newspaper content.

The study, therefore, concludes that:

**1.    News coverage remains constant in print newspaper.**

The conclusion came after the different newspaper fields' categories remained constant over five years, with an average of 15 % for general news, 10% for politics, 60% for advertisements, 8% for business news and 8% for sport. Based on the *Sunday Times* editorials, which focus on investigative journalism, the print newspaper appeals to the public with its quality content. Also, the print is highly circulated beyond the shores of South Africa, including the neighbouring countries. The results prove that new media has not in any way supplemented the flow of stories of the *Sunday Times* print newspaper.

**2.    There is an increase in advertisements in the print newspaper.**

In an era of fake news, standardised news media institutions will always be seen as a primary source of news consumption due to their credibility and larger audiences. The findings by this study from sampling the *Sunday Times* newspapers showed an exponential rise in advertisements over the five-year period. This is due to the many challenges confronting the African countries, which however undermines the growth of new media. This is completely different from the developed world. The study results, thus indicated that advertisers will almost always consider credible news media like the *Sunday Times* to reach their target audiences.

**3.    International news coverage remains constant in print newspaper.**

The conclusion was derived from this study's findings, which indicated an average of 51 international news stories from the sampled newspapers per year. Also, in order to gather credible stories from around the world, most news media houses in South Africa, besides the use new media platforms, have correspondents in major foreign countries. Some of the correspondents are often reporters of another major international news agencies. At the same time, the need to fill the space allocated for international news for the print newspapers cannot be disregarded. This is because international news formed part of an integral news field found in every print newspaper around the world.

**4.    There is a significant decrease in the overall size of print newspapers.**

The conclusion came as a result of an overall constant decrease of page numbers over a five-year period. The drops were counted as follows; 357 (2013), 350 (2014), 306 (2015), 296 (2016) and 269 (2017). These findings, in terms of the diminishing print pages, are unlikely to be caused by new media. It is highly possible that the diminished pages could have been triggered by a change in page formats, layouts and design. This study, however, could not explore the extent of the cause due to the sample size.

In conclusion, there are major social challenges South Africa as a country in Africa experience on a daily basis. This includes the digital divide, media monopoly, and economic and political issues. This study has established that the South African print newspaper will continue to dominate the news market

for many years to come. This study also revealed that for years to come, new media will continue to serve as a supplement for print media to generate more revenue and to capture more readers' interest rather than a total replacement.

## 6.3 FURTHER RESEARCH SUGGESTIONS

This study can be found valuable to future scholars and media practitioners in many ways. The study, as longitudinal content analysis, could serve as a baseline for further research to examine print newspaper content in new media age.

Since this study predominantly focused on frequency counts of the *Sunday Times* print newspaper content fields in the contemporary media environment, a comparative content analysis of multiple case studies seems another field worth investigating. The reason is because multiple case studies will result in larger sample size thus, more categories could be added such as arts, automobile, career, entertainment and lifestyles. A comparative content analysis could therefore prove beneficial to finding out the extent of new media impact on print newspapers. It could also address issues of how new media may have influenced print layouts, designs, fonts, page formats and paragraphs.

Further researchers could also consider multiple case studies across different types of Sunday print newspapers. This might possibly give a clearer depiction of the new media influence within South Africa print media industry. A wider range of years that will include more recent years is another aspect that could be considered. It is possible that more changes could be found when multiple case studies are compared.

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**APPENDICES**

**APPENDIX 1**

**The *Sunday Times:* A Longitudinal Content Analysis of Print newspaper in New Media Age 2013-2017**

**Code sheet**

**1. Coder Name _____**

**2. Date of publication _____** (e.g. January 6, 2010, first week)

**3. News categories (check frequency of occurrence)**

(1) General news
(2) Politics
(3) Business
(4) Advertisement
(5) Sports

**5. Number of pages each year (count total number of pages in each week's edition)**

(1) 2013
(2) 2014
(3) 2015
(4) 2016
(5) 2017

**6. Number of international news (each week)**

How many *world* or *foreign* news articles are covered in each week's edition?

APPENDIX 2: **Sampled Years and Dates**

| 2013 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **JANUARY** | | **MARCH** | | **MAY** | | **JULY** | | **SEPTEMBER** | | **NOVEMBER** | |
| 1st Week | Sunday 6 | 2nd Week | Sunday 10 | 3rd Week | Sunday 19 | 4th Week | Sunday 28 | 1st Week | Sunday 1 | 2nd Week | Sunday 10 |

| 2014 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **JANUARY** | | **MARCH** | | **MAY** | | **JULY** | | **SEPTEMBER** | | **NOVEMBER** | |
| 1st Week | Sunday 5 | 2nd Week | Sunday 9 | 3rd Week | Sunday 18 | 4th Week | Sunday 27 | 1st Week | Sunday 7 | 2nd Week | Sunday 9 |

| 2015 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| JANUARY | | MARCH | | MAY | | JULY | | SEPTEMBER | | NOVEMBER | |
| 1st Week | Sunday 4 | 2nd Week | Sunday 8 | 3rd Week | Sunday 24 | 4th Week | Sunday 26 | 1st Week | Sunday 6 | 2nd Week | Sunday 8 |

| 2016 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| JANUARY | | MARCH | | MAY | | JULY | | SEPTEMBER | | NOVEMBER | |
| 1st Week | Sunday 3 | 2nd Week | Sunday 13 | 3rd Week | Sunday 15 | 4th Week | Sunday 31 | 1st Week | Sunday 4 | 2nd Week | Sunday 13 |

| 2017 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **FEBRUARY** | | **APRIL** | | **MAY** | | **JUNE** | | **JULY** | | **AUGUST** | |
| 1st Week | Sunday 5 | 2nd Week | Sunday 9 | 4th Week | Sunday 28 | 1st Week | Sunday 4 | 3rd Week | Sunday 16 | 3rd Week | Sunday 20 |

APPENDIX 3: **The Sunday Times Print newspaper**

# Sunday Times
THE PAPER FOR THE PEOPLE

## SOLVE THE LEADERSHIP CRISIS
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# ZUMA'S DUBAI PALACE

**AND GUESS WHO LIVES NEXT DOOR?**

NEIGHBOURLY: Zimbabwe's President Robert Mugabe and Jacob Zuma

MZILIKAZI WA AFRIKA and STEPHAN HOFSTATTER

HERE is the luxurious Dubai mansion the Gupta brothers bought for President Jacob Zuma.

And his close neighbour in the exclusive gated estate is none other than Zimbabwe's President Robert Mugabe.

Zuma's home is Villa L35 on Lailak Street in Emirates Hills, billed as the "most expensive postal code" in a city so flashy that the ultra-drive bargains.

The palatial home comes complete with 11 bedrooms, 13 bathrooms, a multi-grand staircase, nine reception rooms and space for 11 cars. Its top-of-the-range fittings boast an excess of marble, mosaic and gold.

The sparkling pool fringed with palm trees is larger than the "fire pool" at Zuma's Nkandla compound.

Close by in the same luxury estate is a house that was owned by Mugabe. Although less opulent than the Zuma palace, it nevertheless boasts six bedrooms.

During a Sunday Times investigative trip to Dubai last year, several independent sources told the newspaper the Guptas had bought Zuma a R232-million retirement home in the upmarket suburb of Emirates Hills in 2013, the same year that Duduzane Zuma bought an apartment for R18-million in the Burj Khalifa.

The sources included businessmen with companies or homes in Dubai, senior ANC officials and people close to the Zuma family.

At the time, however, the Sunday Times could only confirm that the Guptas had bought the house and that Duduzane had bought the Burj Khalifa's apartment. The fact that it was for Zuma has now apparently been confirmed in the leaked Gupta e-mails.

The e-mails also show Duduzane acquired residency of the United Arab Emirates on October 5 2015, strengthening the Zuma family's

ties with the territory. The permit expires in October 2018.

Leaked e-mails show Tony Gupta negotiated to acquire Villa L35 for Zuma with Lebanese businessman Adib Hassan Ataya in July 2013.

The purchase was made after Tony had made an appointment with Gregory Lewis from Knight Frank estate agency to view the place at 1pm on April 14 2015.

Shortly after buying the villa, Tony's elder brother, Atul, entered into an agreement with Yang Iswise Cleaning Service to clean the house for $320 dirham, about R30 000, a month, starting on December 20 2015.

Last week the Sunday Times reported on two draft letters Tony first circulated to Sahara CEO Ashu Chawla and then to Zuma's son, Duduzane, which appear to suggest Zuma was planning to relocate to Dubai.

Both are addressed to His Highness Vice-President and Prime Minister Sheikh Mohammed Bin Zayed Al Nahyan and appear to be drafts

prepared for President Zuma's signature and bearing his name.

A third draft has emerged, listing the villa as Zuma's house.

"I am happy to inform you that my family has decided to make the UAE, and specifically Dubai, a second home and have already acquired a residence located at Emi-

> He has not told anybody to look for him anywhere outside the country

rates Hills, Dubai (Villa No L-35, Lailak Street No I)," says the third draft letter.

"It will be a great honour for me and my family to gain your patronage during our proposed residency in the UAE especially around security issues since my son and the family will be travelling quite ex-

tensively in and out of the UAE."

In 2015 Mugabe's wife Grace bought a house in the same neighbourhood for R130-million, according to a Dubai estate agent who claimed he sold it to her.

The first lady — known as "Gucci Grace" for her extravagant shopping habits — had previously been renting the property for R500 000 a month and regularly stayed there with her son, the agent said. It is understood he was referring to Robert Mugabe jnr.

In August last year Mugabe cut short his participation at the 36th SADC heads of state summit in Swaziland and flew to Dubai on "family business".

Mugabe's mansion — Villa J11 on Jumar 2 Street — is down the road from Villa L35 on Lailak Street.

Details of the Mugabe house first emerged in court papers during a dispute over a $1.35-million (R17-million) diamond ring between Grace and Lebanese businessman Jamal Ahmed.

The leaked e-mails also confirm that Duduzane bought the luxury apartment in the Burj Khalifa through one of the companies he co-owns with the Guptas, Wens Holdings Ltd.

The apartment is about 175m² and was acquired in December 2015 with a deposit equivalent to R1 778 916.

The Burj Khalifa, billed as "the world's most prestigious address, home to a select few", is the tallest building in the world.

Serviced apartments designed by Giorgio Armani go for as much as R109-million and smaller studios for R10-million.

The Burj Khalifa boasts indoor and outdoor pools, state-of-the-art gyms, jacuzzis and sky bars and restaurants where patrons can take in spectacular views of the city and the Arabian Gulf.

Asked for comment yesterday, presidential spokesman Bongani Ngqulunga said: "President Jacob Zuma does not own a house outside the borders of South Africa. He has no intention of owning one any time

in the future.

"As he said last week, when he retires he will return to Nkandla.

"He has not told anybody to look for a house for him anywhere outside the country.

"The president is unable to comment on correspondence, whether authentic or not, which he was not involved in and which was also not brought to his attention by anyone."

Mugabe's spokesman George Charamba yesterday confirmed that the Zimbabwean president had rented a luxury property for his son in Dubai.

"As a responsible father, President Mugabe rented that property for his son who was studying in Dubai. The property is no longer there," he said.

Emirates Hills boasts a championship golf course and "wide, sparkling lakes". The estate agent who claimed he sold the Emirates Hills house to Grace Mugabe told the Sunday Times anyone with a pile of cash could buy a villa in Dubai in no time, with few questions asked.

"If you've got money in the bank you can do a money transfer. If the money is in cash, which means it's not legit, we have to find other means. But it's not a problem," said the agent.

"People come here to buy properties with cash in their private jets. When the Saudis come here they don't come with credit cards."

Hiding ownership is as easy. "If you have to pay tax back in South Africa you just open a Jebel Ali offshore company. The company owns the asset, and you have shareholders. They will not disclose their identity to any government.

"If you have to declare it back

● Continued on Page 4

Join the conversation using #GuptaEmails

#GuptaEmails REVEALED

**THE PLAYBOY AT THE CENTRE OF THE STORM**
When a former lover demanded maintenance for her baby boy, Duduzane Zuma turned to the Guptas to get him out of the mess. The president's son has also emerged as a critical link in the business of state capture PAGES 3 & 15

**A SUNNY PLACE FOR SHADY PEOPLE**
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### School uniform probe hots up

SUTHENTIRA GOVENDER and TABCHICA PILLAY

THE net is closing around several schools — including some of the country's top private ones — and suppliers accused of involvement in school uniform price-fixing.

The Competition Commission confirmed on Friday that it had received nine formal complaints from parents who claim they were forced to buy uniforms from school shops or selected suppliers.

But the commission has extended its probe, launching an investigation into "all schools and school uniform suppliers nationwide".

The investigation is incomplete

but spokesman Sipho Ngwema confirmed the commission "has established several exclusive supply agreements that could be anticompetitive". He said summonses had been issued and "interrogations" conducted with alleged offenders.

Private schools run by Advtech, Curro and Kyalami Schools were among those complained about. Schools being investigated include Gardsfontein High School and Northridge Primary, both in Pretoria, Beaulieu College in Midrand; Copperleaf College in Centurion; Meridian Cosmo City in Johannesburg; EP Baumann Primary in Johannesburg; Reddam House in Cape Town; and Amapha Primary in Newcastle.

Major suppliers — including McCullagh & Bothwell, Grit Procurement and She Sport & Schoolwear — are also being probed.

David Walker, owner of McCullagh & Bothwell, said the uniform retailer had made written and oral submissions to the commission.

"I don't think this investigation is warranted. I believe the industry in general is highly competitive. If

they try and change it, it will make it less competitive and less efficient."

Anelisa du Toit, owner of She Sport and Schoolwear, said: "We buy our staff from our suppliers, we add a percentage on, and that's it. There is no price-fixing or colluding with schools whatsoever."

A Curro spokeswoman said school clothing was obtained through Grit procurement, not Curro schools.

"They do ensure that clothing prices are consistent, which has resulted in fair pricing." Curro had made a detailed submission to the

commission, she said.

Ngwema confirmed that eight of the nine complaints had been made since January, weeks after the Sunday Times reported that the commission was poised to punish schools, governing bodies, principals and manufacturers involved in price-fixing and kickbacks.

The uniform industry, which caters for 13 million pupils, is worth an estimated R10-billion.

"The commission is investigating agreements between schools and school uniform suppliers that may be harmful to competition," Ngwema said. It was also probing possible "excessive pricing on school uniforms".

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# APPENDIX 4: **The *Sunday Times* Web page**

**LIVE**

*Sunday Times*
THE PAPER FOR THE PEOPLE

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**NEWS** 🔒

## Ramaphosa confronts critics at heated ANC meeting, warns on 'spy' saga raging in party

28 July 2019 - 00:00
BY SIBONGAKONKE SHOBA AND QAANITAH HUNTER

President Cyril Ramaphosa has thrown down the gauntlet to his opponents in the ANC leadership, daring them to try to remove him at the party's national general council (NGC) next year.

His challenge came at the end of a week of increasingly bitter conflict in the party between the Ramaphosa faction and supporters of former president Jacob Zuma...

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