

**A COMPARATIVE ANALYSIS OF THE CONTENT AND  
FRAMING OF NGUNI AND ENGLISH LANGUAGE NEWS AS  
PRESENTED ON SABC 1 AND SABC 3.**

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**by**

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## DECLARATION

*I do hereby declare that the work presented in this treatise is my own, and that any work done by other persons has been duly acknowledged. This treatise has not been submitted before for any degree or examination in any other University.*



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## **ABSTRACT**

This treatise employs comparative analysis to examine the content of television main news bulletins as broadcast on SABC 1 in the Nguni group of languages and on SABC 3 in English. Specific emphasis is placed on the extent of uniformity in news construction and presentation techniques applied across news bulletins in the two channels.

This research was conceived in the light of endeavours which began in 1994 to transform the corporation into public service broadcasting; given its history of manipulation of its activities - *more* especially in the news departments, by previous governments. From racial divides to language groupings as core requisites for channel divisions; this treatise saw the policy shift as providing a unique window in a moment of transition in public broadcasting in relation to rapid social and political change.

Empirical data in the form of recorded news bulletins was collected between 13 July and 13 August 1998. The findings did not reveal any substantial differences in the news construction techniques that are applied on both SABC 1 and SABC 3 news bulletins.

The project is organised into five sections. Section one is a brief historical overview of the SABC's channel division structure from 1992 to 1998. This section also outlines the changes that have taken place during the past year at Television News due to the impact of the SABC's public mandate to transform from state to public broadcaster.

Section two carries a definition of television news. In this section a body of media theories and models are reviewed and their relevance to the present treatise is highlighted. Section three talks about the methodology and research employed. These included daily recordings of news bulletins on SABC 1 and SABC over a period of one month, as well as both telephonic and personal interviews with role players at the SABC.

Section four contains an analysis of the recorded data. This data is tallied with the SABC's policy documentation. Section five concludes the study.

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# **LIST OF ACRONYMS/ABBREVIATIONS**

<b>A</b>	<b>AFRIKAANS</b>
<b>ANC</b>	<b>AFRICAN NATIONAL CONGRESS</b>
<b>BBC</b>	<b>BRITISH BROADCASTING CORPORATION</b>
<b>COM</b>	<b>CAMPAIGN FOR OPEN MEDIA</b>
<b>CCV-TV</b>	<b>CONTEMPORARY COMMUNITY VALUES TELEVISION</b>
<b>E</b>	<b>ENGLISH</b>
<b>HSRC</b>	<b>HUMAN SCIENCES RESEARCH COUNCIL</b>
<b>IBA</b>	<b>INDEPENDENT BROADCASTING AUTHORITY</b>
<b>IFP</b>	<b>INKATHA FREEDOM PARTY</b>
<b>FAWO</b>	<b>FILM AND ALLIED WORKERS ORGANISATION</b>
<b>KZN</b>	<b>KWAZULU-NATAL</b>
<b>NAIL</b>	<b>NEW AFRICA INVESTMENTS LIMITED</b>
<b>NR</b>	<b>NEWS READER</b>
<b>NP</b>	<b>NATIONALIST PARTY</b>
<b>PAGAD</b>	<b>PEOPLE AGAINST GANGSTERISM AND DRUGS</b>
<b>PSB</b>	<b>PUBLIC SERVICE BROADCASTING</b>
<b>SABC</b>	<b>SOUTH AFRICAN BROADCASTING CORPORATION</b>
<b>SB</b>	<b>SOUND BYTE</b>
<b>TNP</b>	<b>TELEVISION NEWS PRODUCTION</b>
<b>TV1</b>	<b>TELEVISION ONE</b>
<b>TVN</b>	<b>TELEVISION NEWS</b>
<b>UDM</b>	<b>UNITED DEMOCRATIC MOVEMENT</b>
<b>UN</b>	<b>UNITED NATIONS</b>
<b>VO</b>	<b>VOICE OVER</b>
<b>X</b>	<b>ISIXHOSA</b>
<b>Z</b>	<b>ISIZULU</b>

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# INTRODUCTION

## THE AIM

This treatise seeks to analyse some of the transformation developments at Television News (TVN) with particular emphasis on the extent to which newsroom practices such as the streamlining and centralisation of news production have been accomplished. An attempt will also be made to explore the extent to which TVN has adhered to the principles of promoting accuracy, balance, impartiality, fairness, credibility and diversity of opinion across news bulletins on SABC1 and SABC 3 as professed in the Ethical Code for Editorial Staff dated March 1994.

This study will seek to establish whether newsroom practices prior to 1994 have been done away with. Examples of such practices included different news production centres for the different language bulletins. A direct consequence of such practices was that news and current affairs programmes screened on TV1 would discuss different topics to those on CCV, due to differences in news gathering techniques, application of news values and of course, the colour, race and language spoken by targeted audiences.

Central to the aim of the present treatise is to determine whether the News Task Team established in September 1994 has adhered to its philosophy of impartiality, balance and fairness in the context of news and current affairs programmes on SABC1 and SABC 3. This investigation will search for differences (if any) between news bulletins broadcast in the Nguni languages of isiXhosa and isiZulu at 19h30 on alternate days. Nguni news will in turn be compared with English news broadcast daily (excluding Thursdays) at 20h00. Finally, the study will look into similarities and/or differences (if any) between Thursday Nguni news on SABC1 and *Newshour* broadcast on Thursdays weekly on SABC 3 at 20h00. Thus this study aims to examine whether TVN is consistent in the construction of news, adherence to news values and the use of language across the different language news bulletins.



# SECTION ONE

## **A HISTORICAL OVERVIEW OF THE SABC'S CHANNEL DIVISION STRUCTURE: (1992-1998)**

Broadcasting in South Africa was modelled on the British Broadcasting Corporation's (BBC) policy which laid the foundation for broadcasting in the country. The SABC was set up statutorily by the Broadcasting Act of 1936, but television came into being only on 5 January 1976. While the BBC's broadcasting policy was informed by liberalism, its South African version (formulated by John Reith in 1934 - then BBC Director General) had to be modified due to a conflict between English and Afrikaans speaking whites, and the enforcement of apartheid through Afrikaner conservative cultural theory (Hayman & Tomaselli, 1989:31). Race was one of the defining characteristics of the SABC, and until 1990, the form, structure and content of SABC programmes to a large extent was dictated by the political and social impact of apartheid (De Beer, 1998:212).

The channel division structure of the SABC was argued to be based on race and ethnicity by the Broadcasting Monitoring Project (cited in Aphane, 1994:1). The two television channels that existed during that period were Television One (TV1 - broadcasting in English and Afrikaans) and Contemporary Community Values Television (CCV-TV - broadcasting in the Nguni and seSotho groups of languages). These were perceived to be white and black channels respectively; with language differences being used as justification for a continued division of the audience (Russell Baker, 1996:219). This is a perception that was shared by both SABC staff members and some viewers. Even news and current affairs programmes were seen to be serving racially specific audiences. TV1's *Agenda* and CCV's *Newsline* were the SABC's showpiece current affairs programmes during 1992/93. However, a discursive distinction existed between the two programmes. High profile interviewees showed preference to appear on *Agenda* than on *Newsline*. TV1 apparently possessed a higher profile than CCV because the former channel was perceived to be primarily targeting a white and economically powerful sector of the society (Baker, 1996:217). According to Baker, editorial errors and mistakes were less tolerated on

*Agenda* than on *Newsline*.

Contrary to the persistent perception of TV1 and CCV as representing black and white viewers respectively, the SABC's intention to combine TV2/3&4 into CCV had been primarily to move away from race and ethnicity as definite requisites for channel division. English was used as a core language for programming. Madala Mpahlele (CCV Director at the time) argued that English was being used as a bridging (nation-building) language to emphasize commonalities between different language and racial groupings, rather than to foreground their differences (*Sunday Times*, 29 December 1994 in Teer-Tomaselli, 1997:8). Against this background then one would argue that, with the launch of CCV-TV in 1992, the wheels of change at the SABC had been set in motion, except for constraints that were imposed by the multi-cultural and multi-linguistic character of the South African society. The slogan of CCV was 'station for the nation', and indeed, there were definite indicators to suggest that the channel enjoyed wide, cross-cultural appeal. Within two years of its launch, CCV had established itself as South Africa's most popular television channel : 6,02 million viewers watched it everyday (AMPS 1993 in Teer-Tomaselli, 1997:7).

### **Transformation from state to public broadcaster**

The SABC's transformation from a state to a public broadcaster has been inevitable given the changed political scenario. The new democratic order, fueled by the South African public's mandate through the Independent Broadcasting Authority (IBA) for the SABC to use its resources to educate, entertain and inform as a full-spectrum public broadcaster; has pushed the corporation to speed up the process of shedding the apartheid label and ethos. Also, the granting of the first ever free-to-air television licence which began transmission on 1 October 1998 meant that the SABC had to face up to competition of a different nature. A direct consequence of the transformation within the broader SABC was a move for change inside the newsroom - an area which had been most vulnerable to consistent political interference in the past.

The 're-launch' of the current television channels in February 1996 was in line with the SABC's 'Vision and Values' framework. Summarised briefly this vision was:

a commitment to deliver full-spectrum services to all South Africans, in all parts of the country, and in each of the eleven official languages. Their programme content is aimed at protecting and nurturing South African culture and creativity, and reflecting the reality of South Africa to itself and to the world from a distinctly South African perspective (Teer-Tomaselli, 1996:5).

Current television channels are SABC 1 (broadcasting programmes in the Nguni languages of isiZulu and isiXhosa, English and multilingual segments in siNdebele and siSwati); SABC 2 (broadcasting programmes in Afrikaans, seSotho, sePedi, seTswana and English with multilingual segments as well as limited programming in xiTsonga and tshiVenda); while SABC3 broadcasts entirely in English. In line with the above channel division structure TVN broadcasts news bulletins in isiZulu and isiXhosa on SABC 1; Afrikaans, seSotho and seTswana on SABC2; and English as well as *Newshour* (an English current affairs programme) on SABC3.

### **Changes in the newsroom**

News and current affairs programmes at the SABC have a long history of manipulation under successive Nationalist Party (NP) governments. As a result, the question of bias in news bulletins towards government was one of the goals that the Film and Allied Workers Organisation (FAWO) led campaign of 1990 had set out to correct. A study conducted by an English-speaking lobby group - the *Fortypercenters* during the late 1970s, concluded that news on television, English and Springbok Radio showed a systematic bias towards the ruling NP. The following were among the concerns listed in the *Fortypercenters'* study (Tomaselli and Tomaselli, 1989:87):

- Undue emphasis is given to the views and reasoning of NP spokesmen, not necessarily related to their 'news value'.
- If Government makes a move which is seen in a positive light by academics, prominent blacks, foreign organisations, law societies, etc; these people are quoted at length. If the Government makes a move, however, which is almost universally condemned, the views of the above people are ignored ... undue prominence is often given to the views of those

academics who hold views favourable to the SA Government.

- News items unfavourable to the Government appear to be held back until the Government has had time (sometimes 2 to 3 days) to make a statement on the matter itself. Furthermore, news of vital importance to the nation, but which is of doubtful favour to the Government, is often not afforded its due prominence.

In an attempt to respond to accusations of this nature, the SABC commissioned the Human Sciences Research Council (HSRC) in 1991 to look into news and current affairs bias. The HSRC study also reported that news bulletins were indeed biased in favour of the government. Another report issued by the United Nations (UN) Secretary General Boutros Boutros Ghali on South Africa in 1992 recommended that state broadcasting should be impartial. Ghali's recommendation came in the wake of the Campaign for Open Media (COM)'s complaints about the SABC news coverage bias to Cyrus Vance - the UN's representative to South Africa at the time (Currie, 1993:49).

Direct political interference in news and current affairs programmes was not uncommon either. A classic incident was when former Prime Minister P.W. Botha issued an instruction to Mr Riaan Eksteen, then Director General of the SABC to change mid-programme a news item on an altercation between Mr Botha and the Rev. Allen Hendriekse during a cabinet meeting. The SABC, on Mr Eksteen's instruction, complied with Minister Botha's request and re-broadcast the officially approved Presidential version of Rev. Hendriekse's resignation the following morning (Teer-Tomaselli, 1992:14).

In line with the public broadcaster image, changes at the SABC have included to a large extent changes in the newsroom. Baker (1996:214) notes that among significant changes which have taken place inside the SABC newsroom was the establishment in 1994 of a Transformation Unit to address the need and make proposals for changes. To this end, a document entitled *Transformation Proposals for Consideration by SABC Top Management* led to the birth of the Editorial Policy<sup>1</sup> Ethical Code for Editorial Staff) on 23 March 1994. In this document the aims and policy of TVN previously known as Television News Production (TNP) were spelt out.

These included a commitment towards promoting accuracy, balance, impartiality, fairness, credibility and diversity of opinion in news bulletins (SABC Ethical Code, 1994:3).

the adoption of the new Editorial Code was central to the transformation of the news services of the SABC, for both radio and television, since it represented a final symbolic and practical break with the tradition of taking direction from outside the ranks of journalists themselves, whether from the government or the hierarchy of the Corporation (Teer-Tomaselli, 1994:581).

Recent documentation subscribing to the view of public service broadcasting in the newsroom has been frequently made available through SABC in-house journals such as *Intercom* and *TVN Update*, as well as in other print media. At the time of writing, the Editorial Policy was still being used as the Code of Ethics for journalists and editors employed by the SABC. A NEWS TASK TEAM put together by news editor Mr Allister Sparks (at the time of writing he had just vacated his position as Editor-in-Chief to head a proposed 24-hour Africa news channel) in 1997 advanced a series of proposals for change at TVN. The vision of the Task Team (operating under the leadership of Mr Phil Molefe - now Editor-in-Chief) was summarised as follows: *TVN Update* (11/6/97 - 18/6/97)

the team's overarching brief is to research ways of transforming newsroom structures and processes by which news is produced within TVN. The aim is to find ways of improving the product that we deliver and the systems by means of which it is brought into being (*TVN Update*, 11/6/97 - 18/6/97).

The Task Team proposed to examine TVN's operation primarily in two inter-linked areas: TVN's *structure* and the *content* of what is actually broadcast. The team's primary objectives were:

- the restructuring of the newsdesk (this entailed developing a proper system of briefing reporters and camera operators; active involvement of reporters in planning and brainstorming story ideas)
- bridging the language barrier (where news programmes are expected to contain common news values presented in different languages of South Africa; this would involve streamlining and centralising news production)
- more enterprise stories (intention was to move away from 'episodic journalism' - apart from hard news and breaking stories, there was need to develop capacities for exploring undercurrents)

- closer liaison between news and current affairs
- sharpening of focus on Africa and on world events generally.

The question of language in the South African broadcasting scenario has always been regarded as a contentious area precisely because of its relation to the issue of race. Common news values presented in different languages across the different channel news bulletins is an area which is of utmost importance to this study. In the past, criteria by which news and (especially) current affairs topics were selected for investigation stressed the focus on 'facing the realities of your audience' (Leslie Mashokwe - presenter and editor of *Newsline* quoted in Baker, 1996:217). Such ideas were brought about by the perception that TV1 and CCV serviced different audience needs and that CCV had a much lower profile than TV1. According to this perception the news bulletins on SABC1 and some bulletins on SABC 2 should predominantly cover stories that appeal specifically to 'black cultures'. Likewise, Afrikaans and English news stories should deal with 'white' issues. However, following this trend of thinking would be in direct contravention of the IBA's Public Service Broadcasting (PSB) mandate as well as the Editorial Code which, among other objectives promises:

to be aware of the danger of discrimination being furthered by the media based on gender, race, language, culture, political persuasion, class, sexual orientation, religious belief, marital status, physical or mental disability (SABC Ethical Code for Editorial Staff, 1994).

The period under examination, 13 July to 13 August 1998, was found to be ideal in examining how much of its objectives to transform the newsroom the News Task Team had achieved a year after formation. Also, with just a couple of months before e.tv (the new free-to-air broadcaster) began transmission, the period was suitable for examining how much transformation towards public service broadcasting had taken place in the newsroom. The need for change is further compounded by the knowledge that unlike M-Net, e.tv would also feature news and current affairs programmes in accordance with the IBA's licence conditions.

## Social Responsibility Theory and Public Service Broadcasting

John Fiske (1987:281) notes that news is a high status television genre. He argues that all television companies applying for the renewal of licences turn to their news and current affairs as evidence of their social responsibility. This theory evolved from the 1947 Hutchins US Commission on Freedom of the Press. In terms of the above theory news media were expected to be truthful, accurate, fair, objective and relevant (Dennis McQuail, 1994:124). The Social Responsibility Theory stipulated that the press should give a representative picture of the constituent groups in society and also to present and clarify the goals and values of society.

Public Service Broadcasting (PSB) draws from the principle of social responsibility which, *inter alia*, warns that media have obligations to society and media ownership is a public trust. Likewise, PSB talks of good programming that reflects the 'nationness' of society. PSB demands programme content that contributes to a sense of national identity and community as well as universality of service and appeal (Raboy, 1996:2).

Fiske's arguments are being proven true in the SABC's context. On 26 August 1998<sup>2</sup> the SABC announced an increase in news bulletins broadcast on SABC 3 from 1 September 1998. In the same vein, On 9 September 1998<sup>3</sup> SABC announced an agreement with Multichoice (the parent company of the subscription service M-Net) and Sentech whose plans are *inter alia*, to establish a 24-hour news channel specialising on African news before the end of the year (SABC Press Releases dated 26/8/98 and 9/9/98). Subsequent to the above press release, the SABC advertised for positions of Executive producers and Producers to man the new 24-hour African news channel (*Mail & Guardian* 9 - 15 October 1998). From the SABC's perspective, this move can be interpreted to be congruous with the PSB mandate of the public's right to know what happens in the world in general, as well as perhaps doing away with reliance on cable news which has its own disadvantages. On the other hand, Multichoice has never run a news channel in the past, therefore the partnership may also be interpreted to be market oriented in terms of increased footprint for the SABC and manipulation of existing technology (Multichoice's).

# **SECTION TWO**

## **DEFINING TELEVISION NEWS**

Television news is a major source of information about the world we live in. In the course of its coverage it deals with many controversial matters including disagreements between political parties, industrial disputes, matters concerning defense, war, crime, foreign policy etc. News, according to John Hartley (1982:8) is a social institution and cultural discourse which exists and has meaning only in relation to other institutions and discourses operating at the same time. Thus, news cannot be understood in isolation from such institutions, and the people involved in making the news have to fit their activities into a complex social network. Social institutions such as the State, the law, competitors, audiences and even the people on whom news reports, often times pursue aims which are different and hostile to those of news makers, thereby limiting the choices open to journalists and broadcasters. At the same time not every event that happens is regarded as news. To qualify for inclusion in news, events must fulfill a certain number of criteria that will render them newsworthy. A very influential factor in the filtering process of events is the commercial value attached to news and current affairs programmes.

### **News as a commodity**

News is expensive to gather and distribute, and as such producers of news programmes have to ensure that news programmes produce an audience that is of the right size and composition to be sold to advertisers. The Glasgow University Media Group (1976:x) have suggested four main filtering processes that decide whether events are newsworthy or not. These are:

- simple constraints that are relevant to the specific news medium (television), namely constraints of available time or available resources
- 'news values' (general newsworthiness criteria that apply to all news media)



- 'television values' or 'viewability'; and finally and most importantly
- the ideological atmosphere of the society.

Eileen Meehan (1986:449) argues in support of the Glasgow University Media group. However she proposes for television to be perceived as a contradictory institution. Meehan suggests that television is both a commodity and a cultural artefact. She summarises her perspective thus:

television is always and simultaneously an artifact and a commodity that is both created and manufactured; television always and simultaneously presents a vision for interpretation and an ideology for consumption to a viewership that is always and simultaneously a public celebrating meaning and an audience produced for sale in the market place (Meehan, 1986:449)

The emphasis of television on speed and immediacy has an ideological effect on news production. Because news is a commodity that is both expensive to gather and distribute, poorer Third World countries are often driven by economic and technological constraints to buy 'white news' of themselves or of their neighbours Fiske (1987:289). Fiske's argument is that the commodification process means that only established multinational corporations based in First World countries have the fiscal and technological expertise to process news into tight satellite packages that are sold to all corners of the world. The implications are that the news that reaches the rest of the world has been selected according to the interests and the perspective of that particular media corporation or its country of origin.

### **News construction and selection**

Television presents selected images, world views, symbols, myths, truth claims, values and visions; and through its seeming immediacy and intimacy it has great potential as a disseminator of dominant ideology and as a cultivator of hegemony (Meehan, 1986:449). In other words news is artificially shaped. According to Fiske (1987:288), the idea that television is a window on the world is a 'transparency fallacy' that continues to prevail in all newsrooms. News practitioners such as journalists, editors, and media organisations (especially television) usually profess to give society 'objective' news. Whereas, what society really gets are heavily-selected and interpreted events which attempt to structure reality, which shape and frame a world for society to inhabit and

accept as real and legitimated (Glasgow University Media Group, 1976:x). Through the 'transparency fallacy' (which is largely perpetuated by television's emphasis on authenticity and immediacy) the extent to which news production is mediated is masked. Modern distribution technologies such as satellite and cable provide an instantaneous distribution of news over the whole world and thus create an impression that the news is 'objective' - that news is being reported 'as it happens'.

## **Power and control**

Media operate in societies in which power is unevenly distributed between individuals, groups and classes, and since media are invariably related in some way to the prevailing structure of political and economical power, several questions related to power and control arise (McQuail, 1984:69). Some of those questions are:

- who controls the media and in whose interest?
- whose version of social reality is presented?

Eldridge (1993:20) suggests that the media occupy space which is constantly being contested, which is subject to organizational and technological restructuring, to economic, cultural and political constraints; to commercial pressure and to changing professional practice. Thus, the changing contours of this space can lead to different patterns of domination and agenda setting and to different degrees of openness and closure, in terms of access, patterns of ownership, available genres, types of discourse and range of opinions presented.

The history of the SABC-TV cited in various sections of this treatise bears testimony to Eldridge's argument. Restructurings of the 1990s brought about democratically, representative SABC Governing Boards, deregulation and reregulation of broadcasting in the country, intentions by the SABC to move away from the position of being government voice to public service broadcasting - a move that recognises that the corporation has obligations to the general public rather than a specific sector of society. Earlier in the treatise it was mentioned how newsroom

practices are undergoing major overhauls as per the objectives of the News Task Team. However, the amount of ground to be covered by way of restructuring in the newsroom will depend largely on power and control relations at play within the broader SABC. Two opposing models that attempt to explain the role of power and control in the selection of news items are the 'market' and 'mass manipulative' models.

### **The market model**

In terms of the market model, broadcasters select stories according to what is deemed to be in the public's interest. This model is informed by the conceptualisation of news as a neutral product. The 'neutrality of news' perception is premised on the notion that news is an 'accurate reflection' of facts - a notion that has been variously termed as libertarian, market or pluralist. In line with this view, the basic underlying purpose of the media is:

to help discover the truth, to assist in the process of solving political and social problems by presenting all manner of evidence and opinion as the basis for decisions. The essential characteristic of this process [is] its freedom from government controls or domination (Siebert cited in Teer-Tomaselli, 1992:8).

McQuail (1994:70) notes that the pluralist/market view is an idealised version of what liberalism and the free market will lead to. The pluralism view perceives the media to exist in large numbers and being relatively independent of each other; thus creating a product that is creative, free and original; while the content and world view is diverse and provides competing views, and responds to audience needs.

While most media ethical guidelines indicate a commitment to the provision of diverse and competing views, it is impossible to report equally on every event that happens. Therefore the media have to employ selection procedures. The market model argues for two bases of selection: 'what the public is interested in, and what is in the public's interest' (Cohen & Young, 1981:17). However, what the public wants may not necessarily be in the public's best interest. This then causes a split between the Libertarian and Social Responsibility normative theories operating within this model. What interests the public fulfills the classic free enterprise ethos and would include laissez faire sensationalism, together with information which is congruous with the

concerns and ideological presuppositions of viewers and readers (Teer-Tomaselli, 1992:9). On the other hand, what is in the ‘public’s best interest’ would include information which allows people to make informed decisions in a democratic system (social responsibility). The two bases for selection both agree that public demands determine the news content and both claim objective reporting of reality. According to the market model, the responsible journalist selects those events which are in the public’s interest to know and the objectivity portrays reality within the format and genre of the particular media concerned (Cohen & Young, 1981:17).

Margaret Gallagher (1982:162) has noted however, that it is not entirely up to the journalist to select events that are deemed to be in the public’s interest. She argues that mass communicators are expected to operate within the context of institutionalised values and criteria of success, which are not simply the particular values of their peers or reference groups, but are to some extent the central values of normative order in society. Gallagher asserts that the structural organisation of production impacts strongly on the way in which individual roles are defined. In terms of the above assertion, what the public should know depends on the editorial policies and practices defined by the media organisation and its relationship with internal and external factors. In addition, the economic base of the organisation determines the content of what the public should know ( as discussed earlier under the *commodification* process of news).

The SABC’s Code of Ethics for editorial staff embraces both principles of the ‘free market’ system/libertarianism and social responsibility as evidenced by the following clauses :

- ‘we shall be free from obligation to any interest group and shall be committed to the public’s right to know the truth’; ‘we shall report, contextualise, and present news honestly by striving to disclose all essential facts and by not suppressing relevant, available facts, or distorting by wrong or improper emphasis’ [libertarianism].
- ‘we shall respect the legitimate rights of privacy of individuals and shall do nothing which entails intrusion into private grief and distress unless justified by overriding considerations of public interest’; ‘We shall foster open dialogue with our viewers and listeners, as we are accountable to the public for our reports’ [social responsibility].

## **The mass manipulative model**

At the opposite end of the market model is the mass manipulative model. This model perceives the media as being subservient to other institutions which are themselves interrelated. Media organisations in this view are owned and controlled by a small number of powerful interests who force them to disseminate a limited and undifferentiated view of the world, shaped by the perspectives of ruling interests. As a result, the media reinforce and legitimate prevailing power structure and head off change by filtering out alternative voices (McQuail, 1984:69). According to Cohen & Young, practitioners of the mass manipulative media model are 'ideological hacks' who select news according to the criterion of whether it serves the interest of their paymaster.

Until the mid-1990s when change was unavoidable, the SABC had no formal mechanisms for ensuring equal or even proportionate broadcasting time for all political parties. During the 1981 election campaigns (when blacks still had no voting power), there were reports that SABC news afforded 'hidden' publicity to the Nationalist Party because at the time they were the party in power - and the SABC was then state owned. A survey report in the *Sunday Tribune* (cited in Tomaselli & Tomaselli, 1989:88) found that Cabinet Ministers received ten times the amount of exposure of all the Opposition spokespersons combined. Some of the techniques of bias in news that were identified by the *Sunday Tribune* were:

- The promotion of Government viewpoints ...while generally not recording the views of its critics
- using slanted reporting techniques - such as one-sided reports, soft interviews for Government Ministers and officials and biased selection
- reporting on black-ruled countries in a way likely to create the impression that black rule is synonymous with chaos, violence and impoverishment

In addition to the ideological implications of the mass manipulative model, material factors which determine cultural meaning are thought to be produced by distinct classes or groups through the activity of consciousness. This is an approach which has its roots on Karl Marx's famous dictum in the *German Ideology*:

the ideas of the ruling class are in every epoch the ruling ideas: i.e. the class which is the ruling *material* force in society, is at the same time its ruling intellectual force. The class which has the means of material production at its disposal, has control at the same time over the means of mental production, so that thereby, generally speaking, the ideas of those who lack the means of mental production are subject to its. [...] The individuals composing the ruling class possess among other things consciousness, and therefore think. [...] hence among other things [they] rule also as producers of ideas of their age: thus their ideas are the ruling ideas of the epoch (Marx and Engels cited in Teer-Tomaselli, 1992:11).

Graham Murdock (1982:119-171) has noted that because communications industries produce peculiar commodities such as providing accounts of the contemporary world and images of the 'good life', they play a pivotal role in shaping social consciousness. It is this 'special relationship' between economic and cultural power that continues to make the issue of their control a continuing focus of academic and political concern. Growing global trends that are directly related to the issue of economic and political control of media organisations are concentration and conglomeration. Concentration refers to the concentration of production in the hands of a few large companies, while conglomeration refers to mergers between companies with diverse or related interests.

In the South African context, until the 1990s media control was concentrated in the hands of just a few organizations namely: the four press groups-Independent Newspapers previously the Argus Group; Times Media Limited previously South African Associated Press; Nasionale Pers, and Perskor; as well as M-Net and the SABC for broadcasting. Currently not much has changed except for New Africa Investment Limited (NAIL) which has increased the number of press groups to five, and MIDI television which has added another television channel to the broadcasting environment. Conglomeration in the country seems to be a growing trend. Media organisations now have interests in or have been taken over by companies operating in several diversified markets. Examples of such companies are NAIL which has controlling interests in markets such as investments, banking, newspapers, radio, advertising, cellular phone industry, and television production (Nail 1995, 1996 & 1997 Annual Reports). Concerns about concentration of media ownership revolve around the question of whose interests do the conglomerates serve? Murdock (1982:124) makes a distinction between allocative control and operational control.

Allocative control refers to the power to define the overall goals and scope of the corporation and to determine the general way it deploys its productive resources. Allocative controllers formulate the overall policy and strategy of the company, decide on the growth format of the company and have control over the distribution of profits including shareholders' dividends. Operational control on the other hand is performed at the lower level and is confined to decisions about the effective use of resources and implementation of policies already decided at the allocative level.

On the same subject Murdock (1982:123:124) talks about action/power and structure/determination approaches to corporate control. This scholar argues that action approaches to corporate control revolve around the concept of power. Structural analysis on the other hand is concerned with the extent to which the ways open to allocative controllers are constrained and limited by the general economic and political environment in which the company operates. Therefore, a full analysis of control needs to examine the complex interplay between intentional action and structural constraint (Murdock, 1982:125).

The recent agreement between the SABC, Multichoice and Sentech to jointly broadcast on two encrypted channels is an example of the dynamics of control and power in media ownership. The SABC's decision to broadcast news in an encrypted channel raises a few questions? How much of the South African viewership will have access to this channel? Where is allocative power? Whose interests does this concentration of control between the SABC, Sentech and Multichoice serve?

## **NEWS VALUES**

Not all events in the world are of equal interest to the public. In addition, technical and financial constraints, it is not possible for news organisations to report on every event that happens. As such, news practitioners follow criteria known as news values in order to select what are deemed to be 'newsworthy' stories. Galtung & Ruge (cited in Hartley, 1982:76) isolated a series of conditions which have to be fulfilled before an event is selected for attention. These conditions are briefly discussed below.

## Frequency

Frequency refers to the time-span taken by an event. For daily newspapers, and other media that specialize in breaking stories, a newsworthy event should have occurred within the last twenty-four hours<sup>4</sup>. On the other hand, frequency as a news value may refer to continuity. Political, social economic or cultural trends may take months or even years to unfold. However while they do not automatically qualify as lead stories in radio or television news, or for front page space in daily news papers; the gradual unfolding of the event is deemed to be newsworthiness in itself. The public is expected to be interested in the progress or outcome of the event. Hence the TRC Amnesty hearings (see Appendix A) have been features in television news since its inception about two years ago. The nature of the TRC events strongly relates to concept of the nation-as-a-unit<sup>5</sup>.

## Viewability

The concept of 'viewability' employed by the Glasgow Media Group represents both the strengths and weaknesses of the appeal of television news. The Glasgow Media Group introduce 'viewability' as follows:

because television news and current affairs programmes convey action, movement, facial expression and demeanor, scenes and actors, as well as verbal messages; they seem *more* complete; *more* satisfactory than any account provided by newspapers. 'Viewability' is easily construed as reliability because any intervention by broadcasters is largely invisible, and because the dramatic intensity of film and video recording carries conviction and guarantees authenticity in ways which words cannot. And the constant striving for 'viewability' sets its own traps (Burns 1977:206 cited in Eldridge (1993:4).

Hartley (1982:76) has noted that murders take very little time to happen and their meaning is quickly arrived at. Second to political stories, at the time of writing crime and violence were the most frequently reported stories on TVN bulletins. Farm murders, cash heists and politically motivated killings all possess a high viewability appeal because of the damage to property, dead bodies and bloody scenes make up gripping television footage.



Another criterion which accounts for the amount of space that crime and violence stories command in TVN bulletins is known as the *nation-as-a-unit* news value (ibid). Herbert Gans (1978:20) argues that news does not operate independently of other social institutions such as government, business and labour, the law, religion, science, medicine, education, the arts, etc. This scholar refers to the above institutions as symbolic complexes, and according to him threats to these complexes become newsworthy because they threaten the nation as a whole. Gans points out that the recurring subjects of the news are the nation and society - their persistence, cohesion, and the conflicts and divisions threatening their cohesion. Therefore, the current abundance of crime and violence in South Africa poses a threat to the cohesion of society and nation. It is in contrast to the nation-building exercise that the country has embarked on since 1994. As such crime and violence automatically qualify for news selection.

### **Threshold**

Threshold is determined by the size of the event. Journalists will ask themselves questions of whether an event is big enough for the national news bulletin or whether it is suitable for smaller and immediate audiences such as regional and community networks. An announcement by Safety and Security Minister Sydney Mufamadi that all Richmond Police Station's senior officers would be transferred immediately to other branches was a priority *KZN 2 Nite* regional story, but because of the perceived impact of the announcement on national safety and security, the same event was carried as a lead story on that day's national bulletins (See isiXhosa news on SABC1 at 19h30 and English news on SABC 3 at 20h00 - 14 July 1998).

### **Unambiguity, Meaningfulness, Consonance and Unexpectedness**

News prefers events whose range of meaning possibilities is limited to the absolute minimum. Therefore the clearer the event, the likelier it is to be in the news. Events which appeal to news gatherer's sense of culture will most likely be included in news. A toddler who narrowly escapes death after falling down a well in Northern China is most likely to appeal to the emotions of news gatherers and thus may find its way into news bulletins world wide (See English news on SABC 3 at 20h00 - 17 July 1998). Consonance refers to the predictability of an event while

unexpectedness is the flip side of unpredictability. When the ANC's Western Cape leader Ibrahim Rasool accused former Western Cape Premier Hernus Kriel and Western Cape Director General Dr Neil Barnard of accepting a R1 million bribe for the casino licence bid, the event made headline stories in all major media including television. However, Rasool's withdrawal of the accusation on Dr Barnard the following day and subsequent apologies to the same took the media by surprise and the story was also covered extensively by the media (See isiXhosa news and *Newshour* (23/7/98 and isiZulu news and English news on 24/7/98).

### **Reference to elite nations, elite persons and continuity**

News selection highlights the centre versus periphery structure of what is being communicated (Galtung & Vincent, 1995:7). Centre countries located in the First and Second worlds are most likely to be highly reported than periphery countries located in the Third World. This yields three types of relations to be communicated: centre-centre, centre-periphery and periphery-periphery relations, with top priority given to centre-centre relations; medium-priority to centre-periphery relations and lowest priority to periphery-periphery relations. According to Galtung and Vincent (1995:7), all over the world this hypothesis predicts that when international relations between countries are reported disproportionately much attention will be given to centre-centre relations, and periphery-periphery relations will come last, heavily under represented. The debates surrounding the disproportionate news flows led to the formulation of the New World Information and Communication Order.

Likewise, events about elite people will be regarded as a top news story. The marriage (or almost lack of it) between President Mandela and Graca Machel was a top news story even after persistent denial by Presidential Spokesman Parks Mankahlana. (Television News 18 July 1998). News media continued to cover the marriage and 80th Birthday celebrations for weeks, a news value that Galtung & Ruge (1973) refer to as *continuity*.

## Personalisation and negativity

The chances of an event being a news item are increased if it can be seen in personal terms to be the work of specific individuals. When US President Clinton described the shooting of two policemen in Capitol Building - Washington as a moment of savagery; his condemnation of the event was more of a news story than the shooting itself (See isiXhosa and English News - 25 July 1998). Likewise, negative news makes good news. A bus tragedy that killed 15 people in Libode, a small village in the Eastern was negative news- but it became good news in terms of frequency, meaningfulness, consonance, unexpectedness and lack of ambiguity (See isiXhosa and English news on 21 July 1998).

## Actors in the news

Still on the question of unequal reportage of events that happen in society, Herbert Gans (1978:9) adds a dimension of the actors in news whom he calls the '*knowns*' and the '*unknowns*'. He introduces his model as follows:

national news is, by definition, about the nation, and so the most frequent actors in the news are inevitably individuals who play a role in national activities. Which natural actors are reported however, is, not inevitable. They could be well-known people, whom I call 'Knowns'; or they could be 'Unknowns', ordinary people prototypical of the groups or aggregates that make up the nation. The 'Knowns' furthermore, could be political, economic, social or cultural figures; they could also be holders of official positions or powers behind thrones who play no official roles (Gans, 1978:9)

Gans' theory of '*knowns*' and '*unknowns*' is similar to Galtung and Ruge's news value of *reference to elite people and elite nations*. Knowns are a combination of people whose names are familiar among the audience, others have appeared frequently in the news and are well-known to journalists while the rest may not necessarily be known by name but by virtue of occupying well-known positions in society, then they become prominent news makers. In TVN bulletins, during the period under review, the most frequently reported people were '*knowns*' who operate mainly in the political arena like the State President, Deputy President, President Bill Clinton, Presidents of political organisations, political activists, and perpetrators of human rights violations during the

apartheid regime (See Appendix A, pp 1-41).

'Unknowns' include protesters, rioters and strikers. This group of people are less reported in news except when they act in opposition, especially against government policies. One group of 'unknowns' however wind up in news almost as often as the 'knowns'. These are the *alleged and actual violators of the laws and mores*. While the knowns are constantly in the news for portraying the nation-as-a-unit; this group of 'unknowns' are rendered newsworthy because they threaten the cohesion of nation-as-a-unit through acts of violence and criminality. This is an instance of *negativity* being a criterion for newsworthiness. During the period under review almost in every TVN news bulletin there was a violence and/or crime story. That therefore makes *negativity* and *reference to elite persons and elite nations* the most frequently applied news values at TVN.

In conclusion, it is important to reiterate that news is not selected and constructed in a vacuum. News practitioners operate within the limitations, pressure, structure and norms of the larger society. High on the list of limitations within which news practitioners operate are financial factors. These play a major role in influencing the level of investigative journalism required for the production of informative, analytic and intelligent news. Among the constraints that mar the transition of the SABC from state to public broadcaster are fiscal limitations. Lack of a strong economic base forces the broadcaster to rely heavily on cable networks for international news. Likewise, local stories that happen in outlying areas receive little reportage and sometimes none at all; due to financial considerations pertaining to coverage and investigation of the news stories.

# **SECTION THREE**

## **METHODOLOGY AND DATA COLLECTION**

The overall objective of this treatise is to employ a qualitative (with quantitative elements) methodology that attempts to conduct a comparative content analysis of recorded news bulletins broadcast on SABC 1 (Nguni languages, i.e. isiZulu and isiXhosa) and SABC 3 (English and *News hour*) broadcast at 19h30 and 20h00 respectively .

Content analysis is systematic, objective and quantitative. This means that the content to be analyzed is selected according to explicit and consistently applied rules. All content under consideration is to be treated in exactly the same manner. Only one set of guidelines for evaluation is used throughout the study. Quantification aids the researcher in the quest for precision. In addition, quantification allows the researcher to summarise results and report them succinctly (Kerlinger cited in Wimmer & Dominick 1997:110).

Among the various uses of content analysis noted in the above-mentioned article is the descriptive method, which identifies what exists. This treatise followed similar guidelines. The content of all bulletins under analysis (Nguni languages, SABC1 19h30-20; English language SABC 3 20h00-20h30 and *News hour* 20h00 - 21h00) was analysed consistently. News bulletins were divided into sub-categories which were in turn allocated codes that aided in the quantification process. In line with the descriptive format of content analysis; this treatise focused on identifying current practices at Television News in terms of news gathering and construction techniques across the two channels (SABC1 and SABC3). The procedure for analysis was conducted in three stages:

- a comparative content analysis of isiZulu and isiXhosa 30-minute news bulletins broadcast on SABC1 at 19h30 on alternative days of week
- a comparative content analysis of Nguni and English 30-minute news bulletins broadcast daily on SABC1(19h30) and SABC 3 (20h00) respectively; and

- an analysis of the content of recorded one-hour current affairs programme - *News hour* tapes broadcast on Thursdays weekly on SABC3 (20h00 - 21h00).

This study examined consistency in the selection and construction of news, adherence to news values and the use of language across the eighteen news bulletins and three *News hour* programmes. The material has analysed and categorised as follows:

#### INTERNATIONAL STORIES

- Top international story ( cited in news headlines, and/or first bulletin story)
- international story (Overseas and Africa in general)

#### LOCAL STORIES

- top South African story (cited in news headlines, and/or first bulletin story).

This category was further subdivided into:

- business/finance
- safety and security
- crime/violence
- political
- general interests/social development; and
- sport

Nguni and English language news bulletins broadcast on SABC1 and SABC3 respectively, were chosen over other news bulletins broadcast on SABC2 because of researcher's lack of proficiency in both Afrikaans and seSotho/seTswana languages.

### **CONTENT DESIGN**

#### **Universe:**

Recording of news was done over a period of one month from 13 July 1998 - 13 August 1998. The period under review was considered ideal for this investigation in order to examine the extent to which the News Task Team, established a year earlier (around June 1997) had accomplished its

objective of transforming newsroom structures and processes by which news is produced within TVN (*TVN Update*, 11/6/97 - 18/6/97).

**Sample**

Number of Tapes	Language of Bulletin	Duration
6	IsiZulu, recorded on alternate days of the week	19h30 - 20h00
6	isXhosa, recorded on alternate days of the week	19h30 - 20h00
6	English, recorded daily (excluding Thursdays)	20h00 - 20h30
3	<i>Newshour</i> , recorded on Thursdays weekly	20h00 - 21h00

**Unit of Analysis**

The news story in each category within the bulletin was treated as the unit of analysis. This treatise considered every news story in the bulletins to check on the following:

- the language of the news anchor
- whether the same story was covered on either Nguni newscast, English newscast or both
- the position of the story within the bulletin
- the framing of the story (footage used, sound byte, voice over)

**RESEARCH TECHNIQUES**

**Interviews**

Unstructured interviews and personal observations at Durban Bureau

During the period 13 July 1998 - 11 August 1998) the researcher spent some time at the SABC's Durban regional office as a trainee television journalist for *KZN 2 Nite*. During this period several unstructured interviews were conducted with television news personnel (including regional editor Ms Jooste and assignment editor Mr Nanackchand) with regards to news gathering and bulletin construction procedures followed by the regional bureau. Information that transpired during these

conversations as well as personal observations revealed that other than luck or pure coincidence, racial denomination and the reporters' mother language have no bearing on the type of story that any reporter may be asked to cover at any one time. The assignment editor may commission any reporter to cover any story except for reporters that are on beat. However, the language of transmission for the day on *KZN 2 Nite* decides the language on which the story script will be written.

Transmission is in Zulu on Mondays and Thursdays, in Afrikaans on Wednesdays and in English on Tuesdays and Fridays. Therefore the reporter has to file his/her script in the appropriate language. There are always language experts at hand to assist with script writing. In cases where the SABC national office in Johannesburg expresses an interest in a regional story, then the concerned reporter has to file the story twice: for the regional bulletin in an appropriate language; and in English for the national office. The purpose of filing national stories in the English language is so that all executive producers can gain access to the story and arrange for it to be translated into the various languages across the three channels.

Senior editors are responsible for the bulletin layout at regional level. The decision on the story arrangement of each bulletin is dictated by the 'strength' of the story - i.e. how newsworthy the story is deemed to be. Upon asking how strength was measured I was told that political stories with strong implications (negative or positive in that order) on society receive highest priority. Such stories may even be considered for lead positions within the bulletin. The researcher's personal interpretation of this news value was that in line with Galtung & Ruge's (1973) Theory, the story's reference to *elite persons(at regional level)* affords it a much higher qualification level. However, if a breaking story is considered to be unique and negative at the same time, then that story would be considered over the other political story. In other words, *reference to elite persons, frequency and negativity* are considered to be criteria for story selection.

#### TVN - Johannesburg National Office

Another telephonic interview conducted on 16 September 1998 between Mr Zola Yeye (an assignment editor at Television News headquarters in Johannesburg) and the researcher revealed



similar selection procedures. Consultative meetings between the Editor-in-Chief, Executive Editors, Assignment Editors and available reporters are the order of the day. The very first meeting is held at 9h00. This is known as a *line conference* where regional editors participate through a telephonic linking system. At this meeting regional editors discuss their stories for the day and the angles to be pursued. The Johannesburg office may also indicate an interest in a regional story during this meeting so that by the time the regional assignment editor commissions the story to a reporter, then the reporter is made aware of the extra responsibility. This meeting is followed by another one at 11h00 and the final meeting is held at 15h30. When necessary, regions are contacted telephonically about issues which may affect their bulletin line-ups after the 11h00 and 15h30 meetings. Assignment editors at national office chair all meetings.

#### News gathering, selection and bulletin layout

Assignment editors are responsible for commissioning reporters to cover stories - be they local, regional and sometimes international; depending on the circumstances (e.g. financial and time logistics) surrounding the particular event. They are also responsible for the selection and structuring of stories for news bulletins. There is *only one* newsroom with *four* news desks for the different language bulletins (Nguni, seTswana/Pedi, Afrikaans and English). These are manned by executive producers who are each responsible for the final layout of each language newscast. There are also desks assigned for specialist journalists and/or beats such as crime, politics, economics, sports, social news etc. Stories from these desks are made available to all the bulletins and of course, each bulletin is responsible for translating the news item into a suitable language code.

*Colour, race and language* are no longer considered as prerequisites for commissioning, selection and structuring of news stories. Channel divisions are based on the *interests* of viewers that are targeted by the specific channel. However, there does not seem to be specific qualifications for viewership interests though one can detect subtle cultural and language needs as specifications. Executive producers, as already mentioned, make the final decisions as far as bulletin layout is concerned. Most of the time they rely on gut as far as audience interests are concerned. For instance, there is a general feeling that SABC3 commands a higher viewership appeal than SABC1

because of low literacy levels in the country (the majority of illiterate people do not speak or understand English, they are therefore catered for in Channels 1 and 2). English is believed to be the language preferred by all academically and economically affluent persons in the country regardless of race, colour and mother tongue; hence news on SABC 3 is broadcast only in English. In addition, the above motivation is cited as the reason why the only hour-long current affairs programme shown during prime time television is broadcast in English on SABC3.

*Uniformity* across all bulletins sits high in TVN's list of priorities. However, differences in bulletin times across the channels may result in differences in the final layout of the different language bulletins. As the focus of this treatise is on uniformity or lack of it among bulletins on SABC 1 and SABC 3, it was discovered that there may be differences in story prioritisation because a story may have broken out during the thirty-minute difference between Nguni bulletins beginning at 19h30 and English bulletins at 20h00. Differences in the coverage of sport stories within bulletins are accounted for by market constraints as well as sporting interests of the viewers pitched by the specific news bulletins. For instance, SABC 1 news bulletins more often than not carry soccer rugby and boxing stories; while SABC 3 is more likely to carry rugby, cricket, and golf stories. The researcher was assured that these considerations were backed by results of market research undertaken by the SABC on viewer preferences from time to time.

### Language framing

Upon enquiring on why television news upsounds/interviews were almost always in English, regardless of the language of the bulletin; the researcher was informed that TVN was in the process of terminating this practice<sup>6</sup>. The reason being that the different language bulletins on SABC are distributed across channels precisely to ensure that every citizen is able to receive or participate in news in a language that he/she fully comprehends. Therefore, while upsounds for English bulletins will always be in English, other bulletins should carry upsounds in the language of the bulletin (e.g. Nguni, Tswana/Pedi, Afrikaans or English).

### News values

Uniformity in selection criteria for newsworthiness was emphasised. Similar to the Durban regional bureau discussed earlier; stories that have reference to elite persons and elite nations - be they in the political, economic or general interest category - receive the highest priority during selection and positioning of news items. The country of origin of the story is immaterial<sup>7</sup>, what is considered is its 'strength' when compared with other items on the line-up. Likewise, a unique breaking story that has national or international implications will also receive priority. In other words, in addition to the theory of 'knowns and unknowns', events that threaten the cohesion of the 'nation-as-a-unit', have a much higher chance of being selected as well as being positioned at the beginning of the bulletin.

### IsiZulu versus IsiXhosa news bulletins

IsiZulu and isiXhosa news bulletins are essentially *one* bulletin that is broadcast on alternate days of the week under the Nguni language umbrella group. The only change is that the news anchor's mother tongue always has to correspond with the day's bulletin language (an isiXhosa-speaking news anchor on isiXhosa days and vice versa). Of the content of the news item, only the introduction has to be in the mother-tongue of the news anchor, the rest of the script - including upsounds and footage - can be in either isiZulu, isiXhosa or English depending on the language of the reporter who covered the story. In addition, of the four executive producers who are in charge of the final bulletin layout; there is only one executive producer for the Nguni news desk, the rest are responsible for the seTswana/Pedi, Afrikaans and English news desks respectively.

### Nguni versus English bulletins

Generally, TVN strives for uniformity among news bulletins. However, there may be subtle differences in content, in terms of positioning (depending on the executive producer for the specific bulletin - it may be deemed necessary for a story to be a lead story in the Nguni bulletin and for the story to be positioned somewhere in the middle in the English bulletin. The position of the story in the bulletin has a direct bearing on its length. The number of seconds allocated to a story is determined by its perceived 'strength'; as such the longer the story the more footage it will

carry.

### *Newshour* versus Nguni bulletins

*Newshour* - the only hour-long current affairs programme on SABC broadcast during prime time television is featured in English on Thursdays weekly on SABC3 between 20h00 and 21h00. This programme gives specificity to English bulletins precisely because of the length of programme time and of course, the range of opinions that are sought during discussion of news items. Apart from those differences, the format of *Newshour* is expected to follow the same format as other news bulletins - in terms of story selection, positioning and general layout of the bulletin.

### **News recordings**

Between 13 July 1998 and 13 August 1998 the researcher recorded two main news bulletins daily. These were broadcast Nguni bulletins of isiXhosa and isiZulu on SABC 1 at 19h30 followed by English bulletins SABC 3 at 20h00. *Newshour* was recorded weekly on SABC 3 between 20h00 and 20h30 (also during the specified period).

### **Other**

Several SABC Policy documents (including Annual Reports, Ethical Codes and Internal Magazines) were reviewed. Both the November 1997 Green Paper on Broadcasting as well as the June 1998 White Paper on Broadcasting were consulted for more insight into the country's current broadcasting issues.

## **SECTION FOUR**

### **ANALYSIS OF RECORDED TAPES**

This section attempted a comparative analysis of the contents of news bulletins broadcast on SABC 1 and SABC 3. The analysis focussed on the following areas :

- consistency in the selection and construction of news (similarities in selected stories and similarities in story positioning within the bulletins);
- adherence to news values; and
- the use of language across the bulletins.

The comparative content analysis was done in three stages applying the above-mentioned criteria:

Stage one: a comparative content analysis of isiZulu and isiXhosa news bulletins broadcast on SABC 1 at 19h30;

Stage two: a comparative content analysis of Nguni and English news bulletins broadcast on SABC 3 at 20h00; and

Stage three: a content analysis of *Newshour* broadcast on Thursdays on SABC at 20h00

The news bulletins recorded on SABC 1 were originally broadcast in the Nguni languages of isiZulu and isiXhosa. The transcripts were translated into English by myself.

#### **STAGE ONE: A COMPARATIVE ANALYSIS OF ISIZULU AND ISIXHOSA NEWS BULLETINS BROADCAST ON SABC 1 AT 19H30**

As mentioned earlier, SABC 1 broadcasts news in the Nguni group of languages, i.e. isiZulu and isiXhosa, at 19h30 on alternate days of the week. Table 4.1 presents a breakdown of the SABC 1 newscast language schedule over a seven-day period (see Appendix A, pp 50-68):

**Table 4.1 : SABC 1 Language of News Schedule**

DAY OF THE WEEK	DATE	BULLETIN LANGUAGE
Monday	13 July 1998	IsiZulu (Izindaba)
Tuesday	14 July 1998	IsiXhosa (Iindaba)
Wednesday	15 July 1998	IsiZulu (Izindaba)
Thursday	16 July 1998	IsiXhosa (Iindaba)
Friday	17 July 1998	IsiZulu (Izindaba)
Saturday	18 July 1998	IsiXhosa (Iindaba)
Sunday	19 July 1998	IsiZulu (Izindaba)

Criteria 1 and 2 (consistency in the selection and construction of news; and adherence to news values) did not apply at this stage, because both isiZulu and isiXhosa news were broadcast under the Nguni banner on the same channel at the same time, daily. The only difference was found to be in the language of the bulletin which has already been illustrated above. Criterion 3 (use of language) was the only condition that could be investigated (see Appendix A).

**LANGUAGE USE**

The news was always read by a news reader whose mother tongue/language proficiency corresponded with the scheduled language for the day’s bulletin. During the period under review, news were always read by Ms Sibongile Sokhulu and Ms Noxolo Grootboom for isiZulu and isiXhosa news bulletins respectively. After the news reader (NR) had finished introducing the script in the language of the day; commentary would be heard in the form of a voice over (VO) by a reporter. At the end of the commentary the reporter would either mention his name (signature) or leave it out. A voice over without a signature at the end indicated that the voice was a translation of the script from another language. Whereas a signature at the end of the commentary meant that the reporter had covered the story and was taking responsibility for his work.

In the case of a stand-up, a camera image of the reporter would come on screen as it formed part of the footage and the reporter would sign his/her name at the end. A translated VO was always

in the language of the NR, whereas, during the rare instances where the reporter would sign his/her signature at the end of the commentary, the VO was almost always in a language different to the NR's (usually isiXhosa, isiZulu or English). Table 4.2 (also observed over a seven-day period) illustrates the number of occasions that the VO's language corresponded with the NR's:

**Table 4.2 Language of Voice Over versus Language of News reader**

DATE	LANG. OF BULLETIN	NO OF STORIES	VO IN ISIXHOSA	VO IN ISIZULU	VO IN ENGLISH
Mon 13/7/98	IsiZulu	12	8,3%	83,3%	8,3%
Tue 14/7/98	IsiXhosa	13	85%	15%	-
Wed 15/7/98	IsiZulu	13	-	92,3%	7,6%
Thur 16/7/98	IsiXhosa	10	90%	10%	-
Fri 17/7/98	IsiZulu	11	-	90,9%	9,1%
Sat 18/7/98	IsiXhosa	9	55,5%	22,2	22,2%
Sun 19/7/98	IsiZulu	14	-	71,4%	28,5%

Soundbytes

Unlike radio, television news bulletins put much emphasis on viewability - the use of images of locations, people and their voices. Burns 1977 (cited in Eldridge,1993:4) has argued that the dramatic intensity of film and video recording carries conviction and guarantees authenticity in ways which words cannot. The inclusion of interviews or speeches in the footage is known as an upsound or a soundbyte(SB). However, not all stories carried soundbytes during the period under investigation. What was noticeable though, was that a large percentage of the upsounds available were in English. It was only during rare occasions when the NR would have the fortune of conducting an in-studio interview with someone who spoke her language that the SB would be in the language of the news ( on 16/7/98 Noxolo Grootboom interviewed Human Rights lawyer Bulelani Ngcuka in isiXhosa, and a similar interview was conducted on 30/7/98 with Archbishop Desmond Tutu). Table 4.3 illustrates the use of language in soundbytes (also observed over a seven-day period).

**Table 4.3 Language Use in Soundbytes**

DATE	BULLETIN LANGUAGE	NO. OF SBs	SBs IN ENGLISH	SBs IN ISIXHOSA	SBs IN ISIZULU
Mon 20/7/98	IsiZulu	8	100%	-	-
Tue 21/7/98	IsiXhosa	5	80%	-	20%
Wed 22/7/98	IsiZulu	9	77,7%	-	22,2%
Thur 23/7/98	IsiXhosa	8	87,5%	12,5%	-
Fri 24/7/98	IsiZulu	8	62,5%	12,5%	25%
Sat 25/7/98	IsiXhosa	10	90%	-	10%
Thur 30/7/98	IsiXhosa	9	88,8%	11,1	-

**STAGE TWO:        COMPARATIVE CONTENT ANALYSIS OF NGUNI(SABC 1) AND  
ENGLISH NEWS BULLETINS (SABC 3)**

**COMPARATIVE ANALYSIS OF BULLETIN STRUCTURE**

Consistency in the Selection and Construction of News

This was the first research criterion of the comparative content analysis between Nguni and English bulletins. The intention was to establish the extent of similarities between the two bulletins in the following areas:

- selected stories
- positioning of same

Recorded tapes revealed that English bulletins are longer than Nguni bulletins in terms of the number of stories contained in each bulletin. These differences were attributed to logistical differences between the two languages. The Nguni language is not as compact as English when it comes to narrating events. Also, in terms of language development, most African languages do not have concise technical terms; meaning that more news space is wasted with circumlocution



rather than description. The above argument was supported by discussions held with news reporters on *KZN 2 Nite*, as well as the researcher’s personal experiences while translating Nguni bulletins into English.

Nguni and English bulletins were found to be consistent in terms of story selection. However, Nguni news were found to contain the highest number of common stories in both bulletins on any one day. On some days the entire Nguni bulletin would consist of stories also contained in the English bulletin (See Nguni/English news on 19/7/98). On the other hand, English bulletins tended to include other stories not shared by the Nguni bulletin of the same day. Table 4.4 presents breakdown of the percentage of similarities in story selection for both bulletins over a ten day period. Also, in terms of the level of compactibility of the English language, there was more space for additional stories in the English bulletins.

Story positioning was a different matter altogether. The positioning of common stories in both bulletins varied from day to day. On some days the layout of the bulletins would be similar reaching a high of 93% in Nguni news and 79% in English news (Nguni/English News 22/7/98). On other days however, both bulletins would contain similar stories but positioned differently. An example of the above was recorded on 19 and 20 July 1997. On 19 July 1998, the entire Nguni bulletin contained stories that were selected in the English bulletin, but none of the stories were put in similar positions resulting in a 0% positioning similarity in both bulletins. The same scenario was recorded on the following day. See Table 4.4 for a breakdown of story positioning between Nguni and English news observed over a ten day period .

**Table 4.4 Common Stories and Positioning within bulletins**

Date	No. of Stories/Bulletin		% of Common Stories		% Similarities in Story Positioning	
	<i>Nguni</i>	<i>Eng</i>	<i>Nguni</i>	<i>Eng</i>	<i>Nguni</i>	<i>English</i>
13/7	12	14	83%	71%	58%	50%
14/7	13	14	92%	86%	54%	50%
15/7	13	11	76%	91%	31%	36%
17/7	11	14	82%	64%	36%	29%
18/7	9	11	89%	73%	67%	55%
19/7	14	21	100%	67%	0%	0%
20/7	12	13	83%	77%	0%	0%
21/7	14	16	93%	81%	7%	6%
22/7	12	14	92%	79%	92%	79%
24/7	13	13	77%	77%	62%	62%

Adherence to News Values

The condition of adherence to news values was found to be linked to consistency in selection and news construction of news bulletins. The aim of the study at this juncture was to establish whether the two bulletins subscribed to different newsworthiness criteria in terms of selecting events for inclusion in their bulletins. In order to facilitate analysis, four news categories were arbitrarily chosen in order to compare the story events covered in those categories per bulletin. These categories were: Opening Story, Politics, Crime/Violence, Economics and Sport. The analysis revealed the following patterns (see Appendix A, pp 51-90):

Opening Story

- During a two-week observation period (13 July - 25 July 1998) both bulletins mostly (78,6%) used the same story to lead the bulletin;

- Opening stories on the one bulletin and not on the other were never completely excluded from the bulletin in which they were not used as opening stories. On the days that lead stories were different, an opening story in one bulletin was positioned quite early on in the other bulletin. On 14 July 1998 the opening story in the Nguni news was placed second in the English bulletin, and *vice versa*. On 19 July 1998 the opening story for the Nguni bulletin was placed seventh in the English bulletin, while the opening story for the English bulletin was placed fifth in Nguni news.
- An opening story in the one bulletin was always a headline news item in the other regardless of its position within the bulletin. On 20 July 1998 the opening story for Nguni news was in the headlines of the English bulletin but occupied the seventh position in the actual bulletin.

### **Politics**

During the period mentioned above, political stories seemed to be the most prioritised news category in both bulletins. Between 13 July 1998 and 20 July 1998 approximately 30% of all Nguni news stories were belong in the politics category, while the figure came to approximately 25% of all English news stories. Most times political stories were tied up with other categories such as Top South African story, crime/violence, general/social development. Table 4.5 illustrates a breakdown of the weight of politics as a news value between Nguni and English news bulletins. (see also Appendix A, pp 51-74)

**Table 4.5 Weight of Political Stories per Bulletin**

DATE	TOTAL NO OF STORIES/BULLETIN		% OF POLITICAL STORIES	
	Nguni	English	Nguni	English
13/7/98	12	14	25%	21,4%
14/7/98	13	14	31%	21,4%
15/7/98	13	11	23%	27,2%
17/7/98	11	14	18%	21,4%
18/7/98	9	11	33,3%	27,2%
19/7/98	14	21	43%	29%
20/7/98	12	13	33,3%	30,7

### **Crime/Violence**

During the period under review, most violence or crime related stories had political connotations. In both bulletins between 13 July and 20 July 1998, the most highly reported violence/crime stories took place in the KwaZulu-Natal Province. High on the list of the province violence/crime cum political stories were those that took place either in Richmond or Dududu. These stories almost always implicated either or all of the following political parties: the ANC, IFP and UDM. Another [crime/violence-related] organisation which enjoyed newsworthiness during this period was PAGAD in the Western Cape province. Crime/Violence stories were always covered by both bulletins (See Appendix A).

### **Economics**

This was the least reported category during the period under review. Table 4.6 indicates that the inclusion of economic stories in news bulletins ranged between 7,1% and 24,1% (between one and three stories) for Nguni news; while economic stories in English news ranged between 0% and 21,4% (also between one and three stories) per bulletin. Consistency in the type of economic stories selected was established, even though positioning was different (see Appendix A pp 54-90).

**Table 4.6 Weight of Economics stories per Bulletin**

DATE	NO. OF STORIES/BULLETIN		% OF ECONOMIC STORIES	
	Nguni	English	Nguni	Eng
13/7/98	12	14	8,3%	14,3
14/7/98	13	14	15,4	21,4
15/7/98	13	11	15,3	0%
17/7/98	11	14	9%	0%
18/7/98	9	11	11%	0%
19/7/98	14	21	7,1%	4,8%
20/7/98	12	13	8,3%	7,7%
21/7/98	14	16	21,4%	18,6%
22/7/98	12	14	16,7%	12,5%
24/7/98	13	13	7,7%	15,4%

**Sport**

Unlike in the other news categories where similar stories were selected for both the English and Nguni bulletins, there was less consistency in adherence to news values in the sport category. The researcher appreciated the fact that due to differences in linguistic structure, English bulletins were longer than Nguni news bulletins and therefore more sports stories were carried. However, observed patterns indicated a tendency by the Nguni news to cover to a large extent soccer stories while rugby was carried on a lesser extent. Cricket, tennis, golf etc. were carried on fewer occasions during the period under review. On the other hand English news specifically concentrated on rugby and cricket and to a lesser extent soccer, tennis and golf (see Appendix A, pp 51-98).

Differences in newsworthiness of sporting events can be explained both in ideological and commercial terms. In the past, sport in South Africa was used to reinforce and naturalise racial and social divisions while in the post-apartheid era it is being used as a catalyst for social

transformation and unification. A history of South African sport can be summarised as follows:

the condition and development of sport in South Africa is inextricably part of its social and economic history. There has been an intimate relationship between sport and apartheid, sport and discrimination, and oppression and racial exploitation. Infrastructural development, education and economic expenditure have been so skewed by apartheid logic that a huge disparity exists between sport in white communities and the rest of the population (Baker & Glavovic, 1996:252).

The implications of the marriage between apartheid and sport were that soccer (perceived to be easy to play and inexpensive) became the most accessible sport for the poor and underprivileged. Also, soccer's great popularity and association with the working class reduced its political impact when compared with more prestigious sports such as rugby and cricket (Archer & Bouillon cited in Baker & Glavovic, 1996:253). Likewise, capital intensive sports such as tennis, golf and swimming became exclusively available to the white sector of the society.

Another important factor that was found to contribute to the disparities in the selection of sports stories for Nguni and English news programmes was the commercialization of sport in broadcasting circles. Sport is a commodity. Television uses sport to boost its viewing figures, while sport uses television as an irreplaceable means of income (Cashmore cited in Baker & Glavovic, 1996:258). Therefore even if a game was not televised during daytime sports programmes, viewers were assured of results and a recap coverage of the game during the main newscasts.

In defense of the differences in the selection of sports stories, the SABC claims to undertake regular research into public sport preferences in order to provide the main criteria for selecting which sports are to be broadcast. The emphasis on certain sports such as soccer, cricket and rugby is defended in terms of audience interest. This view was concurred by Mr Zola Yeye (assignment editor at TVN) argues that SABC 1's audiences are predominantly interested in soccer stories, followed by rugby. A very small minority are interested in cricket, boxing, tennis, golf, swimming, athletics etc.(not necessarily in this order). On the other hand, the economically and academically affluent, mostly white audiences that are serviced by SABC 3 are perceived to be mostly interested in rugby and cricket news, followed by soccer, golf, tennis, swimming, athletics, boxing etc.

In conclusion, the research revealed that an effort is made by both bulletins to cover all sports stories (soccer, rugby and cricket), but priority is given to sports that are perceived to be of priority interest to audiences. The issue of 'sport and nation-building' was recently discussed on SABC 2's breakfast show - *AM 2 Day* on Monday 2 November 1998. What brought about an interest in this topic was the fact that during the weekend (31 October 1998) two major games were played in two Gauteng stadiums. One game which was predominantly attended by blacks was a Rothman's cup soccer semi-final between Kaizer Chiefs and Orlando Pirates. The second game predominantly attended by whites was a Currie Cup final rugby match between the Blue Bulls and Western Province. Spectator numbers for the two sports games must have further convinced sports broadcasters about the interest preferences of black and white South African audiences.

## **LANGUAGE USE**

This time around focus was on the use of language in English news to establish whether there were any inconsistencies. An analysis of English news bulletins did not reveal substantial differences in the way in which language is used in Nguni news. Unlike in Nguni news bulletins, news was always read in English by any of the following news readers: Anton Enus-Murudker, Alice Chavunduka and Julie Hyde except on Thursdays (during *Newshour*) where news was read by a host of readers: three for news and another one for sports news. After the NR had finished introducing the script, commentary would be heard in the form of a VO by a reporter. At the end of the commentary the reporter would mention his name (if he/she is the reporter who covered the story) otherwise a name would be left out to indicate that he/she was only giving a translated version from another language.

### **Soundbytes**

Similar to Nguni news, not all stories contained soundbytes. In some stories there would be no additional commentary by a VO or a stand-up by a journalist reporting from a location. Instead, the NR would read the rest of the script. File material (if and when available) would be imposed in the background, otherwise there were instances where the NR merely read the news in radio-

style (with no supporting footage). During the many instances when stories contained soundbytes, they were always in English. On the two instances when there were soundbytes in either Afrikaans, and isiXhosa, there would be always a second soundbyte in English: 21/7/98 (story No.6); 23/7/98 (story No.1&5).

### **STAGE THREE: A CONTENT ANALYSIS OF NEWSHOUR BROADCAST ON THURSDAYS ON SABC 3 FROM 20:00 - 21:00**

Three *Newshour* programmes were recorded and analysed over a three week period. Programme content was analysed comparatively with Nguni news bulletins recorded on the same day, thirty minutes earlier. As was expected, *Newshour* programmes contained more stories than the Nguni news. This was not surprising considering that *Newshour* enjoyed a thirty minute time advantage over all other news bulletins. Some similarities and disparities in content between *Newshour* and other news bulletins (Nguni and English) were observed:

#### Similarities

- There were consistencies in story selection and bulletin construction in terms of the stories selected for the bulletins (even though Nguni news shared a higher number common stories with *Newshour*, than *Newshour* did with Nguni news)
- Positioning of common stories was different (as was the case between Nguni and English bulletin stories)
- All soundbytes were in English
- All three *Newshour* programmes used the same opening stories as had been used in Nguni news.

#### Disparities

*Newshour* was found to be a hybrid - to a large extent this programme followed the rules of news formatting while on a lesser extent it had elements of a commentary programme. One would concur with Tumi Makgabo (NR: *Newshour*, 16 July 1998) that *Newshour* was both a 'news and a news behind the news' programme. As illustrated in Appendix A, the structure of the *Newshour* bulletins was very similar to that of other news bulletins both in the Nguni and English languages.



But a tendency towards in-depth investigation into some stories within the bulletin was also observed (see Appendix B). The style of in-depth reportage was however not found to resemble other commentary programmes such as *Carte Blanche* on M-Net, or *Special Investigation* on SABC3. This is not to imply that this treatise has sufficiently explored the similarities and or differences in the content of the above-mentioned programmes versus *Newshour*. This would be a subject for another study. The point is that while other commentary programmes would be inclined to show viewers in-depth footage of investigation into each story featured in the programme, *Newshour* selected only a couple of stories (which at times had been carried by other bulletins as well) from the bulletin and invited guests (mostly affected subjects or individuals who by virtue of their social positions were able to give opinion on the subject) for studio discussions. Sometimes a journalist would be interviewed from location. Stories which were frequently selected for studio discussions were those that were regarded to be of significant relevance to the South African public (see Appendix B).

Based on the above observations, this treatise would like to conclude that *Newshour* is an extended English news bulletin rather than a current affairs programme. Unfortunately the researcher was unable to ascertain what the reasons were behind the unusual format. Therefore no answers will be provided to this question. The present treatise interpreted the change in format to be in the context of restructuring in the SABC's newsroom as professed in the objectives of the News Task Team - to *inter alia*, 'create closer liaison between news and current affairs programmes'. In this view then, instead of scheduling a thirty-minute current affairs programme directly after the news bulletin (as was the case with *Newsline* and *Agenda* during the CCV and TV 1 era), the entire hour was spent on a programme that comprised of both the day's main English news bulletin as well as a sprinkling of commentary on a couple of the week's 'nationally relevant stories'.

# SECTION FIVE

## CONCLUSION

Based on information revealed by empirical data, the present treatise arrived at the following conclusions:

### IsiXhosa vs Isizulu news bulletins

IsiXhosa and Isizulu news bulletins are essentially *one* Nguni language bulletin scheduled on alternating days of the week. There are *no* substantive differences in the construction of bulletins. Major language differences are only in the language spoken by the News reader. IsiXhosa and isiZulu languages are used interchangeably during commentary while English is the language used exclusively in soundbytes.

### Nguni vs English news bulletins

There are *no significant* differences between Nguni and English news bulletins. Differences in bulletin construction are qualified rather than ideological. These include minor disparities in bulletin length, story selection (especially sports stories), bulletin layout and language use. English is used extensively during the processing of news. News bulletins generally follow international news formation standards in terms of adherence to news values.

### Newshour

*Newshour* is an extended news bulletin. Rather than a regular commentary programme, it is a combination of news and current affairs. Because of the programme's time schedule, channel on which it is broadcast and the bulletin format followed, *Newshour* adds specificity to English news bulletins.

## General

The SABC's commitment to transform the corporation or portions thereof into a public broadcaster has resulted in positive changes in Television News. In contrast to past practices, newsroom activities have been streamlined, with news production being centrally located. The Ethical Code for Editorial Staff continues to provide a framework within which TVN staff strive to fulfill their public broadcasting mandate. According to the above policy document, transformation in the newsroom entails "a commitment to be wary of discrimination in the newsroom based on gender, race, language, culture, political persuasion, class, sexual orientation ... mental disability" (SABC Ethical Code, 1994:3). A concerted effort to abide by the above ethos seems to prevail among TVN staff.

In the South African context language is a doubly-articulated concept implying not only linguistic and cultural diversity, but also political and ethnic/racial differences. It was a deliberate and conscious policy of the SABC to minimise political differences in programme content - especially in news programmes as broadcast on SABC 1, SABC 2 and SABC 3 in different languages. To this end the SABC has produced a single integrated news team producing different bulletins across various languages.

Empirical evidence indicates that whereas in the past channels were divided not only by language, but also by ideology resulting in separate programming for the different language groups in the country; currently, this is no longer the case. There is a greater level of homogenisation across languages in terms of both bulletin content, i.e. subject matter and presentation.

## **ENDNOTES**

1. (Teer-Tomaselli, 1994:580). After submissions were heard from various contributors, there was general consensus that editorial independence would be enshrined in the Editorial code, but that the SABC Board had the right to determine editorial policy. The Board would have the power to hire and fire the Editor-in-chief, but that he or she in turn had the right to ultimate editorial decision-making.
2. (SABC Press Release, 26 August 1998). Apart from the news bulletins on the breakfast show on SABC2, SABC 3 would broadcast additional news bulletins starting with a five-minute bulletin at 10h00, followed by a lunchtime thirty-minute bulletin at 13h00. Another five-minute bulletin would follow at 16h00, followed by a fifteen-minute bulletin at 18h00. The regular 20h00 news bulletin and 22h30 news highlights would continue.
3. (SABC Press Release, 9 September 1998). The agreement by the three organisations would make it possible for the SABC to enter the pay-tv market and increase its sources of revenue in order to subsidise its public broadcasting mandate. One of the two pay channels would be a 24-hour news channel which would broadcast news to the entire African continent. This channel would be headed by Mr Allister Sparks whose term as Editor-in-Chief of TV News would end at the end of September.
4. Crime and violence stories are highly reported events because of the short time it takes for their meaning to be arrived at.
5. Gans (1978:20).  
Social institutions such as government, business and labour, the law, religion, science, medicine, educations, the arts, etc. are components of the nation and reflect on the nation as a unit.

6. Mention was also made of the fact that Politicians preferred to speak in English when being interviewed for television news because of the fear that they may not reach every member of the 'rainbow' society if they express themselves in their own vernacular languages.
7. A lead/opening story may be of either 'local origin' (South African), or 'international origin' (Africa and overseas).

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# APPENDIX A

## CODES

A= Top SA Story  
B= Top International Story  
C= Business/Finance  
D= Crime/Violence  
E= Political  
F= General/Social Dev.  
G= Sport  
H= International Story  
I = Safety and Security

N R= News Reader  
V 0= Voice Over  
S B= Sound Byte  
Z = IsiZulu  
X =Isi Xhosa  
E = English  
A = Afrikaans  
\* = Headline story

TAPE: ZULU 1  
DATE: 13 JULY 1998  
LANGUAGE: NGUNI(ZULU)  
CHANNEL: SABC 1  
TIME: 19H30 - 20H00

POSITION	HEADLINE	LANGUAGE/INSERT	CODE
1*	Emotions run high during TRC hearings in Sebokeng (1992 Boipatong Massacre)	NR =Z; VO=Z; SB =E	A/E
2	Richmond calm today after Mandela's visit	N R=Z/E(in-studio inter view); V O= Z; SB=E	D/E
3	Pagad involvement in Cape Town Terrorist attacks	N R=Z; VO=Z; SB =E	D
4	19 Mpumalanga road accidents in 48 hours	NR=Z; VO=Z; SB=E	F
5	Rescue operation for crashed light aircraft near Tzaneen	NR=Z; VO=Z; SB=E	F
6	Guguletu Police refuse to take part in identification parade	NR=Z; VO=Z; SB=None	D
7	Gauteng Police warn public about bogus police vehicles	NR=Z; VO=Z; SB=E	I
8	IEC Head - Judge Kriegler threatens to resign	NR=Z; VO=Z; SB=E	F
9	Nat. Ed. Minister Bengu criticises KZN education MEC	NR=Z; VO=Z; SB=E	F
10	Western Cape Police demolish shacks	NR=Z; VO=X; SB=E	E/F
11*	Sasol discovers oil deposits in Gabon	NR=Z; VO=Z; SB=nil	C
12*	SA under 14's soccer team brings home world cup victory	NR=E; VO=E; SB=E	G

TAPE: ENGLISH 1  
 DATE: 13 JULY 1998  
 LANGUAGE: ENGLISH  
 CHANNEL: SABC 3  
 TIME: 20H00-20H30

POSITION	HEADLINE	LANGUAGE/INSERT	CODE
1*	Emotions run high during TRC hearings in Sebokeng (1992 Boipatong Massacre)	NR=E; VO=E; SB=E	A/E
2	Richmond Killings - Mandela visit	NR=E(in-studio interview); VO=E; SB=E	D/E
3	Pagad involvement in Cape Town Terrorist attacks	NR=E; VO=E; SB=E	D
4	19 Mpumalanga road accidents in 48 hours	NR=E; VO=E; SB=E	F
5	Rescue operation for crashed light aircraft near Tzaneen	NR=E; VO=E; SB=none	F
6	Guguletu Police refuse to take part in identification parade	NR=E; VO=E; SB=none	D
7.	Gauteng Police warn public about bogus police vehicles	6NR=E; VO=E; SB=E	I
8.	3 Bulgarian citizens escape from police custody	NR=E; VO=E; SB= none	D
9	Sasol discovers oil deposits in Gabon	NR=E; VO=E; SB=E	C
10	IMF bails Russia out	NR=E; VO=E; SB=E	H/C
11	Female parliamentary speakers hold conference	NR=E; VO=E; SB=E	F
12	Western Cape police demolish shacks	NR=E; VO=E; SB=E	D/E/F
13*	French celebrate World Cup victory	NR=E; VO=E; SB=none	B/G
14	SA under 14's soccer team brings home World Cup victory	NR=E; VO=E; SB=E	G

TAPE: XHOSA 1  
 DATE: 14 JULY 1998  
 LANGUAGE: NGUNI(XHOSA)  
 CHANNEL: SABC 1  
 TIME: 19H30-20H00

POSITION	HEADLINE	LANGUAGE/INSERT	CODE
1*	Richmond Senior Police to be transferred immediately	NR=X; VO=X; SB=E	A/I/E
2	Pipebomb attack on Ibrahim Moosa's home	NR=X; VO= X; SB=E	D
3	Govt Tenderboard shortlists 3 private sector companies to build 4 new prisons	NR=X; VO=X; SB=none	F
4	Amnesty applications for former Law & Order Minister - Adrian Vlok, De Kock and others	NR=X; VO=X; SB=None	E
5	George veld fires under control (in-studio interview)	NR=X; VO=X; SB=E	F
6	<b>US Treasury Secretary Robert Rubin approves SA's macro economic policy</b>	<b>NR=X; VO=X; SB=E</b>	<b>B/C</b>
7*	Free State Police confiscate counterfeit notes	NR=X; VO=X; SB=A	D/A
8	Winnie Mandela may jeopardise her position on ANC NWC	NR=X; VO=X; SB=E	E
9	Rwanda and Burundi women parliamentarians encourage SA women to join politics	NR=X; VO=Z; SB=E	E/H
10	N/Ireland youths funeral conducted without incidents	NR=X; VO=X; SB=none	H
11	SA Tourism soars as rand devalues	NR=X; VO=X; SB=E	C
12	Public Works Minister Jeff Radebe welcomes ROAD TO WEALTH AND JOB CREATION document	NR=X; VO=Z; SB=E	F
13	Chiefs and Pirates won't play against each other during the 13th Iwisa Spectacular Semi Finals	NR=X; VO=X; SB=E	G

TAPE: ENGLISH1  
DATE: 14 JULY 1998  
LANGUAGE: ENGLISH  
CHANNEL: SABC 3  
TIME: 20H00-20H30

POSITION	HEADLINE	LANGUAGE/INSERT	CODE
1	Pipe bomb attack on Ibrahim Moosa's home	NR=E; VO=E; SB=E	D
2*	Richmond Senior Police to be transferred immediately	NR=E; VO=E; SB=E	A/I/E
3	Govt Tender Board shortlists 3 private sector companies to build 4 new prisons	NR=E; VO=E; SB=none	F
4	George veld fire under control	NR=E;VO=E; SB=none	F
5	US treasury secretary Robert Rubin approves SA's macro economic policy	NR=E; VO=E; SB=E	C/B
6	Mandela addresses black & white investors	NR=E; VO=E; SB=none	C
7*	Free State Police confiscate counterfeit notes	NR=E; VO=E; SB=E	D/A
8	Winnie Mandela may jeorpadise her position on ANC NWC	NR=E; VO=E; SB=E	E
9	Amnesty applications for former Law&Order Minister Adrian Vlok, De Kock and others	NR=E; VO=E; SB=none	E
10	N/Ireland youths buried without incidents	NR=E; VO=E; SB=None	H
11	SA Tourism soars as rand devalues	NR=E; VO=E; SB=E	C
12	Public Works Minister Jeff Radebe welcomes ROAD TO WEALTH AND JOB CREATION document	NR=E; VO=E; SB=E	F
13	Chiefs and Pirates won't play each other in the 13th Iwisa Spetacular Semi Finals	NR=E; VO=E; SB=E	G

14	SA batsman Darryl Cullinan scores first class century of tour	NR=E; VO=E; SB=none	G
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TAPE: ZULU 1  
DATE: 15 July 1998  
LANGUAGE: NGUNI(ZULU)  
CHANNEL: SABC 1  
TIME: 19H30-20H00

POSITION	HEADLINE	LANGUAGE/INSERT	CODE
1*	Eskom Headquarters gutted down as wage dispute takes an ugly turn	NR=Z; VO=Z, SB=none (in-studio interview)	A/D
2*	Richmond Police on the spotlight again/ANC walks out on peacetalks	NR=Z; VO=Z; SB=E	D/E
3	Unita continues with attacks on Angola	NR=Z; VO=Z; SB=none	H
4	Former SADF Commanding Officer Col. Piet Hall fails to appear before TRC	NR=Z; VO=Z; SB=none	E
5	ANC veteran Walter Sisulu receives India's 2nd highest civilian honour - the PADMA VIBUSHAN AWARD	NR=Z; VO=Z; SB=E	E
6	SA has interests in Mozal Aluminium smelter worth R9 billion currently under construction in Maputo	NR=Z; VO=Z; SB=E	C/H
7	George veld fires cause health hazards to locals	NR=Z; VO=Z; SB=E	F
8	People's Republic of China opens up two factories worth R60 million in Ladysmith - KZN	NR=Z; VO=Z; SB=E	C
9	Harmony Gold Mine yields 36% profit	NR=Z; VO=Z; SB=E	C
10	Mandela visits Nelson Olival- child cancer patient	NR=Z; VO=Z; SB=E	F
11	Mandela's 80th birthday celebrations draw world-wide interest	NR=Z; VO=Z; SB=Z/E	F
12	5 Springboks included in national Commonwealth Games team	NR=Z; VO=Z; SB=E	G

13*	127th British Open Golf Tournament kicks off tomorrow	NR=Z; VO=E; SB=none	H/G
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TAPE: ENGLISH  
DATE: 15 JULY 1998  
LANGUAGE: ENGLISH  
CHANNEL: SABC3  
TIME: 20H00-20H30

POSITION	HEADLINE	LANGUAGE/INSERT	CODE
1*	Eskom headquarters gutted down as wage dispute takes an ugly turn	NR=E; VO=E, SB=none (in-studio interview)	A/D
2*	Richmond police on the spotlight again/ANC walks out on peacetalks	NR=E; VO=E; SB=E	D/E
3	SA has interests in Mozal Aluminium smelter worth R9 billion currently under construction in Maputo	NR=E; VO=E; SB=E	C/H
4	Former SADF commanding Officer Col. Piet Hall fails to appear before TRC	NR=Z; VO=E; SB= none	E
5	ANC veteran Walter Sisulu receives India's 2nd highest civilian honour - the PADMA VIBUSHAN AWARD	NR=E; VO=E; SB=E	E
6*	George veld fires cause health hazards to locals	NR=E; VO=E; SB=E	F
7	Mandela visits Nelson Olival - child cancer patient	NR=E; VO=E; SB=E	F
8	Mandela's 80th birthday celebrations draw world-wide interest	NR=E; VO=E; SB=E	F
9	5 Springboks included in national Commonwealth Games team	NR=E; VO=E; SB=E	G
10	127th British Open Golf Tournament kicks off tomorrow	NR=E; VO=E; SB=none	H/G
11	Cricket Pat Simcox keeps SA in the lead	NR=E; VO=E; SB=none	G

TAPE: XHOSA 1  
DATE: 16 JULY 1998  
LANGUAGE: NGUNI(XHOSA)  
CHANNEL: SABC 1  
TIME: 19H30-20H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	Human rights lawyer and former political prisoner Bulelani Ngcuka is set to become the country's first National Director of Public Prosecutions.	NR=X; VO=X; SB=E/X (in-studio interview)	A/F
2	UDM leaders Holomisa & Meyer visit Richmond	NR=X; VO=X; SB=E	F/E
3	2 ANC leaders gunned down at Gingindlovu on KZN North Coast	NR=X; VO=Z; SB=Z	D/E
4*	TRC grants amnesty to 3 APLA operatives responsible for Western Cape bomb attacks in 1993	NR=X; VO=X; SB=none	E
5	Cabinet Ministers Sigcau and Maduma condemn vandalism to Eskom headquarters	NR=X; VO=X; SB=E	F
6	A long-running trade dispute between US and SA regarding pharmaceutical imports takes an unusual twist	NR=X; VO=X; SB=none	C/H
7	Southern African Church leaders and musicians appeal for the cancellation of apartheid era debts	NR=X; VO=X; SB=E	C/E
8	Govt economic policy - GEAR sees as an obstacle in the fight against poverty	NR=X; VO=X; SB=E	C
9	Finance Minister Trevor Manuel calls for a special parliamentary debate to look into effect of currency volatility on the country's economy	NR=X; VO=X; SB=none	C
10*	Mandela celebrates 80th birthday with 1400 foster children at Kruger National Park	NR=X; VO=X; SB=E/A/S/Z	F

TAPE: NEWSHOUR 1  
 DATE: 16 JULY 1998  
 LANGUAGE: ENGLISH  
 CHANNEL: SABC3  
 TIME: 20H00-21H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	Human Rights lawyer and former political prisoner Bulelani Ngcuka is set to become the country's first National Director of Public Prosecutions	NR=E; VO=E; SB=E (in depth in-studio interview)	A/F
2*	Cabinet Ministers Sigcau and Maduna condemn to Eskom headquarters	NR=E; VO=E; SB=E	F
3	2 ANC leaders gunned down at Gingindlovu on KZN North Coast	NR=E; VO=E; SB=none	F/E
4*	Mandela celebrates 80th birthday with 1400 foster children at Kruger National Park	NR=E; VO=E; SB=E/A/S/Z	F
5	Presidential spokesman Parks Mankahlana denies any knowledge of Mandela's birthday surprise marriage to Graca Machel	NR=E; VO=E; SB=none	F
6	UDM leaders Holomisa and Meyer visit troubled Richmond	in-depth, in-studio discussion NR=E; VO=E; SB=E ( s)	D/E
7	Chris Hani Baragwanath Hospital to be downsized	NR=E; VO=E; SB=E	F
8	TRC grants amnesty to 3 APLA operatives responsible for Western Cape bomb attacks in 1993	NR=E; VO=E; SB=none	E
9	IFP calls on TRC to treat one of its members' Boipatong massacre amnesty application similarly to some ANC leaders' applications	NR=E; VO=E; SB=E	E
10	Govt's economic policy - GEAR is seen as an obstacle in the fight against poverty	NR=E; VO=E; SB=E	C
11	Nigeria's new military leader General Abubaker orders immediate release of 362 prisoners (including political prisoners)	NR=E; VO=E; SB=E	H

12	Unemployment in Zimbabwe estimated at approximately 40%	NR=E; VO=E; SB=E	H
13	A long-running trade dispute between the US and SA regarding pharmaceutical imports takes an unusual twist	NR=E; VO=E; SB=E	C/H
14	Finance Minister Trevor Manuel calls for a special parliamentary debate to look into the effect of currency volatility on the country's economy	NR=E; VO=E; SB=none	C
15	Southern African Church leaders and musicians appeal for the cancellation of apartheid era debts	NR=E; VO=E; SB=E	C/E
16	Tiger Woods co-wins 127th British Open Golf Tournament	NR=E; VO=E; SB=none	G/H
17	Springbok Hendriks sustains a shoulder injury two days before Trinations rugby match in Perth	NR=E; VO=E; SB=E	G
18	17 year old Paul Horace wins at World Youth Games in Moscow	NR=E; VO=E; SB=none	G
19	Cricketer Lance Klusener returns home from England for treatment for injured heel	NR=E; VO=E; SB=none	G/H

TAPE: ZULU1  
DATE: 17 JULY 1998  
LANGUAGE: NGUNI(ZULU)  
CHANNEL: SABC1  
TIME: 19H30-20H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	9000 prisoners to be granted 6 months remission of sentence to mark Mandela's 80th birthday celebrations	NR=Z; VO=Z; SB=E	A/F
2*	KZN violence claims 5 more victims including IFP members	NR=Z; VO=Z; SB=E	D/E
3	Free State Police step-up anti-crime operations	NR=Z; VO=Z; SB=none	I
4	The future of proposed International Criminal Court still hangs in the balance	NR=Z; VO=E; SB=E	H
5	Russia's Tsar Nicholas II and his family buried in dignity 80 years after death in St.Petersburg	NR=Z; VO=Z; SB=none	H
6	President Mandela pays tribute to the Church that schooled him (Methodist Church)	NR=Z; VO=Z; SB=E	F
7	ANC President Thabo Mbeki to attend IFP Annual General Conference	NR=Z; VO=Z; SB=E	E
8	A R488 million Driekoppies dam launched in Mpumalanga	NR=Z; VO=Z; SB=E	F
9	10% price hike expected on motor vehicles	NR=Z; VO=Z; SB=E	C
10*	International film star Danny Glover visits Soweto	NR=Z; VO=Z; SB=E	B
11	13th Iwisa Charity Soccer Spectacular to be held at FNB tomorrow	NR=Z; VO=Z; SB=E	G

TAPE: ENGLISH1  
DATE: 17 JULY 1998  
LANGUAGE: ENGLISH  
CHANNEL: SABC3  
TIME: 20H00-20H30

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	9000 prisoners recive 6 months remission of sentence to mark Mandela's 80th birthday celebrations	NR=E; VO=E; SB=E	A/F
2	President Mandela pays tribute to the church that schooled him (Methodist Church)	NR=E; VO=E; SB=E	F
3*	Violence in KZN claims 5 more lives including IFP members	NR=E; VO=E; SB=E	D/E
4	The future of proposed International Criminal Court still hangs in the balance	NR=E; VO=E; SB=E	H
5	Russia's Tsar Nicholas II and his family buried in dignity 80 years in St Petersburg after death	NR=E; VO=E; SB=none	H
6	US officials approve limited use of the drug Thalidomide for treatment of leprosy	NR=E; VO=E; SB=none	H
7	Toddler in Northern China narrowly escapes death after falling down a well	NR=E; VO=E; SB=none	H
8	ANC President Thabo Mbeki to attend IFP Annual General Conference	NR=E; VO=E; SB=E	E
9	A R488 million Driekoppies dam launched in Mpumalanga	NR=E; VO=E; SB=E	F
10*	International film star Danny Glover visits Soweto	NR=E; VO=E; SB=E	B
11	Former NP prominent member Marais Steyn buried in Stellenbosch today	NR=E; VO=E; SB=none	E
12	Springboks take on Australia in the Trinations series tomorrow	NR=E; VO=E; SB=E	G
13	13th Iwisa Charity Soccer Spectatular to be held at FNB stadium tomorrow	NR=E; VO=E; SB=E	G
14	Brian Watts leads 2nd round of 127th British Open Golf Tournament	NR=E; VO=E; SB=no	

TAPE: XHOSA1  
DATE: 18 JULY 1998  
LANGUAGE: NGUNI(XHOSA)  
CHANNEL: SABC1  
TIME: 19H30-20H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	President Mandela and Graca Machel tie the knot	NR=X; VO=X; SB=E	A/F/E
2	Mandela celebrates his 80th birthday with family and close friends	NR=X; VO=X; SB=E	F
3*	Another family including children aged 7 and 9 massacred in strife-torn Richmond	NR=X; VO=X; SB=E	D/E
4	5 bodies belonging to the Mtirara family murdered in a stock-theft related incident, were laid to rest in Centuli near Umtata today	NR=X; VO=X; SB=none	D
5	Army and Public Order policing unit have been sent in to restore order in Soshanguve following a spate of taxi violence	NR=X; VO=Z; SB=E	I
6	ANC President Thabo Mbeki stresses need for greater reconciliation between ANC and IFP	NR=X; VO=Z; SB=E	E
7	US company Standard and Poor's has been heavily criticized for placing South Africa's economy status even lower than Russia's	NR=X; VO=X; SB=none	C/H
8*	Kaizer Chiefs beat Orlando Pirates 2-0 to win the 13th Iwisa Charity Soccer Spectacular	NR=X; VO=E; SB=none	G
9	Springboks score an uninspiring 14-13 victory against Wallabies in the TriNations series	NR=X; VO=E; SB=none	G

TAPE: ENGLISH1  
DATE: 18 JULY 1998  
LANGUAGE: ENGLISH  
CHANNEL: SABC3  
TIME: 20H00-20H30

POS.	HEADLINE	LANGUAGE INSERT	CODE
1*	President Mandela and Graca Machel tie the knot	NR=E; VO=E; SB=E	A/F/E
2	Birthday wishes for Mandela pour in from around the globe	NR=E; VO=E; SB=E	F
3*	Another family including children aged 7 and 9 massacred in Richmond last night	NR=E; VO=E; SB=E	D/E
4	5 bodies belonging to the Mtirara family murdered in a stock-theft related incident laid to rest in Centuli near Umtata	NR=E; VO=E; SB=none	D
5	The Army and Public Order policing unit have been sent in to restore order in Soshanguve following a spate of taxi violence	NR=E; VO=E; SB=none	I
6	ANC President Thabo Mbeki stresses need for greater reconciliation between the ANC and IFP	NR=E; VO=E; SB=E	E
7*	Springboks score an uninspiring 14-13 victory against Wallabies in the Tri-Nations series	NR=E; VO=E; SB=E	G
8	Currie-Cup Champions- Western Province defended their title succesfully with a 24-21 victory over the Griquas	NR=E; VO=E; SB=none	G
9	Kaizer Chief beat Orlando Pirates 2-0 to win the 13th Iwisa Charity Soccer Spectacular	NR=E; VO=E; SB=none	G
10	Brian Watts still in the lead of the 3rd round of the 127th British Open Golf Tournament	NR=E; VO=E; SB=none	G/H
11	Australian Michael Slater scores a century against South Africa	NR=E; VO=E; SB=none	G/H



TAPE: ZULU 1  
DATE: 19 JULY 1998  
LANGUAGE: NGUNI(ZULU)  
CHANNEL: SABC1  
TIME: 19H30-20H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	IFP axes Correctional Services Minister Dr Siphon Mzimela as its National Deputy Chairman	NR=Z; VO=Z; SB=E	A/E
2*	Continued faction fights in Dududu - KZN claim 3 more lives	NR=Z; VO=Z; SB=Z	D
3	Richmond UDM leader Sifiso Nkabinde extends a reconciliatory hand to the ANC	NR=Z; VO=Z; SB=E	E
4	ANC NEC member Patrick Lekota says arrests not peace talks are necessary to bring about peace and stability in Richmond	NR=Z; VO=Z; SB=E	E
5*	The Birthday Bash of the Century gets underway at Gallagher Estates	NR=Z; VO=Z; SB=none	F/E
6	London joins in Madiba's double celebration	NR=Z; VO=E; SB=E	F/H/E
7	World Youth Music Forum in Moscow turned into a birthday celebration in honour of Madiba's 80 birthday	NR=Z; VO=Z; SB=none	F/H/E
8	More than 5000 people attend the launch of AngloGold (the world's biggest gold mining group in Johannesburg)	NR=Z; VO=Z; SB=none	C
9	A framework has finally been agreed upon to establish the 1st International Criminal Court that will try perpetrators of gross human rights violations	NR=Z; VO=E; SB=E	H
10	More than 1000 people feared dead after a tidal wave which struck the North Coast of Papua New Guinea	NR=Z; VO=E; SB=none	H
11	South Africa's Hellenic community appeals to President Mandela to intervene in the Turkish occupation of Cyprus	NR=Z; VO=Z; SB=E	H

12	Americans Brian Watts and Mark O'Meara tied at level par in the last round of the British Open	NR=Z; VO=Z; SB=none	G/H
13	Zimbabwean born Graham Hick recalled to the England squad for the 4th test match against South Africa	NR=E; VO=E; SB=none	G/H
14	World No.8 Amanda Coetzer has reached the finals of A&P Tennis Classic in New Jersey	NR=Z; VO=Z, SB=none	G/H

TAPE: ENGLISH 1  
 DATE: 19 JULY 1998  
 LANGUAGE: ENGLISH  
 CHANNEL: SABC3  
 TIME: 20H00-20H30

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	The Birthday Bash of the Century gets underway at Gallagher Estates	NR=E; V/O=E; SB=none	A/F/E
2	London celebrates Madiba's birthday	NR=E; V/O=E; SB=none	F/H/E
3	World Youth Music Forum in Moscow turned into Mandela's 80th birthday celebration	NR=E; V/O=E; SB=none	F/H/E
4*	IFP axes Correctional Services Minister Dr Siphso Mzimela as its National Deputy Chairman	NR=E; V/O=E; SB=E	E
5	ANC NEC member Patrick Lekota says arrests not peace talks are necessary to bring about peace and stability in Richmond	NR=E; VO=E; SB=E	E
6	Richmond UDM leader Sifiso Nkabinde extends a reconciliatory hand to the ANC	NR=E; VO=E; SB=E	E
7	SAPS Commissioner George Fivas and SANDF Chief-of-Staff Siphwe Nyanda to visit Richmond	NR=E; VO=none; SB=none	D
8	Faction fighting in Dududu - KZN claims 3 more lives	NR=E; VO=E; SB=none	D
9	Northern Province Local Govt MEC - Norman Mahlabane is critically ill in hospital after a car accident which killed his wife and child	NR=E; VO=none; SB=none	F
10	A framework has finally been agreed upon to establish the 1st International Criminal Court that will try perpetrators of gross human rights violations	NR=E; VO=E; SB=E	H
11	More than 1000 people feared dead after a tidal wave which struck on the North Coast of Papua New Guinea	NR=E; VO=E; SB=none	H

12	A planned car bomb failed to explode in Jerusalem	NR=E; VO=E; SB=none	H
13	South Africa's Hellenic community appeals to President Mandela to intervene in the Turkish occupation of Cyprus	NR=E; VO=E; SB=E	H
14	More than 5000 people attend the launch of Anglogold (the world's biggest gold mining group in Johannesburg)	NR=E; VO=E; SB=none	C
15	Americans Brian Watts and Mark O'Meara tied at level par in the last round of the British Open Golf Tournament	NR=E; VO=E; SB=none	G/H
16	Zimbabwean born Graham Hick has been recalled to the England squad for the 4th Test Match against South Africa	NR=E; VO=E; SB=none	G/H
17	England Cricket squad sacks Captain	NR=E; VO=E; SB=none	G/H
18	World N0.8 Amanda Coetzer has reached the finals of the A&P Tennis Classic in New Jersey	NR=E; VO=E; SB=none	G/H
19	South African Youth Team placed among top 6 in medals during Youth Games in Moscow	NR=E; VO=E; SB=E	G/H
20	Natal Sharks beat Mpumalanga Pumas 31-17 during a Currie Cup Campaign in Witbank	NR=E; VO=E; SB=none	G
21	Schumacker is new World Snail Racing Champion	NR=E; VO=E; SB=E	G/H

TAPE: ZULU1  
DATE: 20 JULY 1998  
LANGUAGE: NGUNI(ZULU)  
CHANNEL: SABC1  
TIME: 19H30-20H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	Nigerian military leader Gen. Aboobaker orders the immediate release of 10 more political prisoners	NR=Z; VO=Z; SB=E	B/E
2*	Hundreds of prisoners set free as a result of a 6 month remission of sentence to mark Mandela's 80th birthday	NR=Z; VO=Z; SB=E/A	F
3	The credibility of Presidential spokesman Parks Mankahlana hangs in the balance	NR=Z; VO=Z; SB=E	F/E
4	Gen. Nyanda says an extra battalion of troops is ready to be sent in to help with security efforts in Richmond	NR=Z; VO=Z; SB=E	I
5	Reserve Bank Governor designate Tito Mboweni began his new job today	NR=Z; VO=Z; SB=E	C
6	Zimbabwe's faltering economy has caused a sharp rise in the number of illegal immigrants crossing into South Africa	NR=Z; VO=Z;SB=E	F/H
7*	Approximately 3000 people have died as a result of the tidal wave in Papua New Guinea	NR=Z; VO=Z; SB=none	B/H
8	1991 Nobel Peace Prize winner for literature has been nominated as UN Goodwill Ambassador (alongside Danny Glover) to South Africa	NR=Z; VO=Z; SB=E	H
9	13 ANC members apply for amnesty for the killing of 13 Black Cat members in Ermelo between 1990-1992	NR=Z; VO=Z; SB=E	F/E
10	Parliament resumes session after a 6 week recess	NR=Z; VO=Z; SB=none	F
11	The British Govt. donates a R1 million scholarship to develop African Journalism in honour of slain BCM activist Steve Biko	NR=Z; VO=Z; SB=none	H/E

12	A road accident near Simonstown causes an oil pollution along the stretch of Falsebay coastline	NR=Z; VO=Z; SB=none	F
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TAPE: ENGLISH 2  
DATE: 20 JULY 1998  
LANGUAGE: ENGLISH  
CHANNEL: SABC 3  
TIME: 20H00-20H30

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	Hundreds of prisoners set free as a result of Mandela's 80th birthday 6 month remission of sentence	NR=E; VO=E; SB=E	A/F
2	The credibility of Presidential spokesman Parks Mankahlana hangs in the balance	NR=E; VO=E; SB=E	F/E
3	Gen. Nyanda is ready to send in an extra battalion of troops to help with security efforts in Richmond	NR=E; VO=E; SB=E	I
4	Reserve Bank Governor designate Tito Mboweni began his new job today	NR=E; VO=E; SB=E	C
5	13 ANC members apply for amnesty for the killing of 13 Black Cat members in Ermelo between 1990-1992	NR=E; VO=E; SB=none	E
6	The Bophuthatswan policeman who allegedly killed 3 AWB members during the Right Wing invasion of Mafikeng in 1994 will appear before the TRC next month	NR=E; VO=E; SB=none	E
7*	Nigerian military leader Gen. Aboobaker orders the immediate release of 10 more political prisoners	NR=E; VO=E; SB=none	B
8	Zimbabwe's faltering economy causes a sharp rise in the number of illegal immigrants crossing into South Africa	NR=E; VO=E; SB=none	H
9	1991 Nobel Prize winner for literature - Nadine Gordimer nominated UN Goodwill Ambassador (alongside Danny Glover) to South Africa	NR=E; VO=E; SB=E	H
10	The British Govt. donates a R1 million scholarship to develop African Journalism in honour of slain activist Steve Biko	NR=E; VO=E; SB=E	H

11*	A road accident near Simonstown causes oil pollution along the stretch of Falsebay coastline	NR=E; VO=E; SB=E	F
12	All rounder Cricketer Lance Klusener will not return to England for the remainder of South Africa's 3 month tour of England	NR=E; VO=E; SB=none	G/H
13	Opened recently - Monkeyland, the first multi-species primate sanctuary in the world	NR=E; VO=E; SB=E	F



TAPE: XHOSA1  
DATE: 21 JULY 1998  
LANGUAGE: NGUNI(XHOSA)  
CHANNEL: SABC1  
TIME: 19H30-20H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	Former Law & Order Minister Adriaan Vlok directly implicates P.W. Botha to the Khotso House bombings in August 1988	NR=X; VO=X; SB=none	A/E
2	Former Bophuthatswana leader Lucas Mangope found guilty of stealing more than R2,5 million	NR=X; VO=X; SB=none	D/E
3	TRC Amnesty Committee pardons UDF member Norman Gxekwa previously convicted of necklacing 3 people accused of being police informers in Uitenhage during the 1980's	NR=X; VO=X ; SB=none	E
4*	A bus tragedy in Libode, Eastern Cape claims 15 lives	NR=X; VO=X; SB=X	F
5	Three women (two of whom are sisters) killed when truck, taxi and car collided near Duiwelskloof in the Nothern Province	NR=X; VO=X; SB=none	F
6	A cautious but positive international reaction to the announcement by Nigerian military leader Gen. Aboobaker that democratic elections will be held next year	NR=X; VO=X; SB=none	H
7	Police expect to make several more arrests in connection with the latest R10 million cash-in-transit robbery near Heidelberg in Johannesburg	NR=X; VO=X; SB=E	D
8	A 20 year old man injured in a shooting incident at Kwa-Magoda in Richmond this morning	NR=X; VO=X; SB=E/Z	D/E
9	9 Gugulethu police officers suspended following an assault on Cape Argus reporter Thabo Mabaso	NR=X; VO=X; SB=E	D

10	A range of organisations today had their say during a public hearing on the Employment Equity Bill	NR=X; VO=X; SB=E	C
11	The 5 week strike by Adcock Ingram Employees takes a violent turn	NR=X; VO=X; SB=none	D
12	The Premier Group sells its industries to National Cereal Investments for nearly R1,3 billion	NR=X; VO=X; SB=none	C
13*	A group of Western Cape farm labourers today launced their wine in the South African markets	NR=X;VO=X; SB=E	C
14	South African Rugby Selectors name an unchanged Springbok team to play against the All Blacks in Wellington	NR=X; VO=X; SB=none	G

TAPE: ENGLISH 2  
 DATE: 21 JULY 1998  
 LANGUAGE: ENGLISH  
 CHANNEL: SABC3  
 TIME: 20H00-20H30

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	Former Law and Order Minister Adriaan Vlok directly implicates PW Botha in the Khotso House bombings in 1988	NR=E; VO=E; SB=E	A/E
2	Telecommunication Minister Jay Naidoo rejected with contempt allegations by Adriaan Vlok of torture and violence in Cosatu House	NR=E; VO=E; SB=E	E
3	Former Bophuthatswana leader Lucas Mangope found guilty of stealing more than R215 million	NR=E; VO=E; SB=none	D/E
4	ANC founding member of the Self Defence Units at Ermelo tells TRC that he was instructed by the local ANC to commit robberies	NR=E; VO=E; SB=none	E
5	TRC Amnest committee pardones Norman Gxekwa convicted of necklacing 3 people accused of being police informers in Uitenhage during the 1980's.	NR=E; VO=E; SB=none	E
6*	A bus tragedy in Libode near Umtata in the Eastern Cape claims 15 lives	NR=E; VO=E; SB=X/E	F
7	Three people (two of whom are sisters) killed when a truck, taxi, and car collided near Duiwelskloof in the Northern Province	NR=E; VO=E; SB=none	F
8	Cautious but positive international reaction to the announcement by Nigerian Military leader Gen. Aboobaker that democratic elections will be held next year	NR=E; VO=E; SB=E	H
9	Police expect to make several more arrests in connection with the latest R10 million cash-in-transit robbery in Heidelberg near Johannesburg	NR=E; VO=E; SB=E	D

10	A 20 year old man injured in a shooting incident at Kwa-Magoda in Richmond this morning	NR=E; VO=E; SB=E	D
11	Safety and Security Minister Sydney Mufamadi today announced the formation of the Independent Commission of Enquiry to look into allegations of racism within the police	NR=E; VO=E; SB=E	F
12	9 Gugulethu Police Officers suspended following an assault on Cape Argus reporter Thabo Mabaso	NR=E; VO=E; SB=none	D
13	The Premier Group sells its industries to National Cereal Investments for nearly R1,3 billion	NR=E; VO=E; SB=none	C
14	A range of organisations today had their say during public hearings on the Employment Equity Bill	NR=E; VO=E; SB=E	C
15	A group of farm workers in Western Cape today launched their wine in the South African markets	NR=E; VO=E; SB=E/A	C
16	South African Rugby selectors name an unchanged team to play against All Blacks in Wellington	NR=E; VO=E; SB=none	G

TAPE: ZULU1  
DATE: 22 JULY 1998  
LANGUAGE: NGUNI(ZULU)  
CHANNEL: SABC1  
TIME: 19H30-20H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	Former State President F.W. De Klerk knew of dirty tricks committed by police agents to political opponents of the apartheid regime	NR=Z; VO=Z; SB=E	A/E
2*	Former Bophuthatswana leader Lucas Mangope was today found guilty of nearly half of the charges on theft and fraud	NR=Z; VO=Z; SB=E	D/E
3	The IFP's Black Cat gangsters used police weapons belonging to the old KwaZulu homeland province in the fights against the ANC at Ermelo in the 1990's	NR=Z; VO=Z; SB=Z	E
4	Finance Minister Trevor Manuel reiterates his commitment to the Government's macro economic policy - GEAR	NR= Z; VO=Z; SB=E	C
5	Today's speech by Finance Minister Trevor Manuel boosts the financial markets	NR=Z; VO=Z; SB=E (in-studio interview)	C
6	Frightened people are still fleeing the Richmond area despite relative peace of the past few days	NR=Z; VO=Z; SB=Z/E	D/E
7	The recent killings in Richmond highlighted in Parliament today	NR=Z; VO=Z; SB=E	F
8	Safety and Security Minister Mufamadi also visits the controversial Guguletu Police Station	NR=Z; VO=Z; SB=E	F
9*	Today's industrial action by members of the South African Railway and Harbour Workers Union causes major disruptions at Johannesburg, Cape Town, and Durban Airports	NR=Z; VO=X; SB=E	F
10	In Papua New Guinea emergency medical teams are working around the clock to treat the injured survivors of the country's tidal wave disaster	NR=Z; VO=Z; SB=none	H

11	President Mandela speaks out in defence of Presidential Spokesman Parks Mankahlana	NR=Z; VO=Z; SB=none	F
12	Learning disrupted in some Eastern Cape schools as the government has not paid its water and lights account in East London	NR=Z; VO=Z; SB=none	F

TAPE: ENGLISH 2  
DATE: 22 JULY 1998  
LANGUAGE: ENGLISH  
CHANNEL: SABC3  
TIME: 20H00-20H30

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1	Former State President F.W. De Klerk knew about dirty tricks committed by Police Agents against political opponents of the apartheid regime	NR=E; VO=E; SB=E	A/E
2*	Former Bophuthatswana leader today found guilty on nearly half of the charges on theft and fraud	NR=E; VO=E; SB=E	D/E
3	The IFP's Black Cat gangsters used police weapons belonging to the old KwaZulu homeland in their fights against the ANC at Ermelo during the 1990's	NR=E; VO=E; SB=E	E
4	Finance Minister Trevor Manuel reiterates his commitment to the government's macro economic policy - GEAR	NR=E; VO=E; SB=E	C
5	Today's speech by Finance Minister Trevor Manuel boosts the Financial Markets	NR=E; VO=E; SB=E	C
6	Frightened people are still fleeing the Richmond area despite relative peace of the past few days	NR=E; VO=E; SB=E	D/E
7	The recent killings in Richmond highlighted in Parliament today	NR=E; VO=E; SB=E	F
8	Minister Mufamadi also visits the controversial Guguletu Police Station today	NR=E; VO=E; SB=E	F
9*	Today's industrial action by members of the South African Railway and Harbour Workers Union causes major disruptions at Johannesburg, Cape Town and Durban airports	NR=E; VO=E; SB=E	F

10	In Papua New Guinea emergency medical teams are working around the clock to treat the injured survivors of the country's tidal wave disaster	NR=E; VO=E; SB=none	H
11	President Mandela speaks out in defence of Presidential Spokesman Parks Mankahlana	NR=E; VO=E; SB=none	F
12	Prominent Durban citizen Morris Fynn hands over the saw he had used to cut down segregation signs at Durban beaches	NR=E; VO=E; SB=none	F
13	Springboks practice in wet and windy conditions for their match against the All Blacks	NR=E; VO=E; SB=E	G
14	England are likely to make at least 4 changes to their team in preparation for the test match against South Africa	NR=E; VO=E; SB=none	G/H



TAPE: XHOSA1  
DATE: 23 JULY 1998  
LANGUAGE: NGUNI(XHOSA)  
CHANNEL: SABC1  
TIME: 19H30-20H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	The ANC's Western Cape leader Ibrahim Rasool has accuses the Province's former Premier Hernus Kriel of receiving a R1 million bribe to influence Cape Town's granting of casino licences	NR=X; VO=X; SB=E	A/D/E
2	Gangsterism disrupts learning at schools in Galeshewe near Kimberley	NR=X; VO=X; SB=X/E	D
3*	Petrol hike of eleven cents per litre expected at the end of July due to a sharp depreciation in the rand value	NR=X; VO=X; SB=none	C
4	NUMSA calls on President Mandela to intervene and stop the retrenchment of 6000 workers by Iskor	NR=X; VO=X; SB=E	C
5	A prestigious human rights prize awarded to the Foreign Affairs Department Director General - Jackie Selebi by the ISHR	NR=X; VO=X; SB=none	H/F
6	TRC amnesty committee hears more reports of violence against ANC by IFP Group -the Black Cats	NR=X; VO=X; SB=none	E
7	"Advena" Laboratories outside Pretoria previously for testing of dangerous weapons during the apartheid years is now going to operate as an art centre	NR=X; VO=Z; SB=E	F
8	The bones of a remarkable prophet - Mrs Nonteta Bungu exhumed in preparation for her reburial	NR=X; VO=X; SB=E	F
9	Volkswagen's European deal amounting to R5 billion becomes a reality	NR=X; VO=X; SB=E	C
10*	The TRC calls on President Mandela and former President FW De Klerk to appear before the Amnesty Committee early next week	NR=X; VO=X; SB=E	E

11	The SABC in conjunction with the Department of Arts and Culture launches a training of Production Initiative involving local writers and film producers	NR=X; VO=X; SB=E	F
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TAPE: NEWSHOUR1  
 DATE: 23 JULY 1998  
 LANGUAGE: ENGLISH  
 CHANNEL: SABC3  
 TIME: 20H00-21H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1.	The ANC's Western Cape leader Ibrahim Rasool has accuses the province's former premier Hernus Kriel of receiving a R1 million bribe to influence Cape Town's granting of casino licences	NR=E; VO=E; SB=E/A	A/D/E
2	The recent assault on journalist Thabo Mabso has brings to light the lack of public relations at some police stations in the country	NR=E; VO=E; SB=E (in-depth/in-studio interview)	I/F
3*	The TRC calls on President Mandela and former President F.W. De Klerk to appear before the amnesty committee next week	NR=E; VO=E; SB=E	E
4	Adrian Vlok's testimony clears the name of Shirley Gunn who was falsely accused and tortured for bombing Khotso House	NR=E; VO=E; SB=E (in-depth/in-studio interview)	E
5	The bones of a remarkable prophet Mrs Nonteta Bungu exhumed in preparation for her reburial	NR=E, VO=E, SB=X/E	F
6	Teheran's reformist Mayor Karbathi sentenced to five years in jail and 16 lashes on charges of corruption	NR=E; VO=E; SB=none	H
7	A prestigious human rights prize awarded to the Foreign Affairs Director General Jackie Selebi by the ISHR	NR=E; VO=E; SB=none	H/F
8	A petrol hike of eleven cents per litre expected at the end of July due to the sharp depreciation in rand value	NR=E; VO=E; SB=none	C
9	Volkswagen's European deal worth R5 billion becomes a reality	NR=E; VO=E; SB=E	C
10	A spate of listings hits the JSE this year	NR=E; VO=E; SB=E	C

11	NUMSA calls on President Mandela to intervene and stop the retrenchment of 6000 workers by Iskor	NR=E; VO=E; SB=E (in-depth/in-studio interview)	C/F
12	The proposed Employment Equity Bill hits another bump on its path towards the statute book	NR=E; VO=E; SB=E	C/F
13*	Damage estimated at thousands of rand caused by ex-Kruger National Park elephants to communal farms and rural villages near Phalaborwa in the Northern Province	NR=E; VO=E; SB=E	F
14	The SABC in conjunction with the department of Arts and Culture launches a Training of Production Initiation involving local writers and film producers	NR=E; VO=E; SB=E	F
15*	SA Cricket Captain Hansie Cronje celebrates his 50th test match for South Africa with an unbeaten 113; his 6th century at Trent Bridge in Nottingham	NR=E; VO=E; SB=E	G/H
16	All Blackscoach John Hart criticizes his own rugby union for the state of the rugby field at Athletic Park in Wellington	NR=E; VO=E; SB=E	G/H
17	Athletics South Africa will send a 35 member team to the Common Wealth Games in Malaysia in September	NR=E; VO=E; SB=E	G

TAPE: ZULU2  
 DATE: 24 JULY 1998  
 LANGUAGE: NGUNI(ZULU)  
 CHANNEL: SABC1  
 TIME: 19H30-20H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	ANC Western Cape leader Ibrahim Rasool has withdraws bribery allegations against W/Cape Director General Dr Neil Barnard but not against Hernus Kriel	NR=Z; VO=Z; SB=E (in-studio interview)	A/D/E
2*	Former Deputy Speaker in the Mpumalanga legislature Cynthia Maropeng and two senior officials arrested on nine counts of fraud	NR=Z; VO=Z; SB=none	D
3*	More details regarding illegal police activities against anti-apartheid activists revealed at a TRC amnesty hearing in Pretoria	NR=Z; VO=Z; SB=E	E
4	A group of angry IFP supporters walk out of TRC amnesty hearings at Ermelo to protest against the conduct of committee Chairman Judge Ronald Pillay whom they claim is biased in favour of the ANC	NR=Z; VO=Z; SB=Z/E	E
5	Announcement by Safety and Security Minister Sydney Mufamadi that more security is to be deployed in the violence-stricken areas of Richmond and Dududu in KZN	NR=Z; VO=Z; E	I
6	More than 800 police from KZN midlands converge on Richmond for one of the biggest search operations ever held in the region	NR=Z; VO=Z; SB=Z/E	I
7	The Police Union Popcru apologises to journalist Thabo Mabaso for the assault in which he lost an eye	NR=Z; VO=X; SB=E	F

8	Sgt. Mandisi Mpengesi hands himself over to the Mitchell's Plein Magistrate's office	NR=Z; VO=Z; SB=none	D
9	Thousands of members of NUMSA and NUM march to the Union Buildings in Pretoria to protest against the Eskom Amendment Bill	NR=Z; VO=Z; SB=E/X	C/F
10	Malaysian Prime Minister Mahathir Mohamad proposes a heavy tax against currency trading	NR=Z; VO=Z; SB=E	C/H
11	President Mandela and the Argentinian government sign 3 agreements including control on drug trafficking	NR=Z; VO=Z; SB=none	F/H
12	The Mafikeng High Court has passes an interim court order preventing the Mogathla community from persecuting a 57 year old widow	NR=Z; VO=Z; SB=none	I/F
13	The 1998 Currie Cup Rugby Final will be broadcast live on the SABC Topsport tomorrow	NR=E; VO=Z; SB=none	G

TAPE: ENGLISH2  
 DATE: 24 JULY 1998  
 LANGUAGE: ENGLISH  
 CHANNEL: SABC3  
 TIME: 20H00-20H30

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	ANC Western Cape leader Ibrahim Rasool withdraws bribery allegations against W/Cape Director General Dr Neil Barnard but not against Hernus Kriel	NR=E; VO=E; SB=E (in-studio interview)	A/D/E
2*	Former Deputy Speaker of the Mpumalanga legislature Cynthia and two senior officials arrested on 9 counts of fraud	NR=E; VO=E; SB=none	D
3	More details regarding illegal police activities against anti-apartheid activists revealed during TRC amnesty hearings in Pretoria	NR=E; VO=E, SB=E	E
4	A group of angry IFP supporters walk out of TRC amnesty hearings at Ermelo to protest against the conduct of committee Chairman whom they claim is biased in favour of the ANC	NR=E; VO=E; SB=E	E
5*	An announcement by Safety and Security Minister Mufamadi that more security is to be deployed in the violence-stricken areas of Richmond and Dududu in KZN	NR=E; VO=E; SB=E	I
6	More than 800 police from KZN midlands converge on Richmond for one of the biggest search operations ever held in the region	NR=E; VO=E; SB=E	I
7	The Police Union Popcru apologises to journalist Thabo Mabaso for the assault in which he lost an eye	NR=E; VO=E; SB=E	F
8	Thousands of members of NUMSA and NUM march to the Union Buildings in Pretoria to protest against the Eskom Amendment Bill	NR=E; VO=E; SB=none	C

9	Eskom signs a contract which allows it to import from and bank electricity with Zambia	NR=E; VO=E; SB=none	C
10	President Mandela and the Argentinian government sign 3 agreements including tight control on drug trafficking	NR=E; VO=E; SB=none	F/H
11	The SA Cricket Team overcomes a determined opening century partnership to restrict England to 202/4 on the 4th cricket test match in Trent Bridge, Nottingham	NR=E; VO=E; SB=none	G/H
12	The Springboks will be looking to record their first test win in New Zealand since 1981 when they face the All Blacks at Athletic Park tomorrow	NR=E; VO=E; SB=E	G/H
13	The 1998 Currie Cup Rugby Finals will be broadcast live on the SABC Topsport from tomorrow	NR=E; VO=E; SB=none	G



TAPE: XHOSA1  
DATE: 25 JULY 1998  
LANGUAGE: NGUNI(XHOSA)  
CHANNEL: SABC1  
TIME: 19H30-20H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	Angolan Civil War claims another 215 lives	NR=X; VO=X; SB=E	B
2*	US President Bill Clinton describes the Capitol Building- Washington shooting of two policemen as a moment of savagery	NR=X; VO=X; SB=none	B
3	Mandela calls for greater co-operation among developing countries at the Economic Summit currently being held in Argentina	NR=X; VO=X; SB=E	H
4	Deputy President Thabo Mbeki and Malaysian Prime Minister Dr Mahathir bin Muhamad officially launch a South African based, black-owned International bank known as the Southern Bank of Africa Limited	NR=X; VO=X; SB=E	C/H
5	This week the South African business sector expressed concern over certain clauses in the Employment Equity Bill	NR=X; VO=X; SB=E	C
6	A National Youth Jobs Summit held in Johannesburg today	NR=X; VO=X; SB=E	F/C
7	Traditional leaders in KZN will not be attending Zulu King Goodwill Zwelithini's 50th birthday celebrations	NR=X; VO=Z; SB=Z	F
8	People against the public display of pornographic materials march and picket in front of pornographic shops in Rondebosch and Claremont	NR=X; VO=X; SB=E	F
9	Severe drought cripples farming and wild animal life in the Limpopo valley through to Botswana	NR=X; VO=X; SB=E	F

10	America appeals to South Africa to play a major role in ensuring Aviation Safety in Africa	NR=X; VO=X; SB=E	H
11	Award winning playwright and artist Matsemela Manaka killed in a road accident at Marble Hall in Mpumalanga	NR=E; VO=E; SB=none	F
12*	Springboks are back on top of the rugby world after beating New Zealand this morning by 13-3	NR=X; VO=E; SB=E	G/H
13	Natal Sharks beat Eastern Province Jumbos 43/24 at Kings Parks Stadium	NR=X; VO=E; SB=none	G
14	Orlando Pirates will play against Mamelodi Sundowns tomorrow in the second round of the BobSave Superbowl Cup Final	NR=X; VO=E; SB=none	G

TAPE: ENGLISH2  
DATE: 25 JULY 1998  
LANGUAGE: ENGLISH  
CHANNEL: SABC3  
TIME: 20H00-20H30

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1*	Angolan Civil War claims another 215 lives	NR=E; VO=E; SB=E	B
2*	US President Bill Clinton describes the Capitol Building - Washington shooting of two policemen as a moment of savagery	NR=E; VO=E; SB=E	B
3	President Mandela calls for greater co-operation among developing countries at the Economic Summit currently being held in Argentina	NR=E; VO=E; SB=E	H
4	Deputy President Thabo Mbeki and Malaysian Prime Minister Dr Mahathir Bin Muhamad have officially launch a South African based, black-owned International bank known as the Southern Bank of Africa Limited	NR=E; VO=E; SB=E	C/H
5	A National Youth Jobs Summit held in Johannesburg today	NR=E; VO=E; SB=E	F/C
6	This week South African Business expressed concern over certain clauses in the Employment Equity Bill	NR=E; VO=E; SB=E	C
7	Traditional leaders in KZN will not be attending Zulu King Goodwill Zwelithini's 50th birthday celebrations	NR=E; VO=E; SB=E	F
8	The ANC in KZN blames the rising violence in the Province on third force elements and terrorist groups	NR=E; VO=E; SB=E	E
9	Award winning playwright and artist Matsemela Manaka killed in a road accident at Marble Hall in Mpumalanga	NR=E; VO=E; SB=none	F

10*	The Springboks are back on top of the Rugby World after beating New Zealand 13/3 this morning	NR=E; VO=E. SB=E	G/H
11	Natal Sharks have recorded their second successive victory by beating Eastern Province Jumbo 43/24 at Kings Park Stadium in Durban this afternoon	NR=E; VO=E; SB=none	G
12	South Africa in trouble on the 3rd day of the 4th test against England in Trent Bridge , Nottingham	NR=E; VO=E; SB=none	G/H
13	Orlando Pirates will play against Mamelodi Sundowns tomorrow in the second round of the BobSave Superbowl Cup Final	NR=E; VO=E; SB=none	G

TAPE: XHOSA 2  
DATE 30 JULY 1998  
LANGUAGE: NGUNI(XHOSA)  
CHANNEL: SABC 1  
TIME: 19H30-20H00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1	ANC (KZN/Midlands) heavily criticizes KZN Police for failure to arrest perpetrators of violence in the area	NR=X; VO=Z; SB=E	D/E
2	2 Pagad members killed and another seriously injured in a pipe bomb explosion in Cape Town	NR=X; VO=X; SB=E	F
3	Dr Wouter Basson again refuses to answer questions during TRC hearings about chemical and biological warfare	NR=X; VO=X; SB=E	E
4	TRC Amnesty committee hears a message of reconciliation from Eugen de Kock	NR=X; VO=X; SB=none	E
5	TRC Amnesty committee grants amnesty to two AWB members	NR=X; VO=X; SB=none	E
6	Tebutt Commission says AWB was responsible for the death of civilians in Mmabatho in 1994	NR=X; VO=X; SB=none	E
7	As TRC winds up its business tomorrow, the question is whether it has achieved its objectives	NR=X; VO=X; in-studio interview (Tutu)=X	E
8	Correctional Services Minister Dr Sipho Mzimela quits cabinet	NR=X; VO=X; SB=E	E
9	The ashes of Father Trevor Huddleston returned to South Africa today	NR=X; VO=Z; SB=E	E
10	Eshowe community picketed outside the courtroom during the trial of the murderers of an Eshowe Nun	NR=X; VO=X; SB=none	D
11	Black Empowerment group African Rainbow Minerals takes over six shafts and a mining plant from AngloGold	NR=X; VO=X; SB=E	C

12	Armcor, Rembrandt and Gencor announce another black-controlled coalmine - Wellcoal	NR=X; VO=x; SB=none	C
13	Train drivers resolve to embark on a national strike tomorrow	NR=X; VO=X; SB=E	F
14	SARFU contracts for the Springbok playes to be finalized next week	NR=X; VO=E; SB=none	G
15	South Africa's under 14 soccer squad - Bashimanyana honoured by Sports Minister Steve Tshwete for their victory during a first appearance at the World Cup	NR=X; VO=E; SB=E	G

TAPE: NEWSHOUR 1  
DATE: 30 JULY 1998  
LANGUAGE: ENGLISH  
CHANNEL: SABC 3  
TIME: 20h00-21h00

POS.	HEADLINE	LANGUAGE/INSERT	CODE
1	ANC (KZN/Midlands) heavily criticizes KZN Police for failure to arrest perpetrators of violence in the area	NR=E; VO=E; SB (in-studio interview with reporter on location) =E	D/E
2	Massive security force operation at Dududu on KZN South Coast achieves uneasy peace in the strife torn area	NR=E; VO=E; SB=E	D
3	2 Pagad members killed and another seriously injured in a pipe bomb explosion in Cape Town	NR=E; VO=E; SB=E	F
4	Dr Wouter Basson again refuses to answer questions during TRC hearings about chemical and biological warfare	NR=E; VO=E; SB=E	E
5	TRC Amnesty Committee hears a message of reconciliation from Eugene de Kock	NR=E; VO=E; SB=none	E
6	As the TRC winds up its business tomorrow, the question is whether it has achieved its objectives	NR=E; VO=E; SB (in-studio interview with Arch.Tutu)=E	E
7	The Democratic Party releases new proposals for affirmative action	NR=E; VO=E; SB=none	E
8	Correctional Services Minister Dr Sipho Mzimela quits cabinet	NR=E; VO=E; SB=none	E
9	Prominent South African Brian Currin appointed to co-chair of key committee that will look into the fate of hundreds of para-military prisoners in Northern-Ireland	NR=E; VO=E; SB=E	H
10	The ashes of Father Trevor Huddleston returned to South Africa today	NR=E; VO=E; SB=E	E
11	The Angolan government and Unita are blaming each other for the deteriorating situation in that country	NR=E; VO=E; SB=E	H

12	Smokers and Tobacco Companies criticizes Government's decision to back the proposed ban on public smoking and tobacco advertising including sponsorship	NR=E; VO=E; SB(in-studio interview with Minister Zuma)=E	F
13	South African markets were today boosted by a firmer rand against the dollar	NR=E; VO=E; SB=E	C
14	Black Empowerment group - African Rainbow Minerals takes over 6 shafts and a mining plant from AngloGold	NR=E; VO=E; SB=E	C
15	About 1700 train drivers resolve to embark on a national strike tomorrow	NR=E; VO=E; SB=E	F
16	SARFU contracts for the Springbok players to be finalized next week	NR=E; VO=E; SB=none	G
17	The world's premier cycling race - Tour 'de France continued today despite threats of more teams withdrawing from the race	NR=E; VO=E; SB=E	G/H
18	2 South African swimmers lead the World Games to four first places at the Goodwill Games in New York	NR=E; VO=E; SB=none	G/H
19	South Africa's under 14 soccer squad - Bashimanyana honoured by Sports Minister Steve Tshwete for their victory during a first appearance at the World Cup	NR=E; VO=E; SB=E	G



## APPENDIX B

### Thursday 16 July 1998

The news readers for the day were: Chris Gibbons, Tumi Makgabo and Anton Snyman (sports). *Newshour* contained a total number of 19 stories as opposed to the 10 stories in Nguni news. 53% of the stories in the programme were similar to those selected for Nguni news while the entire Nguni news bulletin stories could be identified in *Newshour*. These were however placed in different positions with only 11% similar positioning for *Newshour* and 20% for Nguni news. *Newshour* had two in-studio interviews while there was only one in the Nguni news. The first in-studio interview was between Chris Gibbons and Bulelani Ngcuka, the newly elected National Director of Public Prosecutions (story 1) and lasted over three minutes. The same interview had been conducted by Noxolo Grootboom in isiXhosa on SABC 1 and had been two-and-half minutes long (also story 1).

The second interview was a sequel to the visit to Richmond by UDM leaders Bantu Holomisa and Roelf Meyer (story 6). Chris Gibbons interviewed Akash Bramdeo (a KZN 2 Nite reporter) who was reporting from Richmond and gave an update of the violence situation in Richmond. This was followed by another interview between Chris Gibbons and Azhar Cachalia (Safety and Security Secretary) at Auckland Park Studios on the same topic. This story (No.2) did not consist of an in-studio interview in the Nguni bulletin.

### Thursday 23 July 1998

News readers for the day's bulletin were: Chris Gibbons, Tumi Makgabo and Eben Jansen (sports). On this day *Newshour* contained a total number of 17 stories while there were 11 in Nguni news. 47% of the bulletin comprised stories which were selected for the Nguni bulletin (73%) albeit in different positions (12% similarity in *Newshour* versus 18% similarities in Nguni news). *Newshour* contained three in-studio interviews. All of these were on stories which had not been covered by the Nguni news bulletins.

The first in-studio interview was based on the recent assault on Cape times journalist Thabo Mabaso by Gugulethu Police Station police officers (story 2). Chris Gibbons interviewed Director Lionel Knipe: Director of the Institute for Serious Violent Crime in the Western Cape and Peter Gastrow from the Institute for Security Studies in the Western Cape. In the second in-studio interview, based on Adriaan Vlok's testimony which had cleared Shirley Gunn of a previous accusation related to the bombings of Khotso House (story 4). The third in-studio interview was based on the proposed Employment Equity Bill (story 12). Here Chris Gibbons interviewed Sipho Pityana: Director-General of Labour Department and Vic van Vuuren of Business - South Africa. As already mentioned, none of the above stories and their interviews were included in the Nguni news bulletin for that day.

#### **Thursday 30 July 1998**

Bulletin news readers were: Chris Gibbons, Tumi Makgabo and Eben Jansen for sport. There were 19 stories in *Newshour* and 15 in Nguni news. 58% of *Newshour* was made up of stories also selected for Nguni news (73%). Similarities in story positions differed by 12% for *Newshour* and 18% for Nguni news. There were three in-studio interviews in *Newshour* while there was only one in Nguni news.

The first in-studio interview was based on the ANC (KZN-Midlands) march protesting against police failure to arrest violence perpetrators in the area (story 1 in both Nguni and *Newshour*). However, Nguni news did not carry an in-studio interview for this story. Chris Gibbons of *Newshour* interviewed television journalist Faizel Cook who was reporting from location in Richmond where he gave an updated on the state of violence in that area. The second in-studio interview was based on the TRC's winding up of business story 7 in Nguni and story 6 in *Newshour*) and was also carried by Nguni news. News reader Noxolo Grootboom interviewed TRC Chairman Bishop Desmond Tutu in isiXhosa while Chris Gibbons interviewed the Bishop in English. The third and final in-studio interview was based on the proposed ban on public smoking and tobacco advertising including sponsorship (story 12 in *Newshour*). Here Chris Gibbons interviewed Health Minister Nkosazana Zuma and this story was not included in the Nguni news bulletin.