

The role of TV talk shows in facilitating youth engagement: A case study of Daily Thetha

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DEDICATION

I dedicate this research work to my late father, Ernest Etlhasetse Ngake. May his soul continue to rest in eternal peace!

DECLARATION

I declare that the dissertation for the degree Master of Arts in Communication at the North-West University hereby has not yet previously been submitted by me for a degree at this or any other institution. This is my own work in design and execution. Sources quoted have been duly acknowledged and indicated by means of a comprehensive list of references.

By Ofentse Ngake

.....

Signature

ACRONYMS AND ABBREVIATIONS

HIV/AIDS	: Human Immunodeficiency Virus, Acquired Immunodeficiency Syndrome
LGBTQIA+	: Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual, and more
NDP	: National Development Plan
SABC	: South African Broadcasting Corporation
STATSSA	: Statistics South Africa
TV	: Television

ABSTRACT

South Africa faces many challenges that affect the country's youth and youth unemployment is one of the major ones. It is quite evident, through existing research, that the matter of engaging youth with their challenges, has been examined extensively and in considerable detail. This include exploring the question as to the ways in which youth can be provided with the means to allow them a voice when it comes to dealing with the key social, political and economic issues affecting them and determining their futures in South Africa today. The mass media have made inroads in trying to counter the spiral of silence and advocate for the establishment of a sphere in the public domain for youth to actively raise their voice on socio-economic issues affecting them but there is still a dearth of research devoted to exploring the nature of engagement in these television shows and how they provide "access" to the voiceless so that they too can ventilate on their issues, publicly.

In the case of South Africa, research is still needed to explore the extent to which television talk shows, as television mass media products, can facilitate youth engagement, given that young people can be brought together in a discursive space to encourage them to engage in issues affecting them. Hence, this study sought to explore the role TV talk shows play in facilitating youth engagement.

This study explores the role *Daily Thetha* plays in facilitating youth engagement by providing a discussion platform for youth to deliberate on issues and topics that affect them. The study determined the various platforms used by *Daily Thetha* on the show in the process of youth engagement. The study further probed perceptions of the youth on the role played by *Daily Thetha*. This study is informed by two theories, Agenda-Setting Theory and the Freirian Dialogical Approach. Both theories significantly explain how *Daily Thetha* influences youth to participate in the realisation of the challenges youth are facing provisions the youth a platform to engage on the challenges. A qualitative research approach was adopted for this study. Data was collected using unstructured interviews and open-ended questionnaires.

Through thematic analysis, the study observed that the role *Daily Thetha* plays in facilitating youth engagement, is solely to provide youth with the platform to deliberate on matters that affect or concern them. In the same vein, the study also established that it is

not only a matter of *Daily Thetha* providing youth with a platform to deliberate, but also the fact that the platform allows youth to gain more knowledge and find solutions through the youth engagement. The study established that as a manner to encourage and attract more youth to participate in the processes of youth engagement, *Daily Thetha* makes use of social media, live phone call-ins, emails, and vox-pop inserts in the process of youth engagements on the show.. The study found that youth perceive the role played by *Daily Thetha* as important and needed for youth to be able to engage on matters that affect them.

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CHAPTER 1

INTRODUCTION OF THE STUDY

1.1 Introductory Background

This study explores the role television (TV) talk shows has on facilitating youth engagement regarding issues that affect the youth in the South Africa using the SABC 1's Daily Thetha, as a case study.

South Africa faces many challenges that affect the country's youth, having youth unemployment as one of the major challenges. According to STATSSA (2022), the national unemployment rate amongst the youth account for 34,5% in South Africa. It is quite evident, through existing research, that the matter of engaging youth with their challenges has been investigated extensively and in considerable detail, exploring the question as to the ways in which youth can be provided with the means to allow them a voice when it comes to dealing with the key social, political and economic issues affecting them and determining their futures in South Africa today.

In line with the above, Checkoway, Allison and Montoya (2005) argue in favour of young people to participate in public policy at the municipal level. However, various studies have recorded evidence of their lack of participation in public policy deliberation platforms such as voting, as well as all other socio-economic issues affecting them (D'Agostino & Visser, 2010; Kelleher, Seymour & Halpenny, 2014).

Dialogue is a process undertaken jointly to recognise, challenge, and even change reality (Halabi, 2017). When one refers to engagement, a dialogue is important because it involves both parties -to participate, raise their opinions in reaching a solution to what is being engaged in. Although dialogue has a critical-theoretical background/history along the lines of Freire (1973), the approach in the present study is to situate the kind of engagement that takes place during the Daily Theta shows by determining how the show facilitates its engagements to provide a voice for all those involved, especially the youth.

As a result, in a theoretical perspective, the use of the Freirian dialogic approach, in this study, is valuable as the approach deliberates on the interaction that takes place, between the youth, presenters and experts, to create new knowledge and change the reality faced.

Although the mass media, through different television products such as soap operas and talk shows, have made inroads in trying to counter the spiral of silence and advocate for the establishment of a sphere in the public domain for youth to actively raise their voice on socio-economic issues affecting them (Pasek, Kenski, Romer & Jamieson, 2006), there is still a scarcity of research devoted to exploring the nature of engagement in these television shows and how they are providing “access” to the voiceless so that they too can ventilate their issues, publicly.

Generally, mass media refers to media platforms, such as the traditional media that is, printed media, radio, television, and new media such as electronic media platforms such as social networking sites like Facebook, WhatsApp, Twitter and YouTube, and the world wide web, that can transmit messages, and connect, to a mass audience at once (Potter, 2013).

In the case of South Africa, research is still required to explore the extent to which television talk shows as television mass media products can facilitate youth engagement (cf. Ahmed and Palermo, 2010). This is true due to the fact that young people can be brought together in a discursive space to encourage them to engage in issues affecting them.

In the 21st century, young South Africans face many technological changes that whilst improving the quality of their lives, also serve to complicate it, thus “blindsiding” them from the significant and important changes happening all around them. Social lives lived through social media are not the ones that are likely to find real interest in the important issues and problems of the day and trying to solve them. Owens, La Rochelle, Nelson and Montgomery-Block (2011) considered ways of how they can bring the youth on board on platforms where youth engagement can be maximised. Through the analysis and description of youth-led projects, the importance of incorporating the voice of the youth and an envisioned understanding of the youth environment were shown.

It is through that manner that this study explores the role TV talk shows play in facilitating youth engagement. TV talk shows have their way of encouraging or rather promoting

engagements on their shows. In addition, TV talk shows engage its audience in a more delightful manner of an open studio dialogue with deliberations, debates, and opinions from experts. Furthermore, audiences viewing from home also take part in social media and telephonically.

Daily Thetha is used as a case study as it is an audience-driven, educational, television talk show that seeks to inspire the youth of the country (SABC, 2017). Daily Thetha broadcasts live weekly, Monday to Thursday, from 10H30 to 11H30 on South Africa's public broadcaster, South African Broadcast Corporation (SABC) channel 1 and is produced by Thabo Mphelo Films & TV Production.

1.2 Problem Statement

Those with the power to address the challenges that the youth face often do so without engaging the youth. However, there are alternative platforms, such as television talk shows, in which the youth can raise their voice. In a post-apartheid South Africa, young people face many challenging issues, including soaring unemployment, high HIV/AIDS infection rates, and abject poverty (Graham, 2019). This is despite various interventions by the government through the Youth Incentive Fund and the National Development Plan (NDP) youth programs.

However, a careful study of the literature in this respect suggests a dearth of research interest, in South Africa, devoted to the potency of television talk shows in contributing to the productive inclusion of youth voice in public deliberations aimed at addressing socio-economic issues that affect them.

Additionally, there is a further need to investigate if the facilitation of youth engagement by television talk shows in South Africa, accrues long-term benefits. This can be determined through exploring factors such as dialogue, debates, and the use of experts to breakdown complex issues affecting youth. Given the foregoing, this line of thought is what drives the aim and purpose of the study, which is to explore the extent to which television talk shows, specifically SABC 1's Daily Theta, facilitate youth engagement on topical issues affecting them.

1.3 Research Questions

This study's central question is: What role do TV talk shows play in facilitating youth engagement when providing them a platform for engagement on their youth-related issues and problems? This study's sub-questions are as follows:

1. What role does Daily Thetha play in facilitating youth engagements?
2. Which other platforms does Daily Thetha utilise on the show in the process of youth engagement?
3. What are the perceptions of youth on the role played by Daily Thetha?

1.4 Research aims and objectives

This study is aimed at exploring the role TV talk shows play in facilitating youth engagement by providing a discussion platform for youth issues and problems. The objectives of this study are to:

- Explore the role Daily Thetha plays in facilitating youth engagements.
- Determine the various platforms used by Daily Thetha on the show to engage the youth.
- Probe perceptions of the youth on the role played by Daily Thetha.

1.5 Research Method

This study adopts a qualitative approach of research which provisions the researcher the platform for interaction with the participants of the study. This study is exploratory, which makes the researcher follow the qualitative approach of research. The population that is targeted for this study is the participants on the show, the show's presenters, the producer, researchers of Daily Thetha, and the youth from and around Johannesburg in Gauteng province, which is the region of the show from where they mostly get their youth participants to the show. This population is chosen for their high involvement in the TV talk show daily. Youth participants, 18 years and older, of Daily Thetha are the key role players in the chosen population as without them the study will not take place. This study adopts a purposive sampling technique for all population segments. The study makes use of two primary methods of collecting data from the selected respondents as per the sampling process, which is – interviews and questionnaires. The study uses of thematic

analysis. The researcher familiarised himself with the data collected, which also includes transcribing. The researcher, thereafter, coded the data to organise it into meaningful groups, through thematic coding. The work of this research study is carried out taking all necessary ethical consideration into consideration.

1.6 Significance of the Study

This study has a significant contribution to the existing literature in the areas of youth development and empowerment, particularly in South Africa. There is a fair amount of literature on the promotion of developing youth engagement on various platforms but not enough in South Africa on the perspective of TV talk shows. This study focuses on the role TV talk shows play in facilitating youth engagement. This study will benefit functionaries who deal with youth-related issues. It will assist them to know that TV talk shows are a tool of bringing youth together to engage on issues that affect them. The youth will also benefit through learning the importance of taking part and engaging on such platforms. Knowledge on promoting youth engagement, using TV talk shows may be enhanced by this study.

1.7 Layout of the Study

Chapter One: Introduction of the Study

In this chapter, an introduction to the study is provided together with the background of the study. A statement of the problem follows thus clearing out the aim of the study together with its objectives and research questions at hand. The chapter further presents what makes the study significant from others. Details are provided in terms of the theoretical framework, literature review, and methodology of the study.

Chapter Two: Literature Review & Theoretical Framework

This chapter reviews existing literature and explains the theories that are appraised in contribution to the study.

Chapter Three: Methodology

Chapter three provides an analysis of the methodological and research methods that are adopted within the study. A discussion of the research design used the population, sampling, and data collection and analysis techniques is also provided here.

Chapter Four: Research Findings

In this chapter, collected data is presented and analysed. A discussion of the findings in terms of the context of the theoretical framework of the study is presented.

Chapter Five: Summary, Conclusion, and Recommendations

This chapter provides the summary, the conclusion of the study and recommendations based on the research findings of the study.

1.8 Conclusion

This study to explores the role TV talk shows play in terms of facilitating youth engagement regarding issues that affect the youth in South Africa the SABC 1's Daily Thetha show, as a case study. It is quite evident, through existing research that the matter of engaging youth with their challenges, has been investigated extensively and in considerable detail, exploring the question as to the ways in which youth can be provided with the means to allow them a voice when it comes to dealing with the key social, political, and economic issues affecting them and determining their futures in South Africa today. Those with the power to address the challenges the youth face, do so without engaging them, the youth. However, there are alternative platforms, such as television talk shows, in which the youth can get their voice heard.

This study's central question is based on the role TV talk shows play in facilitating youth engagement by providing them a platform for engagement on their youth-related issues and problems. Through this the researcher intends to examine the types of engagements Daily Thetha offer to the youth, the methods Daily Thetha use in the process of youth engagement on the show, and also what the perceptions of the youth are on contributions made by Daily Thetha.

The study uses the Agenda-Setting theory and the Freirian Dialogic Approach as the theoretical framework for the study. This study is qualitative and exploratory as it is all about interaction, participation, examining, exploring, and observing. The sampling frame

of the study consists of the participants, presenters, producer, head researcher, and the youth of Johannesburg. Data is collected through unstructured interviews and open-ended questionnaires.

This study has a significant contribution to the existing literature in the areas of youth development, particularly in South Africa. This study will benefit functionaries who deal with youth-related issues. Knowledge of promoting youth engagement will be enhanced by this study using TV talk shows.

CHAPTER 2

LITERATURE REVIEW & THEORETICAL FRAMEWORK

2.1 Introduction

This chapter provides a thorough in-depth literature review of existing literature in contribution to the study. The chapter also presents and explains the theories adopted by this study.

2.2 Literature Review

This section reviews literature in a thematic system to interrogate the work of other scholars that set parameters to this investigation. It presents scholarly works to ensure that this study can make a contribution to the body of knowledge. It is important to note that a literature review provides foundations of knowledge on the topic explored by the study. This study explores the role that is played by TV talk shows and their contribution and facilitation of youth engagement. It seeks to explore the role TV talk shows has in terms of facilitating youth engagement regarding issues that affect the youth in the South African context, with SABC 1's Daily Thetha as a case study.

Literature is reviewed to give credit to other scholars for their contribution while identifying gaps that the study intends to explore. Therefore, literature forms a critical part of the study by advising on important facets such as methods to utilize in the process of the study or the specific context the new study must ensure that it covers. This study significantly reviews literature according to themes derived from the concepts touched by the topic and ensure that the central arguments are guided by its objectives and ideas thus appropriating literature to ensure that the ideas are clear. This chapter addresses available existing literature to extract the contributions of other scholars.

This section interrogates data on the role that the media has in the society further building up to understand how talk shows maintain the specific role they were designed for. The section also explores how the media tries to engage the youth over the social matters that affect the locations they are within. It also provides a thematic type of review that

compromises of different sections discussing relevant material that bring this study abreast with the studies that have been conducted on the phenomena of interest.

2.2.1 The role of the media in contemporary society

South Africa faces numerous challenges that affect the country's youth, with youth unemployment as one of the major ones currently. According to STATSSA (2022) the unemployment rate amongst the youth account for 34.5% of the total number of unemployed persons in South Africa. With the country facing such hard times it is important to ensure that all those that are stakeholders play an active role in fighting unemployment. This is no different for the media in the contemporary society that it is important to investigate the role in the facilitation and solving of social issues.

Mass media is defined as “the methods and organizations used by the specialist social groups to convey messages to large, socially mixed and widely dispersed audiences” (Haralambos & Holborn, 2000). Singh and Pandey (2017) explain that there are various forms of media that help to inform, educate, and entertain our society. Media can be in print form that is through newspapers, books, magazines and various other forms. Media includes an electronic form for spreading information which is one of the most used media of mass communication. Singh and Pandey (2017) further describe that with the help of radio and TV, listeners and viewers not only get updated, but it also creates an understanding of current happenings. On the other hand, Shukla (2013) states that media plays a crucial role in shaping a healthy democracy. It is the backbone of a democracy. Media makes us aware of various social, political, and economic activities happening around the world. Media is like a mirror, which shows or strives to show the bare truth and harsh realities of life (Shukla, 2013).

The role of mass media is also considered vital. Television is a principal medium of mass communication, and talk shows are the most powerful tool of communication. Almost every TV and radio channel produces various talk shows which are influencing their viewers and listeners. According to Yaseen, Mamdani and Siddiqui (2018), the media plays a vital role in creating awareness regarding political issues of the country. Media largely affects the public opinion and strengthens the relationship between public and political parties (Yaseen *et al.*, 2018). Beside all this, media also plays an essential role in the transparent election processes by politically socializing the people. Media is a

pivotal place that can be able to challenge the status quo of every society and it is important that the content that the media produce is able to touch the intended goal or audience. It is essential that in a developing country, like South Africa, the media plays its key role in the development of the society. Hence, according to Shukla (2013), media plays a vital role in creating and spreading awareness and can transform the whole society, more so in the developing countries.

In fact, in a democratic country like South Africa, the media plays a vivacious role in creating, moulding, and reflecting public opinion and media plays a crucial role in shaping a healthy democracy (Shukla, 2013). Discussions and debates have always been considered integral to democracy. Talk has been seen as constitutive of publics, with talk among citizens seen as fundamental to their participation. It is important that the media serves as a platform that encourage participation into social issues from all those that live in a specific society. It is also supported by Paul and Rai (2021) that media are powerful entity that can be made use of, for constructive purposes especially in resolving and transforming dreaded ethnic conflicts to find lasting peace in a conflict-ridden society. Through such, the media can be used as a pivotal instrument to overcome issues that hinder the success of a democratic society and bring people together.

This section has reviewed and explained the function or role that the media plays in the contemporary society. But is important to note that for the purpose of this study the focus shies away from all forms of media but to rather dwell on the role that television talk shows play in creating a platform and facilitating engagement of the youth in South Africa. Media has a critical role in the intention to transform the world it effectively serves as a pedestal that ideas can be interrogated, and stakeholders can effectively be engaged in this particular manner.

2.2.2 The role of talk shows

Talk shows have been part and parcel of media programs since the inception of the media platforms themselves. According to Bruun (2002), as a TV genre, the talk show is neither exclusive to the nineties nor to commercial television. In the USA the genre is as old as the medium of television itself, and today, talk shows comprise no small percentage of available programmes on commercial as well as non-commercial TV stations. Talk shows are cheap to produce and popular among viewers, and the ability of this genre to attract

viewers is no new phenomenon either. This highlights the active role and space that talk shows occupy on media platforms be it radio or television. Bruun (2002) further explains that the role of the TV medium in the talk show is to be both the event and to be the place of the event at one and the same time. It is important to understand that television has become talk shows and talk shows have become television which is the central idea that this study interrogates. Consequently, the talk show becomes different from other TV genres, even at this stage. In this genre, TV is not a reporting medium, in which the medium primarily tells of a reality outside the medium itself (Bruun, 2002). From the ideas of Bruun (2002) it can be deduced that talk shows are continuing to play a role in facilitating engagement over social and economic issues on our screens and it is important to acknowledge that they form part of the active media we engage with daily.

Llie (2006) expresses that the talk show is a highly confrontational discursive genre, a widely influential media phenomenon, as well as a politically and morally controversial form of entertainment. Few discursive practices of popular broadcast culture have been more contentious and subject to cultural and scholarly examination in recent years than the talk show, particularly the television talk show. It is important to note that with the position that talk shows hold in the society it is important to investigate and understand how their position can be enhanced and be used to improve and facilitate engagement of those with challenges often shied away from such as the youth. According to Llie (2006), a talk show raises issues concerning the boundaries between talk (prototypically dialogical) and show (prototypically monological), between public and private, between collective and personal experience, between expertise and experience, between interpersonal and mass communication, between information and entertainment, between discrete and overlapping identities ('me,' 'you,' 'us,' 'them'). This highlights the significant contribution that talk shows have and the platform of engagement that they are to the society. It is important to always remember that the media is an active member of the society, and its core values should be based on the ability to teach and provide a platform for engagement.

The active role that television plays should also be assessed to the extent to which the specific shows that are broadcast manage to touch on social issues. It is important that the media manages to capture the attention of all important stakeholders affected by social and economic issues in a country. Owens, La Rochelle, Nelson, and Montgomery-

Block (2011) explored ways of how they can bring the youth on board on platforms where youth engagement can be maximised. Through the analysis and description of youth-led projects, the importance of incorporating the voice of the youth and having an envisioned understanding of the youth environment was shown. Talk shows have shown a transcending ability to address social issues over a couple of decades since their inception. It is important to actively continue integrating how they facilitate engagement over matters of the youth.

The use of television entertainment talk shows for political information, particularly late-night talk shows, was found to relate to all three categories of the criterion variables of political efficacy, political trust, and vote likelihood either directly or via interacting with a third variable (Kwak, Wang & Guggenheim, 2004). In the study conducted by Kwak et al.(2004) it was revealed that the use of late-night talk shows also interacted with newspaper use such that the positive role of newspaper reading in facilitating electoral participation was smaller among heavy viewers of late-night talk shows. Amusingly, the negative relationship between late night talk show viewing and vote likelihood was most evident among young adults who regarded celebrities and entertainment elites as trustworthy and convincing. This shows that talk shows can engage the youth as they are often a source of entertainment and information.

From the reviewed literature, it is important to acknowledge that commonly talk shows were found to play a vital role in providing information and they are often able to reach the youth. This highlight the fact that that they can be able to serve as a platform that can be used to engage the youth. According to Singh and Pandey (2017), media is the reflection of our society and it depicts what and how society works. Talk shows have a role that they play in the society, and they can be of significance in providing a platform of engagement for the youth in South Africa. This study seeks to understand how Daily Thetha influences and facilitates youth engagement by providing a discussion platform for youth issues and problems.

2.2.3 Youth Engagement

Youth engagement in platforms of discussing issues that affect the country or on issues that affect them the youth, is seemingly below expected. With how the world is changing technologically, a lot of things seem to sway the minds of the youth away from what is

important and needs to be addressed by them to get fresh minds to deliberate on issues as the youth are the leaders of the future. It is also very crucial that literature be reviewed to understand the methods of engagement that are used to engage the youth. This section critically analyses the method that has been effective in the efforts to engage the youth. Recent youth mobilizations have demonstrated the capacity of young people to organize, communicate, exercise influence, and to act as a positive force for transformational change. According to Beeckmans and Matzinger (2017), young people between the ages of 15 and 24 constitute about one fifth of the world's population, but their participation and influence in formal politics and social issues remain limited.

Mitullah, Mudhai and Mwangi (2016) investigated the concept of engagement with the intention to develop insight into the nature and significance of audience engagement in interactive radio and television shows in Kenya; the study examined 'who participates' in interactive media in Kenya drawing from a combination of household survey data collected in two constituencies, interviews with serial callers, and interviews and observations at a number of radio stations and one television station. The paper explored the extent to which media has interactivity widened and deepened political participation in Kenya, and deliberated on some of the reasons. The study by Mitulh *et al.* (2016) established the inequalities and constraints on participation in interactive media, with those who participate tending to be young men with money and with modest level of education. Those who participate most frequently are also found to be motivated by diverse factors, including personal fulfilment as well as a desire to represent the interests of others in their communities. The study shed light that the participation of youth is an important element that needs to be investigated to grasp how it is facilitated by the media.

Checkoway, Allison and Montoya (2005) conducted a study titled "Youth participation in public policy at the municipal level" that was made available in 2005. The aim of the study was to examine the San Francisco Youth Commission as an example of youth participation including its origins, objectives, activities, facilitating and limiting forces, multilevel effects, and lessons learned from empirically based practice. The study had significantly investigated youth participation inclusive of the additional aspects that lead to youth participation and what also acts as a hindrance to the participation of youth to engage on issues and problems that affect them.

Positively, this study was able to have clear explanations on the additional aspects of youth participation in terms of engaging matters that concern the youth maximally, both as a promoter and hindrance. The study obtained that the youth of San Francisco's youth commission do actively take part in the public policy at the level of municipal. Their active participation is positively affected by youth leadership, staff support, adult advocates, the charter authority, and the community at large, together with external environment. The study concludes that young people should take part in the public policy at municipal level and the youth should be recognized as competent citizens and community builders. Similarly, to the study at hand, the study of Checkoway *et al.* (2005) also examined the youth's participatory engagement but differs in perspective in that this study will be exploring the role TV talk shows play in providing the youth a platform to engage on as opposed to looking at the aspects that promote and hinder youth engagements.

On the other hand, Owens, La Rochelle, Nelson, and Montgomery-Block (2011) looked at "Youth Voices Influencing Local and Regional Change". The aim of the study was to initially explore the contributions of a place-based learning initiative to local and regional decision-making processes. The place-based learning initiative, used in the study, engaged teenaged youth and young adults in exploring the issues they face and document the support and hindrances to their development in their respective communities. The study significantly used a place-based learning initiative that has a focus on youth and studied specifically the way the youth take part in the initiative and reach out to having their voices being heard both in their communities and regionally. It is found that place-based educational approaches that give provision to the youth to be able to document and reflect on their issues and daily impacts, do offer a compelling way for building individual and collective self-efficacy. In a sense, this study is quite like Owens *et al.* (2011) study through investigating an initiative of giving the youth a platform for deliberations and attending to their issues. The study by Owens *et al.* (2011) only examined how these initiatives assist in letting the voice of the youth be heard as opposed to this study which probes the role such initiatives play (TV talk shows in this case) in promoting youth engagement.

2.2.4 Media and Youth Engagement

Kahne and Middaugh (2012), in their study "Digital media shapes youth participation in politics", believe that digital media changes the way youth involve themselves in politics.

The aim of their study was to explore the extent to which digital media promotes or rather enhances youth participation in politics. Significantly, Kahne and Middaugh (2012) examined the digital perspective of youth participation and how digital media acts as a tool that attracts youth to take part in politics. They concluded that educationally, digital media should be embraced as a tool for academic and civic and/or political engagement. Out-of-school online programs give provision to youth to be able to pursue their passions in a media-rich environment whereby they create, share, learn and teach each other.

Kahne and Middaugh (2012) found that it would be a challenge for researchers, teachers, and education policy makers to keep pace with the rapid use of digital media by youth to communicate, engage and ultimately find ways to become civic minded but seemingly, the virtual world can be good for the real world. In the same vein, a study by Booth (2021), *Young People Created Media to Uplift their Voices in 2020*, states that young people engage with social and political issues in a variety of different ways. Youth make use of social media to raise awareness, create content, share posts, and comment or engage on various topics online. The study by Booth (2021) initially suggested and found that social media platforms facilitate information-sharing more than civic dialogue. Therefore, youth make more use of social media to engage on matters and are encouraged more by social media to participate in various issues related to them.

The study of Kahne and Middaugh (2012) with great conviction supports its data and findings thematically in clear understanding. Their study supported the aim in which this study is directed but, in another way, in the form of the platform provisioned for the engagements. To the context of this, mass media, reviewing the study of Kahne and Middaugh (2012) assists the researcher on the run-around of facilitating or rather also tracking these engagements of the youth on the platform. Comparing the digital media platform of youth engagement to the mass media platform of youth engagement is an essence of identifying possible similarities and differences that can be of use to the study.

Moreover, Tufte, Wildermuth, Hansen-Skovmoes and Mitullah (2013) penned a book titled "Speaking up and talking back? Media, empowerment, and civic engagement among east and Southern African youth". The aim of the text is to raise concerns on whether and how the Southern African youth engage with the media and communications technologies and platforms in a desire to be included in the change processes of their societies. To the rationality of this book, it looks at whether the youth does engage and

how they engage on matters that affect them. They found that the youth, in the regions of their research, engaged massively, visibly, loudly, and dramatically around the demands they have put forth for their countries' development processes. Similarly, to the book of Tufte *et al.* (2013), this study surveys youth engagement but on the perspective of youth engagement on TV talk shows and what role TV talk shows play in facilitating such engagement of the youth.

2.3 Theoretical Framework

This section presents the theoretical frame which guides this study. Theories are formulated to explain, predict, and understand phenomena and, in many cases, to challenge and extend existing knowledge within the limits of critical bounding assumptions (Abend, 2008). The theoretical framework is the structure that can hold or support a theory of a research study. Abend (2008) further explains that a theoretical framework introduces and describes the theory that explains why the research problem under study exists. The theoretical framework provides a theory-driven approach to the current study and offers the study a well-defined and proven basis of argument.

Theories highlight where the researcher intends to fill in gaps of knowledge and practice. According to Grant and Osanloo (2016), a theoretical framework consists of the selected theory or theories that undergird one's thinking with regards to how one understands and plans to research their topic. This study is informed by two theories, namely, the Agenda Setting Theory and the Freirian Dialogical Approach.

2.3.1 Agenda-Setting Theory

The agenda-setting theory was first put forth by Maxwell McCombs and Donald Shaw in 1972. The theory of agenda-setting deliberates on how the mass media sets up its agenda to the public. Cohen (1963) stated that the agenda-setting theory takes off as an explanatory form of how the mass media affects change the pattern of political behaviour during elections. Nevertheless, the hypodermic needle hypothesis that media influence is immediate and heavily impacting on the audience –comparable to what happens when a soldier fires a bullet on an attacker is still popular (Alao, 2018). From the study of Alao (2018), it can be construed that the media influence is operationalized and the power of the media influences the audience to behave in a particular way while media impact describes a cause-effect relationship with the audience with a very few intervening

variables. The evolution of agenda-setting and laissez-faire components of communication research encouraged a fast-paced growth and expansion of these perspectives.

The agenda-building perspective ascribes importance not only to mass media and policymakers but also to social process, to mutually interdependent relationship between the concerns generated in social environment and the vitality of governmental process (Alao, 2018). The theory significantly contributes towards the narrative that the media plays an essential role in reinforcing certain behaviours. For example, if the media continues associating unemployment problems with immigration policies, the public may consider that these two issues are related and may even frame the unemployment problem because of the immigrants (Chen, Su, & Chen, 2019). The media serves as a core source of information that could influence ideas of the viewer's altering their views in the process. Chen *et al.* (2019) further explain that empirical studies focusing on different elements have been found to be supportive of this assumption. Influence over the political agenda, and political discourse more broadly, is one of the most important sources of power (Gilardi, Gessler, Kubli & Müller, 2022). The theory puts forward the idea that news media creates public agenda by making people think things they want to show. For example, a media stressing on what type of work each gender should do, completely neglecting the idea of gender equality, creates a similar mindset in the people. Thus, it is important to understand that television services an ample fraction of the society and its emitted influence should be studied to understand how the agenda is set through the media.

Agenda-setting describes the ability (of the news media) to influence the importance placed on the topics of the public agenda (Mishra, 2020). In this study, it can be abstracted that agenda-setting is used to describe the way in which media attempts to influence viewers and establish a hierarchy of news prevalence. Daily Thetha has provided the society with a specific platform that can be utilised to engage societal issues while informing and educating society. According to Zhang, Shao, and Bowman (2012), nations with more political power receive higher media exposure. The agenda-setting by media is driven by the media's bias on things such as politics, economy, and culture, etc (Zhang, *et al.* 2012). Agenda-setting has phases that need to be in a specific order for it to succeed. Television shows have played a core role in facilitating engagement setting a

social agenda in the process. According to Al Mamori and Rahman (2017), the significance of media as a communicator, informer, educator and entertainer cannot be ignored. In today's world it is very difficult to live without media as it has become confederate of our day-to-day activities. It is only media that updates, considers, and occupies our lives. This highlights that daily talk shows like Daily Thetha continue to contribute to the agenda setting as part of media and can be used to continue facilitating engagement.

This idea of mass involvement has become more prominent with the advent of the internet and its potential to make everyone a pamphleteer. An increase in the role of citizens in agenda setting sheds light on a new direction in traditional agenda-building research. This is now the case because the general public can now create their own media. Social media has changed the way people view and perceive things in today's world. Mass involvement within social media lets the general public voices be heard. Comments and replies give potential for people to address thoughts or open new doors for conversation. In that sense, it can be said that the mass media is responsible for influencing and shaping the opinion of the public and their agenda. Cohen (1963) also mentions that under the agenda-setting theory, the mass media is believed not to possess the ability to set the public agenda, especially in matters of opinions or attitudes.

The mass media has access in contributing to or influencing the audience's perceptions, values, focus, and priorities. Therefore, in terms of the influence TV talk shows have in facilitating youth engagement, this theory assists the researcher to identify how TV talk shows go about in setting their agenda to attract the youth of the country and influencing their perceptions and focus on national issues that affect them as the youth of the country. Against the given background, the following theoretical statement on youth engagement in Daily Thetha, can be made Youth engagement must be a planned activity which is about selecting topics that are aimed at discussing national youth issues regarding its causes and possible solutions. Through the agenda-setting theory, it can be abstracted that shows on television influence human behaviours and can be used to reshape how society tackles issues that involve the youth specifically.

2.3.2 Freirian Dialogic Approach

Paulo Freire is the famous Brazilian educator, became known around the world. Freire, who wrote *Pedagogy of the Oppressed*, had worked with impoverished people in his homeland, and after being expelled from Brazil, developed a theory for the education of the illiterate, particularly adults (Firdaus & Mariyat, 2017). According to Freirian dialogue approach, teachers must constantly balance their teaching philosophies against their practical, in-class constraints (Hamilton, 2018). Occasionally, the aims of one teacher's practice may conflict with the aims of the same teacher's theory. Similarly, the same teachers may find themselves pressured to teach a certain way based on their personal philosophy, while also feeling pressured to teach a certain way based on more practical concerns (Hamilton, 2018). It is important to note that the theory explains that dialogue is influential basing it from the school and teaching dynamic as abstracted. It is important to note this study uses this theory to explain how talks shows serves as both a platform and a key player in the process of creating active platforms to engage the society on issues that affects them directly.

An unauthentic word, one which is unable to transform reality, results when dichotomy is imposed upon its constitutive elements. When a word is deprived of its dimension of action, reflection automatically suffers as well; and the word is changed into idle chatter, into verbalism, into an alienated and alienating "blah." It becomes an empty word, one which cannot denounce the world, for denunciation is impossible without a commitment to transform, and there is no transformation without action. On the other hand, if action is emphasized exclusively, to the detriment of reflection, the word is converted into activism. The latter-action for action's sake-negates the true praxis and makes dialogue impossible. Either dichotomy, by creating unauthentic forms of existence, creates also unauthentic forms of thought, which reinforce the original dichotomy (Freire, 2000). Hence, dialogue contains reflection and action. Dialogue is not only theoretical activity but also practice activity.

The Premise of Dialogue:

- Each person has the right to speak

Dialogue is the encounter between men, mediated by the world in order to name the world. Hence, dialogue cannot occur between those who want to name the world and those who do not wish this naming (Freire, 2000).

In other words, each person has the right to speak and the right to name the world in dialogue.

- Dialogue cannot be the act of one person's "depositing" ideas in another

Dialogue cannot be the act of one person's "depositing" ideas in another, nor can it become a simple exchange of ideas to be "consumed" by the discussants (Freire, 2000). Moreover, dialogue cannot become the act of domination, but rather must form a challenge to domination.

- Dialogue is not a hostile and polemical argument

Dialogue is not a hostile and polemical argument between those who are committed neither to the naming of the world, nor to the search for truth, but rather to the imposition of their own truth (Freire, 2000).

- Enhancing the elements of dialogue

Education must be democratic and dialogical. Freire emphasizes the importance of dialogue between teachers and students.

The necessary condition for finding a representational voice in order to understand and name one's world was dialogue. Freire's pedagogy, therefore, articulates a world in which the meaning of existence, that of humans and their surroundings, arises from a set of conversational interactions or dialogues, which allow human beings first and foremost to question the story being narrated about them and the one that they might narrate themselves (Singh, 2008). Freire's dialogical approach, inspired by practical experiences of oppression, could thus overcome the typical Western thinking of development in so far as it accommodates and determines the varied ontological reasons for communication in this case to effect positive social change (Barranquero, 2006).

It is also important to note that people can effectively learn through a dialogue. According to Freire (2000), dialogue creates a critical attitude, true dialogue cannot exist unless the dialoguers engage in critical thinking, and it is nourished by faith. It is important that it is distinguished that theory without practice would be mere abstract thinking, just as practice without theory would be reduced to naive action (Freire & Vittoria, 2007). Theory is often conceived of as an abstract idea or phenomenon. Practice involves an action component that goes beyond the abstraction of theory (Breunig, 2005). The tensions between educational theories and practice what critical pedagogue Freire termed “praxis” can either buoy a classroom to great heights or sink it entirely. "Dialogic Teaching" means using talk most effectively for carrying out teaching and learning. Dialogic teaching involves ongoing talk between teacher and students, not just teacher-presentation (Mohammed Elhassan & Adam, 2017).

According to Halabi (2017), the goal of the Freirian dialogic approach is to raise students' awareness of the reality that they live in and provide them with tools for critical analysis of that reality. The approach basically refers to the awareness that is brought forth with regards to the challenges faced by students, youth in the context of this study, and the provision of a platform for students to address those challenges. Freire (1992), cited in Halabi (2017), refers to dialogue as not being a mechanical discussion that is conducted through giving each other turns in a classroom or even is it a psychological discourse aimed at making the students feel good without changing the reality. This statement tells us that dialogue is an interaction between the facilitator and facilitated with the participation of everyone to generate new knowledge. The dialogue is a process undertaken jointly to recognize, challenge, and even change reality (Halabi, 2017).

Those with the power to address the challenges the youth face, do so without engaging them, the youth. However, there are alternative platforms, such as television talk shows, in which the youth can get their voice heard. In the context of this study, research is still needed to explore the extent to which television talk shows, as television mass media products, can facilitate youth engagement (cf. Ahmed and Palermo, 2010) given that young people can be brought together in a discursive space to encourage them to engage in issues affecting them. From the explanation of the theory, it can be abstracted that dialogue has the ability to facilitate change and the required transformation. The dialogue approach fosters that dialogue is a cut across subject that can be used in different

disciplines to foster similar ideas. There is a dialogue that continuously takes place between the media and the consumer in line with the adoption of the new forms of media.

Only through consciousness can a person act in the world to change it and only through “praxis”, the combination of consciousness and action towards change, can people achieve their vocation of humanisation (Freire, 1973). With that said, the Freirian dialogic approach assists the study in the realisation of the challenges the youth are facing, and the opportunity provisioned, Daily Thetha, for the youth to engage in their challenges. The approach looks at the participation of the youth themselves, the presenters, experts, and Daily Thetha as a whole in their creation of new knowledge - coming up with solutions and strategies to deal with the youth-related issues. Against the given background, the following theoretical statement can be made regarding youth engagement in Daily Thetha: Youth engagement should be a dialogic process where people are not restricted to raise their issues but rather deliberate on them to gain new knowledge and come up with strategic solutions for their problems.

2.4 Conclusion

Quite efficiently, the literature review chapter reviewed existing literature to give an ideal synopsis of the study's intentions. The reviewed literature is all similar with this study in focusing on youth and the engagement to their affected matters but differs in perspective to which their youth engagement is aimed at. From the literature reviewed the study note that the media has a role that it plays in address of social and economic issues. The media must continue to serve as a platform of engagement in challenge economic and social issues. It is important to note that literature suggests that talk shows have a specific role that they can play to facilitate engagement and with the numbers of viewers that they have, they are often able to reach a wider audience.

It is important to note that there is a scarcity of research relating to TV talk shows in facilitating youth engagements. Concerning the current study, not much justice is done in the field in the modern-day context. The existing literature mostly highlights that the youth can be engaged and allowed participation through talk shows. Through the media participation and engagement, fruitful participation can be facilitated to ensure that societal issues that need their buy in of the youth are addressed effectively. It is important to investigate how the youth use media to participate in discussions and decision-making

matters relating to them in South Africa and how the media empowers youth and let their voices be heard. Youth participation has inherent local and regional constraints. In the context of this study, it is important to investigate how Daily Thetha, a South African talk show, is providing a facilitating platform that engaged the youth in social and economic issues relating to the specific societal group.

This study is informed by two theories, namely, the Agenda Setting Theory and the Freirian Dialogical Approach. The theoretical framework is the structure that can hold or support a theory of a research study. The chapter further explained the theories and applies them to the research problem of the study. The theoretical framework provides a theory-driven approach to the current study and offers the study a well-defined and proven basis of argument. For the study the theories highlight it is significant to note that talk shows create platform for engagement for the youth. According to Grant and Osanloo (2016), a theoretical framework consists of theories that guides ones thinking with regards to how the researcher understands plans to define and formulate parameters for the study. In conclusion, the chapter the study noted that talks shows are critical sources of education and can be used to transform social statues through engagement and empowerment. The media has advanced and now can be able to engage views to be able to fully tackle social challenges that are faced by groups such as the youth.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter elucidates the methodology and adopted research design of the study, the population that is targeted and the sampling techniques that were used, how data was collected and analysed, and the methods that are used to present the data. This chapter consists of 7 subsections: the research design used in the study, the population that is targeted, sampling technique used, data collection methods, data analysis, validity and reliability and ethical considerations.

3.2 Research Design

This study adopted a qualitative approach of research which provisioned the researcher to be able to be in interaction with the participants of the study. Du Plooy (2009) refers to the qualitative research approach as an interpretation and construction of qualitative aspects of communication experiences. This study is exploratory, which made the researcher follow the qualitative approach of research. Through the gains of opinions, insight provisions into the problem, the qualitative research approach was deemed relevant for this study. The study is all about interaction, participation, examining, exploring, and observing – it leads to what the qualitative research approach allows a researcher to do when they follow this research approach. The qualitative research approach helped the researcher to get an in-depth comprehension of the role TV talk shows play in facilitating youth engagements. It assisted in answering or bringing an understanding to the how and why part of the facilitation of youth engagements through TV talk shows.

According to Kumar (2014), exploratory research is undertaken with the objective either to explore an area where little is known or to investigate the possibilities of undertaking a particular research study. The researcher familiarised himself with the engagements of the youth on the daily talk show. The study pursued in exploring- in the case of Daily Thetha- how the youth are brought together to have youth engagements on the show, and how they encourage the youth of the country to take part.

3.3 Population

The population that is targeted for this study is the participants of the show, the show's presenters, the producer(s), researcher(s) of Daily Thetha, and the youth participants of the show. This population is chosen for their high involvement in the TV talk show daily. Youth participants, 18 years and older, of Daily Thetha are the key role players in the chosen population as without them the study could not take place. The presenters are the ones that keep the TV show on-going daily. They make it a lively and worth-while platform for the youth to engage on. The producers and researchers are the ones that come up with topics to be discussed as they crucially examine what affects the youth and what issues need to be brought up on the show. The researcher targeted two presenters, one producer, one researcher, and 40+ youth participants.

3.4 Sampling Technique

This study adopted a purposive sampling technique for all population segments. Purposive sampling emphasises the deliberate choice the researcher has on selecting its participants based on their qualities or contribution to the study (Kothari, 2004). This sampling technique allowed the researcher to choose the participants fairly.

Kumar (2014) explains sampling as the process of selecting a few respondents from a bigger group to become the basis for estimating the prevalence of information of interest to you. The sampling frame of the study consists of the participants – presenters, producer, head researcher, and the youth. There are two presenters, who head these youth engagements. The producer and head researcher consider challenges that youth generally face and come up with topics to engage on and where to find youth to participate. Most of the youth from and around Johannesburg are the main participants to the youth engagements. The initial target of the researcher was to reach a minimum of 40 youth and ended up with reaching 61 youth. The youth were reached through an online questionnaire, which was conducted up to data saturation. Male, female, and the LGBTQIA+ were included. South African youth of all races and social groups, employed, unemployed and still studying and/or schooling were secured to participate.

The sample size for the in terms of data collection is presented in **Table 3-1**.

Interviews	
Producer	1
Researcher	1
Presenter	2
Questionnaire (Online)	
Youth	61 youth participants (up to data saturation)

Table 3-1: Population sample and data collection

3.5 Data Collection

In this section of the chapter, a detailed explanation is given in terms of the instruments and data collection procedure by the researcher. An explanation of the process of the data collection and the tools that were used is presented. Data was collected in line with achieving the aim and objectives of the study and answering the research questions of the study.

3.5.1 Data Collection Tools

The researcher used two primary methods of interviews and questionnaires to collect data from the selected respondents as per the sampling process. The data was collected from the identified targeted population, as the sources of the data collected.

3.5.1.1 Interview Method

An interview is a verbal interchange, usually face to face, through which the interviewer elicits information or opinions from the interviewee (Burns, 2000). Four participants made up of the two presenters of the show, one producer, and one researcher were interviewed. The participants were chosen based on their active involvement and the execution of the Daily Theta show. The producer, and researcher of Daily Theta were interviewed through an unstructured interview at the Daily Theta studio. Kumar (2014) states that

unstructured interviews are interviews that provision the researcher to have flexibility in terms of the interview questions asked during an interview. All COVID-19 protocols were observed in relation to the interviews.

The researcher failed to secure an appointment for interview with the presenters due to their tight schedules. The interview questions were transformed to an online interview survey, whereby the presenters answered their interview questions electronically.

3.5.1.2 Questionnaire Method

According to Kumar (2014), a questionnaire is a written list of questions to which the answers to the questions are recorded by respondents. Questionnaires were used in the process of data collection on the youth participants. The researcher made use of online questionnaires where the researcher developed the self-completion questionnaire online on a survey administration software and made the link available to the youth to complete the questionnaire online. The researcher used open-ended questions as to develop a questionnaire of an interactive style. Questions of this nature in questionnaires, according to Bryman and Bell (2018), do not suggest certain kinds of answers from respondents. The respondents will not be limited in the expressions of their response and the researcher will be able to tap into respondents' level of knowledge and understanding. The questionnaire layout was simple to read, user-friendly, and an easy flow of sequence. The online questionnaire reached 61 youth respondents.

3.6 Data Analysis

This study was conducted in a qualitative approach which makes its data to be analysed qualitatively. Taylor and Gibbs (2010) explain qualitative data analysis as a range of processes and procedures whereby the qualitative data that is being collected and turned into an explanation, understanding, or interpretation of people or situations investigated. Therefore, this method of qualitative data analysis was adopted by this study as it was ideally exploratory in coming up with an examined analysis. The collected data from the selected respondents, through the sampling technique, was analysed on a qualitative analysis method of thematic analysis.

3.6.1 Thematic Analysis

Bryman and Bell (2014) explain thematic analysis as a qualitative analysis method which aim is to identify, analyse, and describe findings in themes across the data set. The researcher familiarised himself with the data collected, which also includes transcribing. The researcher, thereafter, coded the data in order to organise the data into meaningful groups. Over the created codes, the researcher collated the codes and identified patterns in order to create themes. The themes were reviewed, defined and named. The researcher used themes to analyse the study's findings.

3.6.2 Thematic Coding

Thematic coding is a form of qualitative analysis which involves recording or identifying passages of text or images that are linked by a common theme or idea allowing one to index the text into categories and therefore establish a "framework of thematic ideas about it" (Gibbs, 2007).

3.7 Validity and Reliability Issues

This study adopted the Test-retest reliability method. This method of test-retest reliability provisions the researcher to test the responses by using the same data collection instruments to ensure that the data will be, more or less the same and that there is a consistency of results. The data collection methods of the study were extensively observed and designed to meet the objectives of the study. After the analysis of the data, the analysed data correlated accordingly.

3.8 Ethical Consideration

The study was carried out taking all necessary ethical considerations, about this research study, into thought. Collecting data, analysing the data, and reporting on findings are all done ethically so. All participants were alerted of the purpose of this research study. Du Plooy (2009) states that ethical concern in communication research deals with matters such as privacy, confidentiality, and institutional or professional control. Therefore, the researcher took note of all ethical considerations include plagiarism, confidentiality, consent for participation, and accurate reporting of findings. This study was not interested

in the personal details of participants and does not seek to identify participants. This study was entirely anonymous and with consent.

The researcher applied for permission from the Thabo Mphela Film and TV Production company which is producing Daily Thetha TV talk show for SABC 1. Through the permission letter, the researcher collected data within the geographic region of the SABC 1 TV talk show and gained access to the youth. With regards to consent for participation, participants for the interviews completed the declaration by participant form as their acknowledgement for participation. Similarly with the questionnaire, before completing the self-administered questionnaire online, there is a page that outlines the study and requests participants to proceed if they agree to take part in the research study.

3.9 Conclusion

This chapter presented the methodology and adopted research design of the study, the population that was targeted and the sampling techniques that were used, how data was collected and analysed, and the methods that are used to present the data.

CHAPTER 4

RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents and discusses the findings of the study and after presenting findings, they are discussed in line with the literature and theoretical framework before the conclusions are made. The chapter is organised into two major sections which are data presentation and analysis, and discussion of findings.

In line with thematic coding, the youth participants of the online questionnaire and the interviewees are coded as respondents and acronyms of their portfolios.

Respondent codes:

- Questionnaire youth participants : RespondentQ (singular) / RespondentsQ (plural)
- Interviewees : RespondentI (singular) / RespondentsI (plural)
- Interviewee 1 – Series Producer : RespondentSP
- Interviewee 2 – Content Producer : RespondentCP
- Interviewee 3 – Presenter 1 : RespondentP1
- Interviewee 4 – Presenter 2 : RespondentP2

4.2 Data Presentation and Analysis

This section presents and analyses the findings of the study. The data is presented and analysed in a way to make sure that the objectives of the study are met, and the research questions of the study are answered. The headings under this sub-section are generated from the data collected and are, therefore, demonstrated as sub-heading in these sub-sections.

4.2.1 Youth Engagement

To have knowledge of the respondents' understanding regarding youth engagement, the researcher posed the question of what the respondents understand by the concept of

youth engagement. In line with the researcher's and current study's understanding of youth engagement, the researcher received positive feedback as to how the respondents got to understand the concept of youth engagement.

Through an online facilitated questionnaire, respondentsQ understand youth engagement as an occurrence where youth deliberate on issues that affect them, the youth. The researcher is quite confident that respondentsQ have an understanding as to what the concept of youth engagement is. One of the respondentsQ suggests that youth engagement is, ***“a platform provided for youth/young people to discuss the daily burning issues or how to come up with solutions to a certain problem”***. Most of the respondentsQ got to respond similarly that youth engagement is a platform or instance where youth or young people discuss issues, they [youth] face or relate to them [youth].

It must be understood that respondentQ's answers are phrased in many ways but the understanding of what their answers mean, is direct to the mutual understanding of the researcher's found meaning of the concept of youth engagement. Many of the respondentsQ also went further to explain what youth engagement entails, other than it just being an instance where youth deliberate on matters of their concern.

One of respondentsQ believes that youth engagement also involves; ***“when young people are invited in responsible action to create positive change”***. Another respondentQ suggests that youth engagement is to, ***“involve youth in every decision making, to make them (youth) actively participating in every aspect conducted”***. Here the study notes that some of the respondentsQ believe that youth engagement is not only just about youth meeting and engaging on matters, but they engage to try and bring change, be involved in decision-making processes, and be active participants in the processes around them – be it on matters relating to youth or general issues.

Similarly, to the responses of respondentsQ, the respondentsI were also picked on their understanding of youth engagement. From all four interviews conducted, the respondentI suggests that youth engagement ***“involves creating an environment or space for youth to learn, teach, engage, and share their [youth] thoughts around issues concerning them [youth] and in various subject matters”***. Because the respondentI responses are similar, the study combined the four responses into one, to have one common understanding of the respondentI understanding of youth engagement.

The study's aim to get an understanding of the respondentsQ and respondentsI thoughts on youth engagement were merely to ensure that all respondents during the data collection processes have a common understanding as to what youth engagement is before proceeding to the rest of the other questions. The study confirms that all the respondents understand what youth engagement is.

Additionally, the study also went as far as asking the respondentsQ if they regard Daily Thetha as a TV talk show that facilitates youth engagement. All the respondentQ, except for two, believe that Daily Thetha is a TV talk show that facilitates youth engagement as they [Daily Thetha] address issues that either directly or indirectly affect the youth. The two respondentQ who disagree with Daily Thetha being a TV talk show that facilitates youth engagement, state that the issues discussed on Daily Thetha do not attract young audiences and do not focus on issues affecting the youth but the whole society at large, respectively. From the clear understanding of the concept of youth engagement and what it entails, the study confidently agrees with the majority of respondentQ that Daily Thetha is a TV talk show that facilitates youth engagement.

Lastly, the study posed the question, "What type of engagement is used on the show?", to respondentsI. The researcher discovered that respondentsI did not have a thorough understanding as to the "type of engagement" in this question. RespondentsI gave all different responses and RespondentCP did respond adequately stating that the show offered: ***"The type of engagement that of open conversations"***. RespondentCP went on to explain the different segments of the show and that the end goal of this type of engagement during the segments is merely to ensure that the youth do not leave the show as they came. Having gone into the show with certain memory of intervention, you leave with more.

4.2.2 Processes of Youth Engagement

4.2.2.1 Youth Participation

As part of the processes of youth engagement in relation to the participation of youth on Daily Thetha, the study wanted to explore the state of youth participation on the show. This was done bearing in mind aspects of gender, race, age, educational background, employment status, and place of residence. The following figures outline the participation of respondentsQ on Daily Thetha.

In terms of respondentsQ gender, 60% are female, 38.5% are male, and 1.5% chose not to disclose their gender status. This shows that from the youth that watch Daily Thetha, the female youth are more likely to watch Daily Thetha.

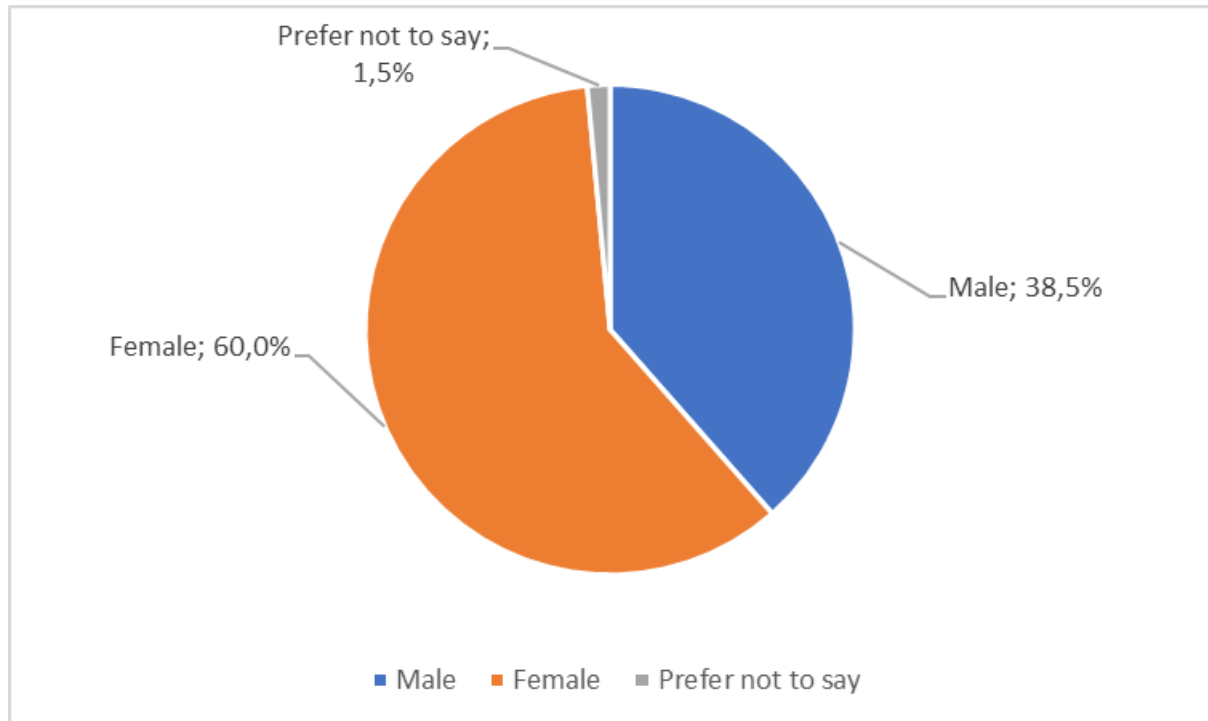


Figure 1 RespondentsQ gender

In terms of respondentsQ race, 95.4% are African (Black), 3.1% White, 1.5% Indian, and coloured 0%. The inferences drawn here show that the challenges that are facing youth are mostly faced by black youth. With the historical background of South Africa, black youth are more likely to be challenged by a lot of issues. The black youth are more disadvantaged, and this shows the level of commitment to take part in Daily Thetha to engage on youth challenges with the hope of change.

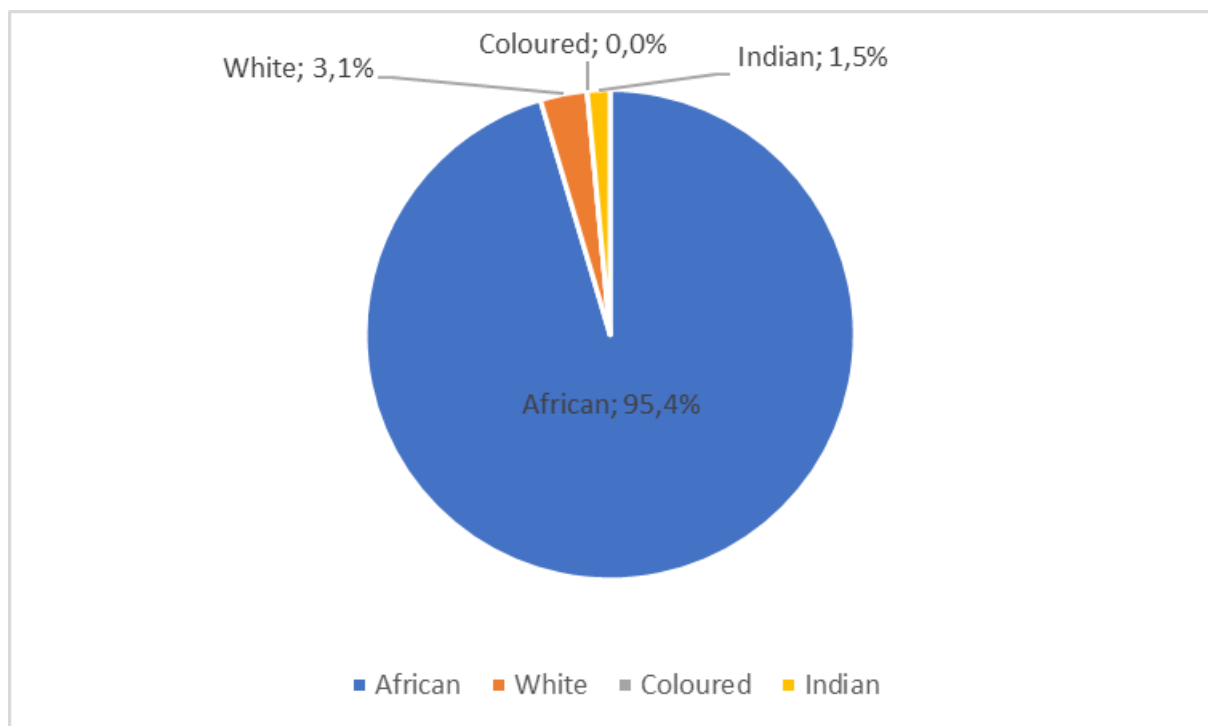


Figure 2 RespondentsQ race

Considering the age groups of respondentsQ, 53.8% are between the ages of 21 and 25 years old, 21.5% are between the ages of 26 and 30 years old, 18.5% are between the ages of 18 and 20 years old, and lastly, 6.2% of respondentsQ are between the ages 31 and 35 years old. The highest age group, 21 – 25 years, is most likely youth that finished their university degree and are currently faced with challenges such as unemployment. This is normally an age group where one starts to become independent and developing into a young adult. Age group 18 – 20 years and 26 – 30 years are more or less equal. 18 – 20 years, an age group where you finish basic education and either start looking for employment or venture into higher education. This is an early fragile stage of a youth's life ahead of becoming independent and being faced by a lot of youth challenges. With a lower percentage on age group 26 – 30 years from the age group 21 – 25, it clearly shows that not everyone has made it through or achieved what they wanted to achieve. These age groups clearly show us the classifications of the amount of youth who partake in Daily Theta to engage more on the issues they are faced with as youth.

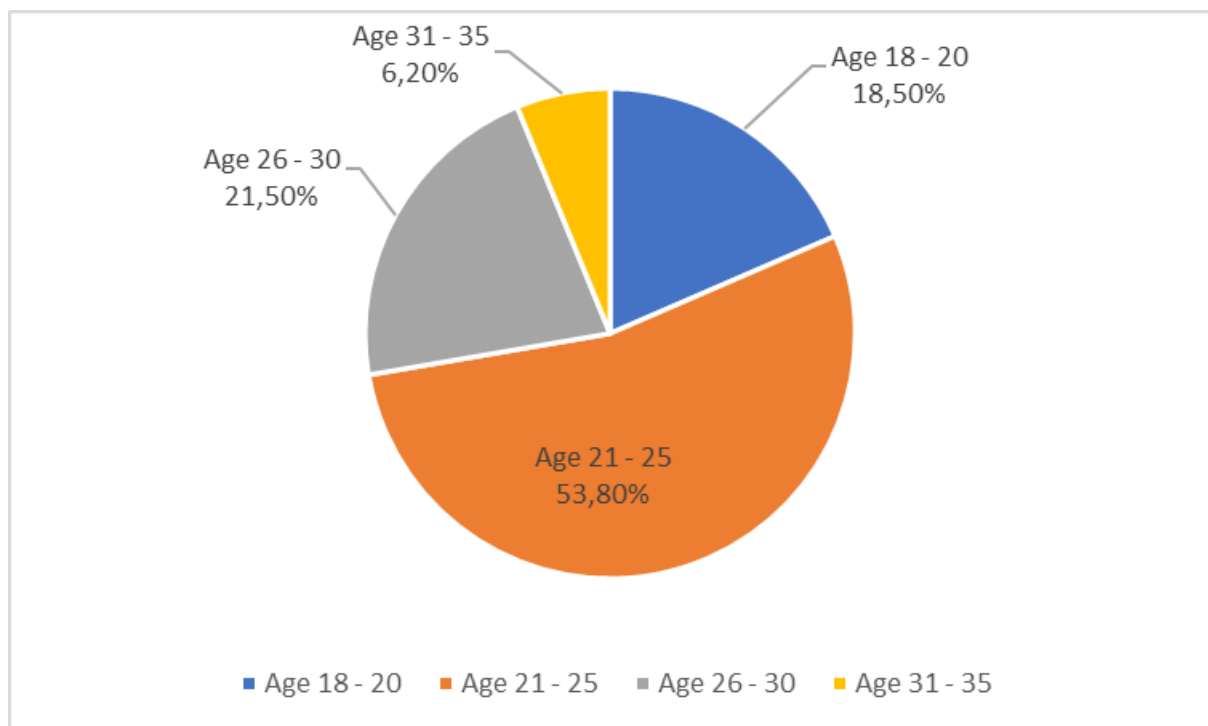


Figure 3 RespondentsQ age groups

Relating to the employment status of respondentsQ, the researcher found that 43.1% of respondentsQ hold some form of a certificate. The certificate can either be a matric (grade 12) certificate and/or any other post-matric qualification obtained as a certificate (e.g., short courses). 26.4% of respondentsQ hold a degree, 23.1% hold an honours degree, 6.2% hold a master's degree, and 3.1% a doctorate degree.

Majority of the youth hold only one certificate. It can either be that the youth have a National Senior Certificate (Grade 12), did a certificate qualification after Grade 12, or is busy studying towards a qualification. Youth holding only a certificate draws us to show that from most of the black youth watching Daily Thetha are inclined to the engagements on the TV talk show. An equal amount of youth holding a Bachelor of Honours qualification links to the age group 21 – 25 years, that they would be most likely to watch Daily Thetha with the hope of seeing their challenges met.

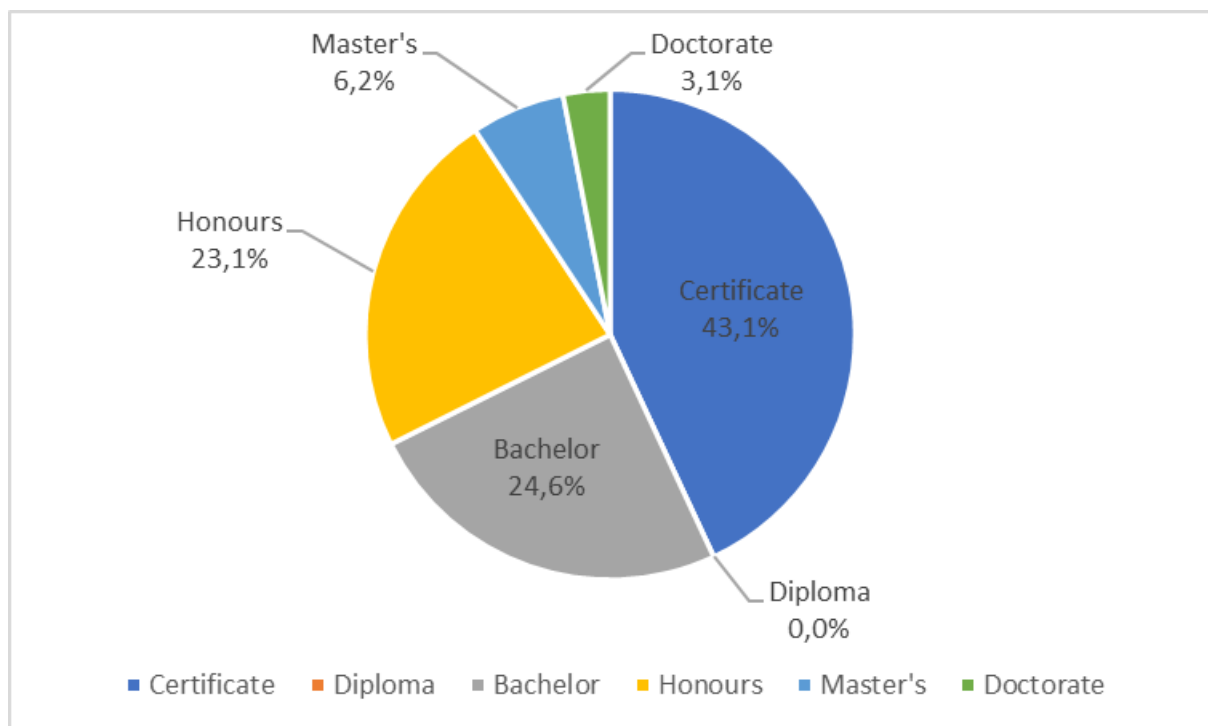


Figure 4 RespondentsQ educational background

To determine where the youth are from, the study also investigated the places of residence of respondentsQ. The researcher found that 73.8% of respondentsQ are not originally from and around Johannesburg and 26.2% of respondentsQ are originally from Johannesburg. This shows that majority of the youth in and around Johannesburg comprises of youth from different places in South Africa with different backgrounds. This show is thus an ideal manner to engage youth and get their different opinions and views on the discussions, judged from their different backgrounds and experiences of the challenges faced.

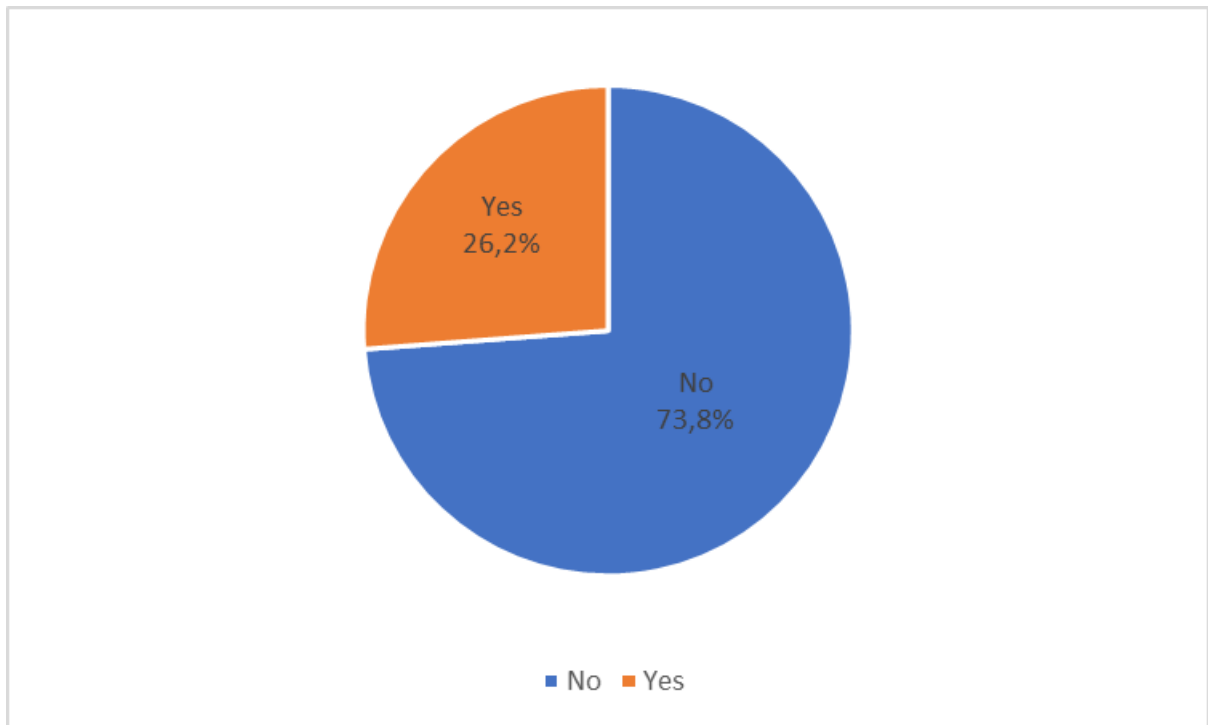


Figure 5 RespondentsQ place of residence

As all the youth cannot be invited to be live audience members on the TV talk show, many of the youth are viewers from home. The study, therefore, wanted to know how often the youth as viewers, watch Daily Theta. It shows that the majority of respondentsQ, 63.1%, watch Daily Theta sometimes. And 32.3% watch it ones to four times a week. Whereas 4.6% of respondentsQ watch Daily Theta Daily.

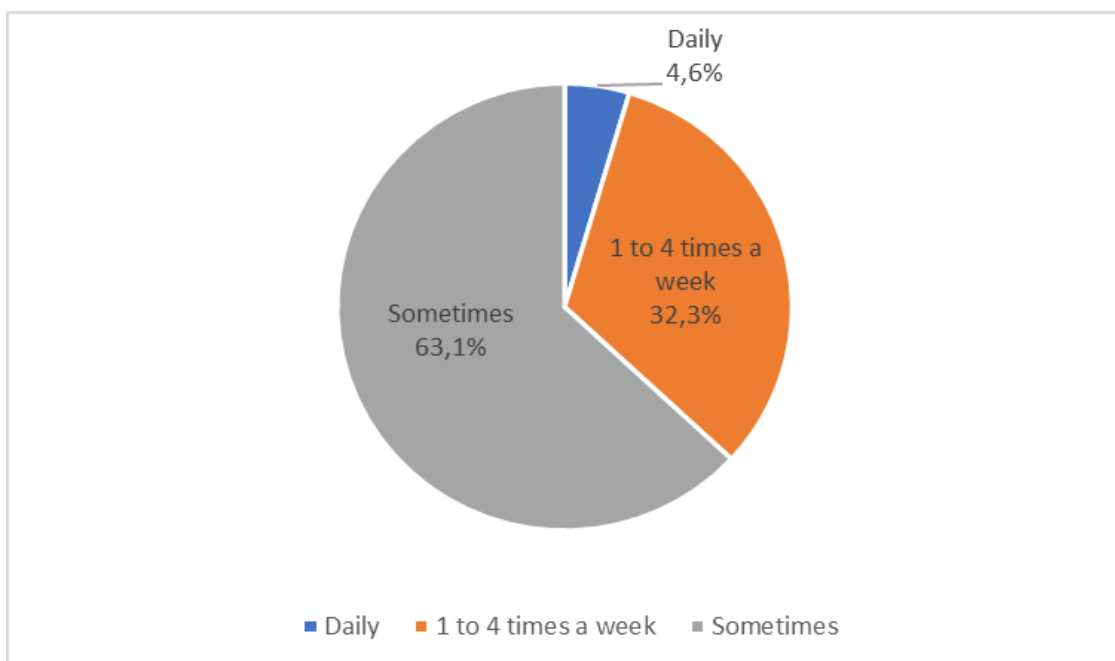


Figure 6 RespondentsQ viewership

In terms of youth participation on Daily Thetha, the study asked respondentsQ how engagements are facilitated-, and how their participation is enhanced on the show. Most of respondentsQ state that the “engagements on Daily Thetha are facilitated through the presenters”. The presenters facilitate the engagements and give the youth (audience and viewers) and experts opportunities through segments to each share their views, opinions, and/or knowledge on the topic at hand. They also state that “social media is the tool through which participation is enhanced on the show”. This is true specifically for youth viewing from their homes to also give their inputs and be or rather also feel and become part of the show from wherever they are. RespondentsI also state that “social media is the media platform that is used to enhance participation on the show, and it is commonly used as part of participation on the youth engagements on the Daily Thetha”.

4.2.2.2 Youth Selection and Identification

In order to understand how youth on Daily Thetha are identified and selected, respondentSP and respondentCP clearly explained the processes involved. RespondentCP states that Daily Thetha caters for 80% mother tongue and 20% English, but they at the same ensure that they extend their audience participation to all racial groups and through the SABC. It is their responsibility to accommodate South Africa in its diversity and being inclusive of all South Africans.

“So we cater for every racial group by bringing in guests from every racial group by going to, even when- we go and shoot our inserts, we deliberately choose a location where we know a certain racial group will be represented. So we don’t just go to places where there’s a specific group of people. We deliberately select racial groups that will be represented on the show...”,
respondentCP.

On the other hand, respondentSP state that they also approach community leaders in different areas to say that they will need youth to participate on the show based on the topics discussed to them. The community leaders would then give certain demographic based on the topics. Through the given information, respondentSP state,

“We would then identify different areas based on race, based on background, living standard measures...based on topics that we want to cover”.
RespondentSP continued to say, ***“Then we approach them, and they would show***

us in terms of, if there are groups of youth that they know in the area that are opinionated.”.

Then according to the schedule of the shoots (Daily Thetha), they would know when and where to choose youth to take part on the show. They also do focus groups on the different communities, which assists them in the selection process.

Furthermore, respondentSP states that Daily Thetha team also just hit the streets and interview people randomly. But they identify certain spots where they know that the specific area is close to a tertiary institution so they will be able to get some youth that can speak to them. They also identify if the area is close to a taxi rank, a recreation centre, or any area where youth gather, or the area is exposed to youth.

Additionally, respondentCP states that Daily Thetha have an audience coordinator. The audience coordinator has a brief of the type of audience they are looking for. Depending on the topic, age, and race, among others, the audience coordinator will be given the brief and the demographic, and they will go out and look for the youth. RespondentSP also added that the youth that gets to be an audience on the show, are youth from Gauteng province and mainly from around Johannesburg but they do try to reach those beyond the borders of Gauteng province.

4.2.3 Youth Engagement on Daily Thetha

4.2.3.1 The effectuality on youth engagement on Daily Thetha

Both respondentsQ and respondentsI compelled interest in how effective youth engagements are on Daily Thetha. RespondentSP states that youth engagements on Daily Thetha are very effective. They are informative, give youth the confidence to ask anything they want to ask, and they provide youth with solutions to certain problems. In cases where a topic or issue engaged does not need a solution, the engagement provisions other people to start talking about the topic. Over and above, respondentSP said,

“I feel we are successful in terms of, we push the youth in the right direction in terms of where to go if you need certain information. But also, how to do certain things and how to gain confidence while doing that.”.

RespondentCP also believes that youth engagements on Daily Thetha are very effective because,

“Even as we are briefing before the show starts, we tell them no answer is wrong. Just give us what you think about the topic”.

The youth can also speak in the language that they are comfortable in. RespondentCP states that the presenters are very accommodative of the languages and youth are encouraged to speak in the language of their comfort. Additionally, respondentP2, states that in their opinion, the youth engagements serve as eye-openers. For some it's a platform for them [youth] to be heard, to teach and to learn.

On the same vein, respondentsQ also gave positive remarks as far as how effective youth engagements on Daily Thetha are. Most of the respondentsQ suggest that the youth engagements are very effective, with various similar reasons as far as it is concerned. To juxtapose the various similar reasons, one respondentQ states that it is very effective because,

“The engagements are addressed at length.”

Another respondentQ gave the reason that the youth engagements,

“Are very much effective as they always talk about issues that impact mostly young people and bring in experts on the show to share knowledge and advice and find ways to tackle social issues”.

In a similar sense, one of the respondentsQ also suggests that youth engagement on Daily Thetha is very effective because,

“Topics are engaged to a greater extent, and they are not biased. They accept views from all sides and draw-up a general final viewpoint that accommodates all parties.”

4.2.3.2 Contributions of youth engagements on Daily Thetha

In terms of contributions of youth engagements on Daily Thetha, the study wanted to know from respondentsI whether the youth have any direct contributions to the youth engagements taking place on Daily Thetha. RespondentsI all agreed that the youth

indeed do have a direct contribution to the youth engagements in that they come up with some topics to be discussed on the show. RespondentSP said,

“Some of the topics are topics we get from the viewers”.

These topics from viewers are received through social media, emails, and or calls; however, not every topic suggested by the viewer makes it on air. RespondentCP stated that on the new suggested topics they get,

“We engage on them and ask ourselves if this will work as a show because we have to consider as a show that we need to expand it within an hour. So now how do we break it down? What are the elements that we can add to the topic?”.

RespondentSP also added that after the engagement of the new suggested topics,

“Then we pitch that to our commission editor and then if it gets approved then we are able to broadcast that topic”.

With regards to respondentsQ, the study asked respondentsQ what contributions the youth engagements on Daily Theta make to issues they are faced with. Generally, most of the respondentsQ suggest that the youth engagements on Daily Theta brings solutions to issues they are faced with. Some of the other reasons are:

“They are discussed at length and open the world of knowledge in relation to the issue discussed.”

“Shaping perceptions of youth on different things, like social problems.”

“It contributes in terms of growth of the youth, it teaches us life lessons and how to go about daily challenges faced by the youth such as unemployment.”

“It raises awareness in different aspects such as the LGBTQI community, promotes youth development and keeps the youth informed.”

“They bring solutions, suggestions, and/or a broader view or understanding to certain issues. In that matter functionaries deal with the specific youth issue(s) and can grasp the knowledge and apply it to their processes.”

4.2.3.3 Knowledge shared during youth engagements on Daily Theta

To understand what happens after the show, to the knowledge that is shared during the show, respondentsI believe that Daily Theta is only a TV talk show that provisions youth

with the platform and opportunity to deliberate on issues that affect them. As to what happens after the show, to the knowledge shared on the show, is beyond their powers. RespondentCP said,

“I would imagine it gets applied in their lives, in their personal lives, and their communities.”

RespondentCP continued to say,

“We foster conversation and encourage action. But we cannot act on behalf of government, or we cannot act on behalf of the people...” and “So after we wrap, we can never guarantee that the knowledge will be used but we believe it is used and it does open people’s minds about different things.”

Similarly, respondentSP states that Daily Theta is not a school but a thought-provoking platform and yet a platform that gives a voice to the youth. So, it is up to the youth what they take away from the show and what they do to change their own lives based on the knowledge. But some topics are revisited to see whether there are any changes from the last time the topic was engaged on the show.

“So, because we are a talk show, we try and give a voice. From giving a voice we try and find solutions. From finding solutions, we try and revisit at some point the same topic. To say what has happened since we spoke about this thing a few months ago...and see the progress. However, we are more of a show that gives power to the youth for them to stand up and do things themselves...and take action on certain issues. So we are that kind of show.”, respondentSP.

In terms of respondentsQ, most of the responses are related to youth having a better knowledge of topics discussed and all the information or knowledge shared is taken into consideration. One of the respondentQ believes that,

“Besides the conversations, I don’t think there’s more we could do especially if the transformation lies with the government.”

So, the only possible way for something to take place is perhaps what one of the respondentQ said,

“The youth will use the knowledge shared to change behaviours that they have power over.”.

4.2.3.4 Youth perceptions on the Daily Thetha youth engagements

In order to understand what the perceptions of the youth are on Daily Thetha and the youth engagements taking place, the study asked respondentsQ what their overall judgement is on Daily Thetha. Most of the respondentsQ believe that Daily Thetha,

“is a good show”

and/or,

“is a great show”.

Only a number of respondentsQ went as far as motivating why they believe Daily Thetha is a good or great show. Most of them have similar views on their motivations. Some of the views are:

“Daily Thetha is a good show to discuss matters of the youth.”

“It gives people the opportunity to learn and gain knowledge on matters they might not know.”

“Daily Thetha is one of the best talk shows that may share ideas of which you were not even sure of and it's a very interesting talk show as it educates mostly the youths.”

“It is a good initiative, and it needs the attention of the Government to implement the ideas shared on the show.”

“It is a very important show because it talks about issues that youth face on a daily basis and some of those issues are not discussed openly, they bring in experts to share their ideas and knowledge.”

“Daily Thetha is a great show to engage on issues faced by the youth. Some issues need more than an hour to engage on, but they always try to cover the crucial aspects of issues in the hour. Over and above, daily thetha is a great initiative.”

One of the respondentsQ tends to differ that Daily Thetha is not as effective as they would expect it to be but,

“at least it is trying to get the youth engaged on different issues that affect them and I think it could also be important to bring the government on board so that when decisions are taken, the input of the youth is also considered”.

This respondentQ does not necessarily say that Daily Thetha is not a good show, but believes there is room for improvement in going an extra mile to involve functionaries with the powers to apply the knowledge shared to issues faced by the youth in the country, South Africa.

RespondentsI were also asked what they think or rather also know what the views of the youth are on the youth engagements taking place on Daily Thetha. RespondentSP stated that they do get a lot of positive feedback,

“We either help them get solutions or either help them get information that is useful for them...So for them this platform is very important.”

RespondentSP went on to state that it is very rare to find a show like Daily Thetha and for that, they do get positive feedback, as they empower a lot of people.

RespondentCP, on the other hand, also concurs with respondentSP that they do receive positive feedback from the youth in terms of Daily Thetha. RespondentCP states that some of the views from the youth are that they need action like Daily Thetha.

“So, their views are that we need shows like Daily Thetha that speak to the realities of South Africans...Daily Thetha is an awesome show, so it will give you a topic to its fullness,” respondentCP.

As far as their response, only positive feedback is received in regard to Daily Thetha. RespondentP1 and respondentP2 also state that the feedback and views from the youth regarding Daily Thetha are positive. As they love the show, they want to participate, and are inundated with requests. RespondentP2 went on to say,

“The youth have been very encouraged to be able to be heard on a national platform...We offer a unique opportunity to discuss, suggest and teach through the engagements each day. We are appreciated for our ability to be relatable and honest through our own life experiences”.

4.2.3.5 The postulation of Daily Thetha

The study wanted to get the views, opinions, and/or suggestions of respondents on the future and/or general existence of Daily Thetha. This was to determine whether they think Daily Thetha should continue as a youth TV talk show and what they think should be done differently on Daily Thetha.

Only two of the respondentsQ suggested that Daily Thetha not continue anymore, whereas the rest of the respondentsQ agreed that Daily Thetha should continue. All the respondentsI confidently said yes that Daily Thetha should continue as a youth TV talk show.

With regards to what should be done differently on Daily Thetha, most of the respondentsQ are satisfied with how Daily Thetha handles the youth engagements currently. They suggest that no changes be made, and a few suggest that, in a similar sense, Daily Thetha should reach more youth across South Africa. It should go to rural areas, travel to other provinces and do outside broadcasts. Some also suggest that Daily Thetha should find ways to involve functionaries that can or rather have the powers to deal and assist with the country's youth issues and also have follow-ups on youth issues they possible were able to find solutions on.

One of the respondentsQ suggested that the timeslot change from 10h30-11h30 am to an afternoon slot to cater for more youth viewers. Concurring with that, respondentCP also suggested,

“Have another slot for the show that will accommodate the youth that are unable to catch it during the hours that it is”.

RespondentP1 and respondentP2 as well believe that the timeslot should change as many of the youth are either at school or at work, which does not allow the show to reach a more potential youth.

In line with what could be done differently on Daily Thetha, respondentSP mentioned that they do discuss certain things that they need to improve or things that they have improved on. RespondentSP said that their wish,

“my wish is that...if we had a bigger budget”,

then they would be able to reach more people. A lot of people are wishing that Daily Theta could get to their regions, but they are unable to because of budget constraints.

4.3 Discussion of Findings

Through thematic analysis, the study managed to present and analyse the collected data accordingly. In outlining the research findings, based on the aim and objectives and answering the research questions of this study, in-line with the reviewed literature and adopted theories, this section discusses the findings of the study.

Through the reviewed literature, the study managed to confirm what youth engagement is and what it entails. In concise, it is understood that in line with Youth Leadership Institute (2009) youth engagement is, and/or rather also regarded, as a platform where youth are gathered to deliberate on issues that affect them with the intention of either gaining more knowledge of the phenomenon or finding a solution to the issue at hand.

Within the presented data, it is revealed that the respondents have a clear sense of what youth engagement is. They sharedg their personal understanding of the concept of youth engagement in mutual kind to the current study's understanding of youth engagement. RespondentsQ revealed that, based on their understanding of youth engagement, they do regard Daily Theta as a TV talk show that facilitates youth engagement as it provides youth with the platform to engage on matters that affect them.

In line with the first objective of the study, the researcher explored the role Daily Theta plays in facilitating youth engagement. From the respondentsI, the study managed to look into the role of Daily Theta in the facilitation of youth engagement. RespondentsI stated that youth engagement on Daily Theta involves creating an environment or space for youth to learn, teach, engage, and share their thoughts around issues concerning them and various subject matters.

Similarly, it is also noted that respondentsQ believe that the facilitation of these youth engagements on Daily Theta is not just about youth meeting and engaging on matters, but they engage to try and bring change, be involved and active participants in the processes around them – be it on matters relating to the youth or general issues. This supports Owens (2011) in the literature review that providing youth with the platform to

engage, provisions the youth to be able to document and reflect on their issues and daily impacts.

To answer the first research question, “What role does Daily Thetha play in facilitating youth engagements?”, the abovementioned should be kept in mind. It can be confirmed that the role Daily Thetha plays in facilitating youth engagements, in line with Bruun (2002), is to provide youth with the platform to deliberate or rather engage on issues that either affect or concern the youth. It should also be noted that it is not just a matter of providing youth with a platform to engage but also gaining more knowledge and finding possible solutions through those youth engagements.

On that thought, Daily Thetha accomplishes the notion that using agenda-setting, Daily Thetha exercises have the ability to influence the importance placed on topics of public agenda. As Mishra (2020) states, agenda-setting describes the ability to influence the importance placed on topics of public agenda. It can be abstracted that agenda-setting is used to describe the way in which media attempts to influence viewers. By setting the agenda and providing the youth with a platform that can be used to engage on societal issues, or youth-related issues, Daily Thetha informs and educates the society at large.

In line with the second objective, the study focused on the processes of youth engagements on Daily Thetha. The study firstly looked at youth participation in Daily Thetha. Based on the presented data of youth that watch Daily Thetha, in relation to gender, race, age, educational background, and employment status – it can be stated here that the youth that most watch Daily Thetha are female and overall youth most-watched race is Black. It shows that the youth between the ages 21 and 30 years old most watch Daily Thetha. Most of the youth hold only a certificate, be it a matric certificate or any post-matric qualification obtained as a certificate.

Understanding how the youth are identified and selected to be part of the youth engagements on Daily Thetha, the study found that the Daily Thetha team deliberately identify places or areas they know they will find youth in relation to the topic at hand. Those areas are identified bearing in mind the youth's race, background, and living standard measures based on the topic they want to cover. It was also further discovered that they also identify youth hotspot areas, where they randomly interview youth for inserts on the show and possible identification of youth to be part of the show. After the

identification of these areas, the audience coordinator would be given the mandate and they go out to search for youth in the identified places or areas and select possible youth to join the show.

Addressing the identification and selection processes of youth, the study mentioned in the literature review the role of media in society. It is mentioned how South Africa is faced with many challenges that affect the youth and how, according to Pasek *et al.* (2006), the media takes up position to play part in looking into those challenges and find ways to intervene anyhow. That is seen within Daily Thetha on how they go about identifying and selecting youth. Looking at a current or ongoing issue faced by the youth, Daily Thetha finds youth that are more relatable to the matter to address it on the show.

Through such, not only do they provide a platform only but updating and creating an understanding of current happenings. They make society aware of various social, political, and economic activities around them. This is in line with Singh and Pandey (2017) that with the help of radio and TV, listeners and viewers do not only get updated but it creates an understanding of current happenings. This shows how Daily Thetha also plays a vital role in creating awareness regarding issues of the youth in the country. This, therefore, demonstrates that Daily Thetha has a critical role in the intention to transform the lives of the youth by effectively serving as a pedestal where ideas can be interrogated, and stakeholders can effectively be engaged in this particular manner.

Through the use of social media, the youth are also encouraged to participate during the show on the youth engagements using Facebook, Twitter, and WhatsApp. Topics are posted by Daily Thetha on their social media accounts and youth add their contributions to the topic that is being engaged. Those contributions, be it comments, opinions or general remarks, are read live on the show. Youth can also call in during live shows and send emails to be read on the show. Vox-pops (voice of the people) are inserts taken from random youth in the streets sharing their views on the topics, which are also aired during the show. With regards to the second research question, these are the various platforms used by Daily Thetha on the show in the process of youth engagements.

This also sheds light on Kahne and Middaugh's (2012) findings in their study that digital media changes the way youth involve themselves in politics. They explored how digital media acts as a tool that attracts youth to take part in politics. Therefore, the use of digital

media has attracted a lot of youth to take part in politics. Hence the use of these various digital platforms by Daily Thetha to attract more youth to participate in the processes of youth engagement.

RespondentsI and respondentsQ all feel that youth engagements on Daily Thetha are quite very much effective. They state that engagements are addressed at length and youth are pushed in the right direction. Topics are engaged to a greater extent and Daily Thetha is not biased. Views from all sides are accepted and a final general viewpoint is drawn up to accommodate all parties involved. This supports Mitullah *et al.* (2016) on how inequalities and constraints on participation a negative impact in the interactive media can have, which is youth engagement on Daily Thetha in this regard. Daily Thetha, in the processes of youth engagement, tends to ensure that they accommodate all races and genders. They have presenters who are multi-lingual. Allowing youth to engage in the language of their comfort.

With the contributions of youth engagements on Daily Thetha, the study found that some of the topics are suggested by the youth. During the youth engagements, follow-up or new topics are discovered. Youth also suggest possible topics to engage on. In the presence of new topics, the Daily Thetha team engages on them for consideration to be broadcast. This takes us back to the adoption of the Agenda Setting theory in this study.

The agenda-setting theory describes the ability of the news media to influence the importance placed on the topics of public agenda (Mishra, 2020). Based on the findings of this study, Daily Thetha has the ability to choose the topics they deem important. They do not just take any topic as it comes but rather conduct proper research on it and confirm whether the topic is valuable or in their perspective important to be broadcast and if the engagement on the topic would last the duration of an episode.

It can, furthermore, be abstracted that with the existence of agenda-setting on Daily Thetha, they attempt to influence the youth of South Africa in the hierarchy of topic prevalence they are establishing. Therefore, they also consider how many youths are affected by the topic or also how relevant it is at the current stage. Some topics are also chosen on the basis of just educating youth of the country. Through that the youth of the country are also informed and educated.

Alao (2018) indicates that media influence is operationalised and that the media has the power to influence audience behaviour. Therefore, it can be confirmed that Daily Thetha does influence the human behaviour of the youth in reshaping how they tackle issues that affect them. Based on the agenda-setting theoretical statement made to this study, it is proven that youth engagement on Daily Thetha is planned activity which is about selecting topics aimed at discussing national youth issues regarding its causes and possible solutions.

Having Daily Thetha providing youth with a platform to deliberate on their issues, one would ask what happens to the knowledge that is shared during the youth engagements. The study found that nothing necessarily happens after these youth engagements on Daily Thetha takes place.

RespondentCP states that Daily Thetha fosters conversation and encourages action. Additionally, respondentSP states that Daily Thetha is a talk show that gives youth the voice and power to stand up and do things themselves. This supports Lie (2006) that talk shows are a highly confrontational discursive genre which makes it a widely influential media phenomenon. Therefore, Daily Thetha can have follow-up shows to revisit certain topics and see what the developments are from the last youth engagement that took place. All in all, Daily Thetha is about the youth engagement. The youth are able to use the knowledge shared to change what they have power over. This takes us to the adoption of the Freirian Dialogic Approach.

It is important to remember that, in line with Hamilton (2018), the Freirian Dialogic Approach explains that dialogue is influential basing it from the school and teaching dynamic and in contextualising the theory to this study. This theory explains how talk shows serves as both a platform and a key player in the process of creating active platforms to engage the society on issues that affect them directly. This statement supports the respondents' view that Daily Thetha serves as both a platform and a key player in the process of creating active platforms for youth engagement. As a result, the emphasis is more on Daily Thetha providing youth with the platform to execute youth engagements.

The goal of the Freirian Dialogic Approach, according to Halabi (2017), is to raise students' awareness of the reality that they live in and provide them with tools for critical

analysis of that reality. In the context of this study, the goal is to raise awareness to the youth of their challenges and provide them with the tools [platform] for critical analysis [youth engagement]. The theory further explains that dialogue, according to Halabi (2017), is an interaction between the facilitator and the facilitated with the participation of everyone to generate new knowledge. Therefore, this confirms mainly that the youth engagements on Daily Theta are facilitated by the presenters with the involvement of everyone (youth and experts) to generate new knowledge. Therefore, what the youth decide to do with the new information presented during the youth engagements would be up to them and potentially the experts.

Through the theory, it can be abstracted that youth engagement has the ability to facilitate change and the required transformation and not necessarily guarantee change and transformation. The well-known quote by Freire (1973) on the Freirian Dialogic Approach states, “Only through consciousness can a person act in the world to change it and only through ‘praxis’, the combination of consciousness and action towards change, can people achieve their vocation of humanisation”. In line with this quote to the context of the study, it explains that it is only through consciousness (knowledge in the context of this study) that the youth can act in the world to bring change and through ‘praxis’, the combination of consciousness [knowledge] and action toward change, can youth achieve the change they want to see.

This shows that only with adequate knowledge can the youth act to bring change. This means that they can be provided with the platform for youth engagement, share knowledge and get their voices heard with the hopes for changes. However, through ‘praxis’, the combination of knowledge and action, will youth be guaranteed that change. More than just a platform where knowledge is shared, action is needed for change.

Aligned to the effectivity of youth engagements, the contributions of youth engagements, and the knowledge shared during youth engagements on Daily Theta in conjunction to the theoretical statement made on Freirian Dialogic Approach in regard to this study, it is proven that youth engagement is a dialogic process where youth are not restricted to raise their issues but rather deliberate on them to gain new knowledge and come up with strategic solutions for their problems.

In line with the third and last objective, the youth perceive Daily Thetha as a good and/or great TV youth talk show. RespondentsQ state that Daily Thetha gives them an opportunity to learn and gain new knowledge, issues are discussed openly with experts, and it mainly talks about issues youth face on a daily basis. RespondentsI suggested that the youth deem the show very important to them. Therefore, in answering the third and last research question, it is safe to say that youth perceive the role played by Daily Thetha as important and needed with the provision of a platform for youth to address issues related to them.

In closing, the respondents are confident in that Daily Thetha should continue as a youth TV talk show that facilitates youth engagement. Respondents feel that Daily Thetha should reach more youth across South Africa and that would be accomplished if it gets a bigger budget to travel more to other provinces and possibly do outside broadcast as well. The involvement of functionaries that deal with national youth issues should be considered on Daily Thetha and respondents suggest that Daily Thetha would be more appropriate to broadcast live during an afternoon slot when most youth are back from school, work, and/or other commitments.

4.4 Conclusion

This chapter presented and discussed the findings of the study. The findings are discussed in line with the literature and theoretical framework before the conclusions are drawn.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

Chapter 5 presents the summary, conclusion, and recommendations of the study. The study's closing ideas are ideally summed up in the summary of the study. Based on the objectives of the study, this chapter presents a conclusion that concludes the study. Recommendations for future studies are also presented.

5.2 Summary of the study

The aim of the study was to explore the role TV talk shows play in terms of facilitating youth engagements regarding issues that affect the youth in the South African context, using SABC 1's Daily Thetha show as a case study. The study explored the role Daily Thetha plays in facilitating youth engagements. The study determined the various platforms used by Daily Thetha on the show in the process of youth engagement. The study also probed the perception of the youth on the role played by Daily Thetha.

The study discovered that the role Daily Thetha plays in facilitating youth engagements is to provide youth with the platform to deliberate or rather engage on issues that either affect or concern them. In the same vein, the study also discovered that it is not only a matter of Daily Thetha providing youth with a platform to engage but also to gain more knowledge and find possible solutions through the youth engagements.

The study has also established that Daily Thetha makes use of social media, live phone call-ins, emails, and vox-pops inserts in the process of youth engagements during the show, merely as a manner to encourage and attract more youth to participate in the processes of youth engagement. The study further uncovered that youth perceive the role played by Daily Thetha as important and needed within that Daily Thetha provides them, the youth, a platform to address issues related to them.

5.3 Conclusion of the study

In line with the set objectives, this section uses the findings of the study to draw conclusions. The first objective intended to explore the role Daily Thetha plays in

facilitating youth engagements. The study found that the role Daily Thetha plays in facilitating youth engagements is to provide youth with the platform to deliberate or rather engage on issues that either affect or concern the youth. The study confirms that, through the application of the agenda-setting theory, Daily Thetha exercises its ability to influence the importance placed on topics of public agenda. As such, youth are influenced by Daily Thetha. Through setting the agenda and providing the youth with a platform to engage on socio-economic youth-related issues, Daily Thetha informs and educates the society at large. Hence, in the same vein, the study also discovered that it is not only a matter of Daily Thetha providing youth with a platform to engage but also to gain more knowledge and find possible solutions through the youth engagements.

The second objective sought to determine the various platforms used by Daily Thetha on the show in the process of youth engagement. The study has established that Daily Thetha makes use of social media, live phone call-ins, emails, and vox-pops inserts in the process of youth engagements on the show. With the use of these various platforms, Daily Thetha attracts more youth to participate in the processes of youth engagement. Through such, the study also discovered that not only does Daily Thetha provide a platform only but does also update and create an understanding of the socio-economic youth-related issues to the society at large. They make society aware of the various socio-economic youth-related matters around them. This, therefore, shows that Daily Thetha also plays a vital role in creating awareness regarding various socio-economic youth-related issues in the country.

The third objective intended to probe perceptions of the youth on the role played by Daily Thetha. The study found that youth perceive the role played by Daily Thetha as crucial as it vital since provides a platform to address issues related to them. As such, youth perceive youth engagements on Daily Thetha as very effective as those matters engaged on are addressed at length and youth are given a better perspective to their challenges and/or issues. This, additionally, substantiates the abstraction made from the Freirian Dialogic Approach in line with the study that youth engagement can facilitates change and the required transformation but doesd not necessarily guarantee change and transformation. The study also found that youth are confident in that they feel that Daily Thetha should continue as a youth TV talk show that facilitates youth engagements.

The study's aim was to explore the role that TV talk shows play in facilitating youth engagements by providing a discussion platform for youth issues and problems. In that the role of Daily Thetha is to provide youth with the platform to deliberate or rather engage on issues that either affect or concern the youth, the study concludes that, through the case study of Daily Thetha, the role of TV talk shows in facilitating youth engagement, is not only a matter of providing youth with a platform to engage but also to make more knowledge accessible and find possible solutions through the youth engagements on the TV talk shows. With the use of various platforms in the process of youth engagement, talk shows make society aware of the various socio-economic youth-related issues. As such, TV talk shows that facilitate youth engagement play a vital role in creating awareness regarding various socio-economic youth-related issues. This study concludes that TV talk shows are essential and desirable in the processes of youth engagement. Through providing youth a platform to deliberate on youth related matters, TV talk shows facilitate these engagements and as such youth are developed and empowered on the matters engaged on.

5.4 Recommendations of the study

5.4.1 Recommendations for Daily Thetha: Whilst discussing the findings in chapter 4, the study established that Daily Thetha does not reach an adequate part of the country's youth. Taking into consideration the issue of budgets, it would be ideal if Daily Thetha could work on expanding their reach to youth across South Africa as a whole. A television production truck would be the first step in reaching youth in different parts of the country. Daily Thetha should also investigate finding ways of involving functionaries that deal with national youth issues. A form of partnership with these functionaries would be superlative in the approach of Daily Thetha not only being a platform for youth engagement but having functionaries who are in cognisance of the possible solutions and recommendations made throughout the youth engagements. In this way, these functionaries can recognise youth – and Daily Thetha – in working together to overcome issues at hand. Daily Thetha has great potential in being a game changer for the youth of the country.

5.4.2 Recommendations for SABC: The study established that the live broadcast timeslot does not ideally accommodate most youth that would like to watch the live broadcast and participate in the show. Most of the youth are either studying or working

during the time the show is broadcast in the morning. The morning timeslot does not allow for the show to reach most potential youth. With an afternoon slot, most youths would be back from their daily engagements and thus be part of the shows.

5.4.3 Recommendations for further studies: The study has observed that there is still more that can be done in relation to the role TV talk shows play in facilitating youth engagements. There are youth engagements that also take place on other mass media platforms. Further studies can investigate whether youth engagements on these other mass media platforms serve the same interest or whether these other mass media platforms serve the same role as that of TV talk shows. Daily Thetha deals with youth from various indigenous backgrounds and within this study, there was no focus on the use of indigenous languages in the processes of youth engagement. Future studies can have a further exploration into the use of indigenous languages in the process of youth engagement, be it on TV or any other mass media platforms.

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ANNEXURES

Annexure A



Private Bag X2046
Mmabatho
South Africa
2735
School of Communication
Tell: 018 389 2053

INFORMED CONSENT FOR PARTICIPATION IN AN ACADEMIC RESEARCH STUDY

Faculty of Humanities

School of Communication

Study Title: The role of TV talk shows in facilitating youth engagement: A case study of Daily Thetha

Dear Daily Thetha Team

This letter serves as a request for your participation in the above-mentioned academic study conducted by **Mr Ofentse Ngake** (Masters candidate), Student No. **26363038**– North West University. Contact No. **071 317 7224**.

THE PURPOSE OF THE RESEARCH

This study is aimed at exploring the role TV talk shows play in facilitating youth engagement by providing a discussion platform for youth issues and problems.

PARTICIPANT SELECTION

With the current state of youth issues in South Africa, Daily Thetha is chosen for its involvement, and the nature, of addressing youth issues and challenges. We believe your insight will assist the researcher in answering the research questions identified for this study. For the execution of data collection, the researcher will need to interview the following members:

- The producer
- The researcher
- Two presenters

The researcher will also distribute questionnaires, electronically, to the youth. The researcher, therefore, also requests permission that the social media manager of Daily Thetha make the link available to the youth on Daily Thetha's different social media platforms.

COLLECTED DATA

The data obtained from all the participants is only for academic and research purposes. The results of the study will mainly be for academic purposes and may be published in an academic journal. On request, a summary of the research findings will be presented to you.

VOLUNTARY PARTICIPATION

Your participation in this study is very important to us. The identity of all participants will remain confidential and anonymous and no names will appear on the interview schedule. The answers given will also be treated as strictly confidential. Participants cannot be identified in person based on the answers they give.

SUPERVISOR DETAILS

For further discussions, kindly contact Dr. Aaron Tshidzumba on 018 389 2053; email address: 16190149@nwu.ac.za, Dr Mooki Lobelo, 018 389 2599, email Mooki.Lobelo@nwu.ac.za.

PARTICIPANT CONSENT

If you are satisfied with the information provided above and give consent for research data to be collected, kindly write a confirmation letter, to be emailed at ofentsengake@gmail.com and/or 16190149@nwu.ac.za, confirming this letter request(s). The confirmation letter has to be presented to the ethics committee before the official collection of data. The date for when data will be collected, will be communicated with you upon your confirmation.

Kind regards

A handwritten signature in black ink, appearing to read 'Ofentse Ngake', is written over a horizontal line.

Ofentse Ngake

Annexure B



INFORMED CONSENT FOR PARTICIPATION IN AN ACADEMIC RESEARCH STUDY

Faculty of Humanities

School of Communication

Study Title: The role of TV talk shows in facilitating youth engagement: A case study of Daily Thetha

Dear Participant

You are invited to participate in the above-mentioned academic study conducted by **Mr Ofentse Ngake** (Masters candidate), Student No. **26363038**– North West University. Contact No. **071 317 7224**

THE PURPOSE OF THE RESEARCH

This study is aimed at exploring the role TV talk shows play in facilitating youth engagement by providing a discussion platform for youth issues and problems.

PARTICIPANT SELECTION

You have been selected to participate in this research study because of your role within the production and broadcast of Daily Thetha. We believe your insight will assist the researcher in answering the research questions identified for this study. Please answer the interview questions honestly and as detailed as possible.

COLLECTED DATA

The data obtained from all the participants is only for academic and research purposes. The results of the study will mainly be for academic purposes and may be published in an academic journal. On request, a summary of the research findings will be presented to you.

VOLUNTARY PARTICIPATION

Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences. Your identity will remain confidential and anonymous and your name will not appear on the

interview schedule. The answers you give will also be treated as strictly confidential. You cannot be identified in person based on the answers you give.

SUPERVISOR DETAILS

For further discussions, kindly contact Dr. A. Tshidzumba on 018 389 2053;email address: 16190149@nwu.ac.za, Dr Mooki Lobelo: Mooki.Lobelo@nwu.ac.za; 013892599.

PARTICIPANT CONSENT

Please sign the form to indicate that you have read and understand the information provided above; and that you give your consent to participate in the study on a voluntary basis.

Participant's signature

Date

INTERVIEW SCHEDULE

Kindly note that this interview schedule consists of three parts, namely:

- Part A – Biographical details of the participant;
- Part B – Interview questions; and
- Part C – Additional comments from you as a participant that you believe will add value to the study.

Part A – Biographical Details

Mark the correct box with an

X

Gender	Male		Female	
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Race	African		White		Coloured		Indian	
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Age	19 – 30		31 – 40		41 – 55		56 and above	
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Highest Level of Education	Certificate		Diploma		Bachelor's		Honours		Master's		Doctorate	
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Name of your organization	
Years of Service in Current organisation	

Current Position	
-------------------------	--

Research Interview Questions		
Themes	Objectives	Research Questions
1. Types of youth engagement	To explore the role Daily Thetha play in facilitating youth engagements.	1.1. What is your understanding of youth engagement? 1.2. What type of engagement is being used on the show?
2. Process of youth engagement	To determine the various platforms used by Daily Thetha on the show in the process of youth engagement.	2.1. What selection processes are followed in order to determine racial group of youth participating on the show? 2.2. How does Daily Thetha identify youth to participate on the show? 2.3. What media platforms are used to participate during to the show? 2.4. What are the lessons learned by youth after the show?
3. Daily Thetha contributions	To probe perceptions of the youth on the role played by Daily Thetha.	3.1. How effective are the youth engagements on Daily Thetha? 3.2. Are there direct contributions from the youth engagements on Daily Thetha show? 3.3. What happens with the knowledge shared during the show after each episode of youth engaged matters? 3.4. Based on your time at Daily Thetha, what do you think are the youth's views on the youth engagements taking place on Daily Thetha? 3.5. Do you think Daily Thetha should continue inviting youth and engage them on challenges they are facing in life? 3.6. What do you think should be done differently on Daily Thetha to address youth related matters?

Part C – Additional Comments

You are requested to provide additional information that you see relevant for the study and it was not covered during the interview.

INFORMED CONSENT FOR PARTICIPATION IN AN ACADEMIC RESEARCH STUDY

Faculty of Humanities

School of Communication

Study Title: The role of TV talk shows in facilitating youth engagements: A case study of Daily Thetha.

Dear Participant

You are invited to participate in the above-mentioned academic study conducted by **Mr Ofentse Ngake** (Masters candidate), Student No. **26363038**– North West University. Contact No. **071 317 7224**.

THE PURPOSE OF THE RESEARCH

This study is aimed at exploring the role TV talk shows play in facilitating youth engagement by providing a discussion platform for youth issues and problems.

PARTICIPANT SELECTION

You have been selected to participate in this research study because of your participation to Daily Thetha. We believe your insight will assist the researcher in answering the research questions identified for this study. Please answer the interview questions honestly and as detailed as possible.

COLLECTED DATA

The data obtained from all the participants is only for academic and research purposes. The results of the study will mainly be for academic purposes and may be published in an academic journal. On request, a summary of the research findings will be presented to you.

VOLUNTARY PARTICIPATION

Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences. Your identity will remain confidential and anonymous and your name will not appear on the

interview schedule. The answers you give will also be treated as strictly confidential. You cannot be identified in person based on the answers you give.

SUPERVISOR DETAILS

For further discussions, kindly contact Dr. A. Tshidzumba on 018 389 2053; email address: 16190149@nwu.ac.za, Dr Mooki Lobelo: Mooki.Lobelo@nwu.ac.za; 013892599.

PARTICIPANT CONSENT

By proceeding with this questionnaire agree that you have read and understand the information provided above; and that you give your consent to participate in the study on a voluntary basis.

GENERAL SCHEDULE

Kindly note that this interview schedule consists of three parts, namely:

- Part A – Biographic details of the participant;
- Part B – General Questions; and
- Part C – Additional questions.

Part A – Biographic Details

Mark the correct box with an **X**

1.

X

Gender	Male		Female	
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2.

Race	African		White		Coloured		Indian	
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3.

Age	18 – 20		21 – 25		26 – 30		31 – 35	
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4.

Highest Level of Education	Certificate		Diploma		Bachelor's		Honours		Master's		Doctorate	
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5.

Employment Status	Employed		Unemployed		Student		Learner	
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6.

Place of residence	
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Part B – General Questions

Youth engagement

1. What do you understand by the concept *Youth Engagement*?
2. Do you regard Daily Theta as a TV talk show that facilitates youth engagement?

Process of youth engagement

3. How often do you watch Daily Theta?
4. Have you been invited to the show? If yes, how many times?
5. How were you identified to be part of any episode?
6. How are engagements facilitated on the show?
7. How is your participation enhanced on the show?
8. What other media platforms are used as part of participation on the show?

Youth perceptions on contributions made by Daily Theta

9. How effective do you perceive youth engagements on Daily Theta are?
10. What contributions does the youth engagements on Daily Theta make to issues faced by the youth?
11. What do you think happens after youth issues are engaged, and the knowledge and ideas that are shared on the show?
12. What is your overall judgement of Daily Theta?
13. What do you think Daily Theta should do differently to address issues faced by youth?
14. Do you think Daily Theta should continue as a youth talk show?

Part C – Additional Comments

THANK YOU VERY MUCH FOR YOUR PARTICIPATION!

Annexure D



Department of Academic Literacy

23 November 2022

Private Bag X2046

Mmabatho

2735

CERTIFICATE OF EDITING A DISSERTATION

TO WHOM IT MAY CONCERN

This serves to confirm that I have read and edited Mr O. Ngake's mini-dissertation titled: **The Role of TV Talk Shows in Facilitating Youth Engagement: A Case Study of Daily Thetha.**

The candidate corrected the language errors identified. The document is of an acceptable linguistic standard.

Thank you

Yours Faithfully

A handwritten signature in dark ink, appearing to read 'J.R. Moletsane', is written over a light blue rectangular background.

.....
Dr J.R. Moletsane (Academic Literacy)

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