

The role of the mass media in the development of the economy of the North West Province.

by

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DECLARATION

I, Rebecca Morule hereby declare that this dissertation is my own work and that all acknowledgements have been properly made of all the sources of information I have used. I further declare that I have never before submitted this work for the awarding of a degree to any other university in South Africa.

Signed.....

Date.13/10/2015

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ABBREVIATIONS

BEE – Black Economic Empowerment

ETV – South Africa free channel

FCC – Federal Communications Commission

FM – Frequency modulation,

G7 Countries – The Great Seven Countries

GDP – Gross Domestic Products

ICT – Information Communication Technology

LSM – Living Standards Measure

NGO – Non-Governmental Organisation

NWP – North West Province

PPT – Pro-Poor Tourism Pilots Project

SABC – South African Broadcasting Corporations

SEDA – Small Enterprise Development Agency

UNESCO – United Nations Educational, Scientific and Cultural Organization

WBI – World Bank Institute

ABSTRACT

The government of the Republic of South Africa has been working on developing, improving and transforming its public communication since 1994. This includes the content of mass media messages and programmes. The transformation involves moving from propaganda or government orientated information to educating, informing, entertaining, and possibly developing information. Thus, media organisations are aiming to influence the audience positively by using more educational, developmental and motivating documentaries, articles and programmes in the South African mass media.

With the effort from media organisations to maintain a progressive and informed community, the question is, to what extent are they influencing the audience? To what extent is the information developing their audiences? Are their audiences accepting and understanding what the media is intending to offer them?

Further questions that need to be addressed include whether the audiences are stimulated by media messages to do something about the state of the economy. What can be done? Is the media intending to play a role in developing the provinces economically? The mass media is employed in several roles, to sell campaigns during elections, promotions, and advertising of products and bringing awareness on issues of importance to the people. There have been social and psychological studies on the influence, effects, and the impact of media on children teenagers and consumers; and the stimulating of social and global change and even behaviour.

For example, in terms of behavioural impact by the mass media on youth and people in general, Cantor (2002, 2) says the youth have greater opportunities for desensitisation to media violence than ever before. There are many television channels, so many movies on video, and so many video-computer games, and Internet-based games available, that media-violence aficionados have a virtually limitless supply and can play intensely gruesome games repeatedly, often in the privacy of their own bedrooms. Due to this much exposure, Cantor (2002) concludes that media violence has many unhealthy effects on children and adolescents. So if media can have an effect on behaviour, politics and lifestyle, can it not have an influence on the development of the economy?

The method used to answer the research question was analysing of print media, interviewing the SABC Motsweding FM and distribution of questionnaire in the North West Province. The areas included Mahikeng, Rustenburg, Klerksdorp and Potchefstroom. Responses from participants from

these areas concluded that the media informs them but not enough on the economy of North West Province. They also highlighted that the language used to report the economy of the province was not understandable. The research concluded that all the sectors that are involved in development of the economy should work with the media to inform the people.

In conclusion, the research was to investigate whether media can contribute to the development of the economy in North West Province. The findings were that media do distribute the information; however, the information is not enough, not understandable and to some extent not relevant to the North West Province. In addition, Government being the key driver of economy is not working together with the media to distribute information on available opportunities. The recommendation of the study is that all those involved including the public, government, private companies and the media should work together in the development of the economy. There should be a rotation of information. The information on economy should be thoroughly, disseminated in understandable, language and interesting manner. Furthermore, it is also the public's responsibility to improve their own communities and they should take interest in the matters of the economy starting with information from the media. Community should be proactive and challenge their economic situation. The government should align programmes that encourage economic growth and sustenance and disseminate the programmes to the communities.

CHAPTER 1

ORIENTATION OF THE STUDY

1.1 INTRODUCTION

The researcher studied the role of the mass media in developing the economy of the North West Province. The study assessed the content of programmes and articles that were to educate, inform, and entertain and to some extent develop and bring awareness to the targeted audience. As Gwen Sanchez (2009) says, the media are things with which we interact to receive messages. These messages may be direct, or part of the manifest message. These are the messages that media try to project. The media have different ways of disseminating information. Indirect or latent effect messages are more subtle; they tap into associations that may not have been intended.

The researcher has investigated business and economic media to study the messages intended for the people of the North West Province. She also looked at how messages are structured and if they stimulated their audiences to develop economically. The study included an analysis of print, audio and visual media content and materials or programmes that the people of North West Province can access. The focus of the study was the investigation on the role of media in developing the province economically.

The study included both qualitative and quantitative research, looking at mass media organisations, their audiences, and the contents of their publications. This allowed the researcher to assess the intention of media organisations and if these intentions were received and if their messages included economic development information or issues on North West Province.

According to Mahomed (2003:42) qualitative research is especially useful in the "... generation of categories for understanding human phenomena and the investigation of interpretation and meaning that people give to events they experience". Since the mass media in South Africa has played a paramount role in social and political aspects, it might also have the same influence in developing the economy of the county and the provinces. This is what the current study investigated.

1.2 NORTH WEST PROVINCE ECONOMY

Briefly looking at the economic condition of the North West Province Pilot Project in South Africa (2004) the economy of the North West province is relatively small, with a 4,9% contribution to the South African National Gross Domestic Product (GDP). "It is mainly natural

resource based, with the main contributors being the mining (35,5%) and agricultural (35%) sectors. The North West Province produces sunflower oil, groundnuts, fruit, tobacco, cotton, and wheat. Some of the largest cattle herds in the world are found near Vryburg. The areas around Rustenburg and Brits are fertile mixed-crop farming land which include tobacco, citrus, paprika, wheat, peppers, cotton and sunflowers” (2004).

“Agriculture in the eastern parts of the Province encompasses livestock and crop farming, while the semi-arid central and western parts have livestock and wildlife farming. Agriculture has transformed approximately 54% of the surface area. The North West Province agricultural economy is comprised of a well-developed commercial sector and a predominantly subsistence sector in communal areas. There are approximately 7 600 commercial farms whereas the number of small-scale farmers in the former Bophuthatswana amounts to approximately 147 000. Three major irrigation schemes are located on the Crocodile, Vaal and Harts Rivers. The Vaal-Harts irrigation scheme covers a total area of about 43 700 ha with wheat, maize and groundnuts taking 36%, 23% and 22% respectively of the total irrigated fields” (NWP Pilot Study 2004).

“In mining, the North West generates 94% of South Africa’s platinum production; hence it is called a platinum province. The Pilot Project reports that the province produced 46% of South Africa’s granite and 25% of its gold. Areas such as Lichtenburg, Koster, Christiana and Bloemhof have diamond mines, while Orkney and Klerksdorp have rich gold mines. The area around Rustenburg and Brits is the largest single platinum production area in the world. Marble is also mined mainly in Taung, noted for its variety and high quality. Fluorspar is mined at Zeerust. Mining plays a dominant role in the economy of the province, contributing 55% of its GGP and employing 18, 5% of the active provincial labour force (approximately 100 000 workers). There are 87 large active mines in the Province, which is 10% of the national total. Most of the mining activity is in the Eastern, Southern and Bojanala Platinum Regions” (NWP Pilot Study 2004).

“There is very little mining activity in the Bophirima Region. Alluvial diamond mining still occurs in ancient riverbeds within the Harts River catchments and some rivers in the central and southern regions. The industry sector is centred on the towns of Brits, Klerksdorp, Vryburg and Rustenburg. The Brits industries concentrate mostly on manufacturing and construction, while those at Klerksdorp are designed for the mining industry and those at Vryburg and Rustenburg for agriculture. Much of the future growth of the province is predicted to lie in manufacturing, with great potential for investment in the areas of both infrastructure and industry.

The wholesale and retail sector is the third largest economic sector in the North West Province. The province has increased significantly since 1990, growing to an output of R 4,7 billion and contributed 11,2% to the provincial economy in 1999” (NWP Pilot Study, 2004). Since North West Province contributes less than 5% to the GDP of the country, it is necessary that there is development, and media can enhance the process by disseminating information on resources of the province to attract investors.

1.3 PROBLEM STATEMENT

The South African public television consists of SABC 1, 2, 3 and ETV. The four channels are supposed to provide South Africans across all nine provinces with news, entertainment and information. The content (news, entertainment and information) provided to the citizens of the country should be relevant, helpful and constructive towards their benefit, including economical benefit. The problem statement of this study is that the South African mass media, whether national or local, do not report issues that could stimulate development in the North West Province. In the case of the national mass media, the focus is on the metropolitan cities and developed provinces entirely. This situation needs to be explored and addressed, in order to understand how the media is failing in assisting in development in this largely underdeveloped province. Most of the content that is economically relevant focuses on metropolitan cities and developed provinces. The media targeting the North-West people does not report on issues that are of economic development or that stimulate development.

1.4 RESEARCH QUESTIONS

The following questions guided this research:

- Do the media develop North West Province audiences (in the sense of increasing their awareness of economic development issues)?
- Do the audiences understand and are they able to assimilate what the media offers concerning information on economic matters?
- Are media reports on the economy relevant to the population of North West Province?
- How can media content be relevant to North West Province in order to stimulate action that could lead to development of the North West Province?

1.5 SIGNIFICANCE OF THE STUDY

The significance of the study was to investigate how mass media could be an equal player in stimulating change or development. It is expected that the findings and recommendations of the study would encourage reporters, programme managers, and programme producers to make their

messages more motivational to involve people in developing their own environment economically. The study further recommends how the media can be utilised constructively to send messages that create opportunities for the North West people. It also assesses whether messages sent by media are received as expected.

1.6 RESEARCH OBJECTIVES

- To bring awareness on the vast role that media can play in the economic arena by showing media organisations the gap that they need to explore in terms of their markets selection.
- To make government aware that mass media can be used to contribute to economic development and help in creating a favourable environment for the inverters that are interested in developing the economy of North West Province.
- To encourage the communities that use mass media for entertainment to comprehend its greater purpose of becoming an informant on activities and opportunities that can develop them and their province.

1.7 RELIABILITY AND VALIDITY

Various ways of collecting data were discussed including the sample, methods used to conduct the research as well as the validity and reliability of those methods. Interviews with media organisation, questionnaires to the public and the content analysis were considered to be reliable methods and have yield valid results. "...many researchers claim that 'understanding' is more pertinent to qualitative research than validity" (Wolcott, 1990).

1.8 LIMITATIONS OF THE STUDY

The limitation of the study included selection of participants: the research required participants in Rustenburg and in Mmabatho to offer reliable and accurate information on how they receive the media messages. Due to different scale of population, selection of the population that uses print media and broadcast media as their source of information was a challenge since the focus was on whether audience reacted to media messages as anticipated by mass media. The content of television was a challenge to access, but information about its SABC education programmes was accessible on the net. The other limitation was that weekend papers like Sunday Sun, City Press and Sunday Times were not included. The other difficulty encountered was collection of the questionnaires. Not all the distributed questionnaires were returned due to limitation of resources.

1.9 DELIMITATION OF THE STUDY

The delimitation of the study was the availability of related studies on media as a tool to develop the economy. Not much literature exists on the subject content, hence, the research focused mainly on print and broadcast media as it is the most accessible form of media in the North West province.

1.10 ETHICAL CONSIDERATION

The researcher received informed consent from the participants before the study was done. Each participant was informed of the nature and purpose of the study. Respondents were selected on a voluntary basis in order for them to respond honestly without any pressure or influence. The study was done without bias, no participants were chosen over the other due to any classifications.

1.11 DEFINITION OF TERMS

Analysis – the process of sorting, arranging, coding and in other ways looking for patterns in data for the purpose of coming up with findings. (Bogdan & Knopp Biklen 2006: 271)

Communication – is the process of sharing information. In a simplistic form, information is sent from a sender or encoder to a receiver or decoder. In a more complex form, feedback links a sender to a receiver. Communication is based on the idea of respect, promises, and the need or wants for social improvement.

Consumption - refers to the final use of goods and services to provide utility also the way they are used.

Data - are values of qualitative or quantitative variables, belonging to a set of items. Data are typically the result of measurement and can be visualised by using graphs or images. (Dye, 2001)

Data Analysis - is a process of inspecting, cleaning, transforming, and modelling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains. (Adèr: 2008).

Development - sustainable increase in living standards that implies increased per capita income, better education and health as well as environmental protection.

Dissemination - is the scattering or spreading widely, as though sowing seed, or extensive promulgation of knowledge, information, and medicine.

Economy - is a set of human and social activities and institutions related to the production, distribution, exchange and consumption of goods and services.

Economic development - Generally refers to the sustained, concerted actions of policymakers and communities that promote the standard of living and economic health of a specific area. (O'Sullivan and Sheffrin, 2003)

Endowed - refers to the innate capacities of an individual, group, or institution. An individual's "natural endowment" can be abilities, such as intelligence or strength, given at birth. An individual's "social endowment" can be abilities attributed to the individual's position within a social hierarchy.

GDP- Gross domestic product - is one of the several measures of the size of its economy. The GDP of a country is defined as the market value of all final goods and services produced within a country in a given period. It is also considered as the sum of value added at every stage of production of all final goods and services produced within a country in a given period.

Media- means a container or a vehicle of carrying or communicating information.

Mass Media – are all media technologies that are intended to reach a large audience by mass communication. (Potter: 2008)

Mining - is the extraction of valuable minerals or other geological materials from the earth, usually (but not always) from an ore body, vein, or (coal) seam. Materials recovered by mining include bauxite, coal, copper, gold, silver, diamonds, iron, lead, limestone, nickel, phosphate, oil shale, rock salt, tin, uranium, and molybdenum. Any material that cannot be grown from agricultural processes must be mined. Mining in a wider sense can also include extraction of petroleum, natural gas, and even water. (Hartman: 1992)

Perception - is the process of acquiring, interpreting, selecting, and organizing sensory information.

Production - is the act of making things, in particular the act of making products that are traded or sold commercially.

Survey - A research tool that includes at least one question which is either open-ended or close-ended and employs an oral or written method for asking these questions to gain specific information about either a specific group or a representative sample of a particular group. Results are typically used to understand the attitudes, beliefs, or knowledge of a particular group.

Sector - refers to a geographic subdivision, zone, region, area. Economic activity is often categorised into sectors, in a variety of schemes, for example private sector vs. public sector, service sector vs. manufacturing sector; primary sector vs. secondary sector vs. tertiary sector.

Tools - is a piece of equipment that most commonly provides a mechanical advantage in accomplishing a physical task.

1.12 OUTLINE OF THE RESEARCH REPORT

Chapter 1 provides a brief summary of the research, its significance and justification. In addition, the chapter consists of the orientation of the study, which introduces the research report, the background on the economy of North West Province, the research problems and the research questions.

Chapter 2 explores literature on the role of media in general, business and economic reporting and the social responsibility that media has in informing the public. Furthermore, the chapter reviews the role of media on development and the recipients of mass media messages.

Chapter 3 discusses the methodology of the study. This chapter presents the research sample, that is, the population selected for the study, the instruments used to collect the data as well as evaluate the validity and reliability of methods used throughout the study.

Chapter 4 demonstrates the results and interpretation of the data collected.

Chapter 5 discusses the findings, conclusion on the results of the study and recommendations on the findings of the study. The next chapter addresses the literature review of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In the literature review, the researcher explores the writing that has had a key influence in the research. The chapter is divided into different sections dealing with key concept relating to the role of media in the society as a whole and determining whether the media can be a catalyst of economic development. The research reviews concepts that involved similar principles of media influence, impact and effect, the role of mass media (broadcast, print and online). Concerning the economy, the study reviewed business and economic reporting and considered if it has any impact on the economy of North West Province. The research further reviews the literature on the media's social responsibility. Other aspects dealt with are the role of media in development, and the audiences of mass media messages. The chapter also reviews the role of local and community media as received directly to a specific audience. All the reviewed materials depict the role media has on the community and the world, and mostly its role in the development of the economy.

2.2 THE ROLE OF MASS MEDIA

The mass media is a powerful tool of communication because many people in different areas can use it at the same time. There is print, visual and audio media. The mass media is able to cater for different social classes and age groups. Performing several findings, according to Johan, Swinnen & McCluskey (2003:175) the most important function of media is to provide information, to entertain, to educate and to bring awareness. Johan et al (2003) outlines the role of media and yet do not include its role in bringing development to its audience.

Other media functions of a conventional kind include influence, developing and conforming ideas. "Here considering radio, reports on the daily event, print reports on ad hoc and current news (newspapers, in-house newsletters and magazine) whereas television has current news reports, documentaries, series and movies" (2003:175). Television and radio covers a wide range of audiences while print is accessible to those who can read and afford to buy it. Those who have computers and access to internet can only access online media where there is a lot of information updated regularly.

Other aspects that De Fliert and Minh Hien (2009:31) include when explaining the role of the media is that it communicates news on policies, regulations, laws and innovations, hence it can be considered to be contributing to development. "Media content is expected to reflect all aspects

of social life and contribute towards improving a people's knowledge and their lives" (2009:31). The other aspects that De Fliert and Minh Hien (2009) considers on the role of media is that the world market competition in the media plays an increasingly dominant role in other functions such as entertainment and popular culture, which are becoming increasingly prominent. Those aspects turn to be more appealing to the audience.

According to a number of theorists of the media, mass media is considered as a tool that is used to provide information on all aspects of life. For example, Johan, Swinnen and McCluskey (2003:175) say that the most important source of information for many agents in the economy is the media, particularly commercial media. The advantage of acquiring information provides a chance for an individual to make informed decisions on different issues of importance. Felipe Korzenny and Stella Toomy (1992:1) also believe that the media plays a role in modifying human behaviour and has intuitive and empirical roots. Meaning mass media can be one of the aspects that contribute to people's behaviour and to some extent their culture. People rely on media for any information they need on every area of their life.

Previous studies done by researchers like McQuail and Fourie (2005:98) indicate that the media plays a vast role in different entities and in all social aspects of the community. However, an article published on the ADB academy website, highlights a different perspective on media content. The study states that regardless of the availability of more information or improved information, technology by itself does not guarantee its use, especially if educational levels are low or the citizens cannot access basic services and engage in economic activities. This means that, even if there is information that can help people to change or improve their standard of living, they might be unable to do so because of their educational level.

http://www.adb.org/documents/manuals/serve_and_preserve/Chapter16.PDF.

The PPT Pilot Project (2004) reports that the human resource development levels in the North West Province are low, with 22,7 % of adults never having received any formal education, which can be the root cause of its status as one of the poor provinces or underdeveloped province in South Africa.

Nonetheless, the use of media cannot be as expected all the time. Different institutions and organisations use it for different reasons other than informing people. Hence, the ABD report warns on media accountability as a critical issue in all countries, as the media itself can often be a source of passive or active corruption. Checks and balances on the role of the media should not

come from Government, and can therefore take two main forms: self-regulation, and cultivation of a more critical public.

http://www.adb.org/documents/manuals/serve_and_preserve/Chapter16.PDF.)

McQuail (1992) highlights the significant changes in the traditional mass media of press and broadcasting. These changes are due to technological advances in the means of electronic distribution and handling of information, but they also reflect fundamental and long-term social and economical changes. “The term most often used to describe the emerging social order of the more economically developed states is that of an information society. This refers to the form of society in which there is high and increasing dependence of individuals and institutions on information and communication in order to be able to function affectively in almost every sphere of activity” (1992:1). In concurrence with McQuail, information enlightens people and stimulates them to make informed decisions. It is vital to have enough information to be able to use it to your advantage, that is where the phrase ‘knowledge is power’ emanates. The people have the power to use the information and change their lives and the environment they live in. Media can assist in the process of offering knowledge that people need to empower their lives and develop their area in the entire social sphere including economic awareness development.

McQuail (1992) further explains several dimensions of communication, which point out the same act of communication can have a private and personal character as well as a public significance. It can have a social, political as well as an economic value. Furthermore, it may be regarded either as a matter of necessity, a fundamental right or as an optional private indulgence, a matter of wants rather than needs. As McQuail explained these dimensions of communication whether from internal dialogue to many-to-many, they contribute to the outcome of the product given to the audience. It starts with a concept in the head and end up as a public knowledge. For an idea to end up as public knowledge, that is through all communication tool, including the media.

Since the media arranges its content according to its public or target audience, the media should provide information that will develop its audience’s economic awareness. McQuail (1992:1) suggests that the idea of public interest sometimes connotes one particular form or media arrangement, that is, public service broadcasting, and is elicited in defence of its systems. Media can work to serve an economic dispensation in stimulating its target audiences by arranging or producing economic reports, dealing with the content in a way that will create interest among people. According to McQuail (1992:1), there are indeed some overlapping ideas on the public service broadcasting, since the latter is often defined in terms of benefits, which it is supposed to

deliver to society universal provision and wide-ranging appeal. "These services would include the regions and monitor attention to national interest; identity and culture, the provision of informational and educational services beyond what the market would require etc"(1992:1).

Media has a role to serve the public's interests, which includes issues of politics, religion, social and economic. These issues should be addressed equally and form part of public interest. McQuail (1992) notes the history of debate and policy concerning the newspaper press, also suggests that there is a good deal of agreement both on the need for extensive and good public information services and on what counts as good press performance for society. The mass media has a responsibility to serve its audience in all spheres.

2.3 THE EFFECT OF MASS MEDIA

McQuail (1992:85) outlines the media effect model revolving around the enquiry of the possible connection between mass media and crime, disorder, violence, immorality, and antisocial or deviant behaviour generally. This means that, if mass media has a possible effect on these variables, it should also have the same effect on economic change, meaning the economy would be applicable as part of a variable. "However, questions of effect do obviously stall within the range of public interest concerns, this particular kind of research usually focused on the unintended and also negative consequences of media work" (1992:85).

In addition, Brawley (1995:91) suggests that messages communicated by the media exert a powerful influence on people because of constant exposure. The way they dress, talk on the media, influences how people interrelate, the way they spend their money, define social problems, and identify with prominent personalities and the kind of ideological images they embrace.

According to Taylor and Will, (1999: 157) effect work is also characterised by its attempt to identify a particular aspects of the media content or the form in which media output is received. "The more commonly known strand of the effects tradition argues that the media have effects, which in turn have the power to influence the thoughts of individual audience members to such an extent that they might act out the ideas and activities the media have exposed them too" (1999).

Taylor & Will (1999:159) quotes Klapper in 'The Effect of Mass Communication, arguing' that there is a series of mediating factors which impinged on media effects; selective exposure, perception and retention of media messages as well as group process and norms including factors such as opinion leadership. "By the end of the second phase of effect research in the late 1950s it

was concluded that media were not, the sole cause of audience effects instead they were considered one factor among others to affect change amongst audience members” (1999: 159).

Klapper’s conclusion seems to sum up the shift in thinking about audience effects: mass media communication ordinarily does not serve as a necessary and sufficient cause of audience effects but rather functions among and through a nexus of mediating factors and influences. “The media were still seen as a significant factor in shaping audience attitude and behaviour, but their effects were limited. Taylor & Will (1999:159) further included Katz view whom became interested in functionalist approaches, which concerned them with the motivational reason why individuals seek out the media and how they utilize and interpret them. There were some work in the 1950’s and 1960s did progress to some extent away from the crude stimulus response model, which had underpinned early effects research” (1999: 159).

Previous research done by Rogers (1983) shows that new knowledge, technology or ideas can be effectively communicated to potential users. “However, the variety of channels in the mass media is regarded as useful for introducing information to specific audience or influencing their belief and attitudes of persons predisposed to accepting new ideas” (1983).

Brawley (1995) further notes that the actual behaviour change usually requires interpersonal intervention. “However, innovation diffusion theory suggests that information communicated through the mass media can be influential on audiences by introducing new information, influencing attitude and beliefs, and (in some cases) influencing behaviour” (1995). No doubt, the media will have influence on the behaviour of the people of the North West Province in relation to economic information and developmental trends

Arkin and Funkhouser (1990) add that the targeted audience must view the information as relevant, useful and beneficial. “Media companies must be consistent with the audience needs and values. It should be values easy for the audience to understand and accept, it can be tried and tested, particularly if new behaviour is to be adopted, peers should view it positively” (1990).

Along with other media researchers, Basker, Roger & Sopory (1992), observe that in social marketing through the mass media, a combination of channels and formats (the media mix), together with frequency and continuity of message will usually produce the best result. In this report, it is interesting to note that the Mahikeng Campus of the North West University has

established an FM radio station that can contribute to public information on the economy of North West Province.

Even though local media contribute to public information on the economy of North West Province, the issue of public interest still dictates how the content is prepared. Hence, McQuail (1992) emphasises that even though the concern with the intentional aspects of what media do and with positive goals of informing, entertaining and educating the public, the society has a variety and a number of needs that media has tried to meet.

According to Shoemaker and Reese (1996), early communication research reflects this view of the media as channels. It is not that these channels were viewed as weak; on the contrary, the ability to communicate to a mass audience was regarded as a powerful instrument that could be used for evil or for constructive human behaviour. "They focused on identifying messages that produced effects or on audience characteristics that mediated those effects. Which was more persuasive on one or two-sided argument? Who was most likely to panic during the war of the worlds broadcast, the media was seen as instruments for conveying those messages" (1996: 7).

Moreover, Shoemaker and Reese say that the media does not only channel the information that passes through them, but they modify information in a variety of ways before ultimately offering a specific view of social reality to the audience. Another reason for identifying the influence on media content involves our need to develop precise and valid measures of content. The factors that shape media content may result in two messages that appear identical, using our current measures for content, but actually vary in important ways (1996: 7).

Furthermore, Shoemaker and Reese (1996: 258) argue that the effect of mass communication is a conception that is a commonly accepted generalisation. They argue that the mass communication does not serve as a necessary and sufficient cause of audience effects, but rather functions among and through a connection of mediating factors and influences. "In a sense, audience members, like source/persuaders, also were seen as using mass media content as an instrument, to reinforce and justify their own predispositions (1996: 258)". Shoemaker and Reese points out that media effects studies include only those variables that neatly fit theories developed by other disciplines (and this ignores media content and media characteristics): "we oversimplify the mass communication process and hamper the development of mass communication theories" (1996: 258). That can result in concluding that the media have little effects and minimise the strength of the effects, or it may result in an incomplete understanding of their social significance or its role in development.

In addition to that, Jennings Bryant and Dolf Zillmann (1994: 9) also suggest that integrating media content and the factors that shape it into our studies of media effects will reveal more about the process through which the mass media shape social reality. “There is ample evidence to show that media content does not always mirror reality and that different media produce different contents. These content differences are a function of a network of influences, ranging from communication workers, personal attitudes, and role conceptions, routines of media work, the structure and culture of media organisation and the relationship between the media and other social institutions and broad cultural and ideological forces” (1994: 9).

The role of mass media is simple, it informs, educates, and entertains, but the process of compiling and disseminating those content that are informing, educating and entertaining is complex. That is because the prepared information is prepared to different audience with different interests. Despite the simplicity and the complexity of the role of media, the important aspect of media is that it distribute information about things we did not know thereby we gaining knowledge in the process.

There are also programmes that interest and entertain the audience. The complex part about the process is the form in which the information is prepared. McQuail et al suggest that, mass media content depends on public interest; the public has different interests, belief systems and knowledge. The mass media has to find a way to conform to the diversity of its audience’s interests and needs and still maintain objectivity and creativity to achieve its role.

2.4 ROLE OF NEWS

News items are considered the major part of media programmes. On radio, news is aired every after half an hour, on television, the news is aired in the morning, during the day (lunch hour) and in the evening (prime time). Whereas with print the whole paper is called ‘news’ and it is printed in different forms for different target audience. News plays a role of informing people about their environment and surrounding areas day in and day out. According to Fourie (2001: 68), the traditional purpose of the news genre is described as informative, interpretative and entertaining. However, other related purposes or functions can be fulfilled by creating awareness of events. Background information can provide a measure of education, guidance and even persuasion can take place if audiences are guided, and persuaded to adopt a particular attitude and human-interest items can function as an inspiration to become involved in community affairs.

Brawley (1995: 91) highlights that the development of partnership with newspaper / magazine television and radio journalists to communicate messages designed to promote individual, family and community well-being is receiving increased emphasis throughout the human services. Brawley highlights that the mass media as the concept is used to represent a multiplicity of organisations, institutions and communication mechanism including the mass broadcast media, such as network television magazine and local newspaper which constitute important element of the all pervading communication network within which we function today.

According to Bryant and Zillmann (1994), news influences a people's worldview; everything they do, such as the way they dress and think is influenced by the daily news for the vast majority of Americans. "This use of the mass media, coupled with brief visits to the voting booth on election, represents their total participation in politics. This is one of the reasons the most enduring and sustained line of scholarly research on mass communication traces the influence of the mass media on voter's behaviour" (1994).

As McQuail (1992) states, that news is inevitable normative, offering a series of lessons in morality, as well as information about current events, it also provides important factors that leads to individuals making decisions according to what they hear, see and read. It relates to the dynamics of news coverage, the spectrum of viewpoints, symbol and questions, which are selected to construct the news and how they are ranked or accorded legitimacy and priority. Fourie (2007: 244) adds that the attention given in news coverage influences the public awareness of the significance of an issue, thus, the agenda setting theory, which focuses on presented topics.

In terms of news on television, the situation evolves into one where there are many duplicated issues or programmes which emphasises the prominence of the issue. McQuail (1992: 173) makes a comparison between the main network news services that shows actual duplication of items and inevitably of sources. For instance, Lemerck (1974) found that the news had an average duplication rate of news stories, between the three networks, of 70%.

"Where this occurs, there is also high degree of duplication of sources from one channel to another. Hence newspapers offer different angles on the story and apply more sources, partly because of political choice and other bases of differentiation (e.g. region, social, class etc), and probably because they have more space in which to be different. Evidence concerning British television news under conditions of competing services has come to similar conclusions" (1974). Also with South African television news, the SABC news stories are different to ETV news

stories. Even within the SABC news, those that are broadcasted on SABC 3 partly differ from those broadcasted on other SABC channels and reported in different vernaculars.

While the press should offer more scope for diversity in selection, McQuail (1992) also showed a high degree of duplication of stories and of component items of stories in a sample of national newspapers. “The same rather narrow range of actors and spokespersons appears in competing newspapers. Duplication was highest (and this diversity lowest) on major political and economic news stories, thus where more significance for the society might be presumed to exist” (1992).

News in media is viewed as the most accurate, factual, and vital part of television or radio. Programmes have been interrupted for newsbreak or what is considered as a must know. The role that news plays in media is vast, thus it is regarded as the most informing item on the list of the scheduled programmes.

2.5 SOCIAL RESPONSIBILITY OF THE MEDIA

Since media plays a big role, as a source of information, in changing society and notions on what its social responsibility must be. Media has to ensure that its society is informed and is aware of surrounding events and activities. The Melisande Middleton’s (2009) article explains responsibility in a media context as an obligation for proper custody, care, and safekeeping of one’s audience. More specifically, social responsibility entails the necessity for the journalist to keep society’s interest as a priority. This may also be viewed as a collective responsibility or public interest responsibility. Middleton (2009) further argues that journalists have an important link to their audiences because of the relationship they create through their writing, hence, the fundamental principle of the media’s obligation to fulfil public interest, which also lies at the basis of social responsibility theory.

According to Van Cuilenburg and Van der Wurff (2000: 4) in the article ‘Media and Open society’, journalists and media have a role to play in enhancing audience capabilities to adapt receptively to ever-increasing pluralism in society. Van Cuilenburg and Van der Wurff (2000: 4) have said people who use media in their life not only have a better understanding of history, but they are also informed about possible future scenario. Informed people know what to do and what to decide on.

With regard to South African society, Van Cuilenburg and Van der Wurff (2000: 62) say there are many discussions in the country about the role of South African journalists and their

responsibilities. The South African journalists have to educate people. In the case of South Africa, this is especially important, where numerous previously disadvantaged groups began to participate in the social and political life of the country. Van Cuilenburg and Van der Wurff (2000: 4) believe that media workers need to be at the forefront of the churches to help the new audiences. They emphasise that it is important for the media to facilitate the flow of information for the development of the communities, because without a wide collection of information, people's opinions and views would be limited and their impressions and conclusions of the world around them will be underdeveloped (2000: 62).

Coyne and Lesson (2008)'s article titled "Media as a Mechanism of Institutional Change and Reinforcement" stipulates media as an agent of change in society and in institutions. They analysed media's dual role in changing and preserving institutions. "First, the media can gradually change institutions by introducing individuals to new ideas, meanings, and alternatives" (2008). In agreement to Coyne and Lesson's views, media can also introduce society to developmental concepts or ways in which society can be involved in other arenas like the economy. This is necessary in the North West Province, where the population like the rest of South Africa does not have exposure to media information.

However, Coyne and Lesson (2008) enunciate that this process of change and reinforcement does not fundamentally change existing institutions; it marginally alters them leaving their essential features intact. They call the process "...media's gradual effect' on institutions. Secondly, media can drastically change institutions rapidly. This process overhauls existing institutions by allowing individuals to seize potential tipping points for major social change. The process is referred to as media's 'punctuation effect'. Finally, once a new institutional regime is established, the media can reinforce new institutions" (2008). This process strengthens existing institutions. This process is known as media's 'reinforcement effect', which is Coyne and Lesson's concept on the social change due to mass media.

The WBI Development studies (2002: 4) highlighted that media has a responsibility to inform and develop its society by working with different stakeholders, that include Government and businesses, in insuring that they provide reliable, accurate and information that can stimulate their audience to be proactive and work towards being part of development in the economy.

Owens-Ibie (1994) defines social responsibility in the media, from the perspective of a developing country, specifically Nigeria. He said the mass media is expected to inform the

citizenry of what goes on in the Government, which, in a way, keeps rulers in check. Also, “the media should be reporting on and promoting discussion of ideas, opinions and truths toward the end of social refinement; acting as a nation’s ‘bulletin board’ for information and mirroring the society and its peoples just the way they are, thus exposing the heroes and the villains” (1994).

He argues that the mass media is accountable to the following: to audience, (to whom they owe correct news reportage, analysis and editorializing) and to Government (to which they owe constructive criticism, a relay of popular opinion and adequate feedback from the populace). Owens-Ibie, (1994) further states that their proprietor, the survival of the media organization as a business venture as well as a veritable source of education, enlightenment and entertainment are owed. “They owe fulfilment in their call to satisfaction to themselves. When any of these ‘judges’ of journalistic responsibility is shunted, accountability is dented and automatically, responsibility is affected adversely” (1994).

The role of mass media in the society is vast, hence the need to determine the responsibility that comes along with the position it has. Bryant and Zillmann, (1994) say because of the influential role the mass media play in society, understanding the psychosocial mechanisms through which symbolic communication influences human thought, affect and action is of considerable importance.

According to Bryant and Zillmann (1994), social cognitive theory provides a conceptual framework within which to examine the determinant and mechanism of such effects. Human behaviour has often been explained in terms of a one-sided determinism. “In such modes of unidirectional causation, behaviour is depicted as being shaped and controlled either by environmental influence or by internal dispositions” (1994).

Bryant and Zillmann further explain that social cognitive theory explains psychological functioning in terms of triadic reciprocal causation. In this model of reciprocal determinism behaviour, cognitive, biological and other personal factors and environmental events all operate as interacting determinants that influence each other directionally. “Reciprocally does not mean that the different sources of influence are of equal strength. Some might be stronger than others might. It takes time for a casual factor to exert its influence and active reciprocal influences. Reciprocal causation provides people with lives, as well as set limits of self-direction, due to the bidirectional nature of influence, people are both products and producers of their nature” (1994: 9).

However, Seyoum Y. Hamess (2001) suggests that the holistic concept of development as freedom rests on fire-interlinked elements such as; political freedom guarantees and protective security that help to promote economic security. “While social opportunities such as, education and health services facilitate economic participation. Economic opportunities for participation in trade and production help guarantee personal abundance and public resources for social facilities” (2001).

2.6 MASS MEDIA AND GOVERNMENT ON ECONOMIC DEVELOPMENT

Government can work together with media on economic development. They can inform the public on opportunities and programmes that are available to them. .An article on ‘Transparency, Information, and the Role of the Media’ on *ADB* website highlights the significance of media and Government delivering information to the society. Since Government plays a massive role in developing the economy, they should be a main source of information to media. “Government agencies should have the legal obligation to define, classify, and preserve official records, and to specify the time limit beyond which the records will be publicly disclosed on request”(ADB online). At the same time, the language used for the prepared documents should be simple and understandable by all. The report further states that improvement and disclosure of public records, especially in developing countries, should focus only on areas where the benefit of disseminating the information is demonstrably greater than the cost of doing so.

According to Islam (2002: 13) regarding the freedom of information law, that it is an important initiative, however a critical question is how does a country implement it? Islam suggests, “One option is setting up a separate agency whose sole concern is to deal with requests for various types of information, or alternatively each Government department or agency may be provided with specific guidelines relating to the provision of information. Once the agency and personnel are identified, institutions need to be structured so that requests for information are attended to promptly. Additional considerations are designing the format in which the information is distributed and the associated fees required for access” (2002: 13).

According to Fourie (2007: 382) the public broadcaster also has role in communicating Government policies and Government decisions especially the economic issues that affect everyone in the country. “The Broadcasting Act No 4 of 1999 states that the SABC, the public broadcaster is expected to provide a number of cultures, linguistic, information and education services, which are not prescribed for private or commercial broadcasters” (2007). Meaning the public broadcaster’s role is to the benefit of the public and developing the public

Fourie 2007 says that in 1996, the South African Government hosted the information society and development conference of the Great-7(G7) countries. At this conference, a number of information infrastructure goals were proposed for South Africa. Within each, a number of projects were identified and accepted. Some of the goals formulated were as follows:

The setting up of integrated information system to meet people's need in the fields of epidemiological surveillance, tele-medium and interactive health networks. The interconnection of hospitals to improve access to international literature and distance diagnosis, natural and regional resource management, regional environmental information system in rural and remote area, Improved universal access multipurpose community tele-centre use of ICT in training and the empowerment of disabled people, the use of ICT in youth development projects. The set goals concentrated on technology assisting in development.

“Other aspects in the goals were on disseminating of information to remote and rural areas. The development of appropriate applications and content, for instance centres of excellence. On human resource development, the conference decided that there should be development of courses in ICT policy and management, the improvement of distance education, school networking and linking schools globally” (2007).

“Even with the effort of the G7 conference that developed information structure strategies, if Government does not involve the society in their strategies to develop the country, their efforts will not be successful. If they do not inform the public about their strategies and resources that are available to them, then there will not be any rapid development or the community may not know how to become part of development. Moreover, the article on the ADB website says that the people may not be interested in information when they feel alienated from the political process, or have come to believe that their participation does not count” (2007). Therefore, people need to be informed about the existence of information on different topics, issues, and programmes. They should also know convinced of its usefulness. Of course, the information must in fact be useful and an understandable and in usable form. Where the information is not relevant to a citizen's needs, where they are not in a position to take advantage of the opportunities its input provides. Then the lack of interest can only be described as rational.

Besides personal interest, the market orientation in South Africa also plays a vast role in economic development. As a democratic country, the market orientation can be described as Neoliberalism, which according to McChesney R.W. (1999) refers to the policies and processes whereby a relative handful of private interests are permitted to control as much as possible of social life in order to maximize their personal profit. "A vibrant political culture needs community groups, libraries, public schools, neighbourhood organizations, cooperatives, public-meeting places, voluntary associations, and trade unions to provide ways for citizens to meet, communicate, and interact with their fellow citizens. Neoliberal democracy, with its notion of the market *uber alles*, takes dead aim at this sector. Instead of citizens, it produces consumers. Instead of communities, it produces shopping malls. The net result is an atomised society of disengaged individuals who feel demoralized and socially powerless" (1999), to some extent even economically powerless. The research does not identify with the neoliberalism position, as it is about how individuals in the community can each benefit and develop the economy of the province using media messages.

2.7 BUSINESS AND ECONOMIC REPORTING

Journalists go out looking for information and provide it to their audience. However, most of the coverage is on who did what when, which does not affect economic development or motivate the audience to action toward development. Business is the most essential driver of the economy. Information on opportunities of business and on current businesses can stimulate and create ideas that can lead to development. Nonetheless, will reporting about economy and businesses have an impact on people? According to Kariithi's article on *Nieman Reports/Summer* (2002, 26), the improvement in economics and business reporting, is aligning with the growth of the continents' private economic sector. He further explains that in most of the African countries there are virtually no economic or business journalists because those countries are still in the process of rebuilding the economy due to civil wars that crushed economic activities. Media coverage in these countries is predominantly Government propaganda and political news" (2002).

The media has had and still has, many roles in society and several researchers such as McQuail (1992) and Fourie (2007) briefly mention that media has affected society politically, socially, economically and behaviourally. There have been speculations about the kind of impact media has on people's behaviour. However, in the economic sense, it has not been tested or the relationship has not been proved.

However, Kariithi (2002) suggests that the economic reports, in general, lacks the sparkle that draws audience or triggers public debates. He further points out that most business coverage across different media is disconcertingly similar, slow and unquestioning or does not have any

explanation or any elaborations, often, because it is a reproduction of a press release or technical report. "Reporters take what the companies have already prepared on their press releases and instead of researching information for themselves. Too often, business reporters do not distinguish between personalities and issues, nor develop links between related microeconomic events" (2002, 26). Yet, Kariithi emphasises that most of the coverage in most of African countries with regard to economy is about the national economy. "Reports of such stories involve reviewing very technical policy documents, contacting tight-lipped Government sources, and poring through Government data or visiting Government projects. Where Government authority is heave-headed, the economics beats unravels slowly and in predictable boring strands" (2002).

Much coverage on business or economics does not empower people to make better financial decisions, but focuses mostly on assisting major corporations maintain a regular visibility in the press. Kariithi (2002) further explains on the development of economic reporting in African countries, stating that this interest in more and better reporting is linked to the growing recognition that the problems confounding Africa have an economic dimension and that finding solutions must include improving people's understanding and increase their resolve. "It is well recognized that Africa is becoming better integrated thanks to new communication technologies, commerce and education. This gloomy picture must be understood against the backdrop of poor economic and financial reporting skills, unstable media entities with no guaranteed means of economic survival, poor work conditions, and the irresistible lure of better paying jobs in corporate communications" (2002:2). The challenge is finding journalists trained in economics, business and financial writing.

According to Hamess (2001:33), the Western multi-national corporation that controls or own the knowledge industry, choose to fund or stop funding research on vitally important subjects. "The ownership and control of the media by a handful of media moguls has strong impact on the content of information reaching the wide population. The possibility is real, with aggressive content management and products advertisement, for information and knowledge to be manipulated, misrepresented and distorted depending on who control it" (2001:33). Hamess further suggests that also means that these corporations can also have control choosing the market they want to cater for. They can choose who they want to give what kind of information to and why.

Islam (2002) says that the Republic of Armenia provided up-to-date information, with reasonable frequency, on most major economic or financial statistics, suggesting that collecting and

disseminating such information is not necessarily a function of income. He maintain that, of more than 200 countries around the world, the central banks of around 100 countries have web sites that publish information, though their quality and timeliness vary significantly. “In many developing countries media personnel lack technical expertise, thereby hampering economic and political reporting. This includes both the skills of those directly involved in researching, analyzing, organizing, and writing or broadcasting the news and the managerial skills necessary to sustain the enterprise as a profitable business”. Highlighted media hiccups and shortcomings, Islam (2002) suggests that media has a long way to go and there is more room for development and shift from the way things are done. This situation applies to the North West Province.

2.8 THE ROLE OF PUBLIC BROADCAST AND COMMUNITY MEDIA

The public broadcaster's primary mission is public service, which makes it an immediate mass communication that can be used to disseminate important information to its audience. However, McQuail (1992: 267) questions the profundity of local and community media content as to national media, since local media usually serve to supplement national or regional media. However, the standards appropriate to assessing local media performance should take into account the media alternative which are available.

According to McQuail (1992: 267)), subsequent research has followed very similar lines with similar results often emphasising the triangular relationship between attachments to local place, audience attachment to local media and quality of local service provided by media. He pointed out that there is yet a great potential and severe limitation of the mass media. "There is a latent power to advance collective ends and humanitarian goals, but it is exercised very sporadically and selectively. This is not a random effect, but the result of two factors. One is the primacy of media organisational goals. The other is not primary social actors, the fact that media are generally instruments, not instigator of other social forces," (1992: 267). Media and society have a two-way effect on each other. The media reflect what is in the society and the society turns to adopt what is in the media.

Brawley (1995) outlines that many people fail to take their local newspaper seriously, regarding it as lacking in serious coverage or analysis of social issue. "This is an error since, in many communities; the local newspaper is the most important source of news and has enormous influence on local opinion. Newspapers are concerned primarily with the communication of news, in contrast to the broadcast media, which devote only a small portion of their efforts to newsgathering and dissemination" (1995: 28).

Furthermore, Adrian Hadland (2005:202) affirms, "a public service broadcaster needs to provide information to citizens rather than consumers. The public broadcaster should provide a broadcast-range of high quality programmes based on universal access for every citizen". This means a public service broadcaster is required to provide a service to the whole of the national audience, regardless of geographic distribution, in return for an annual licence fee

The public broadcaster should work to offer the public the information that has the public's interest at heart and that is educational. According to Hadland (2005), all segments of the society should be able to have a voice, so that the citizenry of the country are able to make informed

choices regarding their own social well-being. Thus, all the public broadcasters including the SABC invest a great deal of their resources in news bulletins and documentary programming.

The broadcaster's mandate is to inform, educate and entertain viewers and listeners, because an informed community of citizens is an important aspect to sustained development of the country. That would be assisted by the information the media prepares for the society. Of the media theories that have been developed, the 'the Agenda Setting theory' clearly explain that the media has a vital role in influencing the way people think, dress and what they consider as important. According to McQuail (2000: 426), the basic assumption of the agenda-setting theory is that, consciously or unconsciously, the media creates a particular image. Media select programmes according to what they consider important and what they think is important to their audience. Every day the media released a list of topics (issues on which the media focus) similar to the agenda of the meeting.

What the media set as important to the society affect different systems in the society. Fourie (2007) mentions that, the human action affects structures such as, the educational system in a certain way. The way in which it is structured impacts on the kind and quality of the education we get. Fourie argues that the structure of the media impact on the kind and quality of information and entertainment we (media users) get and thus, affects our perception of reality as well as our values and norms.

According to McQuail (1992: 85), there are scattered examples in the research literature on how assessment on this matter might be conducted. The type of reporting involved has been variously labelled as advocacy, participative, active, investigative and critical. All these imply that the news media should go further than just observe and report, although these too imply the exercise of freedom. Even the FCC broadcast fairness doctrine includes controversiality as being in the public interest. It is worth noting at least, that the attachment to controversiality is not universal. Eldelstein and Larsen (1960) found in their local media research that the public (as opposed to vocal elite) prefer consensus in their community media.

McQuail outlined the existence of content performance of these inter-related concepts, which include the following:

- Clear expression of editorial opinion on difficult issues, especially where the opinions offered are unpopular or deviate from the consensus.

- Paying attention to subjects of a conflictual, negative and uncomfortable kind; which are not likely to be immediately rewarding in audience terms.
- Adopting a challenging or investigative stance against claims made by business, Government or other power-holders.
- Carrying out investigative campaigns on behalf of some cause or group.
- Being active, enquiring and enterprising in the approach to news
- Reporting news, which records strong disagreement between the protagonists.
- Reporting of criticism, praise, evaluation of policies or person rather than simply giving the facts”.

Community media provides communities with what is relevant to them and what is important to them. Hence, each local media structures its content according to the needs of its listeners. According to Edward (1995: 257) the bulk of the information we receive on what is happening in our community, our state, the nation and the world come to us through newspapers, magazines, radio and television. “In other words, our experiences and the way we think about those experiences are mass mediated. As a consequence, our understanding attitude towards people, events, social institutions individual problems, and social issues are greatly affected by the information and views communicated through the media” (1995).

2.9 THE ROLE OF MEDIA ON DEVELOPMENT

The media is seen as a powerful tool that can bring change, influence perception and stimulate development. Nevertheless, the major question is, does Media have a responsible in building economy? In accord to the question, Coyne and Lesson (2004: 22) states in an article titled ‘*Read All about It! Understanding the Role of Media in Economic Development*’ that the media is a key institutional mechanism for achieving a successful policy mixes that promotes economic development. “The article further denotes that free media can contribute to economic development. The development process and specifically the adoption of good policies are characterised by a situation of conflict between political agents” (2004).

Konitzer-Sminor (2004) says that a strong civil society and ample supplies of social capital provide the free flows of information and trust necessary to both stimulate economic development and promote good governance. Rosa M. Gonzalez (2004) concurs with the above when he asserts that it is important to grasp and understand the dominant socio-economic and cultural patterns emerging on the back of underlying the creation and distribution of the entertainment and information content that is being mass-produced to feed the different traditional and new media.

Rosa (2004) says that this is the case, because of the dominant trends that are obviously the top-down flow of content from economically and socially powerful groups to less privileged and disadvantaged ones; from the more developed countries and more sophisticated media production houses to the less developed countries and networks.

Despite the flow of information from the economically and socially powerful groups, Schudson (1995) highlights a concept of a well-informed citizen, which is not defined by a consumer's familiarity with the contemporary catalogue of available information but by a sense of citizenship. The sense of citizenship has formed a set of interests that make using the catalogue something other than random effects. "The news media increasingly help to provide the materials for the informational citizen, but they do not and cannot create the informed citizen: well-reported news free from censorship does not create the condition for full democracy. He questions what the impact of all the information around us is" (1995:269). Knowing what is happening in our surroundings that includes things that are good and bad, things that brings awareness to who we are and things that develops us.

Brawley brings in the similar concept on the role of media developing on another area of study of Health services. He studied the impact of mass media campaigns on the health sector. He says to some extent in any given community; there are certainly many more people who could be informed about problems or issues, involved in the development or support of needed programs or issues. Human service professionals can assist in coping with life task and crises than are able to reach in the course of their routine activities" (1995:91). Brawley further notes that many people are aware of the use of media; hence, they have developed partnerships with the mass media that will promote, support, strengthen and extend their programmes and services.

Brawley (1995: 91) states that the impact of mass media campaigns based on this 'direct effects' model discredited this overly simplistic view of the communication process and of human behaviour. "Even though there was a great deal scepticism about the influence of the mass media in general, these studies encouraged communication on health issues, showing the effect of mass media" (1995). This study added another concept that supported the use of media to change people's behaviour or perceptions.

Brawley (1995:15) adds that the presumed results achieved by commercial advertising through the mass media would prompt a person's interested in health and social issues to attempt to mimic these efforts. "It is assumed that information could be communicated efficiently to a large

audience through the mass media and that audiences would readily assimilate this information, and would act upon it. In this communication model, information is expected to have direct effect on people's knowledge, attitude, beliefs and behaviour" (1995:15). He suggests that there are specific factors to be taken into account in designing mass communication messages in order to maximise their effectiveness for example; message source, nature of messages, targeted audience characteristics and appropriate channel selection. That could be done by beginning to identify these factors more clearly, so that it is practical to engage in mass media activities with greater assurance that the effort will be worthwhile" (1995:15).

However, Brawley (1995) further states that one major problem with early public information campaigns through the mass media (and the research designs that sought to assess their impact) was the assumption that information has a direct impact upon its target audience, such as with the hypodermic, 'direct effects' or 'information as description' approach. In this instance, the receiver is pictured as an empty bucket in to which these informational gems may be deposited. The way the information is packaged or the content is arranged, creates a complex cognitive processes that intervene between the receipt and use of information. Brawley (1995: 91) further explains that the newer information-construction or sense-making communication model departs from the assumption that informational descriptions of reality are inherent and the sense people make of media messages is never limited to what sources intend but is always enriched by the realities people bring to bear.

A significant point that Brawley (1995: 91) mentions in his research is that constructive use of mass media can assist in teaching children and young people socially desirable way of dealing with conflict, knowledge of their rights to integrity and protection from harm, healthy eating habits and lifestyle and ways to assert themselves and their rights in an acceptable manner. This notion points out other ways that the mass media can be used. Brawley (1995: 91) also draws attention to the limitations of mass media regarding its purpose, as a tool that disseminates information pointing out the public awareness about effective ways to help is likely to lead to a citizen action. However, too often mass media messages focus on the nature and extent of the problem without suggesting solution to change it.

Macdonald (1992) argues that, at least in principle, most public communication activities through the mass media can be conceptualised as a specialised applications of general communication theory. In other words, when appropriately conceived and carefully designed they are based on relevant theories of communication. Another point that Macdonald (1992) mentioned is that

researchers from other fields have noted that these theories can be used to design public communication campaigns, which are effective in persuading people to change their beliefs, feelings and behaviours.

This notion is not only perceived in the health sector but every sector would similarly conclude that mass media has a complete influence on their behaviour, including economical or developmental behaviour. There is a general belief that the mass media exercised a potent influence on people's attitudes and behaviour. If the people interested in communicating health and other public service messages to mass audiences were highly enthusiastic about the potential contribution of the media messages were not highly influential they reasoned business enterprises would not devote large sums of money media advertising.

2.10 MEDIA AS A TOOL FOR ECONOMIC DEVELOPMENT

There are previous studies showing that media had an influence on crime, child behaviour, politics, and other social aspects. However, most of these aspects fall mostly under behavioural and psychological changes. Since economy is the "system of trade and industry by which the wealth of a country is made and used" (Cambridge Dictionary, 2008), can media be utilised to develop and grow that system?

According to *WBI Development studies on the Right to tell the Role of Media in economic development* (2002: 4) the quality of the media is a difficult thing to assess, or even to describe. Here high-quality media are defined as those with access to and the capacity to report more or less objectively on basic economic, social, and political information; those that can express a diversity of views and are accountable for the information they publish; and those that have the capacity to analyze the information obtained for its news value and truth.

Another aspect to consider about the media as a tool for economic development is its relevance. McQuail (1997) considers that while the media market may provide adequately for the normal range of social class differences, the least socially integrated and the poorest sectors of society are likely to be excluded from the main range of diversity provision, for economic reasons. It would follow then, since the North West Province is mostly poor; it is likely that the media may exclude it as one of its media markets, even though media is perceived as a 'watchdog'.

McQuail (1992) notes that the most important requirement of performance in respect of freedom is that media should deliver on the promise to stand up for the interest of the citizens. For

instance, Brawley's (1995) research on '*Human Services and the media*' outlines several pointers of how significant information is to the public and the role that media should play to do that. He said that a number of factors have converged in the human services during the last decade to motivate a wide range of professional such as psychologists, psychiatrists, nurses, social workers, health educators youth workers, community activists, administrators, and to the public at large.

For example, it has become clear that the great majority of the public knows little about the purpose and performance of the human services and the problems and characteristics of the people who are or could be helped by them. Human Services professionals know that greater public understanding and support of their workers is important, and increasing numbers realise that they must engage in the public communication process needed to achieve that goal.

According to Fourie (2007), the media has become a major economic role player. It has done this through listing on stock exchanges and the coverage of the media on the pages of their business sections, in radio and television programmes and on the internet, in newspapers editorial articles, as well as articles about its power and importance as a pillar of democracy.

Mass media is considered as a tool that brings change and development to the community or society. Seyoum Hamess (2001: 4) defines development as a complex set of changes that flow out of economic and social policy as a goal-oriented process of economic change. "It embodies the quantitative expansion of an economy's productive capacity and favourable change in the quality of life as determined by improvement in people's living standards. Attempting to encompass economic and social objectives has broadened the definition of development to include life-sustenance, self-esteem (independence and self-respect) freedom from ignorance and freedom to choose" (2001: 4).

Apart from conventional growth objectives, broader developmental goals emphasise environmental dimension, sustainability and people's participation in development projects. Hamess (2001) says that the inclusion of broader aspects has become necessary because the effectiveness of any sizable project involving institutional and value changes will have direct impact on society. "These institutional preconditions include managerial competence, skilled labour, strategic planning capacity, development transport facilities, flexible trained labour, motivation and efficient Government bureaucracy" (2001).

According to Hamess (2001:4), development has always been a collective undertaking requiring the participation of society in one form or another - meaning everyone has to take part in developing themselves. Like any project in social change, it needed its leaders and trustees. "The key terms here are trust, responsibility, leadership and partnership. In as far as, the media can be part of the trustee in social change there are challenges that need to be faced in terms of South African media. This includes the different ethnic groups in South Africa that need to be catered for. Those groups are in a different league economically, requiring several media organisations and contents specific for their interests" (2001:4).

For instance, an article in *Marketing Mix of (1 June 2007)* made a comparison between Media 24 (for Afrikaans audience, *Sake 24*), which is one of the big media organisations in South Africa and other non-Afrikaans media. The article states that the Afrikaans media (print more than TV) have a higher proportion of reporting on innovation. For an example, *Sake24* scored 2,6 %, which was above the average of 1,07 %, than the non-Afrikaans media. South African television news appears to have the lowest score for reporting on innovation. It is clear from above that for media to serve as a tool for economic development they must communicate not only on the economy but also on the process of economic change. Such communication should involve community aspirations.

2.11 THE AUDIENCE /RECIPIENT OF MEDIA MESSAGES

The media does not work in isolation. It depends on its audience for information and its audience depends on it for information. It thrives on the number of its audience. Hence, every contents prepared is for a specific audience. Taylor & Will (1999) refer to McQuail et al.'s gratifications model, which suggests that audiences have different media gratifications. "McQuail's extension of the basic model shows the way in which individual audience members use different aspects of the media to satisfy a range of different needs. The uses and gratification theory shows that audience do not just consume everything from the mass media, instead, audience select what they want to see" (1999). The media serves as a function for them and their selection gratifies their need for information. The audience choose, reject and assimilate aspects of the media.

Taylor & Will (1999: 160) explain that the approach this theory introduces the idea that, according to the different needs their psychological makeup or individual background produce, the audience only do not assimilate and construct meaning from the media in different ways. It becomes part of their way of life. Since, there is a variety of channels and several media broadcasting organisation targeting different audience, the audience can select from many

channels as they have many choices to select. Even though there are programmes or messages that focus mostly on economic development, the audience might choose other programmes.

According to Donsbach (1991:170) the wide interest shown in matter of diversity of structure and content, shows only peripheral attention to media audience and reader research. "The two most salient questions arising from diversity theory concern the general matter of heterogeneity or homogeneity of audience for media channels or type of content, and the relationship between audience compassion and message content, for instance, in relation to politics, a given audience can share much the same views or be quite diverse in political attachment. An audience can vary in the extent, which it is in tune with the political direction of a channel or its content. Essentially, both are matters of audience selective exposure, which is readily open to investigation, although interpretation of the result may call for detailed knowledge of the context of exposure" (1991).

Bryant and Zillmann (1994: 63) say that people are not only knower and performers; they are also self- reactors with a capacity of self-direction. The self-regulation of motivation affect, and action operates partially through international and evaluative reaction to one's own behaviour. Moreover, McQuail (1992) suggests that selection and presentation of the content of news is normally guided by the wish to help readers or listeners to grasp the essence of events. The main question is whether the choice made by a news compiler is indeed adequate to the need of the audience. Therefore, many are moving beyond the idea that communication with the public is peripheral to their main concerns and activities and are taking steps to develop partnerships with the mass media that will promote, support, strengthen and extend their programmes and services.

Brawley (1995) says that the media remains a relatively untapped and latently very powerful means of informing and promoting public discussion about the impact of social, economic, and environmental (as well as lifestyle) issue. "Given the penetration and influence of the media in all our daily lives, the builder of an alliance with journalists, editors and programme matter is a priority. It is for that reason that media in the country must be directed to and support public knowledge on economic development" (1995).

Brawley (1995) continues that the public information, community education and prevention functions as conceptualised here include those activities intended to interpret the characteristics, functions and concerns of human service. He argues that this includes practitioners to the public or particular segments of it and the provision of information to the public about social issues, community problems, and categories of people with special needs, appropriate and inappropriate collective or individual response to particular problems or needs. "There are functions of specific

social services and the need for new or changed social policies or programs. They include the communication of information that will promote the optimum functioning of individuals and assist them in the performance of important social roles, that encourages, and support self-help effort and formal or informal community help networks” (1995).

Brawley (1995) has put forward a convincing argument regarding the use of mass media to reach the public. He argues that although the public information activities carried out by social service, health, mental health and other services delivery organisation, many still represent the mainstream of media activities in the human services, increased efforts by professionals and groups to make greater use of newspapers, television and radio to reach the public on issues concerning economic development. “For example, stereotypes about psychiatrists and myths about mental illness can be corrected by working with the media” (1995). Both Government departments and corporate organisations that are responsible for developing the economy can make people aware on how they can be part of the development of the economy North West Province through mass media. Even though the process of developing economy might be, quite different from some aspect that required media to assist, Corporate and Government departments in metropolitan organisation can also use media to inform other cities or towns as to how they can develop themselves.

Fourie (2001) mentions that today the media is the most important and invasive instrument of socialisation. “The media form our most important contact with the other structures. Through the media, we learn about politics, global warming, disasters, and products available on the market (advertisement) and so on. Hence, media is an instrument that could be used to bring change in people’s lives” (2001). Stardler (2007) shows in her article titled ‘Role of the Mass Media in Education and Poverty Reduction’ published on the HSRS website that media affect us in many ways. “As a major socialising influence, a carrier of culture, a source of information, education and entertainment, an important factor in political communication and participatory democracy, and a communicator of ideological values and norms, attitudes and beliefs. The media can represent and construct conceptions that constitute a successful and valued life, along with what is considered lacking, unusual, sidelined and unwanted. In all these ways, the media uses an influence on identity creation of and associated issues to do with stigma, self-esteem, social relations, economic and political positions” (2007).

On the other hand, Brawley (1995: 5) outlines another possibility that might arise as a disadvantage of disseminating information through media. He says another aspect of this issue is the fact that while there is a considerable amount of health related information in television

programming; a substantial body of research indicates that many, if not most of the images in the media are in a serious conflict with realistic guidelines for healthy, nutrition, and medicine. Similarly, mass media might be distributing information on economic development issues and opportunities that are available but the information might not be applicable or relevant to the people of North West Province. The role of the media as a tool for economic development therefore, cannot be over emphasised.

Moreover, Brawley (1995) still emphasises that in essence, most of the messages that human service organisations and professionals wish to communicate are ultimately in the business of social change, while the most influential segments of the media are in the business of preserving existing social arrangement. “Therefore, while public health (and indeed most) problems are largely socially generated, the mass media reinforce individual-level explanations. This focus deflects attention away from causes and social conditions, highlighting instead symptoms and personal failures. Therefore, the mass media represent a contradiction. On the one hand, they seem to be a substantial part of the problem. Yet, on the other hand, the mass media present an opportunity of the greatest importance: even with all the limitations, but they still represent a promising avenue for promoting public health goals” (1995). This must be the same characteristics of the media in the North West Province.

Brawley (1995: 215) considers the electronic media as the main channels of information exchange and dissemination today. “Television and radio constitute the major sources of information about what is happening in the world. They provide a continuous stream of news about local, regional, national, and international events. The way they report and comment on events and issues, they define for a substantial segment of the public on what is important about what is going on in the world and how it should be interpreted” (1995: 215).

What also contributes to the value of the content produced is whether the audience understand what has been said. The languages used in the content contribute as a major factor of the material used. Thus, language should be considered as the most important aspect when it comes to reporting events. De Fliert and Hien (2009: 31) hinted that local languages should be used to avoid dominance of the already better connected in the community, and apply processes adapted to the target group. “They continue that this requires careful selection and substantial training of facilitators of the change process, preferably including people from the local community who speak the local language. It is important to target different language groups their own languages through separate communication processes to allow everyone to have an equal share in the

process” (2009: 31). There is also a perceived role for ethnic media, provided it can specifically target language groups, local conditions and identified information needed. In this, the dominant language in the North West Province is Setswana, which must be used to target the audience?

De Fliert and Hien (2009: 31) suggest that language plays an important role for an effective impact of media. “Communicating on the language people relate to and understand makes a difference on how they receive the messages communicated to them. In their study on media development in Vietnam after the Second World War, they realised that communication in top-down development models has contributed to widened gaps in poverty between the Kinh-dominated lowlands and the culturally diverse highland areas in Vietnam. These gaps could only be narrowed through communication. Different communication strategies and methods will have to be applied to cater for the specific needs and capacities of the groups that have missed the benefits from mainstream development communication due to language barriers, limitations of access to information and unsuitability of content” (2009: 31).

However, Brawley (1995: 91) suggests that communicated messages in media may not always be accurate or benign, as numerous other media researchers have shown. “However, the impact on the grand scale is beyond doubt and that impact can be beneficial under the right circumstances. He noted that Manoff has observed, radical positive changes in the American life-style have taken place over the last two decades and it would be utterly devious to deny credit to the mass media” (1995: 91).

Croteau and Honyes (2005:22) outline the three types of social relations as the object of media theory research that showing the relationship between media and its audience as

- The relationship between media institution and other institutions in society (external relations), such as the media relationship with the society to the Government, the judiciary, the economy and politics.
- the relationship within media institutions (internal relations) such as the relationship between the editor and journalist or between the editor and the board of the newspaper or newspaper groups, the relationships of individual journalist or radio and television programme makers with each other and the relationship with and between the public broadcaster and newspaper, advertisers, etc.
- The relationship between media institutions and their audience and the audience relationship with the media.

Croteau and Honyes (2005: 22) explain that relationship is how the different structures and role players are involved with each other, influence, and affect each other. For example, what is the impact of the economy on the media? In this study, the researcher assessed the impact of the media on the economy. All these relationships have an impact on what the media users get to see, read and listen to the content of the media. Through its content, the media establish specific relationships with their audience and vice versa. Such relationships may influence the ways in which audiences or individual members of audience experience and understand their worlds.

2.12 CONCLUSION

In conclusion, although previous researches and studies on media and its impact on the society, most especially in the area of economic development is by no means complete, the studies and theories of researchers such as McQuail, Brawley and Fourie also others do highlight the role and effect of media in society. However, none has addressed the possibility of media being an agent of economic development. Fourie (2001) mentions that today the media is the most important and invasive instrument of socialisation. “The media form our most important contact with the other structures”. This concept concurs with the study on the notion that media can be important contact with structures that develops economy such as government and businesses.

If media can work objectively with Government as part of the strategy to develop the economy, the audience can be more involved in and be easily stimulated to do something about the economic state.

The next chapter addresses the methodology used in conducting the research.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The research used both qualitative and quantitative research methods. The qualitative research design used in this study employed an exploratory, descriptive, and contextual focus. According to Merriam (1998:5), contextual focus is an umbrella concept that covers several forms of inquiry in order to help us understand and explain the meaning of social phenomena with as little disruption of the natural setting as possible. Further, Mc Millian and Schumacher (1997: 391) refer to qualitative research as a naturalistic inquiry, using non-interfering data collection strategies to discover the natural flow of events, process and how they interpret them. According to Wimmer and Dominick (1997:84), qualitative methods are more interested in the depth of the data rather than breadth and require the researcher to play an active role in the data collection.

Quantitative research uses methods adopted from physical science that are designed to ensure objectivity, generalisation, and reliability (Nendra Weinreich, 1996). In addition to Wimmer and Dominick's views, Weinreich (1996) says the advantage of using qualitative methods is that it generates rich, detailed data. She further explained that the use of both methods provides in-depth of understanding.

The qualitative method in the research includes content analysis of seven publications and one national radio station, interviews and the quantitative method in the research was questionnaires. Questionnaires were distributed to assess the number of people who have access to media and are using the media. The researcher analysed national and North West Province media and held interviews with media organisations. The national media content included SABC 1, 2, 3 and e-TV, news current affairs and documentaries and the national radio Motsweding FM. Print media included Business day, The Star, The Citizen, Mail & Guardian, Sowetan, The New Age and North-West province newspapers Mahikeng Mail and Platinum Weekly.

3.2 POPULATION

The representatives for the study were selected from four areas in North West Province. As Joan Castilo (2009) indicated, a population is a large collection of individuals that focus on the specific query with certain similar or common characteristics or traits. The population was selected from Mahikeng, Klerksdorp, Potchefstroom and Rustenburg. The number of the population used is 100

and only 81 returned the questionnaires. The common factor of the population selected is the province and that they have access to media and can use it.

3.3 SAMPLE

According to Trochim (2006) sampling is the process of selecting units (e.g., people, organizations) from a population of interest so that by studying the sample we may fairly generalise our results back to the population from which they were chosen. The sample method used was convenience sampling, which is, according to Castilo (2009), a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. Castillo states that this technique is useful in documenting a particular quality of a substance or a phenomenon that occurs within a given sample. Such studies are also very useful for detecting relationships among different phenomenon. However, he warns that the technique is considered biased and not representative of the entire population. "The sampling technique was implemented because the researcher tested the general view of the population that have access to and are using the media for different purposes. This is because one of the significance of the study was to assess whether messages sent to the public were received as intended" (2006). A hundred participants were selected from four areas in the North West Province, which include Mahikeng, Rustenburg, Potchefstroom and Klerksdorp. In each of the four areas, there were 25 participants selected.

3.4 RESEARCH INSTRUMENT

Instruments used for the data collection were interviews, questionnaires, and content analysis.

3.4.1 INTERVIEWS

Semi-structured interviews were the first instrument used for the study. According to Gunter (2000), a semi-structured interview is a process of questionnaire or interview schedule in which questions are asked in a predetermined order and most questions supply respondents with a range of possible answers (2000: 26). All the interviews were tape-recorded and later transcribed. The interviews were conducted to investigate the media's role in developing economy and Government's use of media.

The interviews were held with the North West economic bid editor of SABC, SABC Regional News and Editor and SABC Education Program Manager, The interviewees were selected for the following purposes:

- The interview with the SABC economic bids reporter in North West was to gather the types of economic news he contributes to the news. The other reason was to find out whether the economic news was specific to the North West community.
- The interview with the SABC Regional News Editor was to find how they selected news for broadcasting and whom they were targeting.
- The interview with the SABC Education programme manager was to find out the importance of programmes they select to be aired and why they selected them.
- The interview with Motsweding FM Managing Director was to acquire the purpose and relevance of the radio station to the Tswana speaking community and North West people.

3.4.2 Questionnaires

The second instrument used was questionnaires. Open and close-ended questionnaires were designed and randomly distributed to 100 respondents with 25 each to Mahikeng, Klerksdorp, Potchefstroom, and Rustenburg. The questionnaire had a letter that requested respondents to answer the questions; the letter also included the purpose of the study. The questionnaires were distributed to respondents and were later collected from them. This was to give them time and space to respond without any influence from the researcher. Open-ended questions required respondents to explain their answers to their close-ended responses and to give their view and understanding, whereas closed-ended questions required agreement and disagreement of issues. Some of the open-ended questions derive from the research questions. The purpose of the questionnaires was to get insight from the public if they receive and understand economic messages from the media.

3.4.3 Content analysis

Newspaper articles and News programmes were analysed using content analysis. The study assessed if what the editors intend to send to their viewers was in their content or not. The content used was between March and May 2011. The purpose of the method chosen was to “identify and count the occurrence of specified characteristics or dimensions of texts and through this, to be able to say something about the messages, images, representations of such texts and their wider social significance” (Altheide, 1996:2).

As regards to audio broadcast, the news analysed was from the period between January and March 2010, in order to assess the status quo on economic issues reported. The programmes were chosen to determine if their content was developmental in nature and encouraged people to engage in issues that concern the economy of their province.

3.5 VALIDITY

The instruments used for the study were valid and relevant. As Mike Palmquist (1993) states, validity is a degree to which a study accurately reflects or assesses the specific concept that the researcher is attempting to measure. In this case, the instrument used accurately reflected the role of media on the development of the economy of North West Province to be measured. The public used the questionnaires that required the view of the general population, the interviews of those who send the message and the message (publication and broadcasted material) that is sent to the public. Both questionnaires and interviews targeted similar questions.

3.6 RELIABILITY

Palmquist (1993) defines reliability in the following term: is the extent to which an experiment, test, or any measuring procedure yields the same result on repeated trials. Without the agreement of independent observers able to replicate research procedures, or the ability to use research tools and procedures that yield consistent measurements, researchers would be unable to satisfactorily draw conclusions, formulate theories, or make claims about the generalisation of their research. In addition to its important role in research, reliability is critical for many parts of our lives, including manufacturing, medicine, and sports” (Palmquist, 1993). The research instruments were considered reliable enough to yield consistency and provide reliable inferences. In this case, the instruments- the questionnaires, interview and content studies revealed the same results.

The next chapter presents the data analysis and interpretation.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

This chapter demonstrates the data analysis of the research instrument that was used. The researcher used both qualitative and quantitative methods, which includes content analysis, questionnaires and interviews. The data collected from content analysis and questionnaires is illustrated in tables and graphs and there is narrative analysis of interviews. The data analysis used for the questionnaires was content analysis and descriptive analysis for interview study. Descriptive statistics were used to present the data for both the content analysis and questionnaires. The close-ended questions on the questionnaires were statically analysed. According to William Trochim (2006), descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data. In the analysis of the articles, coded articles were articles that had a mention or discussion on economic development or growth. Interpretations are arrived at and findings given.

4.2 CONTENT ANALYSIS

The content analysis included analysis of the following Newspapers:

- The Star
- The Citizen
- Business Day
- Sowetan
- The Mail
- The New Age
- Mail & Guardian
- Platinum Weekly

Radio Programmes – Motsweding FM

- SABC News Programmes

Television Programme:

- SABC News Programmes

The following were the categories used to analyse media articles. Mention of the words in the context of economy in an article indicated that the article was relevant and applicable for the study.

- Economy
- North West
- Social Development
- Education
- Programmes
- Uplifting
- Growth
- Empowerment
- Rural development

The data capturing included arrangement of the content in the following manner:

- Date: the day of the published article
- Month: the period of the analysis
- Publication: the name of the publication
- Applicable: is the article analysed relevant to the required issues, in this case economic reporting.
- Mention of North West: include analysed article with a mention of North West Province or places that are in North West.
- Beneficial to common person economically: this indicates if the article analysed is beneficial to North West community.
- Page Number: the number of a page where the article is placed.
- Headline: the headline of the relevant articles that were coded.
- Prominence: this refers to the placement of the article in the paper. How small or big the article is in the paper. Looking at whether the article is visible enough to be noticed and interesting enough to be read.
- Type of article: was the article a normal news story or a commentary of feature
- Journalist: this refers to the person who wrote the story. Is the writer an expert reporter or an ordinary news reporter?
- Summary: synopsis of what the article is about.
- The relevancy refers to why the article was analysed.
- Factors: measures that are use to assess the tone of the article.
- Section: where the article is placed in the paper.

- Time: this refers to the time the publication is on the shelves, whether it's a daily or weekly

4.2.1 Content Analysis results on print content

The table below represents a number of articles that were analysed from March to May. March had the highest frequency of article that reported on economy and had referred to North West Province.

Table 1: Articles analysed from March to May 2011

Month	Frequency	Percentage
March 2011	182	46%
April 2011	90	22%
May 2011	130	32%
Grand Total	402	100%

Figure 1: Frequency of analysed articles in different publication for 90 days

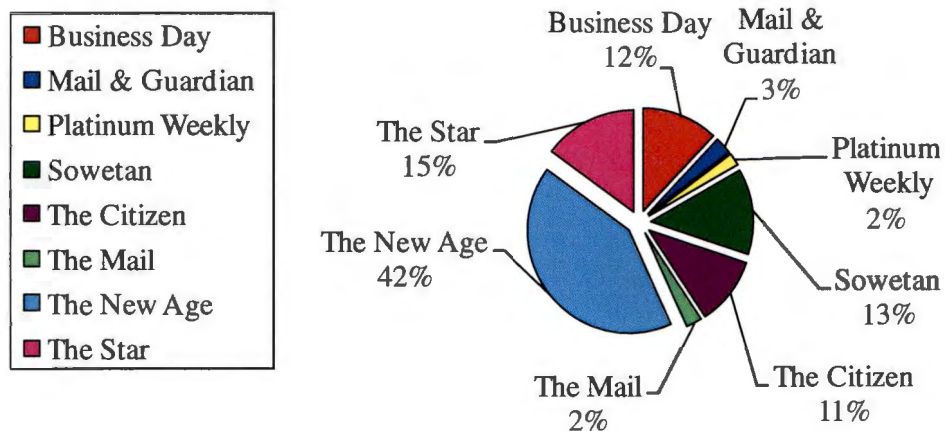


Table 2: Frequency of the publications that were analysed during March 2011 to May 2011

Publications	Frequency
Business Day	48
Mail & Guardian	11
Platinum Weekly	8
Sowetan	54
The Citizen	43
The Mail	10
The New Age	168
The Star	60
Grand Total	402

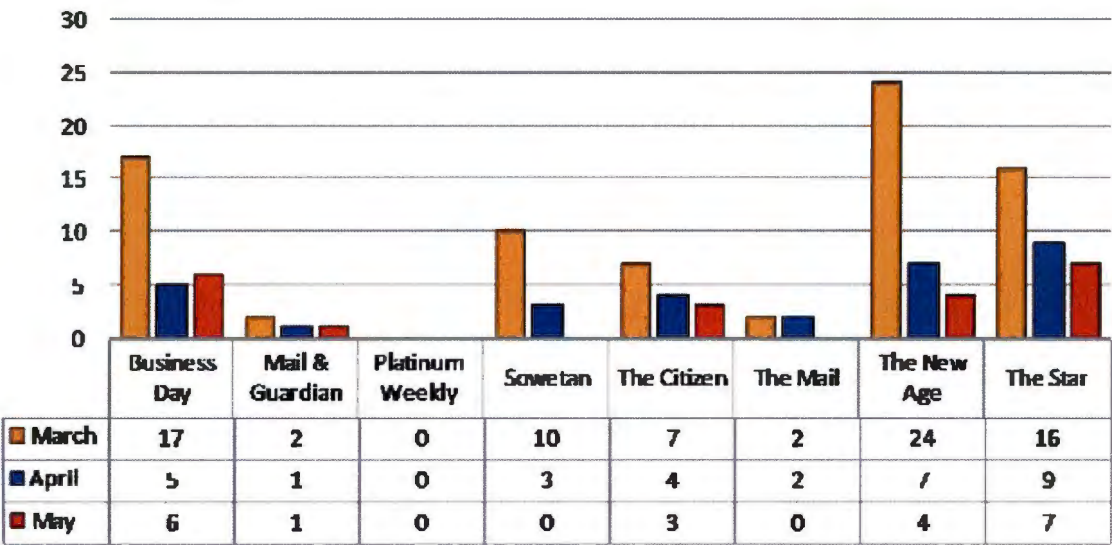
The table above demonstrates that The New Age had a majority of the articles that reported on the economy and on other issues such as issues in North West Province. The New Age had this high frequency because it had a business section that reports on news that was provincially specific.

Table 3: Frequency on content that reported on the economy

Publication	Frequency	Percent
Business Day	28	22%
Mail & Guardian	4	3%
Platinum Weekly	0	0%
Sowetan	13	10%
The Citizen	14	11%
The Mail	4	3%
The New Age	35	26%
The Star	32	25%
Grand Total	130	100%

The above table illustrates the frequency of articles that reported only on economic issues. This includes the national reporting on the economy. The business day was the highest in reporting on the economy. The Platinum Weekly of the North West incidentally did not have much on the economy.

Figure 2: Publication that reported on the economy over 90 days



The bar chart above further illustrates publications that reported mostly on economic issues over 90 days. March 2011 had high frequency where as May had the least articles. This report was on the budget speech. There was an analysis of and discussions about the impact of economy globally and local. However, the reports were not provincially specific. During the month of March, a lot of coverage was about the state of the economy and suggestion for improvement.

Figure: 3 Publications that reported on issues that were beneficial to North West Province Community over 90 days

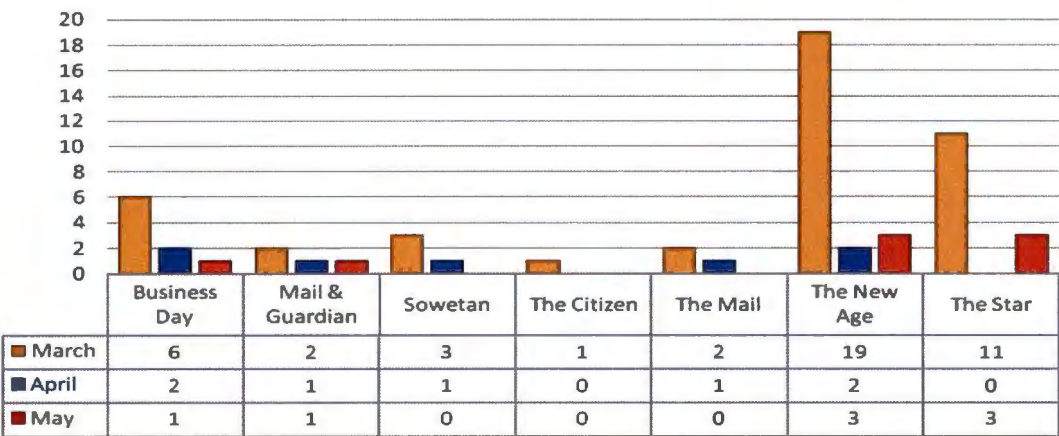


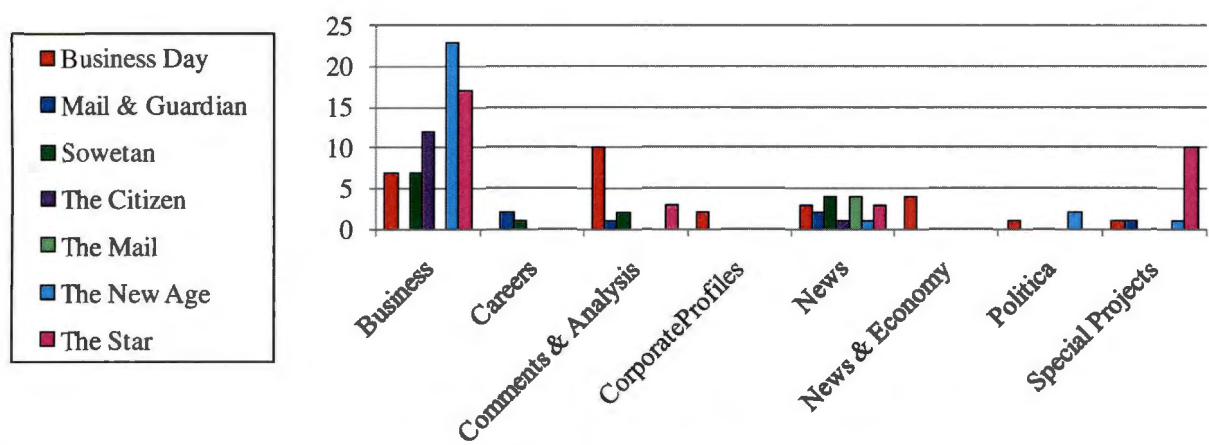
Figure 3 illustrates the number of articles that reported on the economic issues of North West Province. The specific articles analysed for North West were with reference to the provincial budget speech. During April and May, applicable articles were minimal. This was influenced by the agenda of the month. Reported stories were influenced by what was current and the themes of

the month. The theme of March was the budget speech hence, a frequency of applicable articles on the economy.

4.2.2 Sections in publications

This measure was used to assess where the majority of economic reports were situated in newspapers. The measure was included to assess whether sections that reported on the economy were sections that people usually read.

Figure: 4 Sections of applicable articles that reported on the economy for 90 days



The figure above illustrates sections in the above publications where there were articles that reported on the economy of North West Province from March to May 2011. These economic reports include national and North West Province reports. Business section had the highest coverage on the economy of North West. As indicated above The New Age paper had a high number of articles that were economically oriented and some reported on the North West Province.

Table 4: Sections of the publications with mention of North West economic reporting

Publication	Business	News	Provincial News
Business Day	1	0	0
The Mail	0	1	0
The New Age	4	0	4
The Star	1	0	0
Grant Total	6	1	4

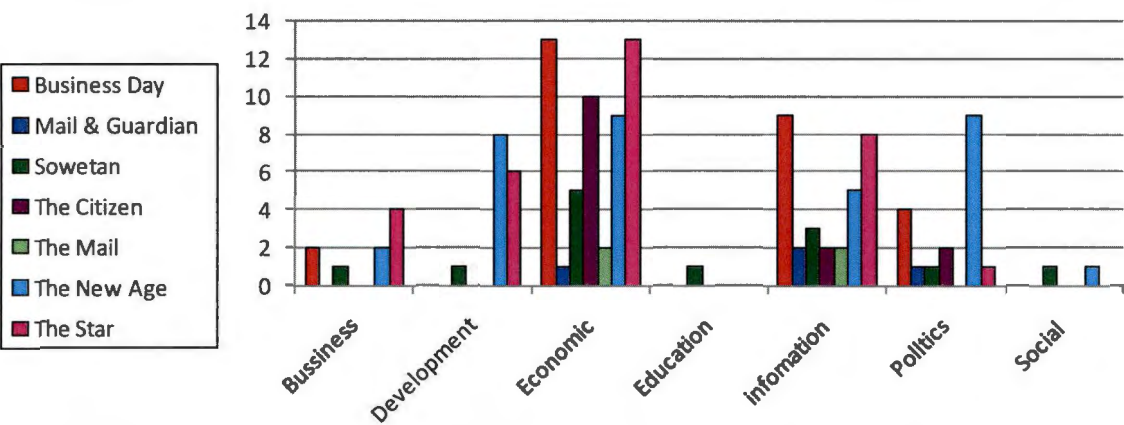
The table 4 above has specific frequencies of sections where articles with mention of North West Province areas and economy were reported. The New Age had the highest number of stories reporting on the economy of the North West in the business and provincial news section.

4.2.3 Factors that illustrated the tone of articles

The following factors were measures used to illustrate the tone of the article. That included business, developmental, economic, educational, political, and social factors.

- Business: referred to if the article contained economic issues that was oriented around businesses and business performance.
- Developmental: if the article carried issues that was encouraging and provided advice on economy.
- Economic: refers to when the article focused on the markets, inflation and economic indicators.
- Educational: if the article set out to teach and demonstrate the way the economy functioned
- Political: refers to when the article focused on Governmental issues relating to the economy and its policies.
- Social: refers to when the article had any social influence.

Figure 5: Factors that influenced the tone of articles that reported on the economy for 90 days



The above figure indicates that majority of economic reports that had economic tone were in *Business Day*, *The New Age* and *The Star*. This means that the mentioned articles inform people about the state of the economy of the country.

Table 5: Factors that influenced the tone of articles

Publications	Business	Developmental	Economical	Informational	Political
Business Day	1	0	0	0	0
The Mail	0	0	2	2	0
The New Age	1	5	0	0	2
The Star	1	0	0	0	0
Grand Total	3	5	2	2	2

This table represents factors that influenced the tone of the articles that reported on the economy of North West for 90 day. *The New Age* newspaper had a specific section for different provinces in the business section, hence the high frequency of articles reporting on North West province. Nevertheless, the stories covered were political, social and more rarely economical.

4.2.4 Demonstration of Sectors and Factors

The table below demonstrate headlines, sectors, and factors of articles that reported on economy for 90 days. The purpose of the table is to illustrate the type of stories that were analysed and contributed to the study.

Table 6: Sectors and Factors on articles that reported on the economy

Publication	Headlines	Factors	Section	Frequency
Business Day	A new approach to tackling SA's long standing economic problems.	Informational	Corporate Profile	1
	Adcorp figures shows spike in employment.	Economic	News & Economy	1
	All eyes on rate-setting meeting.	Economic	News & Economy	1
	Boost for jobs since recession encouraging.	Economic	News & Economy	1
	Good times will test Gordhan's fiscal principles.	Economic	Comments & Analysis	1
	Governments get economy they deserve.	Political	Comments & Analysis	1
	Government's NGP is not detrimental to BBBEE.	Economic	Business	1
	Grow, Educate and up skill workforce.	Informational	Special Projects	1
	How do we know if we are happy?	Economic	Comments & Analysis	1
	Incubation creates jobs.	Informational	Business	1
	Inflation outlook less threatening Reserve	Economic	Business	1

Publication	Headlines	Factors	Section	Frequency
	bank.			
	Jobs Summit could help SA turn the corner.	Political	Comments & Analysis	1
	Let employment equity law do the job it is meant to do.	Political	Comments & Analysis	1
	Loans to black small business fell away during the recession.	Business	Business	1
	Making money by putting food on the table.	Informational	Comments & Analysis	1
	My Business Expo.	Informational	News	1
	Ownership cannot be end in itself.	Informational	Comments & Analysis	1
	Plan to roll out incubators to boost entrepreneurial success.	Informational	Business	1
	Platinum pays \$75m for new mining land.	Business	Business	1
	Providing a better quality of life for communities.	Informational	Business	1
	Recession not bad for finance sector.	Economic	Corporate Profile	1
	SA economy still too weak to hike rates, warns IMF.	Economic	News	1
	SA planning still depends too much on fossil fuel.	Economic	Politics	1
	Sins of sidestepping the budget are a worry.	Economic	Comments & Analysis	1
	Soft Loans for labour-intensive venture.	Economic	News & Economy	1
	Summit won't fix what is broken.	Political	Comments & Analysis	1
	We can meet our potential by reclaiming our lost value.	Informational	Comments & Analysis	1
	World Economic Forum to focus on realising continent's potential.	Economic	News	1
Business day Grand Total				28
Mail & Guardian	Farmers can energise rural economies.	Informational	News	1
	SA needs a paradigm shift.	Economic	Comments & Analysis	1
	Supporting small business.	Political	Entrepreneurship	1
	Youth Skills programme optimistic.	Informational	News	1
Mail & Guardian Total				4

Publication	Headlines	Factors	Section	Frequency
Sowetan	Assaulted for arriving late at work.	Social	News	1
	Business confidence dips.	Economic	Business	1
	Cosatu welcomes Patel's jobs plan.	Economic	News	1
	Creation of jobs sluggish	Economic	Business	1
	Do not wait for funds from state.	Business	Business	1
	Focusing on Scarce skills.	Informational	Business	1
	Her mission is to develop and educate.	Educational	News	1
	New 5-year plan of support for farmers.	Developmental	Career	1
	New laws will stifle job creation.	Economic	Career	1
	Production crucial for jobs	Political	Business	1
	Skill growth key to small firms' success.	Informational	Business	1
	Way to SA growth.	Economic	Business	1
	Your own Home is Better.	Informational	News	1
Sowetan Total				13
The Citizen	2011 budget reflects an emphasis on skill development.	Economic	Career	1
	Economic recovery ruined.	Economic	Business	1
	Employment index shows recovery is still modest.	Economic	Business	1
	Future of housing lies in high-density property.	Economic	Business	1
	Growth forecast down a tad.	Economic	Business	1
	Here's a boon for small business.	Informational	Business	1
	No change in Inflation.	Economic	Business	1
	Numbers at educational institutions drop, study.	Informational	Business	1
	SACP: BEE fails to clear economic flaws.	Political	News	1
	SA's current account deficit drops to seven-year low.	Economic	Business	1
	Some Convincing, positive Economic news	Economic	Business	1

Publication	Headlines	Factors	Section	Frequency
	about SA.			
	Strike erodes SA economy.	Economic	Business	1
	What SA's Government thinks?	Political	Business	1
	Zuma talks on economy rise.	Economic	Business	1
The Citizen				14
The Mail	Business Leadership summit.	Informational	News	1
	Business must help in the creation of jobs.	Economic	News	1
	Lottery fund opens door.	Informational	News	1
	Provincial Government's attention on job creation.	Economic	News	1
The Mail Total				4
The New Age	500 hired to make the road accessible.	Developmental	Business	1
	Being innovative means, Dros' franchises prosper.	Business	Business	1
	CEO insists Mahikeng Industrial Zone still hold huge promise.	Developmental	Business	1
	Consumer Inflation is predicted to rise steadily this year.	Economic	Business	1
	Cut off by skin affliction.	Social	Business	1
	Economic inclusion is the mission piece of the human rights puzzle.	Political	Business	1
	Economy continues tepid creation of employment.	Economic	Business	1
	Entrepreneurs look for opportunities, not problems.	Developmental	Business	1
	Financial Industry set to rebound strongly.	Economic	Special Projects	1
	Growth, but not enough.	Economic	Business	1
	How the budget breaks down.	Political	Provincial News	1
	Innovative partnerships work to transform ICT.	Business	Provincial News	1
	It'll take time to get lost jobs back.	Political	Business	1
	Job losses portend political, economic	Political	News	1

Publication	Headlines	Factors	Section	Frequency
	catastrophe.			
	Jobs and education are priorities.	Political	Business	1
	MEC pledges support for provincial dairy industry transformation.	Developmental	Business	1
	MEC wants casino licence returned.	Developmental	Provincial News	1
	MIC offers small farmers access to the big retailers.	Developmental	Business	1
	Million set aside to beautify Mahikeng.	Developmental	Provincial News	1
	NEF dedicated black Entrepreneurs.	Informational	Business	1
	New Ideas needed on Economy.	Economic	Business	1
	Our economy needs more than an oil change to adapt to the future.	Informational	Comments & Analysis	1
	R24bn budget not related to share of national GDP.	Political	Provincial News	1
	Reserve bank data points to a booming economy.	Economic	Business	1
	Rethinking BEE philosophy to be a more effective change tool.	Political	Business	1
	Rural development is key to job creation.	Developmental	Provincial News	1
	SA needs more business gazelles.	Informational	Business	1
	SA still suffering effects of 2009 recession.	Political	Politics	1
	SA' can't afford job gains to be lost in downturns.	Political	Politics	1
	Small isn't easy, it's hard works.	Economic	Business	1
	SMMEs need a kick-start.	Economic	Business	1
	The economic impact of working only 10 month a year.	Informational	Business	1
	Trade policy is key ingredient in the growth mix	Economic	Provincial News	1
	Unit trust- a far safer choice than old-fashioned mattress.	Informational	Business	1

Publication	Headlines	Factors	Section	Frequency
The New Age Total				34
The Star	African Blocs to target integration-Zuma.	Political	Business	1
	BEE, evaders are complicating the process.	Informational	Special Projects	1
	Better life in rural communities with ICTs.	Developmental	Special Project	1
	Business of creating jobs is key, entrepreneurs told.	Informational	News	1
	Combined marketing muscle supports in current climate.	Business	Special Projects	1
	Creative have potential to become a vital cog of our economy.	Developmental	Commentary & Analysis	1
	Economic Confidence dips slightly.	Economic	News	1
	Employment index shows recovery is still modest.	Economic	Business	1
	Empowering through Franchising finance.	Economic	Special Projects	1
	Empowerment set to spread to rural area.	Developmental	Business	1
	Enabling entrepreneurs to create jobs.	Informational	Business	1
	Enabling Visions to become reality.	Informational	Special Projects	1
	Incentive and innovation needed to create jobs.	Economic	Business	1
	Inflation a huge risk for emerging risk for emerging economies-IMF.	Economic	Business	1
	Inflation still benign, but oil threatens outlook.	Economic	Business	1
	Leadership should channel SA towards low water economy.	Economic	Commentary & Analysis	1
	Lessons learnt from crisis will help SA's development path.	Economic	Commentary & Analysis	1
	More find jobs in April, fewer low skilled positioned are filled.	Economic	Business	1
	No short-term solution to SA's shortage of skills.	Informational	Business	1
	Plan to direct investments to rural areas.	Developmental	Special Project	1

Publication	Headlines	Factors	Section	Frequency
	Plans to Educate jobless youth.	Informational	Business	1
	Private sector has vital role to play, Gordhan Stresses	Economic	Business	1
	RB Plats results strong after favourable year.	Business	Business	1
	Regional Franchise.	Business	Special Projects	1
	Remodelling rural community.	Developmental	Special Project	1
	Skills key to improve Government SMME programmes.	Developmental	Business	1
	Small business is key to growth that create jobs, says Marcus.	Economic	Business	1
	Taste Holdings recipe for success.	Economic	Special Projects	1
	The face South Africa business is changing.	Economic	News	1
	Tips for making your business a success.	Business	Special Projects	1
	To BEE or not to BEE	Informational	Business	1
	Unemployment's answer is to invest in people.	Informational	Business	1
The Star Grand Total				32
Grand Total				129

Table 7: Publication and factors

Publication	Bus.	Dev.	Eco.	Edu.	Info.	Pol.	Soc.	Total
Business Day	2	0	13	0	9	4	0	28
Mail & Guardian	0	0	1	0	2	1	0	4
Sowetan	1	1	5	1	3	1	1	13
The Citizen	0	0	10	0	2	2	0	14
The Mail	0	0	2	0	2	0	0	4
The New Age	2	8	9	0	5	9	1	34
The Star	4	6	13	0	8	1	0	32
Total	9	15	53	1	31	18	2	129

4.2.5 Business

The business reports were not relevant to the rest of South Africa. The Business section reports on business and the interim results. Other news includes the announcement of projects in big companies.

4.2.6 Developmental

Development articles were not economically oriented, however they had concepts and ideas that could be of benefit to North West communities. *The New Age* had majority (8) of the articles that were developing because of its specific section for North West Province articles.

4.2.7 Economic

The economic reports were politically or governmentally linked, giving the perception that economic development is the responsibility of the Government. They also focus on how JSE listed companies are performing in the market and what are they doing. They do not stimulate action or give ideas on how to develop individuals. The relevant reports were for those that have invested in different funds or companies, or those who are directly affected, and those who are economically and financially independent and know how to develop further or how to become part of the economic development.

4.2.8 Educational

One article was educational in nature. The article was published in *Sowetan*.

4.2.9 Informational

Reports that were informational in nature were announcing events that had occurred or that were about to take place.

4.2.10 Political

The politically focused articles were on policies that were discussed. Since March was the month of budget speech, most of the coverage in that month was discussion of the speech. That included the opportunities that can arise on the allocated amount for the different departments. To some extent, the reports gave an impression that individuals cannot be part of the development of the economy, or they should not be concerned about the process of development or they are not responsible for their own development.

4.2.11 Social

The social articles included stories that reported on crime and assault.

4.3 SUMMARY OF PUBLICATIONS

The following was observed during the identification of items on different articles.

4.3.1 Business Day

Business day reports were on the budget speech. The stories that were almost aligning to the economy were discussions on budget speech and the JSE indicators.

4.3.2 Mail & Guardian

The Mail & Guardian is a weekly paper that is published on Fridays. It reports on national and international stories. Its stories are more detailed which helps in understanding the root of the issue; however, most of its stories cater for the international market than the local market. For the local market, it is more relevant to the first up-market class and not for the common person.

4.3.3 Sowetan

Sowetan newspaper is a daily newspaper. The Sowetan coverage on was mostly on other province especial events and stories from Gauteng Province. These stories did not carry any informational or educational information.

4.3.4 The Citizen

The Citizen newspaper reports mostly on Government issues. Even if there were reports on economic activities, they were political in nature or they were governmentally linked most of the time.

4.3.5 The Mail

The Mail newspaper is the local paper in Mafikeng. The paper reports on the events that occur in and around Mafikeng. The North West budget speech was inserted in *The Mail 25 March 2011*. The copy was written in three languages: Setswana, English and in Afrikaans. This allowed all people of different languages to understand and be informed about the allocation of money and how they are benefiting. In addition, it allowed the people to make informed choices. The inserted budget speech was from the Government, showing that the Government wanted to inform people of its plan and what it was they should expect from the Government. The question is did people see it? If they did, did they read it? The printed speech in different languages showed that the Government was doing its part to inform people and media did its part to distribute that information. The *Mail* newspaper and *Platinum Weekly* had news coverage that was based mainly

on North West issues. The analysis was focused only on economical developmental stories, because other stories were socially or politically focused. Unlike with national publication, the analysis was on economic stories and other stories reported on North West Province.

4.3.6 The New Age

The *New Age* newspaper had sections that concentrated on provinces. The stories were politically and socially oriented. There were only six articles which were reporting on the economy of the North West (table 4 refers).

4.3.7 The Star

The applicable articles in *The Star* newspaper were published in the *Business Report*. The Star had commentary, and analysis sections had opinion writers and economic experts that offered more incisive information on how things are and what should be done. There was information on economic policy and it has benefited every one. The columnists express their opinions and recommendation regarding certain situations. The stories did not necessarily advise or suggest ways in which a person needed to contribute to the economy; however, they made one aware of the state of the economy and what was causing the decline or rising of the economy. In that sense, the public was empowered and have knowledge on the economic conditions of their country. Their actions and decisions would be based on what is reported. For example, small businesses would know when to expand and if it was a good time to do so.

4.4 CONTENT ANALYSIS RESULTS ON AUDIO MEDIA

The media analysed was Motswedding FM as a national radio station that caters for the Setswana speaking listeners. The analysis was from January 2010 to March 2010. The news was the major items that was analysed. Table below illustrates the timing and the programme schedules, (check appendix C for detailed programmes of Motswedding).

4.4.1. News

News is aired for 17 hours every day on this station. In January 2010, the first news segment started at six in the morning and there were repeats until ten o'clock in the evening. From February, the news was aired from five o'clock. It was repetitive, meaning the same story was reported the same way in four conservative news bulletins. All the bulletins were representative of political, social, economic and informational issues of the community. Issues covered include both national and provincial reports. This shows that there is information every day that is provided to the public.

News Hourly	Current Affairs (06:00- 06:59) (18:00 – 18:59)	Morning drive 07:05 – 10:59	The Noon slot 11:05 – 14:59	Afternoon drive 15:05 – 17:59	Evening 07:05 – 00:00
Economical Report t	Interviews	Economic update	Social discussions	Economic update	Social discussions
Crime report	Detailed Report on issues that were reported in the news	Competitions	Music	Music count down	Music
Governmental Report	Investigative report	Social delivery probe		Topic discussions	Educational discussions
International Report		Sports update		Traffic update	Drama play
Political Report		Music		Educational discussions	Government Interviews
Sports Report					
Weather focus					
Lotto numbers announcements					

Table 8: Motsweding FM daily programme schedule

4.4.2 Current Affairs

Current affair programmes include Boresetse (it has risen), Tsele- le-tsele (this and that and Itlhabe botlale (take knowledge). These programme are broadcast daily in the morning, evening and during the day on the weekends. The current affairs items contain the same news stories that were reported on the news but with further details and explanation. In some instances there were interviews regarding the main story.

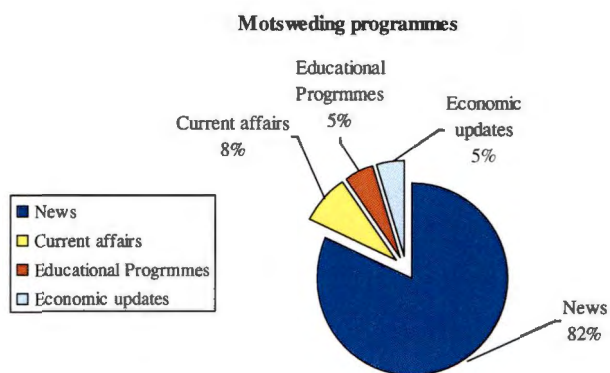
4.4.3 Educational programmes

SABC Education programmes were also aired twice a day. The first programme in the morning caters for preschool and elementary level. The second was in the evening, which catered for university students. The programme includes life orientation discussions. The new programme that started in April 2011 broadcasted an interview and discussion on *Thursday 15:30, 25 August 2011* on economic report. The economist explained the state of the economy and every one's role in contributing to it. The focus was on entrepreneurs and small businesses, the role of small business in developing the province and helping individuals to grow. That was how the media was contributing to the economy. By informing people, what they needed to do and where they could find recourses to assist them to grow the business and to sustain it.

4.4.4 Economic Update

Economic updates were broadcast in the morning slot and the afternoon Slot. The update included economic indicators, economic state of the country, rand performance and investment advisers. During the current affairs programmes (all of them), there were slots where the economist was interviewed. He explained economic concepts and their importance in the community. These slots were current event oriented. According to the analysis of the content, this slot is informative and educational. The specialist spoke in Setswana and if there were terms that do not exist in Setswana, he explained them by making examples.

Figure: 6 Motsweding Programmes



The figure above demonstrates that there are more (82%) news slots in a day as compared to other programmes on the radio.

4.5 INTERVIEWS

The following is the transcript of interviews with media houses

4.5.1 SABC News Economic bits Regional journalist

The interview was conducted with Mr Sello Thatai the SABC News Economic bits Regional journalist. Answers were modified to correct the language. Direct quotes are given from place to place.

Question: What is your role as a journalist?

Answer: Journalists report news. As a journalist, things that you want to pursue and social inequities in the country should drive you. As a journalist, you are bound to reflect on issues that are beneficial to the poor.

Question: How are the bids relevant to North West?

Answer: They are relevant because North West is mainly rural. North West has only one central economic hub, which is Rustenburg with platinum reserves. It remains a critical question to explore as to whether the platinum reserves in Rustenburg benefit the whole of North West province. In addition, the fact that there are so many resources in the country, but it is not benefiting the Rustenburg or the North West people at large.

Question: Do the bids develop individuals?

Answer: It depends, when you are a journalist, your stories are for people. However, people will consume and choose whatever you have produced for them and make informed choices. As a journalist, they are bound to promote development especially in a developing country like South Africa. They report on issues that are provoking debate, that make people to scrutinise matters and carefully look at things as if whether are the economic policies benefiting the poor. As a journalist, you dwell on those issues to provoke leaders and create debate on the ground level. Does it benefit them? You will never know because news is not behaviour pattern, but an ideological pattern because when it comes to economy you may not see the result immediately.

Question: Can news have the same influence like other programmes?

Answer: Our media is not effective in developing economy. The way media is structured in South Africa, it is not developmental in nature. The media dwell on social aspects like the Tokoloshes, which are issues that do not provoke people to do better in their lives. If we can change their way we report and focus on developmental driven stories or economic developing

stories catering specifically for the rural and poor people, there might be a behavioural change in due time.

Question: what do you think media focuses on?

Answer: Media is still centralised in metropolitan area and there is an assumption that people in those areas are more educated as compared to those in rural communities. Even the language used to cover those stories is of Oxford standard. The jargon you use creates or provoke a debate or even stimulate a person. The structure and the jargon of economic bids are not interesting and make it difficult to grasp what is reported. The fact that economic stories are still centralised in urban areas, and still reported in English and still catering for “educated and developed people” will never provoke debates that will reach the masses. There has not been any development of economic jargons in vernacular; also, the news stories that cater for all the people in the country, until then, economic development can be achieved.

Question: Are the economic news bits relevant to the North West people?

Answer: No, I report for television, on Morning live, business news and Dikgang. The economic stories are aired in English and in business news. There is no economic developing bulletin that is aimed at Northwest people or people who are rural, poor people and people who are not the middle class.

Questions: What are your recommendations on what media can do to become part of economic development?

Answer: to change our focus in reporting development and economic stories formulate a strategy that will guide journalists on how they report economic and development stories and they should look at who are the target audience. For example, the SABC 3 one o'clock news bulletin is not for people in rural areas, it is for people who can speak English, who are owners of market.

Up until we design a programme, either on community radio station because community radio stations have a tremendous role in attracting economical and social backlogs. We look at national radio station, when we can capitalise on community radio stations like Mahikeng Fm. However, there is lack of training and skill in community radio stations, there is no funding, people are just recruited. Up until we address those challenges and Government come on board and help community radio station to drive economic and development relate stories and programmes, we can reach the goal.

Lastly, if all sectors like NGO, Labour, civil societies and Government should also play a part on a role in developing the country that does not include the houses and BEE policies, so everyone should act and challenge Government to do its part.

4.5.2 SABC Motsweding FM Station Manager

Interview with Sibongile Mtyali SABC (Motsweding FM Station Manager)

Questions: What is your role as a Station Manager?

Answer: I am responsible for strategic guidance to the station that is aligned with Motsweding FM. I run day-to-day station duties. I work with marketing, programming, stakeholders, management programme, and internal stakeholders who sell Motsweding air space. I attend most of the meetings with them to insure if they know the products. SABC has different programmes that include technology such as Radio Broadcast Facilities. People who make sure there are all the resources required to run the station. There are also people with different roles. A regional general manager is responsible for logistics. SABC ad content provider and content enterprises.

Question: what are the bases for selection of the programmes?

Answer: “SABC Motsweding has a licence conditions that need to be followed. The programmes are selected based on its licence conditions. In addition, there is different audience segmentation.

The radio Segmentation:

Now Generation- the

Nation Builders

Survivor

Rooted

Established

Motsweding caters for the now generation, nation builder and the rooted”.

The programmes are selected or designed according to the Living Standard Measurement.

LSM proportion 1-4/5-6/ 7-10

The bulk is 1-4 =31% 5-6= 34 7-10=12.9%

Question: Do the media develop the economy of the North West?

Answer: The programmes are created to develop people economically. With time, Motsweding will be able to cater for LSM 7-10, because the percentage on the 5-6 used to be 4%. Therefore, there is a sign that people are developing through the programmes. Programmes such as

- Iketleng - has a slot that speaks to tourism and how people can start business and what is available in the area. It also has advertising where you learn how to become a player and how to advertise your business.
- Nna le wena- caters for people at home and speaks about employment, was you come from, knowing yourself.

Question: How does Motsweding contribute toward economic development?

Answer: The SABC has launched the Ads slip. This caters for small business that wants to advertise for people in their area and what we are doing it is not enough about economic development.

Question: What are your recommendations on how media can be part of development of the economy of North West Province?

Answer: Business needs to take more part in developing the economy of the province. There is also a need for programmes that highlight where opportunities are and how other companies or people can create opportunities. Media can also look at creative ways to advertise.

4.5.3 SABC News Regional Editor

Interviews with Mr Dan Mongale SABC News Regional Editor

Question: What is it that you do as SABC News Regional Editor?

Answer: He commissions stories. Every morning there is a plenary session, where they go through the previous day success, failures, problems, challenges what went wrong and what went right. They give feedback on stories that were done, stories that are still developing and stories that did not manage to get airtime or were not complete. They also look at stories that will receive airtime.

Question: What is your target audience?

Answer: The news caters for all, since SABC is a national broadcaster. That news collected in this region is not, mainly for Motsweding but also for the country.

Question: What is your listener-ship?

Answer: the listener-ship is predominantly Tswana, Pedi and Sotho speaking in different areas and province.

Question: Types of news?

Answer: There are different news bids that Motswedding covers, which are mostly aired on two current affairs programmes that cater for people between the ages of 25 to 55 years of age. Motswedding has only two current affairs news, Boresetse, which is aired in the morning, and Tsele-le-tsele that is aired in the afternoon. Whereas television has, broader programmes like Interface, Asikhulume, and focus and morning life.

Question: Can news contribute in developing the economy of North West?

Answer: Yes, it can

Question: How?

Answer: there are different bids in the news department, which include economic desk that deals specifically with economic development of the county.

Question: Can News play a role in developing?

Answer: News policy is based on social reconstruction, focusing on Education, social security, health, and unemployment. All the structures are at the core of development.

Question: What are the factors that can help North West to develop?

Answer: Rural development as North West is mainly rural. Where Government should be highly effective. Duration of the news bulletins caters for news that covers all the provinces and the regions not that the new only focuses on metropolis regions.

Question: What are your recommendations on news being part of development?

Answer: Media need effective monitoring tool; Media should play a role of monitoring Government delivery. The input that news is offering is broad based not only economic and social related.

4.5.4 SABC Education Programme Director

Interview with Mr Mathibe SABC Education Programme Director

Question: What is the target audience for the SABC Education?

Answer: Most of SABC Education programmes are targeting mostly those who are between the ages of 01 to 18, thus student who are between grade one and grade 12.

Question: Are there programmes geared towards development?

Answer: Yes

Question: What are those programmes?

Answer: There are several programmes that are broadcasted from Monday to Thursday at 9:05 such as Educator Developer on Mondays, Commerce and Finance on Tuesdays, Learner support on Wednesday and Science and Technology on Thursday

Question: Are there any programmes that cater for people who are not at school?

Answer: programmes that cater for people who are not at school are only on health and civil issues.

Question: Are there any programmes that are developing economically?

Answer: No, because most of the SABC Education is of edutainment in nature to keep people interested and empowered

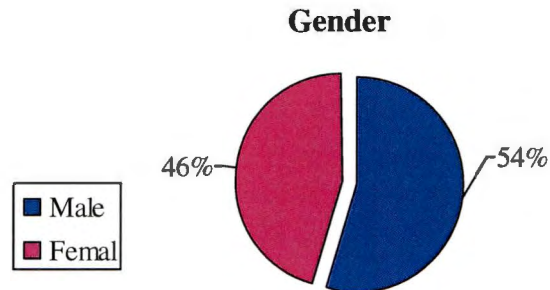
Question: What are your recommendations on media being part of economic development?

Answer: Association with all the mediums- if radio, television and print media were to work together in exchanging information, everyone would have the same information about all the issue. Radio and television has a short air space and has limited information, where as print media has broader information. The problem is that we are competing as media houses and there were too commercialised instead of doing our mandate to cater for every one across the board.

4.6 ANALYSIS OF QUESTIONNAIRES

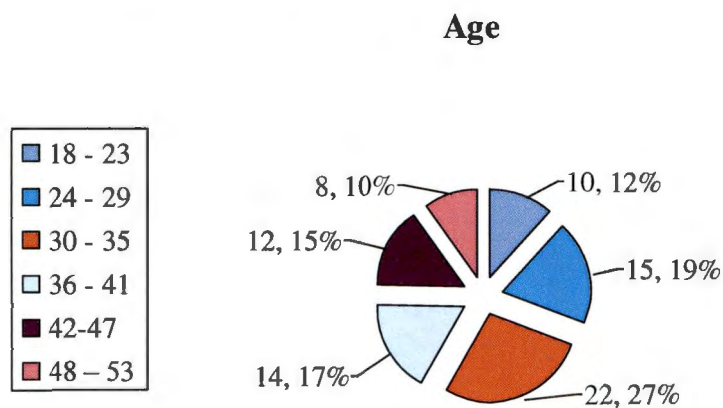
Questionnaires were distributed in four areas of North West, Potchefstroom, Rustenburg, Klerksdorp, and Mahikeng. Hundred questionnaires were distributed; the return rate was there for 81%.

Figure 7: Gender



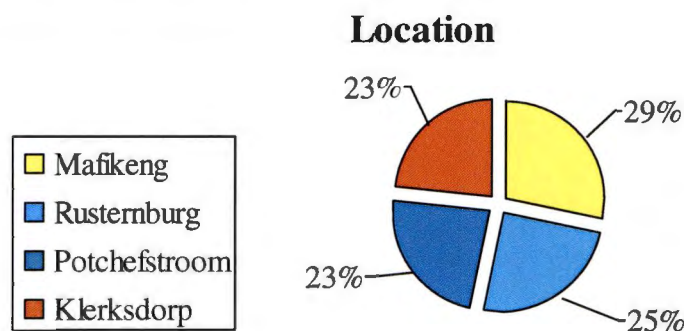
The figure 7, above, represents the percentage of the gender that responded to the questioners. There are more male respondents than female.

Figure 8: Age band of respondents



The above figure shows that majority of respondents is around the age of 30 – 35. Figure 9, below, indicates that Mahikeng had majority of respondents.

Figure 9: Location of respondent



Out of the selected areas, Mafikeng had more (29%) respondents than other areas.

Table 9: Which media do you use?

Which media do you use?		
Print	13	14 %
Radio	18	19 %
Television	27	29 %
All Media	36	38 %
Total	81	100 %

Respondents in table 10 indicated that they use television more than other media. However, the majority (38%) stated that they use all media. The table shows that 27 people out of 81 people watch television. The number of people who use television might be high considering that 36 people said they use all of those media mentioned.

Figure 10: How often did you use media?

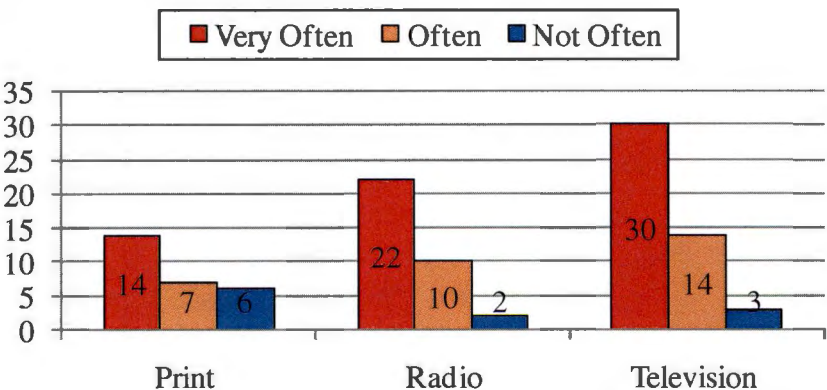
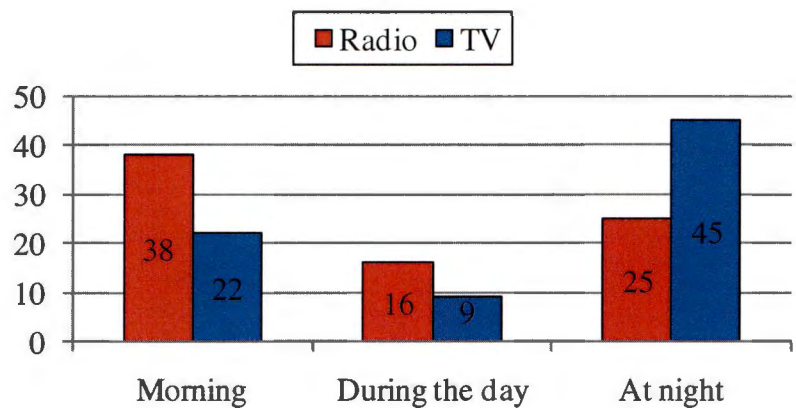


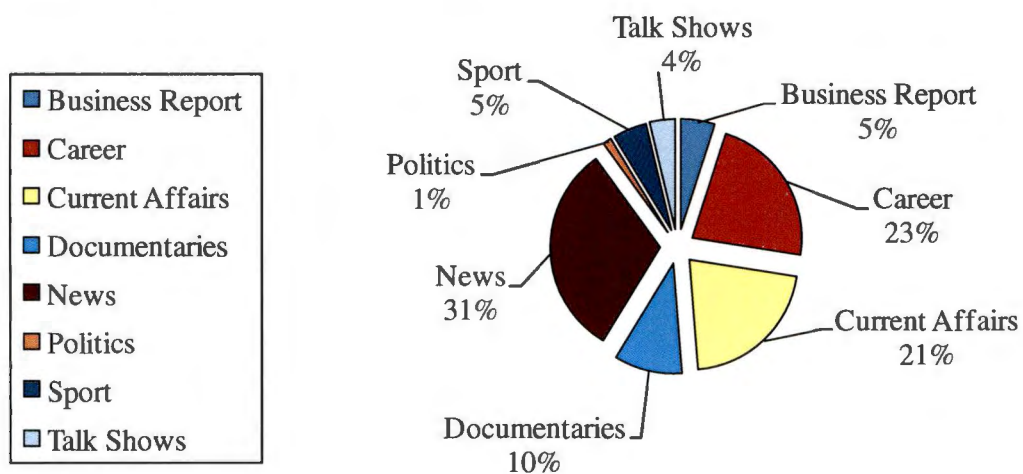
Table 9 indicates that majority of respondents use television the most.

Figure 11: When do you watch/listen to media?



Respondents indicated that they use radio more in the morning. Table 7 indicated that from 05:00 – 09:00 there is news, current affairs, and economic updates. This means that more people listen to radio in the morning and they are informed and aware about the economy of the country since there are reports on the country’s economy every day.

Figure 12: Type of programme/Sections



Respondents were asked about their preferences on the type of programme they watch or listen to or what section of the paper they prefer to read. According to the pie chart above, 31% of the respondents prefer to listen to or watch the news. The high percentage of news is due to that all the media have programmes, slots, or sections that are news focused. As it is indicated in Table 7, from the types of issues that are covered in the news it can be stipulated that people have an idea of the economy and its state.

Table 10 Types of programmes

Content	Frequency	Percentage
Entertainment	17	21%
Information	29	36%
News	19	23%
Education	16	20%
Total	81	100%

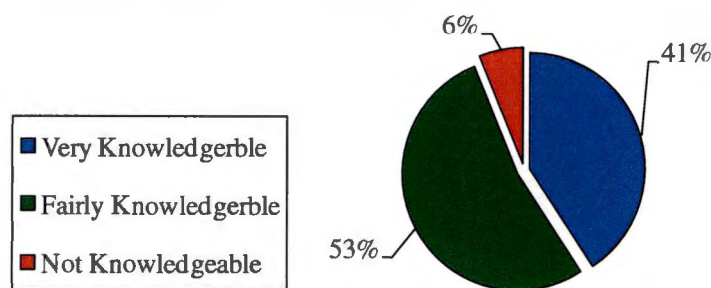
Table 10 demonstrates why respondents choose to read, listen, or watch those types of programmes. Twenty-nine of the people (36%) who responded said it is to obtain information. Respondents indicated that there are programmes that inform North West people about the economy of the province. That indicates that the media do inform people about the economy.

Table 11: programmes that inform North West people about the economy of the province

Programmes		%	Media		%
News	28	34%	Motsweding	27	33%
Current Affairs	20	25%	North West FM	7	11%
Documentaries	9	11%	Business Day	9	14%
Economic updates	7	9%	The citizen	5	6%
News programmes	17	21%	The Mail	18	22%
Total	81	100%	The New Age	15	14%
			Total	81	100%

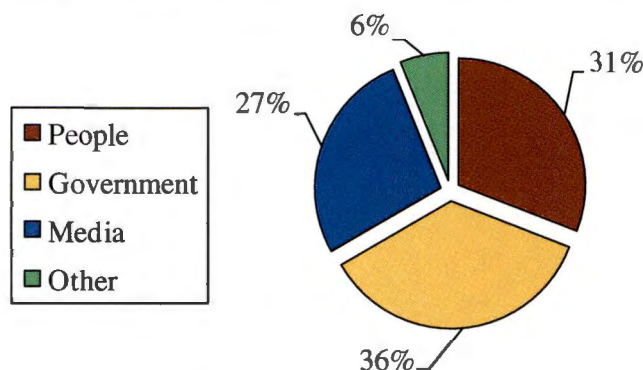
On the table: 11, respondents indicated that they prefer to listen, watch, or read the news section. The second programme respondent prefers is the current news and news programmes. According to the table, respondents prefer programmes that are informational in nature. In terms of media, (33%) of the respondents listen to Motsweding FM.

Figure 13: How knowledgeable are you about the economy



The figure above illustrates that only a small percentage of North West community are not knowledgeable about the economy of the province. Even though a 52 % of respondents indicated that they are fairly knowledgeable about the state of the economy of North West, they still recommended that there is more that the media can do to inform people, especially in rural areas.

Figure 14: Who is at fault if people do not know the economy of the Province



Thirty six percent of the respondents say that the Government is responsible to inform people about the economy of the country and the provinces. The six percent of the respondents say that all the stakeholders are responsible. They explained that the people are responsible because there is a lot of information that is dispersed to the public but they do not do anything about it. The Government is responsible for not creating measures and favourable conditions for economic growth. The media is responsible for not reporting enough about the economy.

Table 12: Participants Responses to questions on the use of Media

No.	Yes and No Questions	Yes	%	No	%	Total	%
4.6.1	Employment status	48	59%	33	41%	83	100%
4.6.2	Do you use media as a source of Information?	50	62%	31	38%	83	100%
4.6.3	Are there programmes or publications that inform you about the economy of the North West Province?	48	59%	33	41%	83	100%
4.6.4	Do those programmes or publications inform you about the economy of the North West Province?	47	58%	36	44%	83	100%
4.6.5	Do you listen to/ watch programmes / read the issues regarding the economy of your province?	49	60%	32	40%	83	100%
4.6.6	Do you think people in North West should know about the economy of North West province?	50	54%	31	46%	83	100%
4.6.7	Do you think media can contribute to the development of the economy of the province?	49	60%	32	40%	83	100%
4.6.8	Do you think North West province has publications that can develop it economically?	29	36%	52	64%	83	100%
4.6.9	Do you think reported information on economy can stimulate a person to do something?	49	60%	32	40%	83	100%
4.6.10	Do you understand reports on the economy?	45	56%	34	42%	83	100%

The interpretation of table 12

4.6.1 The majority of the respondents are employed. That means that they are able to buy newspapers if they wish and some have access to news at work or at home. However, that might mean that they do not have time to listen to the television or radio or read the newspaper.

4.6.2 Do you use media as a source of information?

Respondents were asked what they know about their area. The majority stated that they know that North West Province is a rural area that is rich in minerals and in agricultural land. Sixty percent of them said that they know this information from the media; whereas 38% of the respondents said the knowledge of that information is through internet, research and other said they are just aware of that. The table indicates that the types of issues that are covered in the news, stipulate that people do have an idea of the economy and its state.

4.6.3 Are there programmes or publications that you use inform you about the economy of the North West Province?

The fifty one percent of respondents indicated that there were programmes and publications that informed them about the economy of the North West Province. As 31% of responded had indicated on figure 13 that they listened to news, which included the economic updates.

4.6.4 Do those programmes or publications inform you about the economy of the North West Province?

Since the majority of the respondent in table 13 indicated that they prefer news, current affairs and news programmes, which are informing in nature, 52% of the respondent did agree that those programmes inform them.

4.6.5 Do you listen to/ watch programmes / read the issues regarding the economy of your province?

The highest preferred programmes news and current affairs, which have economic report slots, 60% of the respondent indicated that they do listen to/ watch programmes / read the issues regarding the economy of their province.

4.6.6 Do you think people in North West should know about the economy of North West province?

The majority of the respondents said that people should know about the economy of North West because that is beneficial to them to know the available opportunities. The 46% that said 'no' regarded language as a major barrier and that economic development is the Government's job. The other matter to consider is interest, which influenced their answer, saying that economic reports were not presented in an interesting manner.

4.6.7 Do you think media can contribute to the development of the economy of the province?

The majority of the respondents believe that the media can contribute to the economy of the province through more awareness.

4.6.8 Do you think North West province has publications that can develop it economically?

Fifty-two out of 81 people said that they did not think there could be any publication that can develop the province economically. Those that have said no said that there are publications that report on the economy and others provided information regarding how people can develop themselves still though, it has not happened.

The next chapter is the discussion of the result and arrives at conclusion followed by recommendations.

CHAPTER 5

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION: Answering my research questions

This chapter discusses the study and the results it has reached including the recommendations to parties involved in development of the economy.

5.2 RESULTS PERTAINING TO RESEARCH QUESTION 1

Do the media develop North West Province audiences (in the sense of increasing their awareness of economic development issues)?

The media reports on all issues that are of concern to the public hearing, issues from the political, social, and economic sphere of information. The North West Province has district, community, and local media. There are wide varieties of choices to choose. However, on the content analysis of newspapers that were analysed, the North West publications can be seen to report issues connected with Government such as corruption and lack of service delivery in North West. With reference to table 4, the table showed that North West Province had a low coverage of economic issues or related stories.

The analysis was not only on economic related stories but also on education and development stories. The findings (4.10.9 Refers) from the newspaper analysis indicated that the media makes little contribution to influence or develop the North West province.

However, in the questionnaires table (4.9.9), 60% of the respondents indicated that the media could stimulate a person to be involved in the economy. Respondents, who agreed that media could stimulate a person, explained that could be done through reports on business opportunities like franchising and poverty alleviation strategy. That includes information on programmes of facilities like SEDA (South African Development Agency). Still though, that requires awareness about the opportunities. SEDA is an institution that is mandated to implement government's small business strategy; design and implement a standard and common national delivery network for small enterprise development; and integrate government-funded small enterprise support agencies across all tiers of government. That is done through developing, supporting and promoting small enterprises throughout the country, ensuring their growth and sustainability in co-ordination and partnership with various role players, including global partners, who make international best practices available to local entrepreneurs.

The SABC economic bits journalist for the North West Province (4.8.1: P57) said that stories that report on economic issues are relevant to the North West community because North West is mainly rural. North West has the only one central economic hub, which is Rustenburg with platinum reserves. It remains a critical question to explore as to whether the platinum reserves in Rustenburg benefits the whole of North West Province. In addition, there are so many resources in the country, but these do not benefit the Rustenburg or the North West people at large. He also mentioned that since economy is not behaviourally influencing, it would be challenging to know if reports about the economy could influence development in the province (Interview 4.8.1, 57).

Publications such as Business Day, The Star and The New Age (refer to Table 6) have a section once a week that had developing, business developing and personal growth information. Also, audio and visual programmes such as the SABC Education programmes Leaving Land on SABC 2, Shift on SABC 1, My Business on TV and a morning drive programme in Bosele now called Ragoga-gee on Motsweding FM had such information. The economic update slot or section amongst other programmes, have content that is beneficial, motivating, developing and can stimulate ideas. If more people were aware of these programmes, they would get further details and information from the companies.

The challenging thing about audio and visual media is that you need to be there to receive that information. In some cases when those programmes are aired, people would be watching other programmes or they would be at work. With print, it requires the person to know how to read and time to read it. Media organisations do contribute to the economy through organisational tax, as it is according to the South African tax policy. Through the analysis of 90 days articles and audio clips, few items stimulated initiative or gave ideas on becoming part of the economy. In one of the letters-to-the-editor (*The Star*, 12 April 2011) Sandile Memela mentioned that the arts have potential to become vital cog to the economy. It is not only the arts; but also, through stimulators of economic development. People need to pay attention to those messages to get ideas and the 'how'.

Therefore, since the findings on the content analysis suggest that media provides the audience with information on economic development even though it is not enough and not specifically for the North West audience, respondents indicated that the media does stimulate a person to react. It can be concluded, that the media can contribute to personal development even though it is a

process that will require a more assessments. Although, there is minimal contribution from local and provincial media in the North West Province, national papers did and that was encouraging.

5.3 RESULTS PERTAINING TO RESEARCH QUESTION 2

Do the audiences understand and are they able to assimilate what the media offers in regard to information on economic matters?

According to the respondent they understand what the media is intending to give them. They are even aware what the requirements for development are. As demonstrated in table 12, 56% of the respondents do understand reports on the economy. They even understand the purpose of what media suppose to do. When asked what it that they understand about the economy is, they mentioned that economy is composed of different sectors that contribute to the GNP/GDP and all the companies (private and public) that contribute to the economy. They also understand that economy is the backbone of the country. In addition, when the economy is good it means more job opportunities. They further stated that economy is about how rich or poor the particular area is including the indication of the currency. What renders to the growth of the economy, what sustain it, what makes it fail, the delivery, and non-deliverance of service to the community.

As indicated on table 4.9.10 the audience do understand what the media is intending to offer them. Hence, majority of the respondents preferred programmes that give them information because they are aware that when they are informed they can make good informed decisions that can develop them.

5.4 RESULTS PERTAINING TO RESEARCH QUESTION 3

Are media reports on the economy relevant to the population of North West Province? With reference to, the analysis of the newspapers table 4 indicated that most of the articles coded were not relevant to the community of North West. Even though there are articles that reported on the economy of the county, table four (pg 45) indicated that North West had least (10) of articles that were economically relevant. North West as a developing province still requires information that deals with development and creating a good environment for a sustainable economy. When we compare between Figures 2 and 3, there is evidence that there is less coverage about North West economy. Therefore, most of the economic reports are not relevant and can delay individual development.

However, The Star' special project section indicated on figure: 4, had more articles that can be relevant to anyone in the country despite the geographic. Therefore, the use of concepts on that section can benefit the community. To some extent, it can be said that media does report relevant

economic issues to the community of North West, but it is not enough. The researcher noted that newspaper such as *The Star*, *New Age*, *The Citizen* referred to employment growth as a way to show that the economy is recovering or growing; showing that employment is the greatest contributor to the economy. If so, media can be said it is doing its part because most of the newspapers have a 2 to 4 pages of advertised jobs. However, the visual media does not have job adverts or announcements like in the audio media in its time slot. Which can be disadvantageous because according to Table (9, Pg: 68) majority of people use visual media. Therefore, the research indicates that the relevancy of media report on the economy to the community of North West Province is very limited.

5.5 RESULTS PERTAINING TO RESEARCH QUESTION 4

How can media content be relevant to North West Province in order to stimulate action that could lead to development of the North West Province?

The media organisations prepare content for different programmes or sections of the paper according to the target audience, which can be a barrier to reach a wide audience on certain issues as Taylor & Will (1999) had already indicated on the different media gratification. However, other publications and other media organisation can follow *The New Age* newspaper layout. The paper has specific news for every province in the country. The main issue is language, which a most important factor in making the community to be aware of the opportunity offered through economic reports. They would feel that the reports or the information is for them. The other factor is the economic jargons that are used. The economic reports sound ‘foreign’ to common people and that alienates them from using the information distributed to them. Furthermore, respondents mentioned on the questionnaires that the language on economic report is one of the problems that make them not to be interested in economic news. The style on economic reporting does not create interest. In this question, respondents indicated that economic reports were not as interesting as other programmes and that makes it not relevant to the North West communities.

5.6 CONCLUSIONS OF THE STUDY

In conclusion, the study investigated the importance and role of media to the development of the economy in the community of North West Province. As S. Ambirajan (2000) points that media is the most important means of mass communication and its content of entertainment, news, educational programmes, advertising and images of various kinds can have tremendous impacts in both sustaining and weakening if not destroying the fabric of social life. ‘The more efficient the media is in communicating, the more effective it is in stabilising or destabilising existing social,

political, cultural, economic, legal, religious and moral arrangement' (2002, 214). The research was to see if media has any effect or role on the economy like other aspects of the society.

The research integrated qualitative and quantitative methods. The major instrument used for data collection was content analysis of the newspapers and radio station. The research found the following with regard to the reporting of economic issues on print media. That there are media reports on the economy, but it only focuses on major companies in provinces with big cities like; Gauteng, Kwa Zulu Natal and Western Cape. The other aspect was that most of the articles that were analysed and were applicable, were mostly on Government programmes. However, even reports on Government programmes, did not have valuable information that other provinces can use or adapt because of lack of resources and faculties.

The economy is one of the most important factors that contribute to the well being of the country, there should be a creation of opportunities that leads to more development of individuals. Reports on the economy should be the focus of the 'agenda'. Since reports in the media depends on what is happening in the society and what should happen in the society. Maxwell McCombs (2003) in his article titled "The Agenda Setting the Role of Mass Media in the Shaping of Public Opinion" explains that the power of the news media to set a nation's agenda, to focus public attention on a few key public issues, is an immense and well-documented influence. 'Not only do people acquire information about public affairs from the news media, readers and viewers learn how much importance to attach to a topic because of the emphasis placed on it in the news' (2003, 1).

The major discussions between Government and the community are about economic development and growth. In most of the economic reports, besides reporting on big companies and interim reports, reports on the need to create jobs were the centre of attraction. Pointing out that employment is the most important factor that contributes to economic growth or personal development.

Moreover, reports indicated that the economy is depressed due to high rate of unemployment. Bringing the question of whether economic development is dependent on high number of people employed? If so, how do they contribute to the development of the economy? How do they become producers and not just consumers? In addition, where do the media play a part? In terms of employment, media disseminate vacant positions. The study found out that the population of North West hears the economic reports and they are aware about the state of the economy of the North West Province. However, the information they receive from the media cannot help them since the reports do not cover available opportunities or programmes in the North West province;

and since they do not know how they can contribute to the development of the economy of the province.

During the study, the researcher came to an understanding that economic development and growth was the work of Government (in-terms of policies) and occurrence of market productivity and rise in GDP. It has nothing to do with a common person improving or receiving information on how to become part of it. There is no need for media to assist in that area. Media just report on the 'after myth' of events, it cannot be proactive. It seems like media's role especially print is reactive to events and not proactive to issues.

The media is doing its part to inform people about the economy of the country. However, the information does not seem effective to stimulate change, even though the majority of the respondents indicated that media could stimulate people to react from messages received.

Several articles that were coded showed that small business and entrepreneurship could be an individual effort to contribute to the economy. The questionnaires revealed that people have an understanding with regard to the economy; hence, respondents said that there is a need for more reports that are relevant to the North West community. Interviews revealed that media houses have specific target market and they are trying to cater for everyone. However, Motsweding FM Station Manager pointed that they do not have relevant items that are economically oriented and that economic issue appear mostly in news items.

The study showed that to some extent there are reports on the economy of the country, even though they are not relevant to the NWP. However, there are concepts that can be adopted for the province. Media working together with government can yield greater results, most importantly, if people can take charge of their surroundings and pay attention to what they are given through media that is beneficial to their development; there can be a difference to their life. Still though, the research shows that even though there are reports on company performance and financial performance of the country, there is little that the media and there community of North West can do if the government does not create a favourable economic environment.

5.7 RECOMMENDATIONS

The following are recommendation for future research and practical recommendations for the development of the North West Province.

5.7.1 Recommendations for future research

The following recommendations are for future research that could be done on the topic and further explore areas the researcher did not thoroughly investigate due to limited resources.

Since communication is a process and technology is revolving, future research could include other mediums such as internet and other applications that are used to attain information to assess their role in the development of the economy.

On research methodology, one of the instruments used was content analysis, which included analysis of national daily newspapers and two provincial weekend newspapers. Future research could include weekend newspapers and other financial and business newspapers in their content analysis. The researcher could also include *SA FM* in the audio media to assess if North West people have been listening to the station. The radio station is a news and information station that is worldwide and discussed different topics in the country.

Furthermore, the research could further explore research questions number three and four. The questions focused on whether media reports on the economy were relevant to the community of North West Province and how can they become relevant. The research would be determining the continuous progress and relevance of media content with regard to economic reporting.

5.7.2 Recommendation to media organisation

Media organisations are providing vital information and every household in the province has one item that provides information. The media should extend its role to development by structuring their economic programmes in a less formal manner because it give the impression that it is boring and the reports are for people who have a direct benefit from listening to economic programme. The media should try to be proactive in other issues, especially those that deal with economic development. The respondents admitted that the media reports on the economy (table 4.9.2), but not the North West economy. Media should gear-in involving everyone on the production of programmes that are economically related. That can turn out to be a learning process for the public.

5.7.3 Recommendations to the public / community

The public or communities are part of the economic development through creation of local economic opportunities and improving quality of life. By using knowledge and resources resident in the community, they can identify and capitalise on local opportunities to stimulate economic growth and employment. This can include development of new businesses, adding value to existing sectors, strengthening competence, and improving local infrastructure to help the communities of North West Province to achieve their full economic potential. Since most of the household has either audio or visual media, the public should select programmes and channels that make an effort to include economic development reports.

Even though information or reports on economic development on the media are limited, the little that is available could be used. The public should be aware that the development and decline of the economy depends on their activities. Acquiring knowledge and skills can be beneficial to them as well. That includes getting education and skills through universities and training facilities. People should take initiative in trying to better their lives and not to wait for the Government to do it.

5.7.4 Recommendation to the Government

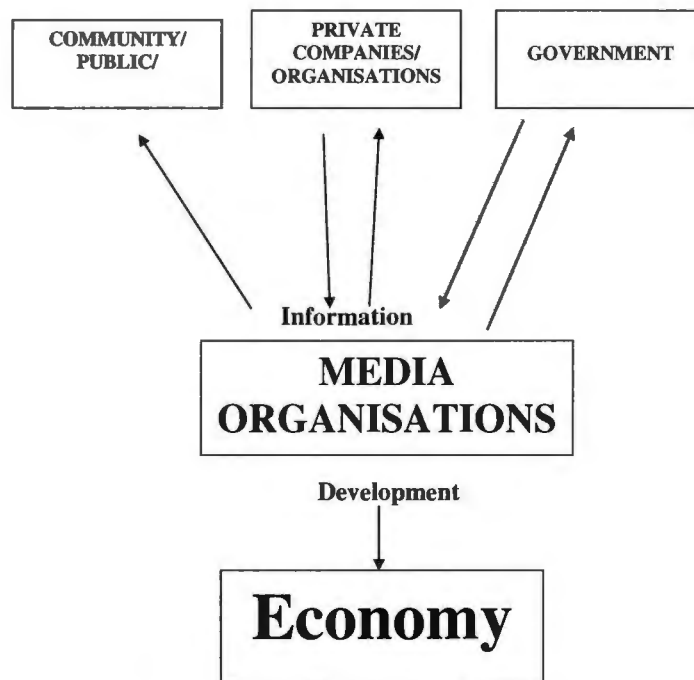
The Government is for the people; its mandate among others is to create a favourable economic environment in the country, because economic growth is a fundamental requirement for the development of a country. The government needs to stabilise environments, to have efficient institutions and create functioning markets for companies to invest in the country. In the quest to develop the people in the country, the Government has introduced facilities such as 'Services SETA that strive to build a system where skills production and development respond to the socio-economic needs of the country and its labour market. Such high-quality skills will in turn enhance investment and improve service delivery'. (<http://www.serviceseta.org.za/Pages/About-Us.aspx>). Such facilities need to be known and their mission needs to be understood.

For the Government to be able to do well for the country, they should integrate the media into development and change processes in the country through informing people about procedures on how to be a part of the programmes that they introduce, programmes that will help people to develop themselves and economic policies. It is time for the Government to utilise all available resources to assist them to develop the country and grow the economy. Government should use media to benefit them economically by making sure that everyone is informed and know their

individual role in the community, by also attracting international investors, which will contribute to the town also to the province and eventually to the country.

5.7.5 Recommendation in a diagram

Recommendations in a diagram



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APPENDIX A



1.4

**Faculty of Human and Social Sciences
Department of Communication
North West University
Private Bag X 2046
Mmabatho
2735**

Dear Sir/Madam

SUPPORT FOR A MASTER STUDY

Attached please find a questionnaire regarding the study of the role of communication tools on the economy of North West province.

The purpose of this study is to identify a way of improving the economy and realizing various media articles that could inform the people of the North West about the economic state of the province.

This research is conducted by a Masters of Communication student of the North West University in Mahikeng for usage in the Communication Department.

How to complete the questionnaire

- Please read all questions or statements and please answer all the questions
- Please give first and natural answer (s)
- Further more kindly note that all information will be treated with strict confidentiality.
- We request that you fully complete the questions with honesty and return your questionnaire as soon as possible to ensure the success of this project.

Your contribution is highly appreciated

Sincerely Yours

Rebecca Morule

Proposed questionnaire

Please answer by making a tick (X) where applicable

1. Gender

Male	Female
------	--------

2. Age

18 - 23	24 - 29	30 – 35	36 – 41	42-47
48 – 53	54 – 69			

3. Where do you stay?

Mahikeng	Rustenburg	Potchefstroom	Klerksdorp
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4. Qualification (s) / the highest standard passed

.....

5. Employed?

Yes	No
-----	----

6. Where do you get the information about your area?

Media	
Internet	
Observing	
other	

7. Which media do you use?

Print		Radio		Television	
Sunday Times		Motsweding Fm		SABC 1	
Sowetan		Metro Fm		SABC 2	
Business Day		SA Fm		SABC 3	
City Press		Lesedi Fm		TV	
The New Age		North West FM		other :	
Mail & Guardian		Other:			
The Mail					
other :					

8. From the choice(s) above, how often do you use it?

Medium	Very often	Often	Not often
1. Radio			
2. Print			
3. Television			

9. What programmes do you listen to / watch / pages you read

Business report	
Careers	
Current Affairs	
Documentaries	
News	
Politics	
Sport	
Talk shows	

10. In terms of television and radio, when do you listen / watch them (time)

Time	Radio	TV
Morning		
During the day		
At night		

11. Why do you watch / listen to those programmes or read the site

Entertainment	
Education	
Information	
News	

12. Are there programmes or publications that inform you about the economy of the North West Province?

Yes	No
-----	----

13. If yes, please list those programmes or Publications / Channels or Stations

Programmes	
Current affairs	
Documentaries	
Economic updates	
News	
News programmes	

Publication	
Business Day	
Financial Times	
Motsweding	
North West FM	
The Mail	
The New Age	

14. Do you think the economy of North West Province is reported on the media?

Yes	No
-----	----

15. If yes why & if No why?

16. Do you listen to/ watch programmes / read the issues regarding the economy of your province?

Yes	No
-----	----

17. If Yes why and if No why?

18. Do you understand reports on the economy?

Yes	No
-----	----

19. If yes, what do you understand about the economy?

21. Do you think reported information on economy can stimulate a person to do something?

Yes	No
-----	----

22. If yes, explain the kind of information that can stimulate a person to do anything?

23. Do you think people in North West should know about the economy of North West province?

Yes	No
-----	----

24. If yes why & if No why?

25. What do you know about the economy of North West?

26. Do you think there are any reports or information on economic development issues?

Yes	No
-----	----

27. If yes, where can they be found, read, or watched (*if it's a magazine name the magazine, if it's on television or radio name the channel or the radio station and the programme*)

28. How knowledgeable are you about the state of the economy of your province?

Very Knowledgeable	Fairly Knowledgeable	Not knowledgeable
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29. Should media be involved in informing people on economy of North West province?

Yes	No
-----	----

30. I yes, how?

31. If no, why should it not be involved?

32. Can media be more involved in informing their audience about the state of the economy?

Yes	No
-----	----

33. If yes, how?

34. If no, why can it not be more involved?

35. If people do not know much about the economy of their province, whose fault is it?

People	
Government	
Media	
Other:	

36. Do you think media can contribute to the development of the economy of the province?

Yes	No
-----	----

37. If yes, how? If no, why not?

38. Do you think North West province has publications that can help to develop it economically?

Yes	No
-----	----

39. If yes, how? If no, why not?

40 Do you think North West province has publications that can develop it economically?

Yes	No
-----	----

41. If yes, how? If no, why not?

-

-

42. What are your recommendations on media being part of economic development?

THANK YOU VERY MUCH FOR YOUR SUPPORT

APPENDIX B

SABC Schedule

Mphatlalatsane 02:00 - 06:00

It is show that touches the lives of its listeners on a daily basis because it has a feel at home feeling. Mokupi and her listeners are part of the Mphatlalatsane family, she treats them as her children and the listeners treat and call her their mother. The interaction between the two is at a completely different level. Listeners are presented with *ab* opportunity to suggest topics, those topics are discussed thoroughly, and this leads to Mphatlalatsane's listener to wake at that early hour.

As part of the Mphatlalatsane ritual that allows them to comfort one another and letting them know that they are not alone, present a platform where they can express themselves and advise one another just like a mother would do with her kids and family. This one big happy family have family trips where they get to know one another outside the radio environment, sharing information consistently, advising one another and having fun as a family. They are currently organising their session in Potchefstroom.

Mphatlalatsane has composed its own dictionary particularly when it comes to sex matters because they are avoiding the uses of explicit language on the radio. The dictionary includes some of the following words when they are referring to sex: "Go kgetlha morogo, go isa letsogo ga moletje" and so on.

"I no longer regard Mphatlalatsane as a grave yard show; I believe that I've turned it into a drive time show. I remember getting a call from Abey Makwe who said that he is my loyal listener that surprised me to hear that a man of his calibre listens to my show", said Mokupi. This made Mokupi to realise the strength and inspiration that her show provides to the listeners.

One of the goals that Mokupi has for Mphatlalatsane is to obtain more advertisers, interviews, more exposure in terms of listenership and getting more females listeners because now there are more male listeners.

Bonesets 06:00 - 07:00

It is morning current affairs show, which informs and updates you about the happenings of the late night and morning news - locally and internationally, weather, sports - internationally and locally. They also conduct interviews and panel discussions in order for us to get a clear picture about certain issues.

Bosele 07:00 - 09:00

Bosele is a morning drive show that is fast paced and gives your morning a great and fresh start. Their line up includes burning issues, news updated in and around SA, current affairs, sports coverage, traffic and weather updates, last but not least, the economic news in conjunction with Rre Mohapi. Not forgetting the exciting and enjoyable music that welcomes you to a great morning and the hot topics that are discussed are to die for.

Nna Le Wena 09:00 - 12:00

It is a down to earth show that communicates with you on different levels and it also entertains you with its medium tempo music whilst you are at the office, at home, driving and so on. It caters for the kids, profiles disabled professionals, talks to community builders, discusses health and Social-welfare issues, finds the lost; communicate with the stars of yesterday and shows how to make Setswana fashionable.

Iketleng 12:00 - 15:00

Iketleng is a midday show that keeps you informed about what is happening in and around the country, traffic and sports. It also a motivational shows that motivates you through its motivational talks that are presented by experts. As if that was not enough, they also have a feature that talks particularly to our youth about the tourism industry - what it is all about, how to get and so forth and the type of music that is played on this show; complements the show.

Tsele le tsele 18:00 - 19:00

It is an evening current affairs show, which informs and updates you about the happenings of the day in terms of the news headlines, weather, and sports - internationally and locally. They also conduct interviews and panel discussions in order for us to get a clear picture about certain issues.

Mamepe 19:00 - 20:00

Mamepe is a show that is designed to meet the needs of Motsweding - Bokamoso Tota's sports lovers. In this show, Alphie the host of the show and his listeners are presented with a platform and an opportunity to discuss and to have an in depth sports analysis

Kopa Dilalelo 20:00 - 23:00

It is an evening show that talks to us whilst we are at home and relaxing from the hectic day that one had; be at the office or at home. Its music soothes and relaxes and includes educational programmes. It is also in touch of the community by forwarding death reports

Botsoga bo fodile 23:00 - 02:00

Botsoga bo fodile is a late night motivational show that deals with in depth social matters. Presenter Molebogeng Leabile gives her listeners a platform to discuss social topics further and find a way forward. The music that is played in this show, compliments the show and the shows mood.