TABLE OF CONTENTS   **PAGE**

1 INTRODUCTION

This portfolio examination will provide an overview of the Broadcasting Digital Migration Policy of 2008 in South Africa and will further discuss five stages of the policy process using examples from the Broadcasting Digital Migration policy of 2008. This portfolio will discuss how one can gain control over suppliers, distributors or competitors in media or communication industry. This portfolio will further discuss four components of SWOT analysis used in conducting an environmental analysis in media organisation. The portfolio examination will detail on how news 'flows' along certain channels, which contains what is known as 'gates' where different 'gates' decide on what is newsworthy. At least two examples will be provided pertaining news 'gating'. The portfolio examination will critically discuss four issues of analysing racial discourse in the media and this will be done by indicating on how the four issues are applicable using *Eyewitness News* article. The portfolio critically discusses Queer Theory in terms its perspectives, the origin and development of term 'queer', the focus and objectives of queer theory, queer theory as an approach and the influence of queer theory on media studies and media content. The portfolio will use articles of *Independent Online (iol)* and Mail&Guardian to explain the representation of social change relation to HIV/AIDS, proactive set the agenda relation to HIV/AIDS, adhering to ethical reporting on HIV/AIDS and AIDS metaphors . Finally, the portfolio examines the relationship between media and terrorist by discussing symbiotic relationship, whether media will support official perspectives on terrorists acts and whether media support alternative perspective instead of official on.

2 MEDIA POLICY AND REGULATION

2.1 The nature of media and communications policy

2.1.1 The overview of Broadcasting Digital Migration Policy

The Broadcasting Digital Migration Policy involves moving from analogue to digital broadcasting services and this include a process of moving the broadcasting of a television and radio from analogue to digital broadcasting (South Africa. Department of Communications 2008:9). The policy is said to deliver of quality education, health, and small, medium, and micro enterprises (SMME) programmes, an opportunity to developing skills, investment opportunities and new job creation (South Africa. Department of Communications 2008:9). The policy will also fill the digital divide gap between the poor and rich, where poor people will have digital decoder hence exposed to digital environment (South Africa. Department of Communications 2008:9).

2.1.2 Five stages of policy process

Problem

Policy addresses an existing communication issue or problem by comparing the current situation (reality) with the desired situation (norm) (Kirsten 2008:3). In South Africa, the migration from analogue to digital was due to the scarceness of national spectrum (South Africa. Department of Communications 2008:9). Wide range of development challenges such as the digital divide as well as building social cohesion and a common national identity, poverty eradication and employment creation led to the migration from analogue to digital broadcasting (South Africa. Department of Communications 2008:9).

Policy development

During the process of development, the government must uphold the values and norms of society (Kirsten 2008:3). Bardoel and van Cuilenburg (2017:10) states that stage is highly creative and reflective, and this is where the aims of the organisation and its social task as well as the norms and values it holds must be kept in mind. The stage of policy development Broadcasting Digital Migration Policy is when government

states the aims of the policy which include to establish a policy environment within which broadcasting digital migration is implemented; create an environment for the uptake of digital terrestrial television by TV households, including the poor (South Africa. Department of Communications 2008:10).

Furthermore the policy ensure a future for broadcasting existing services and introducing new services, taking into account the gasp related to programming of provincial content as well as parliamentary and government information, especially for the poor; give effect to the decision to implement digital migration within a three year dual illumination period(South Africa. Department of Communication 2008:10). The policy aims to provide a framework for the provision of community television and mobile broadcasting; provide for television services in more South African languages; provide for access to broadcasting for people with disabilities (South Africa. Department of Communications 2008:10). The policy also aims to the development of a South African world-class electronic manufacturing industry, the development of the creative industries and provide for the establishment of a digital migration office referred to as Digital Dzonga (South Africa. Department of Communications 2008:10).

Decision making

According to Bardoel and van Cuilenburg (2017:12), this is where the support is needed then sufficient support must be found for it and the process of obtaining support until the final ruling is referred to as lobbying. In example, in the digital migration process in South Africa, government deemed relevant to gather co-operation of all relevant stakeholders working together with the public, hence minister established a Digital Migration Working Group (DMWG) to develop key practical recommendations and to contribute to the development of a national policy for South Africa (South Africa. Department of Communication 2008:10). The policy is generated on the outputs by DMWG as well as inputs received from the public and other stakeholders through public participation process and special meetings (South Africa. Department of Communication 2008:10).

Implementation of the policy

After the decision process and sufficient support from lobbying, the strategic (long term), and policy will be executed and become operational (short-term) policy (Kirsten 2008:4). Bardoel and van Cuilenburg (2017:12) states that once the decision has been made the so called 'strategic policy' becomes operational policy' and emphasis shifts to the implementation of policy down to the lowest level. Operational policy is daily police within the organisation for shorter term (Bardoel and van Cuilenburg 2017:13). In example, the digital migration policy states at that time that the rolling out of digital terrestrial transmission infrastructure shall aim to achieve the national coverage of the digital broadcasting signal in a phased manner, aiming to cover 50% of population by 2008, 80% by 2010 and near 100% by 2011, thus enabling analogue switch off in South Africa (South Africa. Department of Communications 2008:18).

Evaluation of policy

According to Kirsten (2008), the evaluation of policy has three criteria, effectivity which means the degree to which the policy achieves what it set out to achieve, efficiency which questions if the outcome of the policy justify the cost of the policy, legitimacy/acceptability questions if the policy is correct and supported by the parties involved. For example, the representatives from the public, government, industry, organised labour, and consumer groups with key functions to educate consumers, liaison with relevant stakeholders including ICASA, STBs manufacturers, monitoring the implementation and providing regular reports to Minister of Communications.

The Broadcasting Migration Digital policy is in the evaluation stage, this is because the STBs are being installed in some of the province and the installations are being assessed. Makinana (2023), states the communication minister, Mondli Gungubele has been meeting affected parties to further understanding the status of the implementation and satisfy himself on the progress made.

3 MEDIA MANAGEMENT

3.1 Strategic media management

3.1.1 Four types of integration

Vertical integration

Cilliers (2008:119) argues that this type of integration entails scope and operations of a media or communications business in co-operation with other activities within the same industry. This can happen when media/communication business expand to other parts of industry value chain that are directly having to do with design, production, distribution or marketing of its already available products and services (Cilliers 2008:119). Vertical integration entails two forms of integration, backward vertical and forward vertical integration (Cilliers 2008:119). For example, News74 newspaper expand to online video news channelling, where news footage is posted.

Backward vertical integration

According to Cilliers (2008:119), this integration entails gaining ownership or control of the suppliers of the organisation. This often happens when the suppliers are unreliable, expensive or cannot meet the needs of the organisations (Cilliers 2008:119). According to Bardoel and van Cuilenburg (2017:171) here a company gains control over a prior activity or phase in the production process. For example, News74 newspaper buying news aggregate in a bit to manoeuvre competitors

Forward vertical integration

This entails gaining ownership of distributors or retailers (Cilliers 2008:119). Bardoel and van Cuilenburg (2017:172) here the activity or phase is integrated in the process of the business, meaning a company can use own resources to ensure a steady supply. For example, News74 newspaper can use it own printing machines in case the printers are unreliable

Horizontal integration

This integration happens when media or communications business seeks ownership or increased control over certain value chain activities of its competitors (Cillers 2008:119). Bardoel and van Cuilenburg (2017:171) argue that the ownership or control can happens in a form of merger or take-over or buying adding other products to its catalogue. For example, News74 newspaper merger with News30 newspaper to outwit the competitors,

3.1.2 Four components of SWOT analysis

Strengths

According to Cilliers (2008:111) a company should know its strengths in terms of resources or capability, that the company is in possession. These strengths may involve cash, financial resource, customer loyalty, modern production facilities and skilled employees (Bardoel & van Cuilenburg 2017:164). By knowing its strengths, the company can have advantage over its competitors (Cilliers 2008:111). For example, LookUp Communication's strength may that the company has enough cash with can be great when the organisation wants to manoeuvre competitors.

Weakness

It is important for an organisation to know its weakness. Cilliers (2008:112) a weakness can be a lack of a resource that represents a disadvantage to a company in comparison with other competitors. Lack of financial resources, bad marketing strategies, lack of post-sales interaction and negative company culture can be a disadvantage to a company (Cilliers 2008:112). For example, LookUp communication lacks skilled employees which can affect operations and profit.

Opportunities

Cilliers (2008:112) states that an opportunity stands a favourable situation in the company's external such as market and macro environment. Adding new products, entering new markets, and acquiring firms with needed technology is seen as opportunities (Bardoel & van Cuilenburg 2017:164). For example, LookUp Communications, an online marketing, is looking to branch out to online news publishing

Threats

A threat is a disadvantage situation in the external environment of the company (Cilliers 2008:112). Threats such as shifting buyer tastes, new competitors entering markets and disadvantage government policies can pose risk in the company's financial situation (Bardoel & van Cuilenburg 2017:164). For example, LookUp Communications has new direct competitions which may make their customers to go new competitors.

4 REPRESENTATION

4.1 News as representation

It said that news 'flows' along certain channels which entails the so called "gates" where decisions made influence the way news are received, constructed and packaged (de Beer & Botha 2017:237). This essay will discuss how news "flows" along certain channels which contain "gates" where media personnel decide on how they perceive and reconstruct news before news are published in the media. This will be done by discussing 'gatekeeping' in the media and in the digital environment and by providing suitable examples.

According to Palka-Suchojad (2021:92) the gatekeeping takes two approach, primary approach which involves editorial teams and second approach involving regular users. According to de Beer and Botha (2017:237), the theories of gatekeeping and news flow go hand in hand as the gatekeepers are responsible for the flow of the new from its sources to the eventual audiences. It is absolutely the fact that between the event and the audience, news flow flows through the hands of not one but many gatekeepers, in the form of correspondents (de Beer & Botha 2017:237). One may be aware how a foreign news event might be covered by correspondent who send a report to a regional bureau where it shortened before it is passed to the agency's central bureau (de Beer & Botha 2017:237). News might be altered or combine with other news items before being transferred to national bureau where it maybe changes before it is dispatched to newspaper where again some information might be omitted or added (de Beer & Botha 2017:237).

The potential messages flow through various channels to the different news organisations such as wire services, newspapers, or television networks, where the news is either rejected or accepted and shaped before passed on the next person or organisation (de Beer & Botha 2017:238). It is emphasised that gatekeeping includes the source of the news items, the abilities of the news people, the news policy of the medium (de Beer & Botha 2017:237). The different influences on the news medium such as legal constraints and financial impediments, the mere fact that a specific news item must make a way for other news considered to be of higher news value and eventually (de Beer & Botha 2017:237). How news is perceived by news people and news audiences (de Beer & Botha 2017:237). For example, in 2023 GroundUp published news about Thabo Bester being alive after supposedly dead in prison fire last, the story received a lot coverage and past a lot of gatekeepers, from journalist investigating to editorial team to being published eventually reaching audience who also pass it through social media.

Palka-Suchojad (2021:94) argues that gates in digital ecosystem are strengthen in relation to those typical of traditional media as evidenced by following attributes such as political power, information production, relations with gatekeepers and alternatives. Palka-Suchojad (2021:94) further argues that digital media make it possible to build relationships, interact with gatekeepers in the form of other users and audience gatekeeping is becoming commonplace, which focuses on internet users as guards. For example, on 27 October 2022, News24 reported that United States of America government issued a warning about possible terror attack where it was advising US citizens and personnel to stay away from large gatherings around Sandton in Johannesburg, and this trended on the internet. The gatekeeping is a complex process with the distinct traits and characteristics of the individual gatekeeper, the people in a news organisation who have the power to select and shape news messages, such as reporters, news editors, sub-editors and editors (de Beer & Botha 2017:238).

These ways of thinking are based on the individual's life experiences and these include what they like and what they dislike, values, attitudes, professional practice, socialisation, approaches to problems and strategies of decision making, which will impact on how news articles will be selected and shaped (de Beer & Botha 2017:238).

Looking the way, the issue of power in South Africa, different organisations report about the load shedding issue perplexing the country, gatekeepers may allow the story to be published because load shedding is something, they experience themselves and they dislike it.

Finally, gatekeeping is vital in communication planning and is process before information reaches the audience. The fact remains that messages flow through various channels to the different news organisations such as wire services, digital platforms, newspapers, or television networks. Where the news is either rejected or accepted and shaped before passed on the next person or organisation and information must pass through the so-called gatekeepers. In which these gatekeepers such as such as reporters, news editors, sub-editors and editors decide what is rejected or selected. Based on their individual's life experiences and these include what they like and what they dislike, values, attitudes, professional practice, socialisation, approaches to problems and strategies of decision making. It is undoubtable fact that a specific news item must make a way for other news considered to be of higher news value and eventually.

4.2 Media and race

There are four influences of racial discourse in the media namely text production, intertextuality, ideological frameworks and text and context (Ngwenya 2008:192).

Text production

This entails the economic, historical, and ideological context when producing texts (Steenveld 2017:298). This means that when texts are produced within that context of that power, consciously or unconsciously shape the nature of the text that appears (Steenveld 2017:298). This refers to the formations of power that operate in a complex matrix of power (Steenveld 2017:298). Steenveld (2017;298) argues that it is not always possible to see the direct link between the constraining economic forces and a text that finally appears in the media.

Intertextuality

According to Ngwenya (2008:192), this emphasises that the idea of texts is being in dialogue with other texts and intertextuality is reminder of each text exist in relation to others. This means text owe more to others than their own markers (Ngwenya 2008:192). Steenveld (2017:299) argues that intertextuality emphasis the need to locate a particular text as a part of a continuum of texts or views and text responding some way to this continuum to make sense to the audience.

Ideological frameworks

According to Steenveld (2017:299), ideological frameworks informs the premises of the texts, this means the reader or critic unveils the point of view in which the ideas in the text are constructed and the point of view maybe acknowledged. This emphasis the idea of analysing and developing the accounts and versions of significant events in social life (Steenveld 2017:299).

Text and context

This shift the attention to the contradictory frameworks that readers have for making sense of texts (Steenveld 2017:299). Readers from a common background get to interpret texts in different ways because of the context (Ngwenya 2008:192). The racist discourse may manifest different in the texts, these include fixed ideas of the other, which is foreign or not the norm (Steenveld 2017:299). Words which enable readers to call upon a topic to topic reserve of racists associations or readers to call upon a range of associations from members resources (Fourie 2017:299). Different modalities of the racist discourse and the way the norm is established and the assumptions that news values are universal values (Steenveld 2017:300).

AFP (2022) In 2022, it was reported that Mark Boucher has been charged, facing charges of racisms. His charges bared on foundation that Mark Boucher led a song with racially derogatory words during fines meetings after matches as alleged by former teammate Paul Adams. AFP (2022) other charges relate on the mistreatment of 'black' assistant coach Enoch Nkwe which led to his resignation. AFP (2022) other charges relate to the Black Lives Matter over "taking the knee". AFP (2022) all charges against Mark Bucher withdrawn. For article, addendum c, see page 23

Based on the article by *Eyewitness News*, on may conduct discourse analysis based on few points in the article.

It is possible that the text production of the article was produced based on historical context because of apartheid in South Africa where black people were subject to racism. For *Eyewitness News* by publishing this article with a link to *AFP* sets as reminder that the Eyewitness is in dialogue with *AFP* and shows that the text exists. In terms of ideological frameworks, people may have different ideas about what happened, the matter of derogatory song, maybe misunderstood as there is history of apartheid in South Africa, so media may report based on that without side of the other. Audience may try to make sense of the article, as for the mistreatment of the 'black coach', other may tribute that mistreatment because the coach is black while other may think is because assistant coach is not fit to assist not because he is black but because he lacks experience. On the side of 'Black Lives Matter', one may argue that Mark Boucher did not want to kneel because he does not believe in Black Lives Matter campaign and on the other side one may argue that Mark Boucher believes that all Lives matter not just black.

4.3 Media and sexual orientation: the portrayal of gays and lesbians

4.3.1 The origin and development of queer

According Cilliers (2017:346), the term 'queer' originated from English language five centuries ago from German 'quer' meaning at right angles or dialogue to the base. The queer theory is generally peculiar in comparison with normality, this, means it challenged normality despite the constantly shifting definitions of normal (Cilliers 2017:346). In more than 150 years queer theory had already has implication of sexual deviance for males and gay activists reclaimed queer despites some in gay community consider it derogatory (Cilliers 2017:346). The queer is often used within sociology, psychology, and communication as term to described non-normative sexuality (Fourie 2017:346).

4.3.2 Focus and objectives of queer theory

According to Cilliers (2017:346) queer theory focuses in challenging the modern ideas about sexuality as a source of information and skills that structures and organises the personal, institutional, and cultural life of individual in Western societies. It has shifted in fighting oppression of homosexuals and efforts to free gays and lesbians to dealing with analysing and critiquing sexuality such heterosexuality and asexuality (Cilliers 2017:346). The queer theory has objectives, one of the objectives include integrating queer scholarship in academia and set a research agenda (Cilliers 2017:347). The queer theory wants to stimulate dialogue among queer scholars and distribute queer research (Cilliers 2017:347). The queer theory looking to examine the implications of queer theory in a variety of contexts including media communication (Cilliers 2017:347). The queer theory further looks to explore the implications of the scholarship in cultural politics and personal empowerment and transformation (Cilliers 2017:3467).

4.3.3 Queer theory as an approach

Queer as an approach came about because of the issues raised by various groups such as gay and lesbian civil rights in 1980s, which debated issues relating to pornography and feminist censorship and the early time of HIV/AIDS outbreak (Cilliers 2017:347). After the HIV/AIDS spread from Africa to Europe and North America, it was regarded and dismissed as predominantly 'gay disease' which allowed the virus to be epidemic in all sectors of society (Cilliers 2017:347). As HIV/AIDS was just infection in the beginning, however it progressed and was ignored by authorities who opposed the homosexuals and the urgency to fight against HIV/AIDS managed to unite previously divided groups (Cilliers 2017:347). The queer activism fight against the belief that identities are useful way to categorise people and has become strategy not identity (Cilliers 2017:347). Queer activism emphasis that politics could be queer, but folk could be not (Cilliers 2017:347).The spread of HIV/AIDS amongst homosexual, heterosexual or bisexual regardless of a colour or economic class help develop the awareness that identities are no indicator of vulnerability and no shield from risk (Cilliers 2017:347). Queer as an approach unite unequal groups with remarkable diverse lives and sexual practices and has be successful in conservative and devout country like South Africa (Cilliers 2017:349). Queer is about actions and the way of living and in sense queer politics, it is now a shared lifestyle (Cilliers 2017:349).

This suggest Queer theory problematises and challenges rigid identity categories, norms of sexuality and gender and the oppression and violence that hegemonic norms justify (Cilliers 2017:347).

4.3.4 The influence of queer theory on media studies

According to Cilliers (2017:349), queer theory has influenced both academic and cultural trends, this has been done by focusing on the historical, social, and cultural constructions of desire and sexuality. Identity politics, political organising and community activism have been reshaped by the queer theory within the gay and lesbian community (Cilliers 2017:349). The sphere communication in all areas has started recognising queer theory and the two published volumes in field are characterised as the leaning more towards traditional gay and lesbian studies than queer theory itself (Cilliers 2017:350). Work such as those of Chesebro in his 1981 book, *Gayspeak: Gay male and lesbian communication, observed, "a communication perspective of homosexuality has been extremely slow to emerge"* also proved the influence of queer theory on media studies (Cilliers 2017:350). Ahn, Himberg and Young (2014:118), argue that the queer theory influence led to the publication of Judith Butler's '*Gender Trouble,* Eve Kosofsky Sedgwick's *Episternology of the closet* and demonstrated the immense importance of cinema to queer theory's fundamental analyses. Ahn et al (2014:146) argue that Asian cinema and media studies have emerge in and through the intersections of multiple social, cultural, and intellectual forces. The social movements are organising queer film festivals to aid development of queer matters and sexual cultures (Ahn et al 2014:146).

4.4 Media and HIV/AIDS

Articles in addendum D, see pages 25-31

4.4.1 Advocate the representation of social change

The article by newspaper by Christian Teichmann of *Mail & Guardian* "How the constitution changed the HIV/AIDS epidemic's trajectory in SA" and article by Lehlohonolo Mashigo of *Independent online* 'has SA forgotten the fight against HIV and AIDS'. Both articles advocate the representation of social change by giving

statistics of HIV by providing details about organisation(s) that advocated the roll out of the life-saving antiretroviral (ARVs). Tiechmann (2022) reminds people the hard work of the activism group, Treatment Action Campaign that in 2002 took government to court for refusing to roll out ARVs. Mashigo (2022) states that the UNAIDS, organisation with United Nations dealing with HIV/AIDS activism, welcomed the intention by South Africa to decriminalise sex work in a bid to prevent HIV and providing effective treatment. One can notice that both articles emphasis activism about raising awareness that HIV/AIDS is still prevalence and shows that HIV still a problem in the community so still important for people to get tested.

4.4.2 Proactively set the agenda for social change

Both articles set agenda for social change by obtaining data about HIV statistics from trusted organisation such as World Health Organisation (WHO) and sharing stories about individuals that lost loved one. And remining people about hardship people face when then government refused to recognise the need for treatment. Tiechmann (2022), states that not many leaders admitted the HIV/AIDS problem, however a notable leader, Prince Mangosuthu Buthelezi who was brave enough to announce that his son at the funeral died of HIV/AIDS. Tiechmann (2022), the article further remindspeople due to government refusing to recognise the need for treatment death toll was frightening. Mashego (2022), the article reminds people that HIV/AIDS still there by giving statistics based on provinces with high rate in 2021, KwaZulu-Natal at 18.3%, Mpumalanga at 15.9% and Free State at 14.8% greatest burden of the epidemic. Both these articles proactively set agenda by reminder of what people went through in the past and the statistics prove that the "war" against HIV/AIDS is far from over.

4.4.3 Articles adhered to ethical reporting

Faure (2008:285), argues that reporting on special topic such as HIV/AIDS deserves special consideration. The language use in both articles is encouraging people, so the journalist tried their best to carefully choose on how they put some of the points. For example, Tiechmann (2022) 'winning the battle', one may guess that winning the battle means more testing and knowing statues which may lead to the use of ARVs if

necessary. Tiechmann (2022), 'South Africa is still at war', meaning people are still being infected with HIV and others are still dying of AIDS. Mashego (2022), 'people living with HIV and children living with HIV', this sound more ethical than saying 'people and children suffering of AIDS'.

4.4.4 Two examples of AIDS metaphors

Tiechmann (2022), the metaphor in the article "pushed to the ground", suggests that the HIV/AIDS matter has been neglected. Mashigo (2022), the metaphor in the article "stem the tide", suggest the attempt to slow the HIV/AIDS infections.

4.5 Media and terrorism

Terrorist have been using every available mass communications technology since the nineteenth century to communicate their ideologies (Kirsten 2017:447). This essay will discuss the relationship between media and terrorists. This essay will discuss this relationship by critically discuss the symbolic relationship between media and terrorists. This essay will further discuss whether the media will support the official perspective on terrorists acts as determined by the government. Furthermore, the essay will detail if the media will support the alternative perspective instead of the official perspective.

Terrorist acts can be newsworthy by their dramatic, often violent and some cases politically important nature (Kirsten 2008:298). The media tend to report on those acts performed by terrorist by doing so media form a relationship. The relationship formed between media and terrorist has been called 'symbiotic' and even called 'a marriage of convenience' (Kirsten 2017:447). Kirsten (2017:451) the media consider events according to their newsworthiness and editors of publications must decide which items are newsworthy enough to be published. If the terrorist acts are seen to be newsworthy, there is high chances that the media will cover that (Kirsten 2017:451). Terrorists and terrorist groups may need the publicity that comes with media coverage to further causes. Publicity and newsworthiness are not the only factors that influence the relationship between the media and terrorism (Kirsten 2017:451). Terrorists must also read, watch, or listen to the media to gain information about the success of their operations, so media coverage may be the only source of information available to

terrorist after an event (Kirsten 2017:452). While the terrorist activities benefit the media and terrorist in terms of media coverage, however government has the different perspectives when it comes to media reporting terrorist activities. Governments forms a third party in this relationship (Kirsten 2017:456).

Government has different attitude or behaviour towards media reporting terrorist activities. It is well known that media are by virtue of the concept of free speech able and entitled to report on acts of terrorist activities (Kirsten 2008:458). Democratic governments have the mostly difficulty in regulating them media coverage of the terrorist activities and if government harshly regulate the media coverage of terrorist activities will probably face public criticism and outcries (Kirsten 2017:458). If government impose harsh regulations on media reporting the terrorist activities, media would not support such behaviour because that could have turned reporters into informants and would thus destroy the media's credibility and the confidentiality between journalists and their sources (Kirsten 2017:458). South Africa proposed an Anti- Terrorism Bill and the Bill was met with rejection (Kirsten 2017:458). The bill has made arrangement for a judge an order for interrogation of a journalist who refuses to hand over information related to terrorist activities or who claims to protect sources (Kirsten 2017:458). The interrogation could made those being interrogated to give replies that are not satisfying (Kirsten 2017:458). The Anti- Terrorism bill could force terrorist group to resort to violence if the rights to freedom of speech though media are removed (Kirsten 2017:458). Look at the terrorism activities in Burkina Faso where Islamist Armed Group allied with Al-Qaeda and Islamic States to have allegedly kill and displaced people from their home (Burkina Faso events…2021). Journalist may have to report the terrorist activities by these Islamist Armed Group and not revealing their sources who may be part of those groups.

Just as non-state terrorism, state terrorism is dangerous to a society and government that make themselves at guilt of state terrorism will, just as other terrorist groups consider themselves as 'just' (Kirsten 2017:460). Governments practising state terrorism hide behind the justifications of protecting citizens, state security and internal stability (Kirsten 2017:460). State terrorism can be distinguished between two namely 'terrorism as foreign policy' and 'terrorism as domestic policy' (Kirsten 2017:460).

Foreign policy can be used to promote or defend an ideology (Kirsten 2017:460). What is the role of the media in reporting on state terrorism? (Kirsten 2017:460). In South Africa's history the media did not expose instances of state terrorism (Kirsten 2017:460). The relationship between governments and the media is just as complicated (or even more so) as the relationship between the media and terrorist groups (Kirsten 2017:461). Governments avoid from publicity but desire the support from the media in combating terrorism (Kirsten 2017:461). State operations, whether in the form of terrorist or anti-terrorist activities, do not look attention and public knowledge of state terrorist activities may cause dissent among the population (Kirsten 2017:461). Knowledge of anti-terrorist activities will alert the terrorist groups of strengths and movements and government would rather the media to remain an information source, providing intelligence to the security forces (Kirsten 2017:461).

Finally, it is obvious that the media and terrorism share the so called 'symbiotic relationship' and on how the terrorist use media to share their ideologies. It is obvious that media need to decide if these terrorist events are newsworthy before being covered. Furthermore, it is obvious that the terrorists need media coverage to further their causes and stay alert about their terrorist events by using the media to know if their attacks are successful or not. As the government's attitude towards terrorist attacks may not change, it is good that the government does not impose harsh regulations about media reporting about terrorist events as imposing harsh regulations may create outcries and could turn journalist into informants. It is important to note that media have social responsibility to let public know about these terrorist events so that public became aware of them while in the process emphasising the human interest. State terrorism, just like non-state is dangerous to society, even though government practising state terrorism hide in the name of protecting citizens, state security and internal stability.

5 CONCLUSION

This portfolio examination attempted to give an overview of the Broadcasting Digital Migration Policy of 2008 in South Africa and discussed five stages of the policy process using examples from the Broadcasting Digital Migration Policy of 2008. Furthermore, this portfolio discussed how one can gain control over suppliers, distribution or competition using four types of integration and discussed using four components of SWOT analysis in conducting an environmental analysis of media organisation. This portfolio detailed how news "flows" along certain channels, which contain what is known as "gate" where personnel such as editors make decisions on how they perceive and reconstruct news before news appears in the media and further more examples were provided. The portfolio further discussed four issues of analysing racial in media by analysing *Eyewitness News* article. The portfolio critically discussed queer theory based on perspectives of origin and development of queer, focus and objectives of queer theory, queer theory as an approach and the influence of queer theory on media studies and media content. The portfolio used articles of *Independent Online (iol)* and Mail&Guardian to explain the representation of social change relation to HIV/AIDS, proactive set the agenda relation to HIV/AIDS, adhering to ethical reporting on HIV/AIDS and AIDS metaphors. This portfolio investigated the matter of the relationship between the media and terrorists by discussing the symbiotic relationship between the media and terrorists and discussed whether the media support the official perspective on terrorist activities as defined by government. Furthermore, this portfolio examined reasons for the media to support the alternative perspective instead of the official perspective.

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ADDENDUM A

SELF-ASSESSMENT AND SELF REFLECTION

Beside understanding the content, by doing this assessment I realise that I can keep myself on loop about what I should do next and able to complete my assessment in short space of time. I have gained the skill to inspire myself by making sure that I pay attention when I read whatever I may be reading either study guide or prescribe book. By doing this assessment I realise that I can co-operate, work under pressure, and multitask. However, there were shortcomings, when I was doing this assessment, sometimes I struggled to understand questions, especial about queer theory and HIV/AIDS and giving examples can be challenging and writing argumentative essay challenged me. Here learning outcomes achieved by study units,

For the nature of media and communication policy, the learning outcome I gained is to demonstrate a theoretical understanding of media process including five stages of policy process.

For strategic media management, learning outcome I gain is theoretical understanding of types of integration for gaining control over suppliers, distributors and competitors and four components of SWOT analysis when conducting an environment analysis for media organisation

For news as representation, the learning outcome achieve is understanding the theoretical terms used in the media such as 'gates' and professionalism in the media

For media and race, learning outcome achieved is theoretical understanding of issues in analysing racial discourse.

For media and sexual orientation: the portrayal of gays and lesbian, I achieved the theoretical understanding of queer theory.

For media and HIV/AIDS, the learning outcome I gained is analysing a newspaper articles to see how they advocate, set agenda, report about HIV/AIDS

For media and terrorism, learning outcome achieve theoretical term used to describe relationship between media, government, and terrorism.

ADDENDUM C

CRICKET SOUTH AFRICA WITHDRAWS RACISM CHARGES AGAINST MARK BOUCHER

Cricket South Africa announced that all charges against head coach Mark Boucher have been withdrawn, leading to the abandonment of a disciplinary hearing which was due to start on 16 May.

AFP | 15 May 2022 07:42

JOHANNESBURG - Cricket South Africa announced on Tuesday that all charges against head coach Mark Boucher have been withdrawn, leading to the abandonment of a disciplinary hearing which was due to start on May 16.

The 45-year-old former Test wicketkeeper was facing charges of racism, laid by CSA, which could have resulted in his dismissal.

The controlling body admitted in a statement that there was "no basis to sustain any of the disciplinary charges".

The allegations against Boucher followed Social Justice and Networking hearings last year into discrimination into cricket.

Boucher was accused by former teammate Paul Adams of leading a song with racially derogatory words during fines meetings after matches while they were playing.

Adams announced on Sunday that he was not prepared to testify at the hearing, stating his comments to the SJN ombudsman related to the overall culture of the team rather than any particular player.

CSA noted in its statement that Boucher had apologised to Adams and the apology had been accepted.

It was also alleged that Boucher had sidelined his black assistant coach Enoch Nkwe, leading to Nkwe's resignation, but Nkwe was also unwilling to testify at the planned hearings.

A further charge was that Boucher had failed to deal effectively with a controversy over "taking the knee" in solidarity with the Black Lives Matter movement.

CSA said its lawyers had consulted with other potential witnesses and concluded that none of the three charges were sustainable.

The recent exoneration of director of cricket Graeme Smith, who like Boucher had been the subject of "tentative findings" by SJN ombudsman, Advocate Dumisa Ntsebeza, "fortified the conclusion that the charges against Mr Boucher would be dismissed."

Board chairman Lawson Naidoo said CSA had been committed to treating issues raised at the SJN hearings "with utmost seriousness" with a view to ensuring fairness.

"The decision to withdraw the charges brings about finality on these issues for CSA and Mark and allows the focus to return to the cricket field."

Boucher is contracted until the end of the 2023 Cricket World Cup.

CSA chief executive Pholetsi Moseki acknowledged that it had been a difficult time for Boucher.

"CSA regrets this. CSA is also appreciative of the fact that Mark has at all times conducted himself properly and professionally," said Moseki.

Leading South African businessmen had assembled a high-powered legal team to defend Boucher.

The lawyers had made an official request for the disciplinary hearing before Advocate Terry Motau to be held in public.

ADDENDUM D

Published Dec 27, 2022

Johannesburg - About 70% of people living with HIV are in Africa and, according to the Research Foundation to Cure AIDS (RFTCA), about 54% of infected people worldwide do not know they are positive.

Health Minister Dr Joe Phaahla stated during the recent World Aids Day commemorations, that in 2021 KwaZulu-Natal, Mpumalanga, and the Free State provinces had the highest HIV prevalence rates at 18.3%, 15.9%, and 14.8%, respectively, while the Western Cape had the lowest at 8.3%, followed by the Northern Cape at 10%.

"According to research, the majority of our epidemic burden falls on black Africans, with crucial and vulnerable populations being disproportionately excluded from accessing health care. We must never relent in our efforts to stop the spread of the virus," he said.

Phaahla said that the department now needed to focus on the alarming and substantial increase among the youth population which continues to experience high rates of new HIV infections.

"This is a critical issue if we are to stem the tide of rising HIV infections. These new HIV infections occur in young people aged between 15 and 24, and according to research done through the Thembisa 4.3 model, in 2019, there were roughly 14 000 new infections in young males and 55 000 in young women," added the minister.

These figures should serve as a warning that HIV remains a major health threat

According to UNAIDS, around 4900 young women aged 15–24 years become infected with HIV every week. In sub-Saharan Africa, women and girls accounted for 63% of all new HIV infections in 2021, with six in seven new HIV infections among adolescents aged 15–19 years being among girls. .

KwaZulu-Natal bore the greatest burden of the epidemic, according to UNAIDS.

The agency, noted that there were approximately two million people living with HIV, including 76 000 children (December 2020), and eThekwini had approximately 641 000 adults and 21 000 children living with HIV in 2020.

Meanwhile UNAIDS Country Director for South Africa, Eva Kiwango, has welcomed the South African government's proposed bill to repeal the criminalization of sex work, as a positive move in the fight against HIV.

"The evidence is clear: criminalization has been proven to have increased the risks faced by South Africa's sex workers, hurt their health and safety, and obstructed South Africa's HIV response," she said.

UNAIDS also welcomed South Africa's intention to decriminalize and protect sex workers against abuse and exploitation.

"Criminalization has impeded South African sex workers' access to vital health-care services, including effective HIV prevention, treatment, care, and support services."

To end AIDS, we need to repeal the harmful punitive laws which are perpetuating the pandemic. "To save lives, decriminalise," added Kiwango.

The Star.

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How the Constitution changed the HIV/Aids epidemic's trajectory in SA

By Christina Teichmann

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In 1988, the UN General Assembly officially recognised the World Health Organisation (WHO) declaration that 1 December would be internationally commemorated as World Aids Day. The virus was first identified in 1981 and it was named human immunodeficiency virus/acquired immunodeficiency syndrome (HIV/Aids) in 1982.

The WHO realised that it posed a global health threat and that a united effort was needed to fight against it. Annually, the day aims to garner support for people living with HIV and to commemorate those who have died from Aids-related illnesses.

The day also presents an opportunity for governments and civil society to take stock of and evaluate their respective responses to the epidemic. While the first waves of the Covid-19 pandemic have swept across the globe and demanded much attention and resources, the ongoing HIV/Aids epidemic seems to have been sidelined — pushed to the background, if not dropped completely as a matter of urgency.

One reason for this might be that HIV/Aids is more prevalent in poorer and developing countries, whereas Covid-19 — with death rates sparing no country — significantly affects the entire globe.

What HIV/Aids and Covid-19 do have in common, however, is that they each pose a challenge to political leadership, put governments to the test and expose the weaknesses and vulnerabilities of societies. The following statistics are a reminder that South Africa is still at war in terms of combating HIV/Aids and may — in fact — be further away from winning the battle than it was before Covid-19.

South Africa – the epicentre of the HIV/Aids epidemic

Africa, a continent with a predominantly young population, is hardest hit by the epidemic — with an estimated average of 3.9% of the population infected by the virus — a higher prevalence than on any other continent. South Africa finds itself in the epicentre of the epidemic. The following statistics provide insights into the scope and seriousness of the HIV/Aids crisis in the country but fall short of revealing the emotional burden and human suffering associated with the disease.

According to Statistics South Africa, in 2021 the estimated overall HIV prevalence rate among the South African population was approximately 13.7%. In the same year, the total number of South Africans living with HIV was estimated at about 8.2-million.

That said, according data from UNAids, the number of new infections per year in South Africa has dropped by more than half in the last two decades — from 510 000 in 2001 (at a time when the South African government was still in denial about the illness) to 210 000 in 2021. This is, however, no reason to celebrate or become complacent.

Aids-related deaths are still unacceptably high in South Africa. In 2022, the estimated number of deaths from Aids-related illnesses reached about 85 800. This was lower than the previous year, when Aids-related deaths in the country reached nearly 88 000. Adding up all Aids-related deaths since the 1990s, South Africa has lost up to five million people to the disease — a figure comparable to the population of Cape Town. Had the millions of South Africans been casualties of a war or a natural disaster, a monument would likely have already been erected for them.

HIV/Aids has the devastating attribute that it affects young adults in particular — those of reproductive and economically productive age who are considered the backbone of society. In 2021, an estimated 19.5% of the population from 15 to 49 years old were HIV positive. In addition to age, the virus seems to have an unfair gender bias, with women significantly more at risk of contracting it than men. Almost a quarter of women of reproductive age (15 to 49 years old) are HIV positive.

Thanks to the ground-breaking constitutional court judgment of 2002 and the free availability of antiretroviral (ARV) treatment, being HIV positive is no longer a death sentence. However, the risk of contracting and succumbing to tuberculosis (TB) and other opportunistic diseases is significantly higher due to a compromised immune system.

While the infection and death rate statistics are unacceptably high and require urgent political intervention, one should not forget that progress has been made — not least thanks to the dedication and activism of civil society organisations working in this field.

When leaders fail, the human costs are high

While there are many individuals and organisations in South Africa that have done (and still do) remarkable work in combating and treating HIV/Aids since the disease first caught public attention more than three decades ago, there is one organisation that stands out and has managed to force the South African government to take action.

In 2002, the Treatment Action Campaign (TAC), an organisation founded just four years earlier in 1998, took the South African government to the constitutional court for its refusal to widely roll out lifesaving ARVs to HIV-positive pregnant women and prevent mother-to-child transmission of the virus. The bitter court battle was preceded by intensive advocacy work and was widely seen as a kind of last resort to change the government's stance towards HIV/Aids in general, and the roll-out of ARVs in particular.

When Thabo Mbeki assumed the presidency in May 1999, the death toll as a result of the Aids epidemic was frightening. It is estimated that in that year alone, around a quarter of a million people died of Aids-related causes in South Africa. The most populous provinces, such as KwaZulu-Natal, Gauteng and the Eastern Cape, were hit the hardest in terms of absolute numbers.

Often, the cause of death of a loved one was kept secret and officially attributed to other illnesses due to the relatives' fear of stigmatisation and ostracisation by the community. The stigma attached to the disease caused a severe underreporting of HIV/Aids-related deaths in South Africa, making it difficult for health experts and policymakers to grasp the full extent of the epidemic.

To be infected came close to a death sentence since no cure had been found and no treatment was available. Widespread testing for HIV was not conducted, leaving individuals in the dark about their status and thereby increasing the risk of unknowingly spreading the virus and promoting new infections. As the virus spreads mainly via sexual transmission, the shame and stigma attached to HIV/Aids prevented people from openly talking about it and seeking help.

Not many public figures admitted that they or their family members were affected by the virus. A noteworthy exception in this regard was Prince Mangosuthu Buthelezi, the leader of the Inkatha Freedom Party, who — at his son's funeral in Mahlabathini in northern KwaZulu-Natal in 2004 — openly stated that the cause of his son's death was HIV/Aids. Buthelezi was one of the few politicians who spoke out strongly against the government's slow response to the pandemic and actively helped to combat stigma around the disease.

Mbeki was criticised for how he handled the health crisis within his own party. Against unwritten ANC protocol, former president Nelson Mandela lambasted the Mbeki government's "lacklustre" response to

HIV/Aids. In 2002, Mandela told the Johannesburg-based *Sunday Times*: "This is a war. It has killed more people than has been the case in all previous wars and in all previous natural disasters. We must not continue to be debating, to be arguing, when people are dying."

To the horror of scientists, health practitioners and activists, Mbeki publicly contradicted scientifically accepted research by expressing the view that HIV did not cause Aids. His minister of health at the time, Dr Manto Tshabalala-Msimang and other dubious experts supported his views and went as far as officially promoting herbal remedies — such as garlic and beetroot — as an alternative to ARVs.

The failure of Mbeki's government to respond adequately to the HIV/Aids crisis and enact the countrywide roll-out of free ARV intervention came at a huge human cost. According to an article by Pride Chigwedere published by the Harvard School of Public Health, more than 330 000 people died prematurely from HIV/Aids between 2000 and 2005 due to the Mbeki government's obstruction of life-saving treatment, while at least 35 000 babies were born with HIV infections that could have been prevented.

A constitutional court judgment that saved lives

"The magnitude of the HIV/Aids challenge facing the country calls for a concerted, co-ordinated and co-operative national effort in which government in each of its three spheres and the panoply of resources and skills of civil society are marshalled, inspired and led. This can only be achieved if there is proper communication, especially by government."

The constitutional court delivered this statement on 5 July 2002 as part of its judgment in *Minister of Health and Others v Treatment Action Campaign and Others*. The judgment upheld the constitutional right of all HIV-positive pregnant women to access healthcare services to prevent mother-to-child transmission of HIV.

"The court found that the government had not reasonably addressed the need to reduce the risk of HIV-positive mothers transmitting the disease to their babies at birth. More specifically, the finding was that the government had acted unreasonably in (a) refusing to make an antiretroviral drug called Nevirapine available in the public health sector where the attending doctor considered it medically indicated, and (b) not setting out a timeframe for a national programme to prevent mother-to-child transmission of HIV," the judgment stated.

The judgment supported the applicants' view that the government's restrictions in terms of rolling out ARVs were unreasonable when measured against the Constitution – which demands that the state and all its organs give effect to the rights guaranteed by the Bill of Rights, including the right of everyone to access public healthcare services and the right of children to be afforded special protection.

The constitutional court judgement was a huge victory for the applicants and paved the way for access to ARVs in the public health system, which has saved millions of lives since its implementation in 2004.

In the following years, the TAC was instrumental in securing a universal, government-provided Aids treatment programme. In 2007, the [National Strategic Plan on HIV, TB and STIs 2007-2011](#) was adopted by parliament.

Today, more than five million people are on ARV treatment in South Africa and are able to live normal lives.