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**Media representation of men and women on issues of domestic violence: The Herald
and H-Metro January 2015-May 2016**

By

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**MEDIA REPRESENTATION OF MEN AND WOMEN ON ISSUES OF DOMESTIC
VIOLENCE: THE HERALD AND H-METRO JANUARY 2015 TO MAY 2016.**

Declaration by student

I, Lisah Rhodah Muroyi (R131877W), hereby declare that this dissertation is my original work and that it has not been previously submitted to any other University. I also declare that proper citations and acknowledgements in accordance with copyright law and ethical requirements have been strictly adhered to in writing this dissertation.

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I hereby certify that I personally supervised this dissertation in accordance with department regulations and the university general regulations. On that basis I conform that the dissertation is examinable.

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Dedication

I dedicate this dissertation to James Mbaya and my late parents whose absence has taught me to persevere and have hope for tomorrow. Thank you for making me the person I am today.

ABSTRACT

This study focused on the representation of men and women in *The Herald* and *H-Metro* on issues to do with domestic violence from January 2015 to May 2016. How gender is being represented, portrayed and covered in the two papers is what the study was mainly focusing on. The researcher comparatively explored gender representation and influences of the choices of these representations. The researcher used qualitative methods to collect data. Through content analysis the research found out that these two papers represent men and women differently. The study established that *The Herald* and *H-Metro* use language to bring about certain gender representations. Women were found to be victims as well as perpetrators of domestic violence. Women were called names according to the nature of their crime which was different when the same crime was committed by men. The reason that was found to be lying under the financial benefits of the company as well as influences of several pressure groups that advocate for gender equality. *H-Metro* was found to be leading in terms of writing articles that drew the attention of readers so as to sell copies. The study also looked at the influence of Zimpapers editorial policy, journalists perceptions as well as policies and conventions which influences the representation of men and women in *The Herald* and *H-Metro*.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

This study explored *The Herald* and *H-Metro*'s representation of men and women with reference to domestic violence between January 2015 and May 2016. Domestic violence can be defined as any form of violence and aggressive behaviour that takes place within a home mostly between a spouse and partner. Ganley (1995:6) gives a behavioural definition of domestic violence defined as "a pattern of assaultive and/or coercive behaviours, including physical, sexual, and psychological attacks, as well as economic coercion, that adults or adolescents use against their intimate partners." Domestic violence comes in different forms but only physical abuse was explored in this study.

The media shapes people's perceptions on domestic violence. Wood (1984) argues that all forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions. This then leads the media to represent certain sexes in a way that is stereotypical and unrealistic. Bell(1991) notes that stories tend to be covered in a particular way to make them more "newsworthy" and this is likely to be the case for domestic violence stories. The media disseminate messages which might be biased, stereotypical, which reflect the ideas of those who make them. In that case, domestic violence is often gendered; it is made out to be a man versus woman thing, without problematizing the historical, social and economic context in which it happens. This study attempts to problematize these issues by investigating whether the circumstances that lead to domestic violence are being examined.

1.2 BACKGROUND TO THE STUDY

Domestic violence, just like suicide has long been a subject that was not always exposed in many cultures and the Zimbabwean culture is not an exception. In its various forms it exists in almost every part of the world. Physical abuse is the most common type of domestic violence although emotional and psychological abuse is also prevalent. Domestic violence goes beyond race, culture and class. Both males and females are victims of domestic violence, although male-to-female violence is the most common direction for the abuse argues Lempert et al (1996). Domestic violence has long been seen as hostility towards a female partner by a male counterpart, however this view has changed because men are also being battered by women, reports have discovered. Women can also be perpetrators of domestic violence. Domestic violence, much like anything else

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in the society, is functional. It is used as a way of controlling the partner in which the act is involved. Hart(1991)claims that it is directed at circumscribing the life of the victim so that independent thought and action are curtailed and so that the victim will become devoted to fulfilling the needs and requirements of the perpetrator. Okwemba (2011) sees much of it centring on control and the problems often start long before a relationship descends into physical harm. Due to this cause, domestic violence has been a predicament that has shifted from being a problem between couples to a situation that affects the society as a whole. Besides it being sensitive the media has a way of reporting it. O’Keeffe et al (2007:13) is of the view that “The domestic abuse cases remain at arm’s length. ... Domestic abuse, when brought to the public sphere in news reports, is mediated for public consumption...” this means that the media when reporting on domestic violence is not innocent it, either takes sides or suppresses the other part involved in the domestic violence act.

Khosravinik (2009) quotes Hartmann and Husband (1974:23) who argue that, “mass media are capable of providing frames of references or perspectives within which people become able to make sense of events and their experience.” They agree with the fact that the media shapes people’s perceptions and behaviours towards a certain subject. Given media's stereotypical portrayals of women and men, we should not be surprised to find that relationships between women and men are similarly depicted in ways that reinforce stereotypes. Media reflect and promote traditional arrangements between the sexes.

The media hold an influential position as the main source of information and even opinion in society, especially a democratic one. They are a chronicler of events, a transformative space and a tool to change society (Matekaire, 2003). People depend on the media for news, educational programs, general information and opinion. This means that they are the ideal space to advocate for change of perception even when it comes to issues of gender equality and equity. When employed well, the media can influence positive change in society’s attitudes. Following the regional Protocol on Gender and Development, which Zimbabwe is a signatory of claims that gender mainstreaming and equality of representation should be 50:50 by 2015. This study explored the representation of men and women in *The Herald* and *H-Metro*.

Most recent evidence shows that cases of domestic violence were on the rise in the year 2015. According to the Zimbabwe Republic Police, they have increased by 34%compared with figures recorded in 2014. Figures from the ZRP report (2015) revealed increasingly shocking statistics on

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domestic violence in Zimbabwe. In 2015, more than 20 500 cases of domestic violence were received by the police. The 2015 figure represents a 34 % increase as a year earlier in 2014, cases of domestic violence recorded by police were about 15 300.

While the above statistics provide important primary evidence, this study went beyond and explored media representation, text and language as far as the coverage of both men and women in the context of domestic violence is concerned. In this context, the study examined how *H-Metro* and *The Herald* represent gender issues in domestic violence. This differs from the old perspective that men are the perpetrators and women are the victims. This study evaluated whether the media label women as the perpetrators, who are after money and material possessions in every relationship or they look at other issues surrounding domestic violence or just the results.

1.3 STATEMENT OF PROBLEM

The major objective of the research is to examine the portrayal of men and women in *The Herald* and *H-Metro*, particularly on issues concerning domestic violence. It investigated the representation and coverage of men and women in the named newspapers from the January 2015 to May 2016. It is with this in mind that the research explored whether the media are presenting reality on gender issues and domestic violence.

1.4 RESEARCH OBJECTIVES

The objectives of the study are:

- To comparatively explore the representations of men and women in *The Herald* and *H-Metro*.
- To investigate what influences the choice of representations in *The Herald* and *H-Metro*.
- To problematise the way men and women involved in domestic violence are represented and offer solutions.

1.5 RESEARCH QUESTIONS

1. How do *The Herald* and *H-Metro* represent men and women in their coverage of domestic violence?

Sub questions

1. How are men and women represented in *The Herald* and *H-Metro*?

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2. What influences the choice of representations that are found in *The Herald* and *H-Metro*?
3. How are men and women involved in domestic violence represented and what are the possible solutions to their different representations?

1.6 ASSUMPTIONS

Every study is guided by assumptions which might be true or not.

The following assumptions were made in the study:

- The media have influence on the representations of men and women.
- Men and women involved in domestic violence are subjects to gender stereotypes.
- Men and women in every domestic violence act can either be perpetrators or victims.

1.7 JUSTIFICATION OF THE STUDY

A lot of research has been carried out on underrepresentation of women in the media but less attention has been given to representation of men and women on issues of domestic violence in the Zimbabwean media. Destined For Equality by Jackson (1998), Beijing Declaration and Platform for Action, Gender Responsiveness of Policies and news Sourcing Trends in Zimbabwe's Media Houses are some of the studies on underrepresentation of women that have been carried out. Much attention has been given to women only forgetting that men can also be victims of domestic violence.

As a result of these studies, many newsrooms have adapted the new gender policy writing in light of women and this has seen *The Herald* opening a gender section. However this study looked at how both parties are being represented, only women have been given much coverage concerning domestic violence. The study's aim is to add information about representation of men and women in the Zimbabwean broadsheet *The Herald* and a tabloid *H-Metro* by analysing the type of representations they use in the construction of gender stereotypes. These two papers are widely read and the latter covers most of the issues which has a lot of stories to do with domestic violence. *The Herald* also has gender section which is helpful in trying to explore representation men and women.

The *Herald* has been consistent in covering gender issues which made it suitable for this study. The study's aim is to help the people of Zimbabwe to evaluate the efforts done so far in the country to ensure gender equality and equity in reporting. It seeks to contribute to the field of

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Media studies in the Zimbabwean context by concentrating on how domestic violence and gender issues are presented in the media *The Herald* and *H-Metro* in particular.

1.8 DELIMITATIONS

The study was mainly concerned with *The Herald* and *H-Metro*'s coverage of domestic violence and gender issues. The research looked at the representation of men and women as well as the coverage patterns and how the issue of gender is portrayed. These papers are part of Zimpapers and they have covered a lot of issues concerning this topic but the study only focused on stories that were published from January 2015 to May 2016.

1.9 LIMITATIONS

The methods used in this study have their own limitations. My study was affected by methodologies used, using online archival collection, the websites did not have all the stories published in the period under study. Another limitation is that of my scope of the study, the articles that were covered from January 2015 to May 2016 might not be as representative as it should be. This therefore leaves a lot of other issues in my study. Some of the issues concerning domestic violence which were reported on outside on this period might be relevant will be left out. My study also focused on the text which might be read differently.

1.10 STRUCTURE OF THE STUDY

This research has six chapters and each of the chapters seeks to address different issues. The first chapter is the introduction of the study, that is, it gives the background information on issues to be studied, and the statement of the problem is defined as well as the research objectives and the questions. The significance of the study and also the delimitations of the study are all in this chapter. Chapter two includes the review of literature relevant to the study. It also discusses the theoretical framework informing the research. Chapter three focuses on the research methodology, that is, the procedures used in collecting and analysing the data for the study as well as the ethical considerations. Chapter four is the organisational structure and analyses of *The Herald and H-Metro*. Chapter five is the presentation of the findings of the research and the analysis of that data. Chapter six summarises the findings, gives the study's conclusions and also gives recommendations based on the findings of the study.

1.11 CONCLUSION

This chapter has introduced the study that is bringing out the objectives, background of the study as well as the assumptions made that have guided the researcher. The background has shown where the argument is coming from and the prevalence of domestic violence in Zimbabwe. This chapter also looked into the importance of this study in the academic field as well as in the media industry.

CHAPTER 2: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 INTRODUCTION

This chapter is a review of literature related to the study. It builds upon the background laid in the previous chapter the background to the study, the research problem, the objectives as well as the delimitations of the study. This chapter critically reviews some studies which have been published and some which have not yet been published which make reference to the topic under study. The study seeks to explore what influences the choice of representations that are published in both papers. The theoretical framework is also discussed in this chapter. Theories discussed include Representation, Africana Womanism.

2.2 LITERATURE REVIEW

Literature review is important in every research; it gives more information on what is already known in the field under research as well as bringing out the information gap. A literature review is an interconnected account of important pieces of work and arguments relevant to a study. It examines how other scholars have written about the subject under study and illustrates the difference between their studies and the one being undertaken. Herbert (1995) asserted that a literature review depending on the situation may evaluate the sources and advice the reader on the most pertinent or relevant issue. The researcher reviewed a wide range of published and unpublished works by different scholars in the field of media representation and gender stereotypes.

2.1.1 REPRESENTATION OF MEN AND WOMEN IN THE MEDIA

The media are at the centre of our everyday lives. Media coverage plays a significant role in the varying perceptions of domestic violence as a social issue over time. Most of the things that we know are based on images, texts or audio visuals that we consume in the media. One cannot ignore the fact that the media shape people's perceptions in the society. They are powerful weapons which can build or destroy nations, as communication is always linked with power. The media are also essential as they can act as a "popular tour guide" (Berns, 2004: 35) teaching people about social problems and for many the media are the main source of information. In doing so they deliver not only facts, but opinions, that help to shape ideology (Page, 2003: 559), therefore not necessarily providing neutral or objective representations of events (Semino, 2009) which readers of newspapers may not consider when reading such

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stories. Thus representation is at the core when discussing domestic violence because the media are not neutral in their reporting.

An important definition in the context of this study is one by Hall (1997), which states that representation means using language to say something meaningful about, or to represent the world meaningfully to other people. For Hall to represent is 'to stand for' or 'to be a symbol of. Representation therefore is a 'symbol', 'image', 'depiction' or 'an account of something.' It is an essential part of the process by which meaning is produced and exchanged between members of a culture, it involves the use of language, of signs and images which stand for or represent things. This then means the media represent men and women in an ideological manner which reflects the ideas of those who own representation mediums. It conveniently forgets other facts. Representation does not occur after the event but during the event and it has no meaning until it has been represented. As far as this study is concerned, this perspective is important because it gives people knowledge of the events that take place when cases of domestic violence are being reported on.

Significant research has been carried out on the way men and women are represented in the media, showing women as weak, not rational, emotional, as home makers, inadequate if not married and man as strong and rational. The society is patriarchal, men are found to be in most influential positions whilst women are care givers, nannies sex workers and weaker powers which need men to achieve better things in life. The same views are raised by Chari (2009) who comments that African man's roles as fathers and breadwinners are insisted upon by the media. Men are mostly depicted as strong, muscular and powerful, which by implications means that men will not be inclined to report cases of domestic violence when they fall victim. They choose to keep it to themselves and with the help of the media will help share or give the whole blame to women.

In media and giving reference to domestic violence, Medzani (2013) argues that men are viewed as perpetrators and women as victims of domestic violence. In agreement with this is Berns (2004:6) who states that, "the focus is mostly on female victims not on male abusers, and not on the social or cultural factors surrounding domestic violence." She argues that these types of stereotypes end up changing the focus of the crime instead of looking for the reasons for the violence; the media focuses on the victim which in this case happens to be a woman. Bograd et al (1990) concurs with the fact that when the media is reporting it focuses on the female victim blaming the woman for her own victimization and perpetuates the myth that she is responsible

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for the violence. In this case women are represented as victims of domestic violence and responsible for the act by their male perpetrators.

The media does not go on to look for various reasons that led to the act but rather act upon the results of violence and this study therefore problematised the representation of men and women in the media. Dorfman et al (2003:3) share the same sentiments arguing that rather than the man's behaviour, the female's behaviour is analysed. This shows that representation of men and women in the media regarding domestic violence is different and that media reports are biased towards men. Women are victimised, the media does not look at the problem causing domestic violence but rather blame women for domestic violence.

Supplementary Homicide Reports (2004) sees men reporting domestic violence as the reasons why they will be blamed for the same act they reported on or as something that will portray them as weak. Due to media stereotypes about men who are represented as powerful individuals who are successful and have it all in their lives. This means that these stereotypes about men also fuel feelings of inadequacy in men in certain circumstances that will lead them not to report. Drawing findings from The Supplementary Homicide Reports, if men report abuse they can be arrested themselves on suspicion of being perpetrators. This is because society is accustomed to domestic violence against women rather than against men and the media is at the forefront of perpetuating these stereotypes through representation. This viewpoint needs to be revised; hence one of the objectives of this study is to comparatively explore the representations of men and women in *The Herald* and *H-Metro*.

Representation of women in the media has long been a subject under discussion many scholars have contributed to this issue and a lot has been discovered. Okiring (2013) is of the view that women's issues draw the attention of the media, they are often sensationalized trivialized, or otherwise distorted and thus their coverage involves a series of hits and misinformation as well. This misrepresentation also comes from issues of domestic violence. They are often gendered, stereotyped and sensationalized. The press draws much attention on sensational issues rather than looking at facts that led to certain events. This study aims at contributing to the fact that women are stereotyped when it comes to representation of domestic violence. Rather than blaming women for every domestic violence act the study is going to offer solutions to how men and women can be fairly represented in the media concerning gender and domestic violence issues.

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Language is used to describe events in ways that are convenient for those who own the means of production men are protected or they are not blamed for domestic violence. It then shifts to be a woman's problem. In her critique of various forms of media, Kozol (1995) argues that "representational strategies used by the mainstream media protect male power from the threat posed by the exposure of these crimes," with portrayals typically "focused on the women involved, either blaming them for the abuse or championing them as lone heroines fighting lone villains". Kozol argues further that media representations "often reinforce national ideologies through their focus on individualism and free will ... attacking the specific problem but not larger structural forces ignores crucial factors of race, class, and sexuality in ways that reproduce, rather than question, national ideals".

This then shows that often at times the media represents facts which will be used by the nation as ideologies. It ignores factors which lead to domestic violence but shift focus on either the outcome or the victim which from the reviewed literature happens to be women. Meyers (1994) claims that the coverage of domestic violence serves to perpetuate the past belief system that men dominate women. Although these studies make a valuable contribution to the literature, there have not been any studies that systematically explore the nature of newspapers coverage of domestic. Furthermore, one can notice that the previous studies are dated and there is need for current knowledge concerning the subject. The context in which most of the reviewed studies lies mostly in America and there is a few contribution from Africa. By paying close attention to media representations this study analysed how domestic violence articles are worded and what new representations are being brought out in *The Herald* and *H-Metro* and how it reported on issues of domestic violence and how the issue of gender is addressed.

2.1.2 GENDER STEREOTYPING PERPETUATED IN THE PRESS

Gender is socially constructed roles that are ascribed to men or women boys or girls, in other words these are socially learned behaviours that differentiate being male or female. These roles are not fixed, thus can change over time and they also differ with culture. Lorber (1994) argues that qualities that characterize a man as a man or a woman as a woman are identified with one's way of life and the general public they live in as opposed to their sex. Gender is constructed through the media. Through institutions of socialisation such as the family and schools, the media included, men and women are ascribed to certain gender roles and it is these roles that later affect the way they are being represented and also how the society views them. Gender can be defined as learned behaviours that make a men or woman in any given society. Gender

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stereotyping is widely known beliefs and perceptions about character and behaviour of women and men. Gender stereotyping determines what the public thinks about domestic violence, it is something that the individuals involved in specific instances need to work through or it is a larger issue that requires a community-wide effort to alleviate the problem.

Stereotypes are a certain kind generalisations that are ascribed to people basing on their gender. It can be described as role representation that determines people's expectations about other individuals who fall into certain social categories. Fiske and Taylor (1991) argue that stereotypes are convictions or beliefs built around the view that people in a certain group have similar traits or behaviour. This means that society would expect certain groups of people to act in a particular way because of their gender. Maas and Acuri (1996) further explain a stereotype as a generalization, over improvement, or categorisation, of a specific gathering's attributes and conduct that is made in people's minds. Gamble (2006:323) also asserts that stereotypes can be viewed as "an ideological discursive strategy which demarcates an us/them binary which functions to reinforce the dominant discourse" Stereotypes are usually distorted or exaggerated representations of people through certain characteristics and generalisations. These stereotypes are brought forwarded by the media and in this case it is the press that perpetuates such stereotypes.

A number of studies have addressed the stereotypical representation of men and women in the media, although in a global context, but little research has been done in reference to their representation in the Zimbabwean media. For a while there has been a general belief that when gender is mentioned, it is women who are being referred to, it is in recent years that it has come to be known as men and women. Correspondingly, Waldahl(1998) argues that men are seen as normal, as the counterpart which the gendered being of a woman hood was judged against. Men in this set up are not in the picture, the media tend to ignore them. On the other hand, Mutekwe and Modiba (2012) postulate that even after obtaining what is alleged to be the best education system in the African continent, the Zimbabwean woman and girl child are still haunted by the gender stereotypes and generalizations that significantly influence their vocation decisions and life chances. They are still limited to what have been termed women's jobs. Lippman (quoted in Papacharissi and Oliveira, 2008: 52) notes that news is responsible for providing the "pseudo-environment" upon which people depend on to experience and understand events they cannot observe directly. Frames are important in understanding how events are reported since they reflect a process of persistent selection and emphasis in communicating supposed reality.

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Through the process of framing, the press gives people not only what to think about considering domestic violence but also how to think about it. This will then link with gender stereotypes that would have been created by the same media; people will have certain views towards men and women who are involved in domestic violence. One reason for this, according to Auerbach and Bloch-Elkon (2005:13) is that the public's lack of awareness towards the subject, along with their reliance on media for information and decision making, making them more likely to be influenced by gender stereotypes that exist in the press. If women are viewed as victims in the press it then means that the society views women as victims of domestic violence. Carll (2003) argues that media influences and reinforces the stereotypes of women as the victims of violence. These stereotypes become part of everyday life as well as integral in the judicial system, because media and news in particular play such a role in shaping the attitudes of society, distortions and misrepresentations mislead the public. Against the foregoing, there is need to increase public awareness in terms of domestic violence reporting, which is an endeavour of this study.

The more frequently an issue is being reported on in a gender biased way, the more likely it is for people to adopt the media's frame for it. For example, in the context of this study, the more *H- Metro* and *The Herald* report about domestic violence, framing men as perpetrators and women as victims, the more their readers may begin to adopt the same ideas and make them into their social beliefs. Likewise, any other issues that the media will not be covering are also ignored by the readers. What Lippman, Auerbach and Bloch-Elkon (2005) are postulating is that, the way media reports on domestic violence ends up affecting the public which relies on the media for information. However, their argument towards the audience needs to be revisited considering the fact that society is not that passive. It is also important to note that the years that are 2002 up until 2005 in which these scholars were looking at the audiences and now are different. There has been a shift from the way the audience used to view the media and now.

Gender stereotyping can be traced back to the colonial period. Gaidzanwa (1985) comment that, during colonial times women were presented as mothers who are care givers and tender. She argues that, the image of women as mothers is dominant in the Zimbabwean literature, women will accept their fate that is the fact that they are being battered and abused in their homes they will still accept their husbands and be the ideal mother. That is what being a good wife calls for. Gaidzanwa (1985) states that, "the ideal wife is one who is totally committed to serving the interest of her husband even at risk of sacrificing her own interest." Therefore given

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these views one is bound to question whether women still hold the same views about their marriages. This study looked at the changes that have taken place in the representation of women and problematise the way men and women involved in domestic violence are represented society and the way women are responding to domestic violence cases and also how they are presented in the media.

In a related study on *Masvingo Mirror*, it has been found out that gender stereotypes were being perpetuated in the paper. Results showed that the coverage of the March 2005 elections, women were presented as stooges who could not make their own decisions. Only 'beautiful' women were able to catch the eye of rich men, *Masvingo Mirror* did not cover stories that had women in business or any other sectors but much attention was given to women as victims of domestic violence and it being their fault that they were involved in it. In yet another study, Mtombeni (2007) discovered that only 20% of the stories that concerned women were covered in *Sunday News* as compared to 65% which covered professional men. 20% covered women in general stories which were about sexual harassment, domestic violence and prostitution.

Basing on these findings, the press is generally presenting to the world a certain type of stereotype that men are good in the business arena while women are busy fighting with them when they get back from work. Van Zoonen (1995) argues that the media, and in this case the press, is perceived as the main instrument in conveying respectively stereotypical, patriarchal, and hegemonic values about women and men. She goes to say that it is difficult to define what is realistic and what is not when in actual fact what the media present as stereotypes is what is on the ground. Of course there are stereotypes that are presented in the media but the fact that they also exist on the ground needs more research. On the other hand, Gauntlet and Hill (1999) share the view that the media have changed from making stereotypical representations of gender. They believe that most media have made some changes in their portrayal of the different genders in order to avoid gender related stereotypes. They believe that some interventions have been made to try and normalise the way men and women are presented in the media. The current study is therefore explored the ways in which the media present issues to do with gender and evaluated whether there are changes towards equality. The media might have succeeded in making such stereotypes about men and women but the extent to which these stereotypes are put in place or are on the ground is debatable. However there is need to add more information basing on this argument, hence the necessity of this study.

2.1.3 EFFECTIVENESS OF MEN AND WOMEN EMPOWERMENT POLICIES

The Zimbabwean society is patriarchal in nature. Kambarami (2006) saw the cultural setup in Zimbabwe as the one that is predominantly patriarchal, which does not present male members as potential victims of domestic violence. This study however, considered both men and women as victims of domestic violence. Its aim is to eliminate gender representations and misrepresentations that exist in the media. The vigorous advocacy against women abuse in the home and anywhere else in the society that is done by women organizations such as Musasa project overshadows campaigns against domestic violence against men by men's organizations such as Varume Svinurai/Vhukani Madoda. Much emphasis is placed on women and men are neglected as they can also be victims of domestic violence. Mutepfa; Australian Domestic and Family Violence Clearinghouse (2005) and the ZRP report (2015) show acknowledgement of the existence of domestic violence against men in Zimbabwe and in other parts of the world but less attention has been given to these issues.

In addition, Varume Svinurai/Vhukani Madoda (*men open your eyes*), a group of men which aims to address advocacy imbalances that exist between men and women rights has shown its interest in the phenomenon of domestic violence, putting more emphasis on male victims. The study presents another aspect of domestic violence that has received very little attention in the Zimbabwean literature. It therefore is functional in creating a much required balance in literature of representation of men and women in the gendered phenomenon of domestic violence. The influence and effectiveness of these policies were evaluated.

2.5 THEORETICAL FRAMEWORK

Theoretical framework governs or guide social norms and understanding of gender roles in society. This is important in creating a background and understanding how people interpret and relate to media representations and the significance that these frameworks play. It will also help mirror ideologies or myths that exist in society which may be observed in media presentations. The second part will focus on similar studies that have been carried out on the issues of women representation by the media. Theory frames how we look and think about a topic. It gives us concepts, provides fundamental assumptions, gives direction to the important question and suggests useful ways of us to make sense of data. Neumann (1997:56), states that theory and

research interrelate. Among these theories and concepts is the Representation and Africana womanism.

2.6 REPRESENTATION

Representation is a process of recreating and reshaping of news through the use of language. It is not a straight forward process as it appears it has a double meaning. Hall (1997) defines representation as, the production of the meaning of concepts in people's minds through language. Representation creates a link between concepts and language it also enables people to refer to 'real' world of objects, people or events. For Hall, meaning then becomes related to these associations since it is through these associations that meaning is produced. Something was already there but through the media was represented and these representations are not fixed or real meaning until it has been represented. These representations according to Hall vary from one person to the other, one culture to the other and they can change. The concepts that we have in our minds concerning life are expressed through the use of language, so it is in the course of language that they are communicated to others and they gain meaning. He argues that representation is a very different notion from that of reflection. It implies the active work of selecting, and presenting, of structuring and shaping: not merely the transmitting of already existing meaning, but the more active labour of making things mean.

Representation is therefore present in every media message that is published, it then influences people's behaviour and attitudes towards a certain phenomenon. The media do not innocently present reality but rather re-present reality offering the audience with selected reality. In other words representation is second level agenda setting and language is at the centre of the representation process. It does so through texts, symbols and images. Representation already exists but through the media it is represented. Hall (1981) argues that the media, as a principal form of ideological dissemination, produces representations of the social world via images and portrayals. Hence the media when reporting about domestic violence issues does so with some principles guiding it in order to create certain a phenomenon.

Representation is a process of unfolding concepts through language and images that we come to associate that concept with. In this case when domestic violence is mentioned, people think of violence against women and children. These concepts also go on to gender where women are associated with weakness, emotion and irrationality while men are associated with strength, rationality and success. Also, concepts are not fixed on something but they are predetermined

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by the people who use the language. Meaning is therefore created through the system of representation. It is built up and preset by the symbols which become acceptable in each society. This set of symbols sets up the connection between our conceptual system and our language system to the extent that, every time one says a word, meaning is arrived at by those connected to that language system.

Nkosi (2005:17) argues that, 'media representations reduce, shrink, condense, and select/ reject aspects of intricate social relations in order to represent them as fixed, natural, obvious and ready to consume' this therefore means that the media does not present facts as they are but rather fix them in such a way that creates the meaning that they want the public to believe in. Representation is made possible through the process of selection, omission and construction. In the case of domestic violence the media does not report these cases as they are but rather they use language to fix and create a preferred meaning. This is where stereotypes and other forms of domestic violence emanate from. What people see in the front page of a newspaper is someone else's interpretation of reality.

Representation and framing can be used interchangeably, its main aspects are defining the problem diagnosing cases making moral judgement and suggesting remedies. A number of textual devices can be used to perform these activities. For example use of certain words or phrases making certain contextual references, choosing certain pictures or referring to certain sources. It is also a way of giving some interpretation to isolated items of facts leading to pure "objectivity" introducing some bias. The media control the public opinion by focusing attention on selected issues whilst ignoring the others. Ignoring other facts then influences how audiences think about certain issues and having strong influence on their attitudes towards a subject. of domestic violence. They might provide biased information and shift the audience's attention so as to influence their thinking.

McQuail (2003) postulates that the press and the media do not reflect reality, they filter and shape it and the media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues. The media uses objects or issues to influence the public. The media suggests what the public should think about. Moreover, the media focuses on the characteristics of the objects or issues. It is at this level that the media suggest how people should think about the issue.

The Herald and *H-Metro* in this case set the way in which they want people to think considering the issue of domestic violence and gender representation. The media sets the debate in motion thus they bring about topics which are of interest to them mostly such topics do not fairly represent women. If women are involved they will be scandalized in a certain manner that makes them the victims even if they are the perpetrators. Men on the other hand are ascribed to certain stereotypes they are also not being fairly presented in issues to do with domestic violence.

2.8 AFRICANA WOMANISM

The concept of Africana Womanism is based on African culture and is aimed at addressing the gender imbalances that exist between men and women and also between boys and girls in society from an Afro centric perspective. The term was coined by Hudson-Weems (1993) in trying to explain the life of an African woman who unlike a white woman has had so many privileges. It is an African-centred point of view of African women lives as they walk through their historical and future socialisation with their community, which includes their male counterparts. (Hudson-Weems 1994:47) argue that, “It is neither an outgrowth nor an addendum to feminism; Africana Womanism is not Black feminism, African feminism, or Walker's womanism that some Africana women have come to embrace.” Many at times it is confused as black feminism but it is an ideology created and designed for all women of African descent.

It is grounded in African culture, and therefore, it focuses on the unique experiences, struggles, needs, and desires of Africana women. The primary goal of African women is to create their own criteria for assessing their realities, both in thought and in action. Hudson-Weems (1993:50) maintains that, “this family-centred, race empowerment agenda is in direct contravention to any brands of feminism, which are female-centred and concerned above all else with female empowerment”. The theory was raised because of the need of African theories that link in the African context. The term was coined by Hudson-Weems (1993) in trying to explain the life of an African woman who unlike a white woman has had so many privileges.

The theory has been hailed for providing gender balance. It gives more realistic facts about gender imbalances as well as male to female relations in an African context. Hudson-Weems, (1993) defines Africana womanism as, 'an ideology created and designed for all women of African descent. It is grounded in culture, and therefore, it necessarily focuses on the unique

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experiences, struggles, needs, and desires of African women. It explores the experiences that are being faced by an African woman and tries to understand her from that perspective. This theory is therefore relevant in the study because it looks at the relation between men and women unlike feminist theories that are women centric. The theory is being used to analyse the representation of men and women in cases of domestic violence.

Walker (1983) postulates that African womanism involves bringing the perception, interests and priorities as well as concerns of women and men in the mainstream or at the centre of the planning process to achieve gender equality and equity in society. In almost every domestic violence act men are usually viewed as perpetrators, this then makes them great enemies to their women counterparts. Men are condemned and in most of the time are presented as the main causes of women's problems and their disadvantaged positions in life. However, Hudson-Weems argues that African women do not fight with their male counterparts because they are aware of the fact that their problems do not emanate from men but men are also being oppressed by the system that governs them all.

This is done noting that the African women are unique from their western counterparts as they have different life experiences, culture, race and class. Zimbabwean women need to be empowered within the background of social discrimination and inequality which was sustained by their interconnected and overlapping domination, first as blacks and then as women. This entails that men and women have a shared role to play in the society. They need each other for meaningful existence and for proper function of the society. In this regard the study is applying this theory in trying to understand the representation of men and women on issues of domestic violence not to challenge men's roles but to create a space for women alongside men.

This theory is relevant to this study as it realises the importance of working together of both men and women. There should be complementary work rather than trying to outdo each other so that some great achievements are realised in the country. No gender should feel sidelined but all the people work to their full potential. According to Makaudze (2012) the African womanist does not, and is not keen to fight to be accorded her own space, she does not compete with her male counterpart for positions, responsibilities and privileges. Rather she and her male counterpart are flexible role players. The theory is completely against the silencing of African woman, it however argues that women should be at the centre of representation process.

2.9 CONCLUSION

This chapter was a review of the related literature by various scholars that are related to this study. The reviewed literature was analysed showing the gap that exist in the field and need for new study. The theories that inform the study that is Representation and Africana womanism have also been highlighted and discussed in this chapter. The next chapter will be looking at the methodology.

CHAPTER 3: RESEARCH METHODS AND METHODOLOGY

3.1 INTRODUCTION

This chapter gives a detailed account of the research methods used by the researcher to sample, collect and analyse data. The research was informed by a mixed methods approach, which combines both quantitative and qualitative methods. Gunter (2000) asserts that quantitative methodologies are designed to obtain numerically-scored data while qualitative research methods focus primarily on verbally uttered responses. This allows for a wider and more comprehensive scope of research as they support each other where one might fall short. Kvale (1996) asserts that research methods provide the way of arriving at a goal. It is the perspective in which things are viewed. This chapter discusses the use of archival collection and interviews as ways of collecting data. The research design as well as the research approach is discussed. The population, sampling methods and procedures for collecting and analysing the data are also outlined in this chapter. Furthermore, the clarification on the validity and reliability of all the procedures and techniques that were employed is done. The relevance and applicability of these procedures to the particular research context is highlighted. Finally, the ethical considerations that were followed are laid out.

3.2 RESEARCH APPROACH

A research focuses on any research approach depending on the type of study and the one that answers question under study more appropriately. The qualitative and quantitative research approaches were employed in this study as they are found to be more relevant, effective and ideal to the study since the study dealt with number of articles. According to Strauss and Corbin (1990:90) qualitative research is “any kind of research that produces findings not arrived at by statistical procedures or other means of quantification”. Quantitative approach comes when the researched resorted to tagging and counting number of articles that were analysed. . Evaluating and understanding of certain themes was done through looking at number of stories. It is descriptive and also explanatory in nature.

This type of research used words, descriptions and few figures to evaluate gender representation. Thyer (2001) explains qualitative research as an approach that is aimed at “describing, making sense of, interpreting or reconstructing in terms of the meanings that the subjects express.” Data is mainly in form of words rather than numbers and from the words,

meanings are derived. This study mainly largely focused on qualitative research methods because it is found to be more valid and can better explain the study because representational issues cannot be quantified only, quantitative methods will be complementing qualitative methods since they are criticized for not being reliable. However, Haralambos and Holborn (2004:871) maintain that, “qualitative data are usually richer, more vital as having greater depth and as more likely to present a true picture of a way of life of people’s experiences, beliefs and attitudes.” Following this distinction, the researcher largely used qualitative research methods which then call for interpretivism that lies at the centre of the study.

3.3 RESEARCH DESIGN

A research design is a program that guides a researcher in collecting, analyzing and interpreting data and giving meaning to it (Ngulube (2009). A research design answers the question of who and what will be studied as well as looking that the researcher uses to collect and analyse data. The researcher employed a comparative case study research design in exploring the representation of men and women in *The Herald* and *H-Metro*. Yin (1984) justified case study research design as being representative or typical case, the objective being to ‘capture the circumstances and conditions of an everyday or commonplace situation’. It helps in identifying and developing procedures and necessary arrangements for carrying out a study. Best and Khan (1993) views it as a way of selecting research subjects, sites and ways of collecting data that answers research questions.

3.4 CASE STUDY

Case studies enable researchers to explore concepts in the most natural setting. Punch (1998:150) defines it as, “the basic idea that one case will be studied in detail using whatever methods seen appropriate.” Concepts under study are researched in their natural state without tempering with the setting in order to get most reliable results. McNealy (1999) asserts that specific case studies lead to the kind of intense clarification which is not provided by more thinly spread and generalized accounts in research.

In this case, *The Herald* and *H-Metro* newspapers were studied. The researcher gathered articles concerning domestic violence cases that were written from both papers and analysed the way these two represented men and women. The researcher also used this case study to find out what influences the type of representations that are in these two papers. The researcher chose *H-Metro* and *The Herald* because they are widely read and they cover a lot of issues to do with

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domestic violence and gender. *The Herald* is a broadsheet and according to the Zimbabwe All Media Products Survey (ZAMPS) (2015) the paper is read by 41% of urban Zimbabweans and *H-Metro* is a tabloid read by 25% of Zimbabweans; both papers are published under Zimpapers. Robson and Yin (2003) are of the view that case studies are used when trying to investigate the why and how of a certain phenomena. The method was seen to be the relevant design to carry out this research because the main purpose was to understand the reason why certain gender representations in *The Herald* and *H-Metro* exist.

Case studies are a good way of gathering information about behaviour as there is no control on behavioural events and they look at phenomena as they occur in their natural settings. This means that any particular behaviour can be explored without many disturbances from other forces. The Case study design provides a good opportunity for innovation on the part of the researcher since there will be straight from the source new ideas can come up as the research proceeds. It helps in challenging theoretical assumptions and as well as supporting some theories.

The main drawback of case studies is that there is room for biases. Mack (2005) argues that subjectivity is one of the weaknesses of case studies, this affects most qualitative research. Case studies are prone to biases because the researcher gathers and analyses information the researcher might be biased in gathering and analysing texts. This means that beliefs and values of the researcher might affect results. It is also hard to draw definite results and conclusions when using case studies. Case studies cannot be generalised as other samples, it is hard to generalise from a single case.

3.5 RESEARCH UNIVERSE

Research universe according to Bryman (2000) can be referred to as the population to be focused on in the research. Polit and Hungler (1999:37) define a population as “an aggregate or totality of all the objects, subjects or members that conform to a set of specifications, in the same manner Saunders et al (1997) view it as a number of elements that the researcher can investigate or focus on in the study. The research universe for this study comprises of articles from *The Herald* and *H-Metro* as well as news editors of the same papers. The News Editors were sampled from the newsroom and found to be appropriate in the study because they determine what the paper should publish and what it should not, they perform some form of

gate keeping. Gray(2005:82) also agrees to this by defining population as “the total number of possible units or elements that are included in the study.”

3.6 UNIT OF ANALYSIS

The Unit of analysis refers to the single element derived from the research population that relates to the study. Du Plooy (1995) defines unit of analysis as the people, groups, organizations, or items and anything else that has relevance whose characteristics we wish to observe, describe or explain. It can be described as the major entity that is being analyzed in the study. In this research the unit of analysis is a single story from either *The Herald* or *H Metro*, whose subject is directly or indirectly with reference to domestic violence. Such a story must have been published in *The Herald* and *H-Metro* between January 2015 and May 2016.

3.7 SAMPLING

There are different types of sampling, but the choice of a sampling method depends on the study. Flick et al (1998) assert that a sample is a small section that represents individuals, items or events in the target population. In this study it was the selection of articles that reported on domestic violence in *The Herald* and *H-Metro* from January 2015 to May 2016.

Sampling can be defined as the selection of units of analysis such as people or institutions for the study. The idea is about selecting a few samples from a bigger group (sample population) to become the basis for estimating or predicting a fact, situation or outcome regarding the bigger group. Though sampling is cost effective it is associated with inconveniences of determining the population involved and how to estimate value from a sample. It is also prone to the biases of the researcher. In this study the researcher employed purposive sampling.

3.7.1 Purposive sampling

Purposive or judgemental sampling is a technique which bases sample selection on the purpose of the study. It is about selecting a particular sample with a purpose in mind. In purposive sampling what the researcher seeks to establish who to interview and how many people to interview. Van Rensburg (2010) argues that the method is appropriate when a wider understanding of social processes is required. In this case there was need to understand the phenomenon of gender representation in *The Herald* and *H-Metro* newspapers so this type of sampling is relevant.

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Patton (1990:169) is of the view that purposive sampling is a process of “selecting information rich cases for study in depth”. An in-depth study of domestic violence and representation of men and women is required and by use of purposive sampling it will help in getting valid results because the researcher would have selected a sample that answers the main research question. Babbie(1990) views it as selecting a sample based on the researcher’s own knowledge of the population, the elements of that population, and the nature of the research aims. In this case it was used basing on the researcher’s knowledge of domestic violence articles that were published from January 2015 to May 2016. The researcher used this technique to identify and select newspaper articles on issues of domestic violence. 50 articles that focused on domestic violence from January 2015 to may 2016 were used in this study. The researcher finds it helpful to use 50articles, 25 from *The Herald* and 25 from *H-Metro* because they will give different angles and will lead to results which are well-founded.

On the other hand Mack et al (2005) postulate that population to be sampled is selected with an intention that is based on a particular characteristic which they possess that is not possessed by other types of sampling methods. This means that the researcher picked samples based on the knowhow of the subject and also knowing that they are the only articles that can be helpful in the study. McNealy (1999) argues that the individual characteristics are selected to answer necessary questions about a “certain matter or product” and in the same manner, Neuendorf (2002) concurs that in purposive sampling the researcher chooses what to include in the sample according to what is deemed important. In this study the researcher considered issues that clearly brought out different representations of men and women in the media. A lot of stories reported on domestic violence from January 2015 to May 2016 but not all of them fit in the study.

However, a defect with this type of sampling is that the researcher can easily make an error in judging. According to Thakur (2009) any type of judgment sample precludes the calculation of estimates of the likely range of error, and thus it is not dependable. The researcher might make wrong judgements to the type of stories that can be used in the research or types of articles being sampled.

3.8 METHODS OF DATA COLLECTION

These are the means used in getting the necessary information from respondents. Methods of data collection are dependent to the type of research that is qualitative or quantitative as well as

the respondents that are targeted in the research. There are two types of data collection which are primary and secondary methods. Primary research method involves collecting information using questionnaires and interviews. The primary information is collected or gathered through the use of interviews. Secondary research method for data collection is involves reading books, journals and newspapers or any literature that is related to the subject under research. This research used primary and secondary sources that are interviews and archival collection.

3.8.1 Archival collection

Archival collection involves gathering data upon a certain subject that already exists. McKemish et al (2005) argue that unlike the old days where there was a lot of storytelling, today's information is readily available in electronic systems. Archival collection does not have single purpose but several purposes which have different values to the individual, organisation or the society. Boyd-Barrett(2002: 90) argue that it is “an integrated and conceptually informed method, procedure, and technique for locating, identifying, retrieving and analysing documents for their relevance, significance and meaning”. In this study *The Herald* and *H-Metro* articles were analysed in a bid to find out how these two papers represent gender and what influences these gender representations.

Archival collection can be used positively or negatively to impact the society. McKemish et al (2005) argue that the method can be used as memories of what a society went through, repository of experience, instruments of accountability and politicians use it as a form of power and control. However, these records can be kept so as to remind people of the good or bad experiences that they went through. In this case the archives were used to evaluate *The Herald* and *H-Metro's* representation of gender on domestic violence, evaluate the type of presentations they create and what influences them as well as to offer possible solutions to the problems.

The main benefit of using archival research is the availability of information, which is time saving. The information under study will be readily available. It is an efficient method that is cost effective, faster than most methods of data collection as the data will be readily available. Most of the information will be readily available in different areas such as libraries, national archives and the Internet. Jewel (2000) is of the view that following up on data collected using archival means is rapid and this increases reliability as well as accuracy.

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However, archival collection has its own weaknesses such as the one pointed out by Veal (1992) arguing that archival information may not be really suitable for the problem under study at that particular time and also some of the information may be outdated for example, domestic violence stories that were relating to the celebration of International Day for the Elimination of Violence against Women and African Union Summit that was held in January 2016.

Yin (1994) argues that getting access to documents may be deliberately blocked. They also determine what is to be remembered and what not to be remembered so some information might be removed from either online websites or archival. For instance *H-Metro* website is not up to date and *The Herald* website also had missing stories some of them cannot be saved for offline uses, the researcher resorted to hard copies where there were online challenges. The researcher made use of online archival collection to gather stories that were reported on. This involved gathering stories that were reported on domestic violence from *The Herald* and *H-Metro* websites from the January 2015 to May 2016. The researcher also made use of the Midlands State University library and Media Studio for newspaper archives.

3.8.2 Interviews

Interviews are a way of collecting data from the targeted population. The process involves the researcher asking patterned or unpatterned questions that relates to the topic under study. Interviews can be conducted through the telephone or face to face. Gunter (2000) argue that, when interviewing sources, the social reality to be recorded is gathered by verbal question that is in both cases, inevitably a verbal or non-verbal communication results the researcher will in this case use both face to face and telephone interviews.

Muranda (2004) defines interviews as type of a personal questioning that are not structured that uses extensive probing to get the respondent to express detailed beliefs and feelings on topic. In this type of an interview the researcher was looking for in depth information about the representation of domestic violence that is why it was applied to achieve good results. The researcher interviewed the Deputy News Editor of *The Herald*, News Editor for *H-Metro* and Gender Editor for *The Herald*. These people were found to be responsible for news filtering as they have the final say on what journalists brings in the newsroom and what gets published.

The main advantage of interviews is that they are not time consuming as the answers will be given to the researcher there and there. They also help the interviewer and the interviewee to

get clarification on certain questions from the respondents. Also the use of telephone and email interviews cuts distance and time factors. However, respondents might not respond to emails or pick telephone calls. Some may choose not cooperate even on face to face interviews giving reasons of confidentiality even if they have been guaranteed that the study is mainly for educational purposes.

3.9 METHODS OF DATA ANALYSIS

This research is largely informed by the qualitative research approach, therefore the methods of data analysis are largely qualitative. Analysing data is necessary in trying to understand and link content to the topic under study. Smith (2002) argues that data analysis is a method in which unprocessed or raw data is ordered and organized so that useful information can be extracted from it. It also includes the interpretation of research findings in light of the research questions and determines if results are consistent with the research assumptions and theories. This is used to find out the different types of gender representations in *The Herald* and *H-Metro* on issues of domestic violence. Data analysis is a process whereby the researcher scrutinizes gathered information in order to come up with meaning of the topic under research as well as the conclusions. Hatch (2002: 148) argues that data analysis involves “organising and interrogating data in ways that allow researchers to see patterns, identify themes, discover relationships, develop explanations, make interpretations, mount critiques, or generate theories.”

3.9.1 Content Analysis

Content analysis mainly involves the construction of meaning through verbal communication and texts. Van Dijk, (1988) contends that content analysis is concerned with studying and analysing of written texts and spoken words to reveal the discursive sources of power, dominance, inequality and bias and how these sources are initiated, maintained, reproduced and transformed within specific social, economic and political and historical contexts. The researcher interviewed editors from both papers and information derived from these interviews as well as newspaper articles was analysed

Language is at the centre of content analysis. It is viewed as the main topic of the research and how people use language to construct their accounts of the social world is important. In this particular study, content analysis was used in comparatively exploring gender representations in

The Herald and *H-Metro* how language is being used to create gender representations in the media. Fraenkel (2003:35) states that “content analysis is a technique that enables researchers to study human behaviour in an indirect way through analysis of their communications” that is through their language.

Hsieh and Shannon (2005:1278) are of the view that content analysis is “a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns.” Patton, (2002:453) further says it is “any qualitative data reduction and sense-making effort that takes a volume of qualitative material and attempts to identify core consistencies and meanings.” Content analysis is relevant in this study as it focuses on the creation of meaning through language and language is also at the core of representation. Hall (1997) asserts that language is a tool that is used to construct meaning and in the same way perpetuate gender representations.

3.9.2 Thematic analysis

This is a process which includes summarising collected information in the research and presenting it while exposing essential features and their meaning. The collected data was purely qualitative this means that the data is presented in text. Braun and Clarke (2006) argue that thematic method is used for analysing patterns in data. Braun and Clarke (2006:82) suggest that “A theme captures something important about the data in relation to the research question and represents some level of patterned response or meaning within the data set.” Through descriptive means of analysing data, the researcher presents in detail the findings from the cases of *The Herald* and *H-Metro*. The researcher came up with relating categories of information from the articles, generated codes and among these codes came up with themes that defined the final findings.

Braun and Clarke (2006:79) describe thematic analysis as the process of ‘identifying, analysing and reporting patterns or themes within data. It minimally organises and describes your data set in detail...’ A thematic approach can also be used to understand and interpret certain topics in a research. Braun and Clarke are of the view that when using the thematic approach, the researcher must come up with themes that capture the most important part of the research and give meaning. “A theme captures something important about the data in relation to the research question and represents some level of patterned response or meaning within the data set.” (Braun and Clarke 2006:82). The researcher used thematic analysis because it is flexible.

3.10 METHODS OF DATA PRESENTATION

The study involved qualitative approach this means that data was presented thematically. The researcher used themes to explain and present information. These themes showed variations in representations of men and women and discussed the same representations.

3.11 ETHICAL CONSIDERATIONS

The researcher was guided by the need for informed consent, the consent was coming from *The Herald* and *H-Metro* editors who gave the researcher information about the papers. The participants need to accept and agree what to the researcher is studying; they agreed that the information will be used for educational purposes only. Another ethical consideration was that the researcher has to show some respect of the activities of the various organisations at stake during the study. Participants also need to be respected that is their beliefs, culture and views towards the subject. All this was applied to achieve better results.

3.12 CONCLUSION

This chapter identified qualitative research method which informed the study and explained it in detail. The case study, research instruments, population and data collection method was specified, identified and justified. The sampling methods were discussed. Finally, the ethical considerations which guided the research were also stated. The next chapter will be focusing on the political economy and organisational analysis of *The Herald* and *H-Metro* newspaper.

CHAPTER 4: ORGANISATIONAL ANALYSIS

4.1 INTRODUCTION

This chapter focuses on the historical background and political economy of the organisation that is Zimbabwe newspapers (Zimpapers). *The Herald* and *H-Metro* are both published under Zimpapers and this chapter critically analysed the control and ownership patterns of the Zimpapers. This was done in order to understand why certain stories are being reported the way they are being reported. It also helps in understanding certain gender stereotypes and representations in both papers. The organisation's administrative structure, relationship with other organisations and funding mechanism were critically analysed in this chapter. The editorial policy and organisation structure were also be examined in this chapter.

4.1 HISTORICAL BACKGROUND AND POLITICAL ECONOMY

4.1.1 Political economy

Political economy allows one to examine media operations and its biases in news production, distribution and consumption. Curran and Gurevitch (2000:77) state that it is, "the study of power relations between capitalist, enterprises and public intervention in the production, distribution and consumption of media products." Political economy is therefore concerned with evaluating competing forces that owns and control media operations. Mosco (2009: 11-13) argue that "Political economy is the study of the social relations, particularly the power relations, that mutually constitute the production, distribution, and consumption of resources, including communication resources." He also views political economy being centred in power relations.

In agreement with this is McChesney (2008) who contends that political economy is mainly concerned with the operations of journalism and its relationship with democratic practices of a country and how media organisations and markets operate. McChesney argues that it is the proper understanding of propaganda from governments, commercial interests from private sectors as well as the relationship with democratic practices that affect show media firms and markets operate. From a Marxian point of view, political economy looks at the different classes in the society and how these various classes affect media production. It draws its main focus on how capitalistic economic system affects media industry and how ownership affects media production.

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Another different view of political economy is classical political economy which is defined by Murdock and Golding(1997) arguing that the media are industrial and commercial organisations which produce and distribute commodities. Murdock and Golding(1997) went on to argue that its main focus is on the relationship between symbolic and economic dimensions of public communication. Critical political economy focuses on different meanings, consequences and how the masses understand media messages as well as how they apply them in their day to day lives. In other words it looks at how ownership and support mechanism such as advertisers, government policies influence media behaviour and content. In the same manner the researcher examined the influence of government and other policies in trying to understand the different representations of men and women in the media. Schudson(1996:4) claims that, “conspiracy theory or simple minded notion that a ruling directorate of capitalistic class dictates to the editors and reporters what to run in their papers.” This becomes relevant when analysing gender representations and domestic violence in *The Herald* and *H-Metro*.

The political economy of *The Herald* and *H-Metro* was analysed to see the effects of ownership and control on their content. In other words, *The Herald* and *H-Metro*'s gender representation were evaluated to find out if what they produce is directly influenced by any market forces, democratic forces of the country, policies, the editors or reporters. It also helps in trying to understand what influences the different gender representations in both papers.

4.1.2 Historical background of Zimpapers

Zimbabwe went through a gradual change in its media operations. Zimbabwe newspapers (Zimpapers) is listed as leading company in the printing, packaging and publishing industry. The history of the Zimbabwean media and particularly *The Herald* newspaper is traced back to the colonial period. It has its roots in the Smith regime. Mukasa (2003) argue that the history of the press can be divided into three categories that are the colonial era that is the period before 1980, the transitional era that is from 1980 to 1990 and the post transitional from 1990 to date. It was established on 27 June 1891 known as *The Mashonaland Herald* and was handwritten. The first printing press came from Cape Town, South Africa by the Argus Print and Publishing Company (APP). It was published on a weekly basis and during this period the editor was Ernest William Fairbridge. In October 1892 the paper changed to *Zambesian Times* which was a printed version and in 1898 it became a daily. Moyo(2003) argues that APP was

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owned by Francis Joseph Dormer and Cecil John Rhodes, it expanded its territory and started operating in the whole Southern Africa parading Cecil John Rhodes colonial interests.

Rhodes helped Dormer with an amount of money that was close to 3000 pounds to buy APP from a South African investor. He chose to be out of the business and only be a shareholder as Dormer was at the fore front in the company. Moyo (2003) is of the view that Rhodes' interests in APP were strategic he was strengthening his political ambitions through the media. Owning a media company was an important tool in controlling and maintaining his political dominance to his white subjects and the blacks. Mukasa (2003) postulates that during this era the purpose of the paper was to spread European culture while demeaning African culture, it was viewed as backward and barbaric. It was mainly serving the interest of the ruling white man. Gale (1963) asserts that the *Rhodesian Herald* mirrored the colonial settlers' ideologies of the state and social polarisation along racial lines. The *Rhodesian Herald* simply reflected the ideas of its owners. It was used as an instrument of the ruling state.

The transitional era which was a period from 1980 to 1990, saw some changes in the press. The Zimbabwean government enjoyed with the public hoping for freedom of the press. It is within this period that the Zimbabwean government acquired shares from Argus Press with a US\$ 6million donation from the Nigerian government. Chuma (2004) argues that in 1980, Zimbabwe got a grant from the Nigerian government and they bought out the Argus Group and came up with the Zimbabwe Mass Media Trust (ZMMT) whose main thrust was to protect the public's shareholding in the newspaper as well as protecting the papers from political interference. The Nigerian grant enabled ZMMT change its name from Rhodesia Printing and Publishing Company Pvt Ltd to Zimbabwe Newspapers (1980) Pvt Ltd (Zimpapers). Mararike (1993:57) states that, "the deal did not affect Zimbabwe but gave ZMMT effective control over Zimpapers (1980) Ltd formerly known as the APP, ZMMT was established to handle tax payer's money and to protect the public's shareholding in the newspaper and protect the papers from political interference." ZMMT saw the appointment of *The Herald's* first black editor Farayi Munyuki. However, De Beer (2002) argues that board comprised of ZANU PF sympathisers who were willing to maintain the status-quo which they inherited from the colonial era. ZMMT was dissolved in December 2001 to pave the way for another organization called Multimedia Investment Trust (MIT).

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The post transitional era saw a wave of change in the operations of the press as government operations were also changing its state. The press was eager to report in the public interest and was willing hold accountable the government for their misdeeds. The then private media was vocal and this saw Tony Sithole the then editor of *The Herald* criticising the way the police tear-gased people who were demonstrating against massive food price increase. Due to this cause Sithole was removed from the position and was replaced by Chikerema. Mukasa (2003) described him as a party loyalist and this led to his promotion as the editor in chief of *The Herald*. He later died and was replaced by Bornwell Chakaodza. Zimpapers are the present publishers of *The Herald* and *H-Metro*. According to the Zimbabwe All Media Products Survey (ZAMPS) (2015) Zimpapers' main business is newspaper publishing and commercial printing. It publishes nine newspapers and two magazines. The present day *Herald* and *H-Metro* is based in Harare and operates from the Herald House along Sam Nujoma Avenue

The Herald did not change much of its operations from the colonial era, Munyuki (2002) states that it inherited everything from the name, the buildings as well as the ideologies from the colonisers. There have been cosmetic changes but the paper still serves the interests of the ruling party just like it did in the colonial era. Moyo (2010) argues that independence brought change without change for the media in Zimbabwe. The only change was that of names, because the government is still using the paper to maintain its ideology and to promote propaganda. The influence of control and ownership is seen through the hiring and firing of editors. Soon after independence, when the Zimbabwean government acquired the then Argus press most if not all white editors left the newsrooms.

This is mainly because they could not cope up with the new editorial policy which allowed blacks to be in power. In addition, the six million deal from the Nigerian president Olusegan Obasanjo is sign of the influence of political economy. At that point in time Nigeria was under the dictatorship of Obasanjo. That was in a way trying to help him to get media control and the rest will be easy for him to be a dictator as well. The media do not operate in a vacuum; they are owned and controlled by the powerful organisations in the society. Furthermore, the hiring and firing of editors in the post independence era is a clear sign of a clash between the influence of owners and public interest. In this case, the government are the capitalists who affect what the media produces. Although the papers are publicly owned, the ZANU PF government influences what is published in the papers because they fund and control Zimpapers. It is the mouthpiece of the government which is used to spread its ideology.

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Therefore it is possible that how *The Herald* and *H –Metro* reports on cases of domestic violence is influenced by either government policies or the editor's or journalist views towards the subject.

4.2 VISION

To be the leading newspaper, publishing, printing and packaging company in Zimbabwe and beyond.

The vision helps in guiding the day to day activities, reminds workers of what they want to achieve and it provides inspiration. In terms of being the leading newspaper publishing printing and packaging, it has achieved its vision because so far it is ranked at number one in the country. The company publishes a total number of nine newspapers and two magazines. Zimbabwe All Media Product Survey (ZAMPS) (2015) has shown that the two papers under study circulates in all cities and are mostly read by 41% of adult urban Zimbabweans. *The Herald* is the leading broadsheet in Zimbabwe as it is distributed throughout Zimbabwe in most the urban areas *H-Metro* is also the leading tabloid in terms of readership and coverage.

The Herald has a wide range of topics that it covers which also enables it to have a wide coverage. Stories covered include farming, sport, crime, politics, education, health, tourism, gender and entertainment among others. However, *The Herald* falls short on being beyond Zimbabwe. Although the paper has an online website which allows those beyond the boarder to access it, most of them shun it because of the fact that the paper is a propaganda tool and a mouthpiece of the ruling party. The paper does not reach the whole nation as some parts of the country such as Binga and Nyazura. Rusike(1990:76) supports this notion when he said “without a rural information gathering and dissemination, infrastructure and the rate of development of a country such as Zimbabwe is bound to be slowed.” This shows that the organisation might be leading in terms of publishing but not contributing to the well being of the state.

On the hand, *H-Metro* looks at stories which are socially oriented and out of this world. Being a tabloid, the paper covers issues of the personal experiences of celebrities, they expose taboo, uncover strange sex encounters, domestic disturbances and family disputes. The paper publishes story that people will not find in broadsheets. However, sometimes the paper finds itself in a dilemma of trying to balance the need to inform and the need to protect business

interests. For instance *H-Metro* published stories and pictures of Ms Joyce Mukazhi, the Director of Tromage Enterprises who had appeared even in *The Herald* being accused of swindling car buyers thousands of dollars. The company then withdrew its advertisements from Zimpapers publications for a while because of the damaging stories in both in *H-Metro* and *The Herald*. Zimpapers also fulfils its responsibilities by publishing newspapers of the highest quality within the limits of commercial viability.

4.3 MISSION STATEMENT

To produce newspapers, print and package products and offer publishing services that adds value to customers, employees and shareholders.

There is need for every company to have mission statement, which guide day to day activities of both the employer and the employee for them to excel in the industry. Zimpapers mission statement has consumers, employees and shareholders in mind and they are willing to serve them as well as adding value. The mission statement states that the organisation is aimed at producing products that have their customers' interests. Their customers are at centre of their business and in this case the audience that read the paper on a daily basis which are both men and women. First responsibility goes to its readers because if it fails in this regard, the newspapers will not be attractive to advertisers or it will not be of any value to shareholders.

The part of adding value is then questioned since the paper is state controlled and most of the content is pro ZANU PF. Catering for customers shareholders and employees then becomes difficult considering that not every customer, employee or shareholder is pro ZANU. Their reporting is one sided, they praise those who fund and control the paper. The way they report on issues concerning the government is biased. The paper always critique opposition party. Given the above evidence one can argue that *The Herald's* mission statement does not concur with what is on the ground.

4.4 CORE VALUES

Customer satisfaction, Good corporate governance, Equal opportunity employer, Profitability, Quality products and services

An organisation's core values are supposed to work hand in hand with the vision and mission statement. Besides it being biased towards those who own and control the paper *The Herald's* is according to ZAMPS a credible source of news. They get first hand information and often are relied upon when it comes to getting news. The problem only comes with the way they package their news. They aim to satisfy customers in terms of their products and services, and the 2015 ZAMPS has proven them right when they found out that the paper is the most read and it caters for everyone by having different type of stories included.

They work best in trying to deliver news to their customers hence customer satisfaction. That does move away that the paper reflects the ideas of those who own and control it. They do not report badly of the government even if they are at fault. Whenever there is a story where the government or ZANU PF has failed as a party they choose to either ignore the stories or shift the blame to the opposition party or speak well of the government even if there is nothing good they did. The customers in this case might want to hear the truth and they will be turned down to find out that the paper supports the ruling party even in their misdeeds.

This then shows that the papers do not have good corporate governance which they claim to have. They do no balance interests from employer, employee, and shareholders. Only one part is benefitting in the whole process. On October 16 *New Zimbabwe.com* reported Zimpapers' massive loss due to legacy statutory obligations. It dropped by 70 % in profit as compared to the previous year. This then means that in 2015 the company was operating at a profit but in 2016 it was at a loss.

4.5 DISTRIBUTION OF THE PAPERS (*THE HERALD AND H-METRO*)

The Herald is printed in Harare and distributed in most parts of the country. It is distributed in main cities like in Harare, Mutare, Bulawayo, Gweru and Masvingo. The paper is said to be a national newspaper which covers the whole country and in their vision they aim to go beyond Zimbabwe but interesting the paper hardly gets to all parts of the country. Moyo, (2003) argues that *The Herald* is a regional paper read nationwide. This is so because mostly the covers the issues that happen place in the capital city and few surrounding places. Other

stories that happen in the remaining cities are only reported on if they are of national interest. Moyo, (2005) maintains that *The Herald* circulates around 90 000 copies a day, it has the highest number of newspaper readers in Zimbabwe. With the coming in of its online website the number of people who read the paper increased and those in the Diaspora can easily access it.

4.6 FUNDING MECHANISM

In trying to define political economy Schudson (1994) argues that first and foremost people should understand that media are economic and commercial industries which are after profit oriented. Just like any other business entities the media need to make profits in order to be viable. *The Herald* and *H-Metro* generates part its revenue from selling news products to the readers. The papers get little revenue from selling its news to the nation because they are both sold at a dollar; most of the profits come from advertisers. Picard (2004) postulates that advertising is the lifeblood of any surviving newspaper. This then means that main source of income is coming from advertising. Major advertisers which are contributing to the day to day operations of the two papers includes Econet Wireless, ZOL Fibroniks, Net One, Bata, OK, Pick and Pay and many other advertisers who advertise at a small scale compared to the named advertisers who can have an advert that take up to two pages. The company is a profit making organisation with trading shares at the Zimbabwe Stock Exchange (ZSE). This therefore means that it is a public company which is funded by the public who can buy shares at the ZSE. The company's chief source of income is advertisers who pay for media space in the newspaper and constitutes about 70 percent of the total revenue.

The organisation also gets its adverts from parastatals such as ZESA, TelOne, NRZ, and others which do so in line with all state functions and celebrations like birthdays and weddings of the first family. These funding companies play an important role on news production distribution and consumption negatively portraying big companies that are bringing in revenue becomes a problem even if the story is of public interest. This might chase away other potential advertisers and the company might fail to generate revenue because of that. Chandler (2011) argues that media owners or the capitalist elite use their media outlets to propagate the ruling class ideology.

Media owners make known and try to maintain their agendas and policies. In the same manner, *The Herald and H-Metro's* news coverage is in favour of the ruling party ideology,

they bring out a good picture of the part. Their aim is to keep a good reputation of the owners and funders, that need to keep them happy so that they continue funding the organisation they strive not to put the name of the shareholder in dispute this then makes some of the stories worthy reporting ignored. Herman and Chomsky (1988) argue that the media should not be controlled their patterns should be flexible; they maintain that there should be free market in order for the media to function properly. Media sell audience to advertisers and as a result of this their ideas will be perpetuated and maintained in the papers.

4.7 EDITORIAL POLICY

Editorial policy in every media house guards news gathering, processing and dissemination. Boyd-Barrett and Newbold (1995:125) define editorial policy as “the institutionalisation of objectives.” *The Herald* and *H-Metro* have an editorial policy that draws much attention on credibility. Their editorial policy states that the papers should deliver to its audience content that is accurate. The newspapers are also expected publicise comprehensive content on local, national and international events. However, one can question if the papers are broad and inclusive enough when covering issues of domestic violence.

This entails that the articles newsworthy and accommodate every reader with balanced information from all sources. In that case reporters have to be insightful especially when handling sensational stories. Some of the sensational issues include domestic violence especially when there is a case where one partner is killed. However, *H-Metro* has a social scene where inappropriate pictures are published all in the name of a social scene and trying to get news as raw as it can be. This type of reporting does not go in line with Zimpapers editorial policy but it is happening any way, this shows that it is not always about the editorial policy but also what the audience want which matters.

The newspapers according to the editorial policy must be in support the country’s ruling party, its practices and policies. This defeats the whole purpose of having media in a country which should be a watch dog rather than a lapdog. An editorial policy can exist inform of a written document which states what reporters are expected of or it can be not be written down but known that the papers are not supposed to report negatively of the President and the ruling party. The editorial policy also tells a number of issues concerning where the government is standing in terms of political affiliation. These two papers are not obligated to criticise the government rather they work their level best to maintain a good picture of the state and the

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president. For instance, often at time the oppositional newspapers such as *Daily News* and *News Day* reminds the audience about the President's age and how he is failing to deliver his duties at as the president. At that time the herald will be publish that the president is as fit a as fiddle. Never in a day will they mention his age interfering with his job. In the herald newspaper the president's age is only mentioned at his birthday. While in *Daily News* and *News Day* people are constantly reminded that he is sold and failing as a President. On the other hand, Dominick (1993:480), "mass media alone will be unlikely to change audience's opinions on important issues precisely because the media's influence is filtered through social network of opinion leaders." This therefore shows that no matter what the media owners' agenda is, people not passive receivers of information they choose what they want and leave what they do not want.

Another major contributor to the editorial policy of Zimpapers is the national and international policies that the country signed up for. Zimbabwe happens to be a signatory to a number of these treaties, policies and declarations that seek to promote gender equality, Some of the research and policies include the Convention on the Elimination of All forms of Violence Against Women (CEDAW) (1991), the Convention on Civil and Political Rights (CCPR); the Global Platform for Action and the Beijing Declaration (1995), the SADC Declaration on Gender and Development (1997) as well as its addendum on the Prevention and Eradication of Violence against Women and Children. The Legal Age of Majority Act, the Matrimonial Causes Act, the Sexual Discrimination Removal Act, the Sexual Offences Act and the Domestic Violence Act are some of the legislation put in place to promote gender equality and protect women's rights. All these efforts are done in a bid to promote gender equality. It is these policies and conventions which later affect the way women are presented in the media and society at large because reporters tend to write in accordance with these policies.

Among the conventions is the Constitution of Zimbabwe, Act 2013 which emphasises on gender balance. According the Information and Media Panel of Inquiry (IMPI) report of 2014 gender imbalances are rife in the media and are often accepted as a norm. The effectiveness of these conventions in bringing about gender equality is then being explored. It has been discovered that even with a number of policies which try to empower men and women it is the attitudes, perceptions and beliefs of the people that also need to change. These attitudes are mostly a result of what they come across in the media. Morna (2002:45) postulates that even after attaining formal or legislated discrimination against women, what is now difficult is to

“change the mindsets hardened by centuries of socialisation and cemented by custom, culture and religion.” Policies alone are not enough to say women have been empowered but there is need for changing people’s beliefs and customs through the media.

The African culture and Zimbabwe in particular is patriarchal nature, men are believed to be the ones who have the power to control everything in society. Zimbabwe is a country that is guided by patriarchal values and men are seen as the only ones who can be successful and powerful. Chari (2009) argues that African man’s roles are being fathers and breadwinners and these roles are insisted upon by the media. The fact that men are autonomous and masculine gives them the right over women. Patriarchy as a system that guides the society also affects the way the media report on issues that involves men and women. In this case the fact that men are powerful and are the ones that constitute most influential positions in the society the media reports in a way that try and maintain the same ideology hence patriarchy can be another form of editorial policy that is not documented on paper but exist on the ground.

4.8 ORGANISATIONAL STRUCTURE OF *THE HERALD* AND *H-METRO*

4.8.1 Editor

According to Lewis (1991) editorial board is made up of 8-10 members which are representative enough, gender balanced and well versed in a number of disciplines. The editor holds the highest position in the newsroom, all responsibilities of news gathering, writing and publishing is on the shoulders of the editor. The editor’s main duty is to make final decisions on which stories should see the light of the day and with which angle would it be written. He/she is the head of the editorial team all other editorial departments of editors falls under this type of an editor. Although the reporters might have an idea of the editorial policy of the organisation it is the Editor’s duty to act as the gatekeeper which sees to it that the organisation’s policies are not hindered by the way reporters are writing. He/she decides on stories which are to be placed on the cover page of the paper, usually these are the stories which sell the paper the most.

The current editor of *The Herald* is Caesar Zvayi, who is one of the editors who faced consequences of his actions after he failed to deliver effectively what the state expected of him. He was suspended for some time and then he came back doing what is in line with the owners. The current editor of *H-Metro* is Lawrence Moyo he sees the day to day business of

the tabloid. The duties of an editor include making sure that state security is being protected and no disputing thoughts should come out of the papers. They decide on stories which should see the day light. Instead of helping in preventing the state from controlling the masses using the media, editors are the ones who are at the fore front of making sure that the papers report in the best interest of the state. Failure to do so results in a demotion or one being fired. This is where gate keeping takes place, they are limited to stick to the interests of the owners and funders forgetting the interest of the public.

4.8.2 Deputy Editor

Deputy Editor stands on behalf of the editor, he or she sees to it that for instance when the editor in chief is always his duties are still performed, and nothing should change. In other words his/ her responsibilities are not very different from those of a chief editor. Just like the editor, the deputy editor see to it that the state is positively portrayed in the paper. The current deputy editor of *H-Metro* is Charles Mushinga and the deputy editor for *The Herald* is Joram Nyathi.

4.8.3 Assistant editor

When it comes to selection of stories for print, the assistant editor then becomes the major person for this duty. As the name implies he/she assist in the editor in choosing stories that are fit for printing. Besides selection of stories, an assistant editor also edits stories which suit the policy of the paper and also helps with the laying out of the paper. He/she assists in coming up with proper pictures which match the stories. For instance pictures that do not negatively portray the President and the part in the state are not published because the government s the major shareholder and the papers would want to maintain cordial relationship with the state.

As the old adage goes a picture can tell a thousand stories, it is of the assistant editor's job to make sure that no pictures that shows the President's aging are published in the herald or in this case pictures of victims of domestic violence are protected. However, this is a different case when it comes to *H-Metro*; it is not all the time that they protect victims of domestic violence. The Assistant editor at the herald is George Chisoko. In early 2015 Chisoko was at some point suspended after he allowed the paper to publish a story that was said to be alarming. He was suspended for negligence of duty after a story with a headline, 'February inflation pointing to a dying economy' which appeared on 16 March 2015. The assistant editor

for *H-Metro* is Trust Khoza. All reporters report diaries to him three times a week. His duty is also to proof read stories before giving them to the editor.

4.8.4 Managing editor

The managing editor's mainly focused on the human resources management, he/she sees to it that the employer and employees are well kept and the managing editor offers advisory ideas to the team. Managing editors also communicate with the editorial team and the publisher for the wellbeing of the papers and coverage of issues. In other words managing editors help in enforcing policies. Some of the policies which they enforce are those which allow for gender equality and equity but only writing about it to please their funders while they don't practise it for instance the issue of gender in the newsroom. There will be more male reporters than female reporters in the newsroom. These managing editors are also affected by the same policy that affects any other editors that if they fail to present or if they paint bad the owners of the organisation they will be fired.

4.8.5 Production Editor

They make sure that the paper is out on streets, in other words they help in overseeing the production process of the papers. They are responsible for planning the production budget and making sure that all the content that reporters come up with is turned into a newspaper. They also proof read articles to help in bringing quality products to the audience. At present the production editor of is Gareth Willard.

4.8.6 News editor

Mainly focuses on giving reporters issues to investigate and report on, they advise reporters on what type of stories to focus on and the angle in which they can cover them from. News editors also gate keep as they can approve or disapprove a story. Telling the angle in which a story has to be cover therefore means that the news is showing the views of the powerful, they decide on what type of words to be used in a story that best works for them. This therefore entails that even if the reporter saw it fit to label men as the perpetrator if the editor does not view it that way the whole meaning of the story changes.

4.8.7 Business editor

Business editors main thrust is solely in the business desk, they make it a point that every business story that is covered by the paper has some business language in it. As an editor they also set a tone for all business news. It is in this category that the interests of the advertisers are met. For instance if Musasa Project advertises the most in the papers than Varume Svinurai/ Vhukani Madoda, when it comes to covering issues of domestic violence , they tend to report in such a way that Musasa Project will not be disappointed. The business editor also thrives to make business stories enticing enough to make work easy for advertising department. This shows that the organisation is after profit and is being used as a political tool.

4.8.8 Entertainment editor

The entertainment editor sets the tone for the entertainment desk, supervision of entertainment reports and their stories is taken care of by this person in both papers. In the tabloid, *H-Metro* which excluded itself from political issues and focused mainly on entertainment and other sensational issues, their main objective is to package news in the most entertaining way so as to increase the number of readership. However, this has led to the papers practising what is called edutainment where they report on important events and phenomenon in an entertaining way. This is important so that the news does not get boring but sensational issues like those of domestic violence which may result in death of one partner are not reported in a respectful way.

4.8.9 Chief photographer

He/she is responsible for all the pictures that are published in the paper. The chief photographer does not necessarily have a desk where they are limited to but they take pictures that are used in all desk that are is hard news, sport, entertainment, business or feature articles. Since pictures are as good as a story when it comes to telling a story, chief photographers make it their major priority to higher photographers who are good at their job. This person is also subject to the issues of ownership and control as a picture can tell a thousand words. They strategically choose pictures which creates a certain meaning they want to put forward. For instance if a woman is being labelled a a hooker, they try by all means to find a picture that resembles her as one.

4.8.10 Sub editors

Their main duty is to come up with catchy or attractive headlines which help in selling the paper to the audience. They are also responsible for the page layout of the paper. Page layout is done strategically putting certain stories on certain pages for a reason. They also check factual and editorial errors in paper before it is published. There are 21 sub editors at *The Herald* and seven sub editors at *H-Metro*.

4.8.11 Reporters

Reporters are the most important people in the newsroom although they are ranked at the bottom of the chain; they are the ones that make the paper survive and sees to it that there are enough stories to cover the whole paper. They gather and write news stories in different categories. Each reporter has a section or desk which he/ she specialises in, they then report to the editor of that particular desk. Senior reporters are those seasoned journalist who have been in the industry for quite a long time and can be trusted sources of news gathering and reporting. They are assigned duties or stories by editors knowing very well that they will deliver their best.

These are reporters who understand mostly the editorial policy and are reliable when it comes to delivering what their finders want. Senior reporters are assigned to follow stories on government officials and are sometimes taken to different places that the President and his team visits in order to gather news that will be published in the paper. Usually they have reliable sources which makes news gathering easy for them as they can be called to cover certain official events and then report on them. These reporters practise self censorship to avoid clashing with their employer.

4.9 LINKAGE WITH OTHER ORGANISATIONS

Zimpapers has built its reputation for over a century and it is amongst the leading printing and publishing organisations in Southern Africa. Since it publishes these two dailies the organisations has a great contribution to the society and other branches in the country and beyond. Most the time the general public that wants publicity seek *The Herald* and *H-Metro* for publicity because the papers have a wider coverage and readership. The papers have cordial relationships with other papers published under Zimpapers. They share the same

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editorial policy so content from papers such as *The Sunday Mail*, *The Chronicle*, *The Sunday News* and also the tabloids, *Kwayedza*, *Umthunywa*, *B Metro* and *H Metro*.

The papers under study have a direct link with the Ministry of information as well as the government. Its direct link with the government therefore influences the appointment and the firing of editors. The influence comes from the Ministry; they chose who to appoint someone who is a ZANU PF apologist. This makes the operations of the papers easy as the editor is pro ZANU issues that get published will be in favour of the government. Doing the opposite of what the government and the ministry wants and expects from the editors has seen several editors being demoted, fired or transferred. Gramsci (1988:85) states that there is a general assumption that, “news media are characterised by a consistent argumentative and political bias to the benefit of those social and corporate authorities to the extent that they appear to act as their trained pooch.” This means that the media are not only after informing, educating and entertaining the masses but they are also political institutions which are after political values.

The organisation also has a link with Zimbabwe Broadcasting Corporation (ZBC). They are guided by the same policy and sometimes *The Herald* for example develops stories from ZBC. Besides local linkages the papers have a relationship with international news agencies such as Cable News Network (CNN) , Reuters and Agence France Press (AFP).

4.10 CONCLUSION

This chapter looked at the history and political economy of Zimpapers. It also analysed political economy and organisational structure of *The Herald* and *H-Metro*. The chapter also highlighted and critiqued the organisation’s vision, mission and values. The next chapter will focus on the research findings.

CHAPTER 5: DATA PRESENTATION AND ANALYSIS

5.1 INTRODUCTION

This chapter focuses on the presentation of data that was collected from the 40 articles that were taken from both papers. That is 20 from *The Herald* and 20 from *H-Metro* from January 2015 to May 2016. Data from these articles were comparatively explored in trying to understand different representations of men and women in the two papers. This chapter seeks to answer the research questions that were developed in chapter one linking them with the research methodologies and theories discussed in chapter two. These findings were extracted largely by the use of qualitative method and quantitative method as a complimentary as the research was explanatory. Archival collection, data analysis, content analysis and thematic analysis were used to reach to these findings.

5.2 TYPES OF DOMESTIC VIOLENCE STORIES COVERED IN BOTH PAPERS.

5.2.1 Those that promote awareness of gender issues

It has been discovered that the two papers covers different types of domestic violence stories. Through content analysis, the researcher found out that stories published include those which promote national and International gender policies which are mainly published towards World commemorations day for women like International Day for the Elimination of Violence against Women or Gender Based Violence campaigns. Usually these types of stories were published to create awareness. The International Day for the Elimination of Violence against Women came while crimes of passion and cases of domestic violence were rife in the country and in October most cases of domestic violence resulting in murder were high. Stories of domestic violence published in October towards the International Day for the Elimination of Violence against Women (25 November), started asking the position of women and domestic violence. They also looked at the effectiveness of such campaigns. A story that was published in *The Herald* on January 20 2016 titled “*AU pre-summit to tackle challenges women face*”, the article focused on the summit that was that was taking place in Addis Ababa. Women were put first in the African Women Gender summit.

5.2.2 Those that are linked with religion

Another angle in which these papers focused on when covering domestic violence cases linked domestic violence and religion. These articles explained domestic violence which was rife from a religious perspective condemning the act violence. In an article that was published in *H-Metro* on 6 March 2015 titled ‘*pastors denounce violence*’ pastors urged the people of Zimbabwe to refrain from violence as it is a weapon for mass destruction.

“Anytime there is an act of violence, terrific ungodly damages are certain. The result turns out to be bloodshed, injuries that cause many to be impotent/disabled...violence is the devil’s best weapon of mass destruction when he chooses to destroy a family much more a nation...”

Besides domestic violence and religion, other stories had top officials giving their views on domestic violence and again urging families to bear the responsibility of bringing peace and order in the family and society as a whole. In an article that was published on 20 May 2016 in *H-Metro* titled *Top cop on domestic violence* Deputy Commissioner General of Police Godwin Matanga shunned the culture of violence in the family telling people who were gathered that the police will tirelessly work to eradicate such a culture.

Most stories especially from *The Herald*’s court reporting were found out to be those which resulted in murder cases and were resolved in courts as well. Withdrawn cases of domestic violence were also reported on. *The Herald* covered 10 domestic violence stories which resulted in murder of children, spouses or any other neutral party? that would have intervened in the fight. On the other hand, *H-Metro* focused on sensational domestic issues, bizarre stories and all those which were ignored by *The Herald*. For instance, two cases of men who bashed their wives because they failed to cook sadza for them. *H-Metro* also published stories that created awareness as they included man of the cloth to talking about domestic violence and the church.

5.2.1 Discussion

These findings shows that policies affect the way news is packaged and published hence policies and conventions are important as a form of editorial policy. In this case, because of the World commemorations day for women stories were in light of women, remind the public about acts that protect women when in cases of domestic violence. However, this showed lack of balance in organisations that represent men and women. Cases of gender based violence that were prevailing during from January 2015 to May 2016 showed that women are not only

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affected but are also perpetrators but there were no men organisations which were standing for men who are also playing victim in domestic violence cases.

Much emphasis was put on women activists as well as public campaigns towards gender based violence. Before these campaigns were closer, the paper did not question their effectiveness in stopping gender based violence but only focused on cases which were sprouting. Not every domestic violence case was covered in *The Herald* much of these stories were reported in *H-Metro*. This goes well with the argument that the paper is not being representative enough to the nation. This claim is supported by Moyo (2003) arguing that when it comes to news reporting *The Herald* cannot be regarded as a national newspaper it is a regional newspaper that is read nationally. Other stories where spouses fought over small issues were ignored in the paper. They were only mentioned as statistics of the prevailing domestic violence from January 2015 to May 2016. This discussion shares the same views with Africana Womanism theory which does not only prioritise women but calls for equal representation of men and women in the mainstream in order achieve gender equality and equity.

5.3 MEN AND WOMEN THROUGH *THE HERALD* AND *H-METRO*'S LENSES

Men and women involved in domestic violence are viewed and framed differently in the named papers. The researcher found out that there is unequal representation of men and women in both *The Herald* and *H-Metro*. There are different types of representations in these two papers. *The Herald* and *H-Metro* represent both men and women as either victims or perpetrators of domestic violence. Although there is a difference when it comes to how they are viewed, results showed that men are also victims of domestic violence and that women end up killing their counterparts due to these disputes.

H-Metro in most of its stories women are called names according to the type of crime they commit and the same was not done if men committed the same crime. Framing of men and women in *The Herald* and *H-Metro* differed depending on the article. Results from interviews that were conducted by the researcher showed that women have scandals that sell the paper than more than men. *H-Metro* News Editor had this to say when asked about the different representation.

"...Looking at the front page of our papers stories where women are beaten or are doing bizarre things are put forward because they have scandals which sells the paper, so when we

report we try and remind ourselves that the paper will be on the streets and it has to be bought..."

5.3.1 Discussion

From the above findings the researcher realised that the way women are presented in other stories will not be exactly the way they are in real life but it is for the financial benefit of the company. These findings concur with Murdock and Golding (1997) who states that the media are industrial and commercial organisations which produce and distribute commodities they are after profit. How people are represented becomes secondary in their business. Journalists and editors help each other in choosing what is newsworthy a cover that sells the paper.

5.4 PARADIGM SHIFT IN GENDER STEREOTYPES:

5.4.1 Women as perpetrators of domestic violence

The traditional view that when domestic violence is mentioned women are victims has been challenged. It was long back in the 753 BC during the Romans rule that wife beating was regarded as a way of social control however, this changed with time. The researcher found out that articles that were covering stories of women who were beating and sometimes killing their husbands were more than those of men beating their wives. A total number of seven stories out of the 16 stories that were analysed found out that women were perpetrators of domestic violence. However, nine stories out of the 16 stories that were analysed found out that men also incited violence. The media is not only representing women as victims but also as the ones that causing domestic violence. Through domestic violence, women ended up committing crimes of passion. From January 2015 to May 2016 there was a trend of women who were fighting with their husbands' resulting in murder and they were perpetrators at the end, killing not only the husband but sometimes with their children. The same was also happening with men, they also killed their wives and children in domestic violence disputes.

Women's actions in this case have shown that there is a shift in gender stereotypes as women are acting in the same way that men have be known for. It has been a widely known phenomenon that men bring about violence in every domestic violence act but this shows a difference. Through language The Herald and H-Metro are exercising power over the audience. Foulcoul (1986) argues that language and power work together to create the social meaning that the powerful want to maintain. Foulcoul(1986) maintains that the society is guided by language

and it is guided by various sources of power, it recreates and reshapes ideas. Language affects how men and women are represented in *The Herald* and *H-Metro* and these statements which they publish reflect power relations. On 17 December 2015 there was an article that was published in *The Herald* titled '200 men beaten up by spouses' which showed that women were up against men. From January to November 2015 2 414 men reported cases of domestic violence, this shows that tables have turned. During this period it has been reported that more men suffered as compared to women. These were cases reported and there is a possibility that there are others which were not reported because the society is patriarchal and men are not expected to be abused by women as they are said to be powerful and strong. Those who report domestic violence are viewed as weak.

5.4.2 Discussion

The traditional view of domestic violence has been challenged and the media is helping in making the society change their view on the phenomenon. However, the way these issues are reported is different. When the crime is committed by a woman the papers under discussion makes it a bizarre but when the act is done by men it is normalised. Even though there are cases of women perpetuating domestic violence, the Zimbabwean society is largely patriarchal and due to this cause most abused men do not speak out fearing stigma and their sense of entitlement will be demeaned. This shows that the issue of patriarchy discussed in chapter four as another form of control of how news should be packaged and produced. Africana womanism again comes to play when there is encouragement of shared responsibility; the theory maintains that both men and women should share the blame when covering issues of domestic violence. Rather than pointing out blame on one part there should be shared blame in order to find solutions to the underlying problem.

5.4.3 Women as victims of domestic violence

The fact that women are perpetrators of domestic violence in most of the stories that have been analysed does not mean there are no women who fall victim in some of these cases. The fact that African women like Gaidzwana (1985) said, are supposed to be motherly who and women who take care of the household chores they are also being blamed for causing domestic violence as they can also avoid it. The case of Fortunate Nsoro of March 2015 was published in *The Herald* titled "*Hubby stabber: from victim to villain*" is two sided; it showed a woman as a victim as well as the perpetrator. When looked at closely the researcher found out that, the

woman was severely abused before she thought of committing suicide which failed. When the story was reported the part that the couple was always against each other was not fairly reported. Also the numbers of sources interviewed in light of the woman were few as compared to those of the deceased husband. On a different case that was reported in *The Herald*, on October 6 2015 a man chopped off her wife's thumb due to a dispute that emanated from not preparing a meal for the husband. In the article the man is simply referred to as '*Chitungwiza man*' not '*thumb bitter*' like they could have done if it was a woman. Another example is that of a man who axed his wife and children and again was referred to a '*mentally ill man who killed his wife with an axe*', not the man who axed his wife. The might have been mentally ill but that does change the fact that he committed the crime.

5.4.4 Discussion

From the above articles one can argue that the media use language to portray certain views about a particular subject. Language creates, reveals sexism and naturalises specific identities and phenomena. Adams (2003) argues that there is a huge relationship between language and media on representation of women. The use of different language and choice of words help in creating gender stereotypes. When domestic violence is caused by cheating; men's roles are ignored in the circle focusing only on women being the main reason why domestic violence occurred.

Through coding the researcher found out that of the 16 articles that were analysed 8 of them had women as perpetrators women were called derogatory names. The papers select words to use when describing men and which ones to use when describing women.

Men are less described with derogatory words even if they have committed the same crime with their female counterparts. Men and women need to be fairly represented in the media especially when it comes to domestic violence. Baylies and Bujra (2002:17) argue that, "if the literature in Africa has often been gender-blind in its failure to recognise women's existence, it is also true that it has failed to see men as gendered beings or lacked analytically at men's relations with women." The idea that they are not fairly represented is evident in most cases where only women are referred to whenever domestic violence issues are discussed. Against this background, the researcher saw need for new research men are being protected through the discourse of language.

This argument is in line with what Hudson-Weems(1993) explained when she coined the term Africana womanism, advocating for African theories which explain African men and women experiences. African women are expected to be at the fore of household chores. They are supposed to be doing everything for their husbands, failure to do that result in disputes because it is women's duty to do so. Failure to prepare a meal led to domestic violence between a couple and because of different representations that are in the media, although they are held accountable of their actions the way these two papers then report about the case makes it normal that after failing to prepare a meal which every woman should do there might be a dispute. Failure of the wife to prepare a meal is also seen as failure of performing her duties.

5.5 INFLUENCES OF THE CHOICES OF REPRESENTATIONS

5.5.1 Lack of policy to guide gender-sensitive reportage of domestic violence

The researcher interviewed Deputy Editors for *The Herald* and *H-Metro*, from the interview it has been found out that in *The Herald* in particular does not have any policies that guide the organisation when it comes to representation of men and women. The only editorial that policy they adhere to is that which governs political issues. However, they do have Zimpapers gender policy which they follow when writing stories that concern gender. The Zimpapers gender policy states that of the three sources interviewed in a story one should be a woman. However it is not always the case that a woman is interviewed, most stories showed that not only two men are interviewed.

5.5.2 Absence of balanced female voices

Absence of balanced female voices as sources is also another factor that the researcher found out. When asked reasons for such gender imbalances, *The Herald* Gender editor said,

“unlike men, women are not forth coming they do not cooperate when it comes to commenting and giving their side of the story, they would want to consult their husbands first yet we will be on the rush to print the paper.”

In this case women are seen to be conforming to their husbands no matter what the case might be. Whether they have been abused or they themselves abused men they end up seeking their permission to talk to journalists. It also gives men a voice as they will end up sticking with what the husband wants which is staying away from the papers as it has been noticed .The Zimpapers

gender policy is not always followed as it was found that some of the stories from the papers do not have balanced sources in terms of gender.

5.5.3 Journalistic biases pertaining to issues of domestic violence

It is the editor's duty to see to it that stories are reported in a balanced way but the researcher reached to a conclusion that journalists' perception towards domestic violence plays a major role in the coverage of domestic violence. Stories covering domestic violence carry the opinions of journalists who reported on the cases. In other words the angle in which the story is presented especially in *H-Metro* depends on the way the reporter sees it. Results also showed that the Gender Editor for *The Herald* has no reporters and that she was holding a ceremonial position this leads to the biases in gender representation as they are only ideas of one person that will be conveyed. In light of this *H-Metro* Deputy Editor said,

“Besides the Zimpapers gender policy there is no other policy that guides the way journalists represent men and women in the paper, it all depends with the situation and how journalists view the story.”

This led the researcher to question gender composition in the newsroom since the angle in which a story takes depends on the values of those who write them. It has been discovered that *The Herald* only had 20 female journalists and six female editors as compared to 62 male journalists. *H-Metro* also had three female journalists and no female editor compared to 15 male journalists. In an interview with the Deputy News Editor of *The Herald* it has been discovered that gender policies and conceptions have an impact in the choice of representations that are found in the paper. Women pressure groups such as Musasa Project and Girl child network were said to have been approaching journalists and Editors telling them to report about men or women in a certain way so that they (Women pressure groups) achieve their agenda of the day.

5.5.1 Discussion

The difference in gender composition has been found out to be one of the contributing factors to the unbalanced coverage of gender and domestic violence in the two papers. The number of journalists that are in the newsroom does not match with the number of women in the society. By nature, the Zimbabwean society is patriarchal and these differences in gender composition in *The Herald* and *H-Metro* supports the idea that the nature of the society affects the way gender is portrayed in the media. Men tend to report in favour of men while women do the same.

However it has been found out that stories reported by women tend to challenge stereotypes as compared to stories written by men. Fair participation of both men and women increases the level of fair representation.

5.6 NAME CALLING AND GENDER REPRESENTATION

The study has shown a paradigm shift in the representation of gender in cases of domestic violence, however, the researcher noticed a series of stories that called women all sorts of names depending on the nature of their crimes. Whenever domestic violence was perpetuated by women, there were use different names such as *'hubby stabber'*, *hooker*, *prostitute*, *cheating wife* or *'killer woman'* when describing women as victims. In other words when the crime is committed by women different types of names are called when describing them. In a story that was published in *H-Metro* titled *'woman pulls ex hubby's privates*, the woman who is the perpetrator is referred to as a *'jilted woman'* clearly indicating that the two are not together anymore making it appear as if the wife is fighting for nothing because they separated, the couple separated but only the woman is referred to as *jilted*. In the article the husband was not paying maintenance for his children's school fees which resulted in them dropping out of school but he was referred to by his real name not the one that goes with him not looking after his children. The fact that the man is not supporting his children was completely ignored.

On the same day in the same paper an article titled *'cheating wife seeks protection'* was published in the same paper of a woman who went to stay with another man while she was customarily married to another man. She was seeking protection order from the previous husband. Again in this case the woman is called a *cheating woman* given the headline, *'cheating wife seeks protection'* one might not sympathise with the wife considering the fact that she is cheating yet the husband refused to give her wife divorce. The headline gives an impression of the side of women.

On a different case that was reported in *The Herald* titled *'wife bashed for snooping on hubby's phone'*, a woman was addressed to the nature of crime that was committed by the husband. It is the husband that incited violence but the blame is pushed to the wife giving a reason of snooping in her partner's phone. Another story in *The Herald* again referred to a woman who was a victim as a *Nyabira woman found dead*. In this article a woman was killed by his husband over what was reported as infidelity, the husband ran away soon after the incident. In this case a

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woman was the victim; the man was not referred to by the nature of the crime like *killer woman* or *hubby stabber*.

Another case reported in the same paper a woman was killed but the man was referred to as *mentally ill man killed wife*. Through content analysis the researcher realised that the reporter shifted the man's blame to the wife because she looked in the husband's phone..

5.6.1 Discussion

The researcher found out that all these articles where women were called names according the nature of their crimes were trying to sell the paper. The main aim was to make profits after coming up with screaming headlines that sells the paper. Compared to other articles published in the paper, when a man commits a crime or is involved in domestic violence there are no names called or blame that is clearly shown either on the cover of the paper or in the headline. What people read as headlines and stories are other people's reality, journalists, editors and pressure groups influences the way reality is represented. Again man's power and dominance is noticed. This also shows that the media do not only transmit information as it is but they struggle to make things mean. Representation then comes to play when the media does not merely present facts to the public but take time in trying to make those messages mean what they want.

5.7 MAJOR CAUSES OF DOMESTIC VIOLENCE

Domestic violence has been prevailing in Zimbabwe form January 2015 To May 2016, the period saw a lot of murder cases resulting from domestic violence. Some of the stories addressed problems that led to such cases. The researcher found out that most of the causes of domestic violence were centred on women, economic and social problems for instance an article that was published in *The Herald* on 7 March 2015 titled "*Hubby stabber: from victim to villain*" a woman allegedly stabbed his husband after the couple had several fights and after she also tried to commit suicide several times. Out of stress from the marriage that she suspected that the husband was cheating she ended up stabbing the husband after failing to take her own life. The way the story is presented does not pay attention to the fact that the husband was constantly abusing her. The husband who is the victim in this case is described as a peace loving man who was unfortunate to have such a wife. After analysing this story the researcher came to a conclusion that long standing disputes is one of the causes of domestic violence. The

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story that was published in *The Herald* titled “*Hubby stabber: from victim to villain*” supports the notion. A family member had this to say when asked to comment about the incident.

“..Anger disappointment and mounting pressure to keep her marriage intact against a myriad of problems between the two could have triggered the incident which resulted in brutal murder of Mutasa”

Another contributing factor to domestic violence was found to be pending divorce issues. Couples ended up fighting because of failure to settle their divorce papers properly, for example an article that was published *The Herald* titled, “*man inserts cooking stick in ex-wife’s privates*” in this case a man went to his ex-wife’s place to try and be intimate with her but she refused and ended up inserting a cooking stick as a form of punishment. Similarly, *H-Metro* published an article titled ‘*cheating wife seeks protection*’ again in this article the husband was going back to the wife arguing that she is still his wife because she hasn’t signed divorce papers. The wife ended up seeking protection against the husband because he was married to another man. Failure to pay maintenance was also found to be a contributing factor to domestic violence. Other problems resolved from cheating spouses who were later on caught.

5.7.1 Discussion

A number of domestic violence cases emanated from long standing problems that were left unsolved. Those cases which revolved over failure of women to prepare meals for their husbands shows that not only gender roles are changing in terms of who is the victim of domestic violence but also in the household chores. The representation of women as weak emotional and submissive to their husbands is then questioned as women resort to violence when asked to prepare food for their husbands. Also the papers failed to fairly report on issues that led to domestic violence. This research found out that less effort has been done to make follow up on most of the stories that either resulted in murder or prison sentences. Social and economic problems are not discussed in the papers they only focused on the victims and perpetrators.

5.8 CONCLUSION

This chapter explained and analysed findings from *The Herald* and *H-Metro*’s representation of men and women. A lot of issues that influence the papers representation were raised and

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discussed in this chapter. These findings were reached at through content analysis and was analysed thematically.

CHAPTER 6: SUMMARY, RECOMMENDATIONS AND CONCLUSION

6.1 INTRODUCTION

Findings and analysis of the study were highlighted in the previous chapter. This chapter is focusing on the summary of the whole research as well as the recommendations and conclusion of the study. Areas that can be focused on for further study are also highlighted in this chapter. This chapter concludes the research giving recommendations to *The Herald* and *H-Metro*, reporters as well as policy makers.

6.2 SUMMARY

This study was focusing on the representation of men and women in *The Herald* and *H-Metro* paying particular attention to issues of domestic violence from January 2015 to May 2016. The research objectives were pointed out which were to comparatively explore gender representations in the two papers, investigate what influence gender representations and problematising the way men and women are represented in *The Herald* and *H-Metro*.

Related literature was reviewed and the gap that was shown and needed new research. Theories that guided the study which were Representation and Africana womanism were discussed linking them with research findings. In chapter three, the researcher described the research approach, methods of data collection and analysis which guided the study. *The Herald* and *H-Metro*'s political economy was critically analysed in the study. Finally the researcher presented and analysed the research findings.

From the study the researcher concluded that, the two papers represent men and women differently being guided by policies and reporters perceptions towards the subject. Unbalanced gender composition in the newsroom was found to be one of the contributing factors to the gender imbalances that are present in *The Herald* and *H-Metro*. Besides the Zimpapers gender policy, pressure groups were also found to be influential in the way men and women are represented in the two papers.

Traditional views of domestic violence are changing, not only men are viewed as perpetrators of domestic violence. In this study which was focusing on representation of men and women in *The Herald* and *H-Metro* from January 2015 to 2016 findings revealed that both men and women are perpetrators of domestic violence.

The society has to realise that domestic violence is not a private issues, but national or international issues that needs to be discussed on a broader spectrum. Different facets of the society the media included have to work together in eradicating domestic violence. Cases of domestic violence vary from social to economic problems which need to address at a larger scale.

The research indicated that policies and policy makers influence news content; there is need for policy makers to come up with home grown domestic violence policies that apply in the Zimbabwean context. These policies should be followed up to measure their effectiveness in news reporting and reducing the prevalence of domestic violence.

6.3 RECOMMENDATIONS

After analysing text from *The Herald* and *H-Metro* the researcher realised that there are different representations in the media when it comes to domestic violence coverage, however the researcher recommend that the media practise ethics when reporting on domestic violence issues. Domestic violence issues are emotional and sometimes private so the media need to apply ethics when reporting so that the way it reports will influence how men and women are viewed.

Gender imbalances in the newsroom are supposed to be addressed in order to attain gender balance in domestic violence reporting. To counteract these imbalances the researcher suggests that social campaigns and pressure groups adopt Zimbabwean policies that come from the citizens to tackle issues of domestic violence. On the other hand media practitioners should be attend workshops that educate them on balanced reporting of domestic violence. Campaigns and awareness programs should strive to bring balance in their representation of men and women involved in domestic violence. At the moment there are more of women pressure groups than there are of men. At the end much emphasis will be placed on women forgetting that men are also victims of domestic violence.

The researcher also recommends that *H-Metro* refrain from writing articles sell the paper forgetting that what they report later shapes the society's beliefs and perceptions towards the phenomenon. *The Herald* should operate as a national newspaper covering all issues from different provinces.

6.4 AREAS FOR FURTHER RESEARCH

This study was focusing only on *The Herald* and *H-Metro* which leaves a lot of other papers which were and are still covering domestic violence issues in Zimbabwe. The way broadcasting stations are covering domestic violence is also another interesting area for study. The scope of the study might also be extended since some stories were left out in the study. Different methods of data collection might be used to reach different conclusions.

6.5 CONCLUSION

This chapter summarised the whole study giving recommendations and suggestions to *The Herald* and *H-Metro*. Specific suggestions were given to media practises and policies that govern media day to day operations. The researcher also identified areas for further study.

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APPENDIX

APPENDIX 1

INTERVIEW GUIDE

The researcher used interviews as data collection technique. Although the interview was unstructured it was by the following questions among others which came up during the interviews:

1. What influences the choice of representations in the Herald and H-Metro?
2. What are your views on representation of men and women in the herald and h-metro?
3. Is there any form of news filtering that you employ when reporting on cases of domestic violence especially the ones that result in murder?
4. Do you have any gender policies in your organization that affect the way men and women are represented?
5. What is the gender composition like in the newsroom?
6. Do journalist perceptions apply when reporting about domestic violence?

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APPENDIX 2

The Herald online articles

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APPENDIX 2: H-Metro articles