AN ANALYSIS OF INTERNATIONAL NEWS IN MALAWI NEWSPAPERS

by

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DECLARATION OF ORIGINALITY

I declare that **An Analysis of International News in Malawi Newspapers** is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

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DEDICATION

This dissertation is dedicated to my mother. Though illiterate and lacking resources and through sheer determination she ensured that I went through school. It is also dedicated to my wife, Esther, who bore with me while I worked long and awkward hours both at home and at the office. The dissertation is also dedicated to my children, Donia, Tiwonge, Wezi, Mwawi and Watipaso for whom I sought a better life.

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SUMMARY

The study used quantitative content analysis to compare the international news content about Africa and the rest of the world in selected daily and weekly newspapers in Malawi and explored the extent to which economic factors, as represented by the Gross Domestic Product (GDP), influence news flows about Africa into Malawi. The results showed dominance of the categories of war/international conflict and politics. International news agencies were the principal sources of news items for all the four papers. Though there were differences among the newspapers in the amount of space allocated to various categories such differences were minor. The study established that GDP is not a determinant of the amount of coverage a country receives.

KEY TERMS

Malawi newspapers, quantitative content analysis, NWICO, international news, news values, international media dependency, world system.

CHAPTER 1

TRENDS IN THE INTERNATIONAL FLOW OF NEWS AND INFORMATION

1.1 INTRODUCTION

Chapter 1 explains that the study used quantitative content analysis to compare the international news content about Africa and the rest of the world in selected daily and weekly newspapers in Malawi. The data so obtained was used to explore the extent to which economic factors, as represented by the Gross Domestic Product (GDP), influence news flows about Africa into Malawi.

The chapter also reviews trends in the international flow of news and information, through a discussion of the current international media landscape. It focuses on differences in:

- access to news and information among world regions and within Africa;
- coverage of countries; and
- technological advances.

Technological advances are discussed from the point of view of their effect on the media. Furthermore, the chapter discusses the Malawi media landscape, justifies the study and states its relevance and limits.

1.2 BACKGROUND TO THE STUDY

1.2.1 Characteristics of the international media landscape

The international media landscape is characterised by huge differences in access to the media, use of the media and in technological advances. These differences, especially between the core (i.e. developed or industrialised) countries, semi-peripheral countries (i.e. countries considered to be in transition to becoming

developed countries) and peripheral countries (i.e. mostly countries that are in the process of developing) are related to levels of economic development which have implications on the international flow of news and information.

1.2.1.1 Differences in flow of news and information between world regions

Following from what has been said in the preceding paragraph, it is perhaps inevitable that a major thrust in discussions relating to the international flow of news and information has been the issue of the existence of a core, semi-periphery and periphery structure. Research has established that countries in the core regions of the world are covered more in the news than the rest of the world. The rest of the countries are put into two regions namely semi-peripheral and peripheral countries. Comparatively, semi-peripheral countries are covered more than peripheral countries.

1.2.1.2 Differences in flow of news and information within world regions

Differences in the flow of news and information do not only exist at the level of world regions. They also exist within each world system region (Gunaratne 2001:122). In Dutch morning newspapers for example, countries in Southern Africa were the most covered followed by countries in Northern Africa. Countries in Central Africa were the least covered (Donck 1996:109). In terms of individual countries, those countries with the highest Gross Domestic Products (GDPs) such as (South Africa, Algeria, Egypt, Libya and Nigeria) were covered more than other countries in Africa.

Taking the example above, the size of an economy could be used to predict the coverage of one country over another in the same region. Apart from GDP there

are other aspects of a country that have implications on the amount of coverage a country can get. Some countries are covered more than other countries because there may be unique events taking place in those countries. For example countries where there is civil strife are likely to be covered more than countries where there is peace. To illustrate the two examples further, in Africa, South Africa would be covered more than Swaziland because the economy of the former is stronger just as Sudan would be covered more than Egypt where there is no war.

1.2.1.3 Effect of technology

One aspect characteristic of the international media landscape is the staggering pace of technological advances that have profoundly changed and continue to change the international media landscape (Bierhoff, van Dusseldorp & Scullion 1999). The use of computer technology and the fact that technology is changing at a tremendous speed, has transformed the way people collect, process, disseminate and access information (Lapham 1995). The Internet has numerous sites that publish news and newspapers that were publishing only hard copy now have online versions (Yoon 1999). The emergence of new comers who broadcast only on the Internet has made programming diversity possible (Compaine and Smith 2001:20).

However, not all countries have advanced equally in terms of both infrastructural development and in their capacity to use media technology. Wallerstein (1980:172) observes that technological advance facilitates competition of one group of entrepreneurs (let us call them countries) with another. Those countries that have the new technology at any one point in time are likely to be ahead in terms of economic and other advances. Developed nations are by far more advanced technologically than developing countries. This disparity has affected

the collection, processing and dissemination of international news. Technological disparities have translated into disparities in the international flow of news.

1.2.2 Characteristics of the Malawi media landscape

Globalisation and phenomenal technological advances have changed the Malawi media landscape significantly. Many more players have entered the field of newspaper publishing and radio broadcasting. Generally, the environment is politically conducive for the free operation of the media.

Malawi is part of the international community and as such is affected by the dynamics of that community. One aspect of the dynamics of the international community is the production, packaging and dissemination of information of which international news is just one item. Malawi's participation and visibility in the international flow of news is constrained by the fact that, globally, it is in a peripheral region. According to the world system theory, which is discussed in depth in Chapter 2 section 2.3.3, countries in peripheral regions do not generate as much news as those countries in the core and semi-peripheral regions. They also do not produce as much news as core or semi-peripheral countries due to limited economic power.

1.2.2.1 Enabling environment for the media

It is important to briefly describe the environment within which the media operates in Malawi. The description is meant to show the degree of freedom enjoyed by the media in the context of the international news the media can publish. Since the adoption of the 1995 Republican Constitution, the media in Malawi has been operating fairly freely. Malawi's Republican Constitution has adequate positive provisions on issues relating to freedom of expression. Section 35 of the Constitution provides that "Every person shall have the right to

freedom of expression" (Malawi 1999:21). Section 36 gives the media the right to operate without hindrance locally and elsewhere while Section 37, on the same page, provides that any person has the right to access information held by government as long as it is "for the exercise of his right".

Furthermore, there are a number of institutions that have been established in line with the requirements of a democratic system of government. The mandate of some of these institutions is protection and promotion of human rights. They could, from the point of view of human rights, be said to have an effect on the operation of the media. The Malawi Human Rights Commission is one such institution. Freedom of expression is a human right. The media, one way through which freedom of expression is exercised, is automatically protected under the constitutional provisions of the Malawi Human Rights Commission.

The Law Commission is another institution whose mandate is linked to human rights. The Commission has the mandate to ensure that Malawi's laws are in line with dictates of democracy. The existence of the Law Commission offers the media the opportunity to have laws that are an obstruction to media freedom repealed or amended. It is important to mention, however, if only in passing, that amending or repealing laws that impinge on the free operation of the media has not been easy.

The concerns the Malawi media might have regarding freedom of operation should not relate to the constitution. From the point of view of the current study, one could say that the media have a lot of latitude in the choice of content, local or international, for their newspapers or radio/television stations, political, economic and other pressures notwithstanding.

1.2.2.2 Malawi print media

Malawi's current media is a product of newly adopted policies and legislation referred to in section 1.2.2.1 following the change to a multiparty system of government. The policies and legislation have led to a proliferation of newspapers. However, the print media has to fight for survival in a small crowded advertising industry. Due to such a state of affairs, newspapers are established and a few months or year later they are no longer being published. It is not surprising therefore that only four newspapers could be described as well established and credible. These papers are *The Nation,* the *Daily Times,* the *Weekend Nation* and *The Malawi News.* Since their establishment, these newspapers have been consistently published. The *Daily Times* was established in 1895 and the *Malawi News* in 1959. *The Nation* was first published in July 1993 and the *Weekend Nation* in August, 1995. Their credibility is due to the fact that they have the highest circulation figures of all the papers currently being published in Malawi.

The Nation is a daily newspaper and in 2003 it had a circulation of about 14,000. The *Daily Times* is also a daily newspaper and in 2003 it had a circulation of about 10,000. The *Weekend Nation* is a weekly newspaper and in 2003 it a circulation of about 36,000 and so is the *Malawi News* which in 2003 had a circulation of about 27,000. The *Weekend Nation* is a sister paper to *The Nation* while the *Malawi News* is a sister paper to the *Daily Times.*

The Daily Times and the *Malawi News* are owned by Blantyre Print and Packaging. Blantyre Print and Publishing was part of late President Dr. Kamuzu Banda's financial empire. Dr. Kamuzu Banda was Malawi's first President. The business concern is now being run by a board of directors on behalf of the late president's family. The two papers are referred to as Blantyre Newspapers. Nation Publications publishers of *The Nation* and the *Weekend Nation*, is owned

by a prominent politician. Since 2005, both organisations have been publishing Sunday editions.

All four papers in the current study are distributed nationally. Other papers are mostly confined to the urban centres of Blantyre, the commercial capital, Lilongwe the Capital City and Zomba the University town. The four papers do not have foreign correspondents and therefore rely on foreign news agencies (Nkolokosa 2003; Ntonga 2003). The international news content of these four papers could therefore also be an indicator of the categories of news given prominence in the international flow of news, the countries which dominate the news and the sources of international news.

At the local editorial level, the international news published by these papers could be an indicator of the orientation the various editors have *vis à vis* choice of international news. This in turn could be considered a reflection of their news values assuming they rely on international news agencies.

1.2.2.3 Malawi electronic media

It is worthwhile at this juncture, though, again, only in passing, to describe the electronic media in Malawi in an attempt to give a holistic picture of the media landscape in Malawi. The newly adopted policies and regulations which have enabled individuals and organisations establish newspapers have also been instrumental in the establishment of radio stations.

The electronic media has undergone considerable change with the establishment of private and community radio stations and a television station. However, the number of radio stations is still limited due to both the small economic base of the country and political patronage. Apart from the traditional services being offered by the public broadcasters, the Malawi Broadcasting Corporation (MBC-

radio broadcasting) and Malawi Television, the other service providers are Power 101 FM, Capital Radio, Joy Radio and Radio Zodiac which are private commercial radio stations. There is also an institutional (training) station, Malawi Institute of Journalism (MIJ) Radio. Other stations are religious broadcasters, African Bible College Radio (Radio ABC), Radio Maria, Radio Alinafe, Transworld Radio, Channel for All Nations and Radio Islam. There are two community radios, Dzimwe, Nkhota Kota and Mzimba. South Africa's Multichoice provides digital satellite television and radio broadcasts.

1.3 JUSTIFICATION OF FOCUS OF THE STUDY

While foreign news coverage and international news flow have been examined widely around the world, no research has been done on foreign news coverage in Malawian newspapers. Thus the study will add to the body of literature about international news flow by studying international news flow into Malawi.

In most developing countries, radio is the main source of information especially for the rural masses. It is cheaper technology than either television or newspapers and does not require literacy skills. One would therefore expect studies in Malawi to focus on radio broadcasting. However, newspapers in Malawi deserve attention for a number of reasons. Firstly, newspapers have been instrumental in shaping Malawi's politics in the post-dictatorial regime era. It was soon after the late President Dr. Hastings Banda declared, in 1992, that anyone could establish a newspaper that open political debate gathered momentum. The momentum eventually led to the adoption of a multiparty system of government. The newspapers were also the principal sources of international news which provided readers with knowledge about events outside their countries (Kim 2002: 439). Malawians were able to know what was happening in for example neighbouring Zambia at a time when that country was also changing to multiparty democracy. A newspaper was, in that context, one of

the invaluable sources of international news and information which contributed to the honing of the public's sense of meaning and reality (Beaudoin & Thorson 2001:80).

The absence or presence of foreign news is a factor in how countries relate to one another (Wu 2003:9). It is therefore relevant to describe how countries are depicted in international news, what type of international news there is and the countries covered most because international news is an important reference point of how people look at the world. As a point of departure towards understanding how a developing country is affected by international news, it is important to know the international news it is exposed to.

Secondly, an understanding of the reasons why an adequate free flow of information is hindered at the international level is a step towards eliminating such hindrances (McNelly 1959:22).

Thirdly, while radio and television offer a fleeting audio and audiovisual presence respectively, a newspaper affords a reader time to understand and digest a news item. The newspaper can also be kept for future reference without necessarily having to use complicated and expensive technology.

1.4 RESEARCH PROBLEM

The purpose of the study was to undertake a content analysis of international news in selected daily and weekly newspapers in Malawi in order to establish the categories of news items published, the number of news items published, the amount of space for news items published and the sources used in the international news of Africa and the rest of the world so as to determine the nature of differences and similarities in international news flows to Malawi and to establish the countries covered in the news items of Africa and the extent to

which economic factors, as represented by a country's GDP, influence news flows about Africa into Malawi.

1.4.1 Sub-problem one

The first sub-problem was to establish the categories, the number, the amount of space and the sources for news items published about Africa and the rest of the world so as to determine the nature of differences and similarities in international news flows to Malawi. The research questions based on this sub-problem are:

- What categories of news items concerning African countries, with the exception of Malawi, are published during the sample period?
- What categories of news items concerning the rest of the world are published during the sample period?
- How many news items concerning Africa are published per category during the sample period?
- How many news items concerning the rest of the world are published per category during the sample period?
- How much space is occupied per category for news items concerning Africa?
- How much space is occupied per category for news items concerning the rest of the world during the sample period?
- How does the coverage of Africa compare with that of the rest of the world in terms of categories of news, space and sources?
- What sources are acknowledged for news items concerning Africa and the rest of the world?

1.4.2 Sub-problem two

The second sub-problem was to establish the countries covered in the news items about Africa and the extent to which economic factors, as represented by a country's GDP, influence news flows about Africa into Malawi. The research questions based on this sub-problem are:

- What countries are covered in the news items concerning Africa during the sample period?
- What is the nature of the correlation between GDP and the number of news items?
- What is the nature of the correlation between GDP and the amount of space allocated to news items?

1.5 TYPE OF STUDY

Studies about the flow of international news have been put into two groups. One group of studies merely describes the quantity of news, what type it is and from what source it comes. In such a case, foreign news research often merely reveals information about the state of international news flow. However, even descriptive studies are important because people depend on the news to be aware of certain developments and this leads to certain actions.

The other group of studies focuses on understanding the factors governing the content of news (Cho and Lacy 1999). The current study falls into both groups. Firstly, the findings have been used to describe the content of international news in *The Nation*, The *Daily Times*, the *Weekend Nation* and the *Malawi News* in order to answer questions under sub-problem one. Secondly, the findings have been used to gain insight on the content of news flows into Malawi. For that purpose the study explores the regional structure of that flow for countries in

Africa. While sub-problem one is descriptive, sub-problem two is a pilot investigation.

1.6 ASSUMPTIONS

The study is based on assumptions arising from the theory of news values, the dependency theory and the world system theory. These theories are discussed in Chapter 2. The assumptions are as follows:

- The categories of the news items are a reflection of the news values of international news agencies;
- The media in developing countries depends on international news produced by international news agencies in developed countries;
- Core countries receive more news coverage than countries in either semi-peripheral or peripheral regions of the world;
- Within the Africa region, some countries receive more news coverage than others; and
- News volume can be an indicator of a country's GDP.

1.7 LIMITATIONS OF THE STUDY

The conclusions from this study are based on news volumes only. Research has established other factors that determine the amount of coverage a country will receive in the news and whether it can be classified as a core country, a semi-peripheral one or a peripheral one. Some of these factors are the international telephone traffic to and from a country, the international telecommunications network, commodity flows, trade volumes and international monetary flows (Barnett, Salisbury, Kim and Langhorne 1999:43; Gunaratne 2002: 335). An investigation of these factors is beyond the scope of the current study.

Generalisation of the findings to all the newspapers from which the sample was selected is possible only for findings relating to sub-problem one but even then, this has to be made with caution due to the small size of the sample. However, findings relating to sub-problem two can only permit an interpretation of the findings restricted to news flows in the newspapers that were examined. This limitation is due to both the sample size and the fact that only the quantity of news was used as a variable to explore the extent to which economic factors, as represented by GDP, influence the news flows about Africa into Malawi.

1.8 SUMMARY

It has been argued in this chapter that the international media landscape is characterised by huge differences in access to the media, use of the media and technological progress. The chapter has also stated that the study seeks to establish the categories of news items, the number of news items, the amount of space occupied by news items and sources used for news items about Africa and the rest of the world. Furthermore it has been stated that the study seeks to establish the countries covered in the news items of Africa and the extent to which economic factors, as represented by GDP, influence news flows about Africa into Malawi.

Chapter 2 discusses the theories that have been used to explain the international flow of news discussed in the current chapter. The chapter also reviews various studies that inform the current study.

CHAPTER 2
THEORETICAL DISCOURSE AND RESEARCH IN INTERNATIONAL COMMUNICATION

2.1 INTRODUCTION

The theory of news values, the international media dependency theory and the world system theory are some of the theories that can be applied to the discussion of the international flow of news based on international news coverage in Malawian newspapers. Though there are other theories that can be applied to the international flow of news, only these three will be reviewed here as they are considered of particular significance to the current study. The New World Information and Communication Order (NWICO) arguments will be reviewed as a historical point of departure. The theories are discussed for purposes of establishing a link between arguments about the differences in the international flow of news as discussed in chapter 1 and theoretical explanations.

The chapter also discusses literature relevant to the international flow of news particularly focussing on categories of events covered, coverage of regions generally and countries specifically and sources of international news published by the world media. It also discusses literature relating to the concept of regional core-periphery structures which the current study explores from the point of view of economic factors influencing news flows about African countries into Malawi.

2.2 BRIEF HISTORY OF THE NEWS FLOW DEBATE

During the 1970s there was a lot of debate in UNESCO on what developing countries perceived as a dominant flow of news and information from industrialised countries (UNESCO 1984: 15). Though that debate is effectively no

longer there, the issues on which the debate focused are as real today as they were over 30 years ago.

It was at the 1970 UNESCO General Conference that delegates from developing countries first raised the issue of unequal distribution of news and information. They demanded a re-organisation of the news exchange systems so that they [the systems] could cater equally and fairly for all. They also observed that there was urgent need for developing countries to "preserve their right to cultural identity" (UNESCO 1984:57). During the 20th Session of the UNESCO General Conference in 1978 UNESCO called for the establishment of a New World Information and Communication Order (Brown-Syed 1992).

The NWICO debate was characterised by political and ideological differences (UNESCO 1984:62), especially the East-West political rivalry (Brown-Syed 1992). The non-aligned countries were the most vocal and persistent in drawing the attention of the international community to the imbalance in the flow of news and information. During the first conference of Ministers of Information of the non-aligned countries a draft declaration was drawn up stressing the fact that information was as important as the economy and had to be treated as such (Brown-Syed 1992).

Throughout their campaign for NWICO, the non-aligned states were strongly supported by the Soviet Union. Western Europe and the United States suspected that there was a conspiracy and were strongly opposed to the NWICO idea. This state of affairs, among other developments, led to the withdrawal of the United States and the United Kingdom from UNESCO.

2.2.1 Theoretical assumptions of NWICO

The basic premise of NWICO was that there was an imbalance in the direction, amount and type of information flowing between developed and developing countries (El Sarayrah 1986:362; Brown-Syed 1992; Chaudhary 2001:241; Ojo: Year). It was argued that the imbalance was structured and an obstacle to development in developing countries. Furthermore, there was a demand that information be considered a public resource rather than a product for sale.

Specifically the NWICO debate centred on the following issues:

- The fact that the flow of news and information was monopolised by developed countries, especially Western Europe and the United States, meant that developing countries were exposed to Western cultural values. Thus developing countries adopted Western culture at the expense of promoting their own cultures;
- The international media arena was controlled and owned by a few organisations based in Western capitals;
- The flow of data across borders was in the hands of multinational corporations; and
- Radios, satellites and telecommunications technologies and infrastructures were unevenly distributed at the international level.

2.2.2 Importance of NWICO to media and information flow

The importance of NWICO lies first and foremost in the fact that it is directly motivated by concerns about the media. It was born out of dissatisfaction with the differences in production and dissemination of media products and their potential to spread Western cultural values. In other words it addresses the issue of the flow of news and information directly.

NWICO also serves to draw the attention of countries to issues about the differences in the international flow of news and information. The underlying assumption that abundance and use of information is a major determinant of progress of development remains important especially in the 21st century. The collection, processing dissemination and use of information has become a major economic undertaking. The limited impact of the theory was due to the fact that both the Soviet Union and the United States used it to fight their ideological and political battles (Brown-Syed 1992; Wu 1998:494).

2.3 THEORY

2.3.1 The concept of news values

The question regarding how editors select certain events or topics for publication and discard others is a very important question in journalism research (Reinemann & Schulz 2006:1; Schwarz 2006:45). The question has occupied researchers since the time of Galtung and Rouge (Zuckerman 2004:51) and as others like Atwood and De Beer (2001:489) argue, even earlier.

2.3.1.1 Brief historical background

Galtung and Ruge are credited with originating the concept of news values which they developed in a study in 1965 (Peterson 1979:119; Harcup & O'niell 2001:261; McGregor 1999). In their study, Galtung and Ruge examined the structure of foreign news in newspapers to analyse the flow of information between centre and periphery (Oeffner 2002). Despite the fact that Galtung and Ruge developed their theory a long time ago, it has not been "critically challenged" (McGregor 2000:2). However, others such as Kepplinger and Ehmig (2006:25) and Schwarz (2006:45) credit Walter Lippman as the person who first

introduced the concept of news values in 1922 when he attempted to explain why journalists cover some events while neglecting others. Furthermore, as reported by there was a much earlier study pertaining to news and news reporting which was conducted by Tobias Peucer for his doctoral thesis in 1690. The thesis outlined what Peucer considered events that were substantive news namely natural occurrences and various issues to do with social order (Atwood & De Beer 2001:489).

2.3.1.2 Underlying assumptions

The theory of news values revolves around the fact that there are certain factors that influence the publication or reporting of both foreign and domestic news. These factors include negativity, cultural proximity, wealth, and how elite a nation is (Oeffner 2002; Zuckerman 2004:52). In other words, news values are aspects of an event which make that event news worthy from the point of view of a journalist (McQuail 2002:341).

The visibility of a country in international news is determined, in the final analysis, by the criteria journalists or editors use to determine the newsworthiness of an event. The practice of journalism is generally shaped by a philosophy of news whose origins are in the West. There is a dependence on the West on the conceptualisation of news values. Thus the prevailing model of journalism is a certain type of news reporting and writing which is modelled in Europe and North America. This could explain why there is not much difference in the way international news is covered across media systems (Sreberny-Mohammadi 1984:120). National media systems focussing on events taking place in their regions could be applying the news value of proximity. Even though most news is about the developed world, countries are also influenced by regional affinities in their foreign news coverage (Wu 2000).

Newspapers and network television in US give primary importance to international news that clearly relates to America which is a reflection that international news in the American media tends to reflect the expectations of the American public (Kohut & Toth [sa]:6). Such expectations include interest in the events that have a clear bearing on America, lack of interest in events taking place in unknown places and the unlikelihood that Americans would read or watch "extended foreign news coverage" (Kohut & Toth [sa]:12).

If the media is considered a window through which people observe the world, the picture they see depends on the position of the window *vis à vis* what is being seen (Park 2003:1). The implication is that the picture of the world which emerges depends on who is reporting from what country and for what purpose. Similarly, while a newspaper can access content from news agencies, the ultimate choice of what to publish is entirely the paper's (Horvit 2003:33).

The structure of international news flow is influenced, among other factors, by "traditional news worthiness, socio-cultural structure, organisational constraints" experienced by journalists and other media workers and the "agenda-setting" effect of international news organisations (Wu 1998:507). The net result is that the media does not present the world as it really is (Park 2003).

2.3.1.3 Critical evaluation

News values are an important concept in discussions of content of international news. The theory of news values as proposed by Galtung and Ruge has been modified by other researchers over the years. This could be an indication that though widely accepted, the theory had some shortfalls. The theory was developed a long time before the advent of modern day technologies and economic demands that have revolutionised news reporting (McGregor 2000:2). In the age of globalisation, reporters have to contend with many complex issues

when deciding on news worthiness. It is probably much easier and less risky to cover the war in Iraq where there might be protection from American soldiers than in the Congo where no such protection exists (Zuckerman 2004:52). Nevertheless, the theory laid down a framework that is still relevant today. Studies have shown that, among many other factors for example, the media's attention is correlated with a country's wealth (Zuckerman 2004:52).

2.3.1.4 Importance of the theory

The primary importance of the theory revolves around the fact that it helps explain why reporters and editors publish the international news they publish. It is directly relevant to the content of international news from the point of view of the categories of the international news that is published and even the subjects of such news whether they people or countries.

2.3.2 International media dependency theory

2.3.2.1 Brief historical background

The international media dependency theory owes its origins to the dependency theory. Consequently, to understand the international media dependency theory, one needs to understand the dependency theory. The dependency theory was developed in the 1950s in Latin America by Raul Prebisch and his colleagues and later found its way into African and Asian literature (Ferraro 1996; Irogbe 2005:41). Prebisch observed that economic advances in developed countries had not automatically translated into development in developing countries. Instead economic advances in developed countries were considered to be the source of problems found in developing countries. The relationship between developing and developed countries was of an economic nature benefiting developed countries (Ferraro 1996).

2.3.2.2 Underlying assumptions

The general assumption made by Prebisch was that dependency was due to the fact that developing countries exported raw materials to developed countries. The raw materials were processed into usable products by developed countries but the price of the products exported was much higher than the price of the exported raw materials. Developing countries could therefore not earn enough to cover their costs and make a profit. Thus the emergence of the twin concepts of 'Third World' and 'underdevelopment' was a result of expanded European economic interests in Africa and elsewhere between the 16th and 20th centuries which resulted in the establishment and strengthening of relations of economic, political and cultural inequality (Makki 2004:150).

The central propositions of the dependency theory are as follows:

- Underdevelopment is very different from un-development. In underdevelopment, resources that are available are not being put to use. In un-development resources are used in such a way as to benefit developed countries not developing countries from which the resources are extracted (Ferraro 1996);
- Developing countries are not developed because they were forced to participate in the economic system of developed countries as mere sources of raw materials and cheap labour. They were not given room to compete with developed countries in the exploitation of resources (Ferraro 1996; Soete 1981: 183).
- Developing countries would have benefited if they had been allowed to exploit their resources in other ways than selling unprocessed raw materials to developed countries (Farraro 1996);
- Each country has its own economic priorities and capacity to identify such priorities. In other words, if each developing country were left to rank its

economic needs in order of importance it would be able to do so (Ferraro 1996); and

- Resources of developing countries continue benefiting developed countries because there exist within developed countries, elites who privately benefit from the dependency relationship. These elites have developed a common approach to life with their counterparts in developed countries due to the fact that they have been educated and trained in those countries (Ferraro 1996; Makki 2004:150).

2.3.2.3 Critical evaluation

Dependency theory has a number of weaknesses. While it is true that the systematic exploitation of developing countries by the West contributed to the creation of a state of underdevelopment, the explanation does not adequately address contemporary underdevelopment. The explanation relies too much on blaming external factors without taking into consideration local factors that combine with external factors (Drakakis-Smith 1996:216; Bornman, Fourie, Lesame & Schoonraad 2001:163).

Rapid changes in development that have taken place in the world make the explanation of dependence based on dominant-dependent relationships grossly inadequate. Developing countries do depend on developed countries because those countries possess the human, technological and financial resources required to produce goods and provide services. However, to manufacture the products and offer services developed countries also depend on developing countries for raw materials and for the market of the final product (Drakakis-Smith 1996:216; Soete 1981:183).

Another point is that the argument that countries on the periphery will always remain poor because of depending on rich nations is faulty. Events have shown

that countries on the periphery are capable of socio-economic development. Countries like Malaysia and Hong Kong are examples of peripheral countries that have experienced tremendous economic development (Bornman et al 2001:163). However to assert that by merely detaching themselves from their colonial masters, developing countries will be able to advance economically is equally questionable as detachment is not synonymous with ability to manage an economy effectively (Bornman et al 2001:163).

When considered from the point of view of the media, the dependency theory becomes the international media dependency theory. The theory is important for the explanation of the international flow of news. The potential to register progress in development if applied to the world of international news, implies that with time, developing countries would be able to develop their news gathering, processing and dissemination capacities to the same levels as developed countries. They would one day be able to supply international news to the developed world. Developing countries have not developed and are unlikely to reach the levels of development achieved by developed countries. This is due to the fact that even today, their economies are disadvantaged through integration with the economic system of developed countries. Likewise the key players in the international flow of news are unlikely to change.

The world of international news, just like the capacity to develop or not develop cannot be solely explained by looking at factors from outside national boundaries. Internal factors also play an important role in determining the significance of a country in the international flow of news. The legislative environment in country for example or how tolerant a political regime is to freedom of expression can play important roles. It is also important to note that just as developed countries are dependent on raw materials, energy or minerals from developing countries (Soete 1981:183), it could also be argued that their news media is dependent on ‘raw’ events in developing countries. That is why

rather than describe the relationship as one governed by pure dependence, it might be more appropriate to describe it as a relationship of interdependence (Drakakis-Smith 1996:238).

Two of the assumptions of the dependency theory mentioned above have to do with the economic relationship between the then colonial powers and the colonised. These assumptions, namely the forced integration into the economic system of developed countries and the assumptions on un-development and underdevelopment are based on historical realities. The countries now called developed countries extracted raw materials from developing countries for manufacture of goods. The processed products went back to the developing countries for consumption. Considered from the point of view of the distinction between underdevelopment and un-development advanced by Ferraro (1996), there was un-development in developing countries otherwise there should not have been such huge disparities in development. Nevertheless, it is noteworthy that the raw materials are important resources which governments in developing countries can use and should have used as bargaining tools in their interaction with developed countries.

It is true that in developing countries there are elites who have benefited from Western education and training. However, from the point of view of the media, to argue that these elites maintain contact with developed countries for their own benefit not for the benefit of a country, would be to slightly overstate facts. While the argument could be used to explain the corruption of elites in developing countries, it would be very difficult to apply to the media. The media elites in developing countries maintain contact with media elites in developed countries mostly to benefit their media organisations and ultimately their countries.

2.3.2.4 Importance of the theory

The issue of developing countries depending on developed countries for the processing of their raw materials is not specifically mentioned in the central propositions identified by Ferraro (1996). The concept can, however, be deduced from the fact that "sending" raw materials to developed countries implies that developing countries do not have the equipment, technology and expertise needed to turn the raw materials into usable products. Similarly, from the point of view of the media and international communication, international media dependence implies, firstly, reliance on international news written by foreign reporters and provided by foreign news agencies.

Secondly, dependence means reliance on Western satellite and other technologies, exported to developing countries or based in Western Capitals or owned by the West but stationed in outer space. The technology is required for the everyday collection, processing and dissemination of news (Bornman et al 2001:153-163). Strategic distribution of resources for news gathering and communication have a bearing on a country's share as both a producer and subject of news (Wu 2000:503).

Thirdly, the dependence arises from the point of view of skills. Skills required to produce content and to distribute the content. The media in developing countries has to rely on institutions in developed countries for training. Granted, over the past two decades the situation has been changing. Countries like Zambia, Zimbabwe, and Malawi among others in Southern Africa now have their own training institutions. However, some journalists are still being trained in developed countries. Furthermore, when training takes place locally, the equipment and technology and in some cases, even trainers come from the West. The model in Fig. 1 developed by Mowlana (1985:14) as modified by

McQuail (2000:227) for discussing the international flow of information will help illustrate the issues discussed above.

Mowlana (1985) draws attention to the following aspects of the flow as represented by the diagram:

- The start off point is the source, stage 1, which is the origin of the message.
- Stage 2 represents a finished product (news or information).
- When the message has been produced, it has to be distributed otherwise it would be of no use. Distribution is stage 3.
- Distribution is meant to take the message to a destination or target (reader, viewer, and listener).

Technology axis

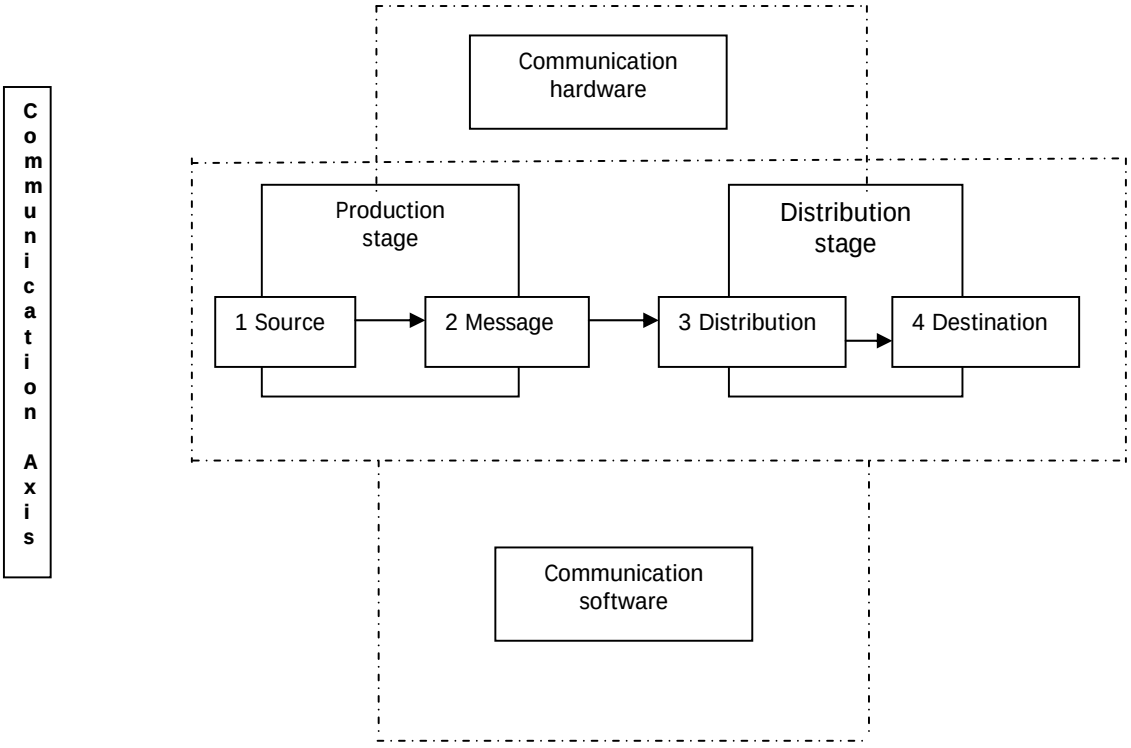

Fig 1: International communication dependency (Mowlana 1985): each stage of the mass communication process can be identified as having hardware and software aspects of potential dependency

The source and the message are situated in the production stage and the distribution and destination are located on the distribution stage both located in the communication axis. There is need for technology for production and transmission of the message from production to distribution hence the technology axis.

The diagram's value is better appreciated when it is taken to represent "control and autonomy" in a communication process with the attendant issues of "intra-media and extra-media variables" such as ownership, control, economic resources, bureaucracy and proximity. The intra- and extra-media variables exert pressure on the communication process (Rosengren 1997:71; Mowlana 1985:13). This could be pressure to comply with the priorities of the owners of the media organisations; pressure arising from lack of adequate resources and pressure due to legislative provisions.

If no single country controls the production, distribution, communication hardware and software then countries would have to depend on each other to supply what each lacks. For example, a country might be capable of producing its own programmes because it has the technology and know-how to do so. If it does not have the technology for distribution, it would have to depend on a country or countries that possess that technology.

In the international flow of news and information, developed countries would normally control all four components of the system while developing countries would mostly be destinations. Developing countries thus depend on news and information produced in developed countries. They also depend on the technology produced and sometimes operated by developed countries to access and distribute international news and information to local audiences. Data about developing countries is sourced from those countries, processed in developed countries and sent back as a finished product. Put another way, events in

developing countries are the raw materials that international news agencies process into news and send back to developing countries for consumption.

2.3.3 World System theory

2.3.3.1 Historical background

The modern world system emerged around 1500 in Europe as mini-system characterised by labour self-sufficiency and a single culture. The mini-system later gave way to a world-system characterised by a single division of labour and many cultural and political systems. The only current world-system is the capitalist world system (Wallerstein 1980:167 & 1979:73).

In the early days of its development, the world system was configured as follows:

- North-western Europe was the core;
- Mediterranean Europe was the semi-periphery; and
- Eastern Europe and the Western hemisphere, including certain countries in Asia, was the periphery.

When the twentieth century was drawing to an end, the core comprised the wealthy industrialised countries and the semi-periphery was made up of countries which were outside Europe and had been independent for a long time. The periphery was composed of countries that had just attained independence or were struggling to achieve independence. Presently this latter group is made up of developing nations.

Lenin is the one who developed the idea of a core versus a periphery (Hobden & Jones 2004:206). This idea was later refined by among others, Raul Prebisch,

Andre Gunther Frank and Henrique Fernado Cardoso. The world system theorists describe the relationship between the zones as being an unequal one benefiting the core at the expense of the other two regions (Hobden & Jones 2004).

2.3.3.2 Underlying assumptions

In the context of Wallerstein's world system theory, capitalism is a world economy or a "form of political organization" whose political side has enabled it to flourish because that side, that is the political side, has always consisted of multiple systems. The world-system is a capitalist world economy because its *raison d´être* is the accumulation of capital by private entities through exploitation in production and sale for profit in a market (Wallerstein 1980:174 & 1979:76). The world system theory explains long term changes in a society by examining events at the social level hand in hand with relations among different societies (Barnett et al 1999:9).

The world system is composed of a single division of labour in one world market but covering many states and cultures. The division of labour in a world system is distinctly graded in terms of what tasks can be performed, where, by whom and at what level. From that point of view, countries in the world can be grouped into the core, the semi-periphery and the periphery (Barnett et al 1999:9).The periphery specialises in producing and exporting raw materials needed by the core and the semi-periphery. In the semi-periphery there is a balance between activities associated with the core and activities associated with the periphery (Wallerstein 1978:222). In other words, the semi-periphery combines the production of raw materials and their processing into usable products (Salisbury & Barnett 1999:32). The core then processes unprocessed or semi-processed raw materials into usable products. Compared to peripheral countries, the number of core countries is very small. Semi-peripheral countries are mostly

those in East Asia and while the core is made up of Western industrial nations (Barnett et al 1999:42).

Core states specialise in higher-skill and capital intensive production. Core states also have strong armies and no single group in those states can claim to be the one on which the state depends. These states favour those who are economically strong, cushion economic losses and help perpetuate the dependence of peripheral areas on them. A lot of the profit realised in the world economy goes to core countries. Periphery countries "specialise" in tasks that require low skills, that are labour intensive and that involve extraction of raw materials (Wallerstein 1979:76).

Semi-peripheral countries are not as dependent on core countries as peripheral countries are. Their economies are appreciably advanced and their military is stronger than that of peripheral countries. The existence of semi-peripheral countries is a necessary aspect of the world system. Semi-peripheral countries help redirect frustrations from groups principally found in the periphery. Such frustrations are directed away from core countries.

2.3.3.3 Critical evaluation of the theory

The world system theory has been criticised for not including some countries which were under the Ottoman Empire and parts of Africa in the sixteenth-century-world economy. In the Ottoman Empire there was considerable commercial and political activity and in Africa there was slave trade. These activities were of great economic importance in areas where they took place. Furthermore, there is overemphasis on development in developed countries as the primary cause for lack of development in developing countries. The overemphasis tends to overlook the fact that the actions of leaders in developing

countries and poor national economic strategies can lead to lack of development in developing countries (Goldfrank 2000:189).

There is a possibility of arbitrariness in classifying countries or regions as core, semi-periphery and periphery as it is difficult to say exactly when an economy ceases to be, for example, a semi-periphery economy and becomes a core economy (Gunaratne 2001:114). The EU, the North American Free Trade Agreement (NAFTA) and the rich Asian economies include many countries classified as semi-peripheral countries by Wallerstein (Gunaratne 2002:350). However, Wallerstein (1980:172) observes that geographic location of core and peripheral economies have tended to change overtime. At one point Venice was the core while England was semi-peripheral. Later when Britain was core, the northern parts of the United States were semi-peripheral.

The hegemony-rivalry phenomenon in the world system theory has considerable implications for explaining communication flow at the global level. Core countries might have interest in certain peripheral countries and that interest might result in a distorted picture of regional core-periphery flow of information. The peripheral countries in which core countries are interested might become more newsworthy than is justified by their economic power in the world system (Gunaratne 2001:114).

Like the international media dependency theory the world system theory does not take into account the fact that poverty may lead to dependency rather than dependency leading to poverty. The integration of developing country economies into the economic system of developed countries in some cases has improved food production, personal freedoms and higher life expectancy among other aspects of life. This shows that the integration has not been wholly negative.

Nevertheless, Wallerstein's world system theory aptly describes, albeit with a neo-Marxist orientation, the structure of interrelationships in a capitalist economy. The division of the world into a core, a semi-periphery and a periphery adequately captures the state of affairs that has existed and has been changing since the sixteenth century. The relationship of inequality which Wallerstein describes is as true now as it was at the time Wallerstein was developing his theory.

2.3.3.4 Importance of the theory

The primary importance of the world system theory to an understanding of the media and the international flow of news lies in the fact that it is described as a world economy. Some authors argue that media products are considered products like any other with a market value. In the world economy, the production, sale and distribution of products is governed by certain rules and regulations. Since media products are products like any other, the rules and regulations applied to other products would also apply to media products. In that context, the world system theory would be used to explain the production, sale and distribution (dissemination) of news and information among the world's nations. From the point of view of the economy, it could be argued that just as there are differences in the structure of monetary flows, there are regional differences in the structure of international news flows. Furthermore, just as the importance of some countries in the global economy is a factor of their loose connection to it, their importance in the news is only as strong as their link to the interests of some core countries.

The core-periphery structure is not confined to the level of regions, but also exists within each of the three regions. Some parts of a region, that is some countries, are covered more than others because their economies are better than the economies of other countries in the same region (Gunaratne 2001:122).

Three clusters namely the EU, NAFTA and Asia economies have their own peripheries and the controlling cluster is the one "led by a global state that has more power in the world system than any other" (Gunaratne 2002:356). To take this argument further, there is a possibility that in Africa, countries with advanced economies are covered more than those with less advanced economies.

Based on its links to the dependence theory, the modernisation theory and the theory of structural imperialism, the world system theory offers opportunities for conceptualisation, methodology and empirical research in international communication. The world system theory makes it possible to study, holistically, trade and movement of capital, international relationships and national roles which have been an area of interest for international communication (Chang 1998:531).

When countries are taken as units of analysis that determine events, the world system theory provides a larger framework for examining and studying interrelationships. Such interrelationships are, among others, the zone where a country is in the world system. A country's position in turn reflects the economic, technological and even military status of that country. The economic, technological or military status in turn determines the importance of a country in the international flow of news and information (Chang 1998).

Vertical communication (communication between countries of different zones) and horizontal communication (communication between countries in the same zone) is part and parcel of the interaction that takes place within and between core, semi-peripheral and peripheral countries. News coverage can be looked at as an activity originating in a developed country which then spreads to developing countries. Events in developed countries are reported in developing countries and rarely vice versa unless under special circumstances. Such

circumstances would be for example when the event in a periphery country is directly related to what is happening in a developed country (Chang 1998; Barnett et al 1999:42).

Empirical investigation on international transactions has established that the global communication system is structured just like the industrial society described by the world system theory (Salisbury & Barnett 1999:34). Similarly, the international flow of news and information ought to reflect a global communication system centred on capitalism.

Countries in the same world system zone tend to be more equal than other countries in different zones. For example, the United Kingdom and Japan are more equal to each other than Japan to Malawi. In 1996, both the United Kingdom and Japan were among the top ten exporters of television receivers (Anashin 1999:177-178) while Malawi does not manufacture any. This could be likened to the fact that in international communication, countries in different zones (core, semi-periphery and periphery) and thus with economies that are unequal in strength, are unequally matched in the quantity and quality of news coverage and flow.

2.4 SIMILARITIES AND DIFFERENCES IN BASIC ASSUMPTIONS: INTERNATIONAL MEDIA DEPENDENCY THEORY, WORLD SYSTEM THEORY AND THE THEORY OF NEWS VALUES

There are similarities and differences between international media dependency theory, the world system theory and the theory of news values in their basic assumptions about the international flow of news and information. A combination of the three theories can better explain the structure of the international flow of news and information than each theory on its own. The international media dependency theory and the world system theory are premised on differences in

economic development specifically economic exploitation of developing countries by developed countries.

However, it is important to note that the international media dependency theory directly addresses the structure of flow by explaining why the structure is as it is. The international media dependency theory is applied to the explanation of what leads to continued media underdevelopment and media poverty in developing countries. It is also applied to the explanation of what leads to the continued inequalities between developed and developing countries in the collection, processing and distribution of news and information.

The world system theory is applied to the explanation of uneven media development using the concepts of development and underdevelopment. Furthermore, based on historical facts, the theory focuses on the world system holistically not from the point of view of regions or individual countries as is the case with the international media dependency theory. The theory as it applies to the explanation of the international flow of news does not concern itself with the collection, production and processing of news as such but factors that make some countries more important than others for news.

The world system theory addresses the issue of dependency from the point of view of the periphery being the supplier of raw materials. The raw materials are processed into usable products in core countries. They are then returned to the periphery as finished products that the periphery has to purchase. The international media dependency theory on the other hand, emphasises the fact that the higher value of manufactured products compared to the cost of the raw materials is a disadvantage to developing countries. These countries require outside assistance to afford the imports and thus end up borrowing. Core countries have structures that ensure the continued existence of this dependence for their own benefit.

The world system theory revolves around the structure of economic interrelationships among regions of the world. Similarly, the international media dependency theory focuses on the relation of inequality arising from the economic exploitation of raw materials from the periphery. Thus one could describe the two theories as economy-centred theories adapted to the explanation of international flow of news.

The theory of news values centres on the news items that are published from the point of view of the attributes of events reporters and editors use to decide if an event is worth reporting on. A direct comparison between the world system theory and the theory of news values shows that one of the issues on which the former focuses relates to characteristics that make a country newsworthy while the latter focuses on the characteristics of the event. From that point of view, the world system theory also concerns the issue of news values the difference is the point of reference. Whereas the world system theory focuses on the country in the news, the theory of new values' point of departure is the event itself.

The international media dependency theory cannot be directly compared to the theory of news values as it focuses on the fact that the media in less advanced economies relies on international news agencies for international news. The question why certain events or countries are considered more newsworthy than others, which is the focus of news values, does not arise. The focus is the source of international news items.

As indicated earlier, noteworthy is the fact that far from being antagonistic of each other, the theories complement any other. They are all relevant to discussions about the international flow of news and information.

2.5 FOCUS OF RESEARCH REGARDING THE INTERNATIONAL FLOW OF NEWS

2.5.1 Dominance of the West in international news

The position of a country in the world system is an indicator of the importance it is likely to be accorded in international news. Countries in the core, having more advanced economies, are expected to feature more than countries in the periphery or semi-periphery and those in the semi-periphery feature more than those in the periphery (Oeffner 2002; Kim 2002; Chang, Lau & Xiaoming 2000; Cho & Lacy 1999; Chang 1998; De Beer, Serfortein, Naude & Steyn 1996; Donck 1996:114; Moisy 1996; Rampai 1995: 35; Scanlon 1991; Sreberny-Mohammadi 1984:121). However, the pecking order of news making is not entirely dependent on the position of a country in the core-periphery configuration. There are other factors. Some of these factors are interests of core countries in semi-periphery or periphery countries and the positions semi-periphery countries take on controversial international issues. News items about developing countries are usually dropped as soon as the interest of core countries is no longer there (Oeffner 2002).

In accordance with the observation that core countries are subject of news more than countries in either the semi-periphery or periphery, the USA is the most covered country in the world followed by Western European countries (Wu 2000:503; Hanusch 2003). Wealthy industrialised countries which are also countries with high Gross Domestic Products (GDP), namely the USA, France, the UK, Russia, China, Germany, Italy, Japan and Spain are in the core of the current world system. International news in most countries is about these countries that wield economic power, political influence, military might and have advanced cultural industries like film and television productions (Wu 2000). One of the reasons why they are able to hold onto economic power is their monopoly of the

manufacture and use of information and communication technologies (Salisbury & Barnett 1999:33). Since information and communication technologies are basic to the collection, processing and dissemination of information, developed countries inevitably dominate those processes. Thus from the point of view of international news, the developed world also controls the processes of collecting, producing and dissemination of news albeit through international news agencies.

Some authors have noted that Western news agencies do not sideline developing countries in news about regions in which such countries are located. In news about a specific region, Western countries actually give that particular region more prominence than countries in other regions (Stevenson & Cole 1980:11). In other words, Africa for example, would be more prominent in news items about Africa. There are cases where the semi-periphery, other than the core, is given preference in news coverage (Zhang 2003). However, as Beaudoin and Thorson (2001) observe in their study, even in cases where other regions, for example Asia, are the most covered at 29%, the United States is still central in 39% of the news items. Beaudoin and Thorson (2001:90) also observe that the general picture that emerges is that the developed world, which is Canada, Western Europe and Asia, is the most covered with 42% of the news items.

2.5.2 Dominance of international news agencies

As noted in section 2.2, as far back as 1984 developing countries were concerned with the dominance of international news agencies in the production, processing and distribution of news (UNESCO 1984:111). One of the reasons given for the dominance of the West in international news as discussed in section 2.5.1 is that Western news agencies control the gathering, processing and distribution of news.

The principal sources of international news are Reuters, AP, AFP and UPI (Oeffner 2002; Soderlund, Lee and Gecelovsky 2002:79; Kim 2002; Cho & Lacy 1999; Chang 1998; Donck 1996:114; De Beer et al 1996; Sreberny-Mohammadi 1984:121;). In *The Fiji Times* 91% of the international news about the developing world was sourced from AP, AFP and Reuters (Hanusch 2003:71). In *The Australian* the amount of news about developing countries which was sourced from international news agencies was 58% of all the news published about those countries (Hanusch 2003:72). These agencies do not only dominate the supply of news in form of text (Cho and Lacy 1999) but also dominate the supply of photographs (Donck 1996:110).

However, sources of news for some newspapers do not follow exactly the same pattern of total reliance on international news agencies. The *Los Angeles Times* used its own correspondents in 62% of the foreign news items it published (Beaudoin & Thorson 2001:85) and 57% percent of those that were not from the paper's own correspondents were from non-Western sources (Beaudoin & Thorson 2001:89).

2.5.3 Preponderance of negative news

News items that describe disasters, civil unrest, famine, war, murder, accidents or political crises are negative news because they reflect badly on the country on which the news is based (Hanusch 2003). It is contended that international news about developing countries is about such news (Phiri 2005:7; Hanusch 2003; Oeffner 2002; Beaudoin & Thorson 2001:88; Donck 1996:114; Soderlund et al 1998; Sreberny-Mohammadi 1984:121;). Most African journalists are of the view that the fact Western media concentrate on negative news about Africa tends to give the picture that Africa is a condemned continent while Western journalists argue that they are just communicating reality (Jomo 2006:8).

After the end of the Cold War, a time during which the media usually reported negatively about the East or West depending on their political/ideological alignment, Dutch newspapers *de Volkskrant, Trouw* and *de Telegraph* were reporting negatively about the South (Donck, 1996:113). Africa in particular and the Southern Hemisphere in general, is where most developing countries are located. This implies that Dutch Newspapers were still publishing negative news items about developing countries despite the fact that the differences between East and West no longer existed. This just serves to emphasise the preponderance of negative news.

However, negative news is not particularised to developing countries. News papers tend to focus more on combat and political violence than on any other category of international news (Stevenson & Cole 1980:11; Horvit 2003). Furthermore, evidence from elsewhere shows that there is a change in the trend. International news content in *The Star* and the *Sunday Times* in South Africa, the *Daily Times* and *The Observer* in Nigeria and *The Daily Nation* and *East African Standard* in Kenya showed that there was a notable change in the 'obsession' with bad news and an increasing use of the papers' own reporters (De Beer et al 1996).

2.5.4 Preponderance of political news

Beaudoin and Thorson (2001:5) established that most of the stories published in the *Los Angeles Times* were about politics and government just as Wu (1998:503) found that politics and economics are at the top of the international news agenda. Equally, studies by Edmonds (2004: 1); Peer and Nesbitt (2004:1); Stevenson and Cole 1980; Peterson (1981); and Sreberny-Mohammadi (1984) among others, show that political news dominates the international news content of most media.

2.5.5 Regional core-periphery structures

Information has become ubiquitous as electronic technologies have made it possible for millions of people to collect, process, store and transmit information through various methods. For the majority of the world's citizens, especially in developing countries, using new communication and information technologies is hampered by unaffordable investment costs in both end-user equipment and infrastructural requirements (Anashin 1999:167). For a daily newspaper to be printed, the newspaper organisation should have high-qualified staff as well as costly requisite infrastructure at its disposal (Anashin 1999:169).

Core countries wield economic power, have the most media outlets per 1,000 inhabitants and have high levels of media freedom. Assuming the world's periphery had a core-periphery structure then the 'core' of the periphery would also be expected to be superior to countries in the periphery of the periphery on the same criteria (Gunaratne 2001:122). Using the 1998 GNP and share of exports for a hypothetical core-periphery structure of the Middle East, Turkey and Saudi Arabia emerge as the economic leaders in the region. Israel and Iran are in the first tier semi-periphery while the United Arab Emirates, Egypt and Algeria are in the second tier semi-periphery. The rest of the countries are in the periphery. Though lacking in sophistication, the per capita income index is a better predictor of media penetration in the region (Gunaratne 2001:134).

2.6 SUMMARY

It has been argued in this chapter that the theory of news values, the international media dependency theory and the world system theory each in its own way and also in similar ways, are important tools and points of departure for discussion and research pertaining to the international flow of news and information. The theory of news values focuses on the attributes that make

events news worthy and the international media dependency theory explains the reliance of developing countries on developed countries. The world system theory revolves around the concept of core, semi-periphery and periphery. From the point of view of the core, semi-periphery and periphery, literature shows that the core, semi-periphery and periphery structures can also be manifested within each region.

The literature reviewed in this chapter has shown that international news coverage focuses primarily on developed countries and is about negative news. The literature has also shown that sources of international news are mostly Reuters, AP, AFP and UPI accounting for between 30 – 80% of international news depending on the newspaper.

Based on the literature reviewed in the current chapter, the next chapter presents the methodology used to collect data so as to answer questions pertaining to the two sub-problems of the study outlined in 1.4.1 and 1.4.2.

CHAPTER 3
METHODOLOGY

3.1 INTRODUCTION

As indicated in the preceding chapter, the current chapter discusses the methodology followed in investigating the international news content of the *Daily Times*, *The Nation*, the *Malawi News* and the *Weekend Nation* in order to resolve the problems outlined in section 1.4.1 and 1.4.2. Each analysis used the same sample and an international news item as a unit of analysis.

Sub-problem one sought to establish the news items published in terms of categories, number, space and sources in the international news items of Africa and the rest of the world. The resolution of sub-problem one required following analyses:

- categories of news items about Africa;
- categories of news items about the rest of the world;
- number of news items about Africa per category;
- number of news items about the rest of the world per category;
- space for news items about Africa per category;
- space for news items about the rest of the world per category;
- sources of the news about Africa; and
- sources of the news about the rest of the world.

Sub-problem two sought to establish the countries covered in the news items of Africa and the extent to which economic factors, as represented by a country's GDP, influence news flows about Africa into Malawi. In addition to the analyses mentioned above, the following analyses were conducted for sub-problem two:

- the countries covered in the international news items of Africa;

- correlation between the number of news items and GDP; and
- correlation between amount of space allocated to news items and GDP.

3.2 POPULATION

The target population for the study, which was also the accessible population, was composed of issues of the *Daily Times, The Nation*, the *Malawi News* and the *Weekend Nation* published between 1 January 2003 and 31 December 2003. The *Daily Times, The Nation*, are daily newspapers while the *Malawi News* and the *Weekend Nation* are weekly papers published only on Saturdays. In 2003, neither Blantyre Newspapers, publishers of the *Daily Times* and *Malawi News* nor Nation Publications, publishers of *The Nation* and *Weekend Nation* were publishing any newspapers on Sundays or during holidays.

3.3 SAMPLING

Multistage sampling was used to draw the sample for the study. Multistage sampling is commonly used in mass media content analysis (Wimmer and Dominick 1997:117). The procedure followed in the current study was as follows:

- *1st stage*: Each of the twelve months of 2003 were assigned a number between 00 and 11. A table of random numbers was then used to select three months. The selection process involved a random selection of a starting point. After the selection of a starting point, the researcher moved either up and down or to and from on the table a number of times until three numbers corresponding to the numbers assigned to the months were selected. This process resulted in the selection of January, June and October. Each time the movement produced none of the numbers assigned to the months of 2003, a new starting point was chosen and the process repeated.

- *2nd stage:* The second stage involved construction of a week for each of the three months. To select a Monday for a constructed week for each of the months all the Mondays in that month were assigned a number from 00 to 03/04 depending on the number of Mondays in that month. One Monday was selected using a table of random numbers using the same procedure described in the 1st stage. The same selection process was used to select the days for rest of the week.

If any week day that was selected was a holiday, a new day was selected. A new selection had to be made if a selected week day fell on a holiday because as stated in section 3.2, there were no holiday editions of the four papers in 2003.

The constructed weeks were as follows:

January:	*Monday*	*27*	*Tuesday*	*7*	*Wednesday*	*22*
	Thursday	*30*	*Friday*	*3*	*Saturday*	*4*
June:	*Monday*	*23*	*Tuesday*	*10*	*Wednesday*	*25*
	Thursday	*5*	*Friday*	*20*	*Saturday*	*7*
October	*Monday*	*27*	*Tuesday*	*21*	*Wednesday*	*15*
	Thursday	*23*	*Friday*	*10*	*Saturday*	*11*

The sample that was analysed consisted of 15 issues of *The Nation*, 15 issues of the *Daily Times*, 3 issues of the *Weekend Nation* and 3 issues of the *Malawi News.* Again, as explained, the *Malawi News* and the *Weekend Nation* were and still are being published on Saturdays only hence only three issues were included in the sample, that is one for each constructed week. Only the following pages were of relevance to this study:

- The *Daily Times*- the pages titled 'Africa News' and 'World News'/ 'Around the World";
- *The Nation*- the pages titled 'Africa' and 'World';

- *Malawi News*- the page titled 'Foreign News'/'International News'; and
- *Weekend Nation*- the pages titled 'Africa' and 'World'.

In some issues of all the four papers these pages also published advertisements. In those issues it meant that the amount of space for international news items was less by the amount of space occupied by the advertisements.

3.4 DATA COLLECTION

Quantitative content analysis was used to collect data for the study. Content analysis is used to determine the contents of print media, web pages, broadcast media and other recordings, live situations (e.g. speeches) by counting certain aspects. Content analysis was therefore appropriate for the study of the international news content of newspapers in Malawi.

3.5 UNIT OF ANALYSIS

The unit of analysis for the study was an international news item about all countries except Malawi. Malawi was excluded because the definition of an international news item adopted by the study was that of a story taking place outside Malawi and also not about Malawi. To address the two sub-problems the international news items were subjected to the analyses detailed under 3.1 above.

3.6 RECORDING AND MEASURING INSTRUMENTS

Four instruments were used in the collection of data namely *Instructions to coders* (Appendix1), *Coding sheet* (Appendix 2), *Pro-forma sheet* (Appendix 3), a *ruler* for measuring amount of space and a *calculator* for working out inter-coder reliability. The first three instruments were developed by the researcher based

on coding instructions in the project proposal for a cooperative study (Project proposal-cooperative study...[sa]), and a story content analysis form used in the study by Peer and Nesbit (2004). The other document was the content analysis document from Audience Dialogue (2003). The *coding sheet* was the reference the coders used in recording details of a news item on the *pro forma* sheet. The details on the pro forma sheet were the headline, page number, country of the story, amount of space, category and source. *Instructions to coders* consisted of a detailed explanation of what the coders were expected to do.

3.7 CODING PROCEDURES

At each stage the coding was done by two people. This was done for two reasons. Firstly the task of coding was not daunting so using more than two coders would have been superfluous, the financial resources available notwithstanding. Secondly, the decision followed the observation that there is greater inter-coder consistency when there is only one coder or two coders (Audience Dialogue 2003).

The coding was done by the researcher and a colleague who also participated in coding the pilot study. It was necessary and important to ensure that the colleague thoroughly understood the task. January and October issues were coded by the researcher while June issues were coded by the colleague.

The coders gave IDs to the stories and then proceeded to code each news item for category, amount of spaced, source and the principal country of focus in the story as per instructions in Appendix 1.

3.8 RELIABILITY AND VALIDITY

3.8.1 Inter-coder reliability

For *inter-coder reliability* the researcher and his fellow coder swapped the issues of the papers they had coded. Each then coded what the other had coded and the results were compared. The sample which was coded for inter-coder reliability consisted of 8 issues 3 each for *The Nation* and the *Daily Times* and 1 each for the *Malawi News* and *Weekend Nation*. The figure represented 22.22% of the sample. Sizes of not less than 10% of the sample are considered adequate for purposes of determining inter-coder reliability (Lombard, Snyder-Duch & Bracken 2005; Wimmer and Dominick 1997:128).

In the pilot study the Holsti method as reported by Wimmer and Dominick was used to establish inter-coder reliability. Since reliability established using the index developed by Holsti is susceptible to agreement arising purely from chance, the approach taken by the study was to report on an additional index namely Scott's pi.

3.8.2 Validity

Similar to the procedure adopted during the pilot study discussed in brief in section 3.9 below, to ensure *face validity,* after the production of the instruments, the researcher discussed them with his fellow coder to ascertain that they both understood the issues dealing with categories in the documents the same way. The two spent several hours coding some of the news items, comparing notes and making adjustments where necessary. The coders repeated the exercise a week later before proceeding with the exercise of collecting data. This ensured that items in the pro-forma sheets would be seen to collect

information on categories of news items, countries covered in the news items, amount of space occupied by news items and the sources of news items.

External validity was assured through the random method of selecting the sample for the study. External validity in this study should also be assessed from the point of view that the researcher intended to limit the generalisation of the results to the issues of the four papers that were published in 2003. On the other hand the question of *internal validity* did not arise because the study did not intend to establish any cause and effect relationship.

3.9 PILOT STUDY

Prior to the actual study a pilot study was conducted to test the instruments and to refine the categories of the study. A pilot study was conducted on editions of newspapers not selected for the sample from the month of June 2003.

3.9.1 Coding

The coding of the pilot sample was done by the researcher and a colleague who also participated in the coding of the actual study. The colleague was provided with the coding sheet and the coding instructions and given a day to study the instruments. The following day the team went through the coding sheet and the coding instructions item by item.

3.9.2 Reliability

Calculation of inter-coder reliability for the pilot study was done following the Holsti method. The computation was performed using a calculator. The results of the pilot study showed an agreement of .78 on categories of news items, .9 on number of news items and .9 on the source of the news item. The results for

the sources were probably due to the fact that identification of the source merely meant looking at the by-line or tagline.

However, the agreement regarding the amount of space allocated to the news items was .6. The result necessitated revisiting the measuring procedure and agreeing on specific aspects of measuring as detailed in the instructions to coders in Appendix 1. A recalculation of inter-coder reliability was then performed. The result was an improved inter-coder reliability of a co-efficient of .87.

3.9.3 Validity

To ensure *face validity,* in the pilot study, after the production of the instruments, the researcher discussed them with his fellow coder to ascertain that they both understood the documents the same way. The two spent several hours coding some of the news items, comparing notes and making adjustments where necessary.

3.10 CATEGORIES

3.10.1 Introduction

The selection of categories was based on the work of Edmonds (2004); Peer and Nesbitt (2004); Horvit (2003); Park (2003); Cho (2002); Soderlund et al (2002); Chaudhary (2001); Cho and Lacy (1999); Donck (1996); Sreberny-Mohammadi (1984). However, the definition of each category was adapted in order to properly capture the news items in this study. Furthermore, the categories chosen for inclusion in this study were not the same for all the authors cited. Only those categories that specifically suited the news items of the study were used.

3.10.2 Unit of analysis

The unit of analysis was an international news item

3.10.3 Coding

The coders used the descriptions of categories detailed in 3.10.5. to determine the category into which to place a news item. For that purpose they had to read the whole story. Merely reading the headline and the introduction was not considered adequate. The coders then recorded their information on the pro forma sheet using the codes provided on the coding sheet in Appendix 2. When confronted with a situation where a news item appeared to belong equally to two categories coders split the item between the two categories.

3.10.4 Reliability and validity

3.10.4.1 Reliability

Manual calculation of Holsti's reliability co-efficient for categories was done as follows:

2M ÷ N1 + N2 = 2 x 59 ÷ 63 + 63

Holsti's reliability = .93

M represents the total number of coding events about whose categories the two coders agree. N1 represents the total number of coding decisions by the first coder while N2 represents the total number of coding decisions by the second coder (Wimmer & Dominick 1997:128; Ding & Hu 1999:102). Inter-coder reliability was established at .93.The figure represents very high agreement on categories of events using Holsti's index.

To calculate Scott's pi, a software package (SIMSAT) was used. The researcher worked with a statistician. The result was a score of .87 which is an acceptable score for an index of a conservative measure like Scott's pi. The score is also acceptable because the current study has an exploratory component. The two statements stated here also apply to scores reported below for space (section 3.12.4.1); sources (section 3.13.4.1); and countries (section 3.14.4.1).

3.10.4.2 Validity

To ensure *face validity* for categories of news items, the researcher discussed the definitions with his fellow coder to ensure that they both understood the issues dealing with categories in the documents the same way. The two spent several hours coding some of the news items, comparing notes and making adjustments where necessary. The coders repeated the exercise a week later before proceeding with the exercise of collecting data. This ensured that items in the pro-forma sheets would be seen to collect information on categories of news items.

External validity was assured through the random method of selecting the sample for the study. External validity in this study should also be assessed from the point of view that the researcher intended to limit the generalisation of the results to the issues of the four papers that were published in 2003. On the other hand the question of *internal validity* did not arise because the study did not intend to prove any cause and effect phenomenon related to categories of news items.

3.10.5 Types of categories

3.10.5.1 Disaster/accidents

This category consisted of news items about the occurrence of natural phenomena (like flash floods) and those caused by man (like road accidents) leading to, usually, violent physical destruction or damage to property, the environment, bodily injury and loss of life.

3.10.5.2 Economy

This category consisted of news items whose subject matter was economic issues such as trade, economic growth, inflation, business, commerce, banking, insurance and stock broking.

3.10.5.3 Human rights/civil rights

Under this category were placed the following:

- news items about violation, promotion or safeguarding of human rights as detailed in the UN Charter on Human Rights some of which are freedom of expression, the right to life and freedom of association;
- news items about children's rights;
- news items about women's rights; and
- all other human rights issues.

3.10.5.4 Police/crime/courts/legal

- News items in this category were those in which the police were going about their work including the following: news items which were about police arrests, investigations, clashes with the public (as long as they were

not political) or criminals, theft and robbery. News items about crime such as drug trafficking, fraud and murder among many other activities classified as crime in various countries;

- News items about court cases (those being argued before courts, pending judgement or about to go to court); and
- News items about legal issues or action (e.g. the trial of Milosevic), capture of illegal immigrants and legal quarrels between countries.

3.10.5.5 War/international conflict

This category grouped the following:

- news items that were about civil war or international conflict in a country or war involving two or more countries;
- news items that were not necessarily about fighting but international disagreements, about borders for example;
- news items about conferences and meetings to discuss peace initiatives; and
- news items about terrorism

3.10.5.6 Health

In this category were placed news items about patients in hospitals, various diseases, disease outbreaks, government health plans and issues of nutrition.

3.10.5.7 Politics

The following items were placed into this category:

- News items about campaigning for political office, electoral disputes or protests, voting, elections monitoring, and swearing in of

presidents/prime ministers, political parties, parliamentary debates/disputes/sessions; and

- News items about changes to electoral laws

3.10.5.8 Science

This category consisted of news items whose subject matter covered scientific experimentation, space exploration, genetic engineering, civil engineering, electrical engineering and science subjects generally such as mathematics, physics, chemistry, geology and biology.

3.10.5.9 Social news

News items in this category were restricted to news about human population, leisure, travel, welfare, clothing, culture, fashion, art, morality, education, housing, weddings, recreation, and family issues

3.10.5 .10 Other

This category included all news items that could not be placed into any of the categories identified above. The news items that were placed in this category in the current study were about religion and sports.

3.11 NUMBER OF NEWS ITEMS

3.11.1 Introduction

The study established the number of news items. The purpose was to determine how many items were published in each paper for each category. The findings

were used to establish the number of news items for Africa and the rest of the world in each of the categories described in section 3.8.

3.11.2 Unit of analysis

The unit of analysis was an international news item.

3.11.3 Counting procedures

Information for establishing the number of news items was obtained by physically counting the pro-forma sheets for each paper. The number for news items about Africa was obtained by adding to together all items that were about an African country. Similarly, the number of news items about the rest of the world was obtained by adding together all items that were not about countries in Africa. Thus there were two groups namely a group with items about Africa and a group with items about the rest of the world.

3.12 SPACE FOR NEWS ITEMS

3.12.1 Introduction

The study also established the amount of space for each news item. The purpose was to determine the amount of space occupied by news items in each category. The information was used to establish the amount of space for Africa and the rest of the world in each category.

3.12.2 Unit of analysis

The unit of analysis was the international news item.

3.12.3 Measuring instrument and procedures

The amount space was measured in square centimetres. The measuring instrument was a ruler. Measurement involved sub-dividing the space occupied by a news item into regular blocks to make measurement of length and width and consequently calculation of the area easy. The area of each block was calculated using the standard formula of length multiplied by width. The total area occupied was then obtained by adding together the areas of the blocks. Some news items were sub-divided into smaller blocks while for others it was not necessary to sub-divide them because they were published in a such a way as to make calculation of the area easy.

The study did not analyse pictures separately from the text. The calculation of the area occupied by the news item included the amount of space occupied by any picture accompanying the news item. A stand alone picture was treated as a news item and space was calculated using the same procedure described for a text news item. The gutters were excluded from calculation of area because they were not considered part of the space occupied by news items.

3.12.4 Reliability and validity

3.12.4.1 Reliability

The inter-coder reliability on amount of space occupied by news items was calculated both manually and using the SIMSAT software package as outlined below. The manual calculation was used to establish Holisti's coefficient index. The software package was used to establish Scott's Pi.

$2M \div N1 + N2 = 2 \times 56 \div 63 + 63$

Holsti's reliability = .88

The score for Scott's pi was .84

3.12.4.2 Validity

To ensure *face validity* for space allocated to news items, the researcher discussed the measurement of space with his fellow coder to ascertain that they both understood this aspect in the documents the same way. Special attention was paid to procedures for measuring the space allocated to the various news items. The two spent several hours coding some of the news items, comparing notes and making adjustments where necessary. The coders repeated the exercise a week later before proceeding with the exercise of collecting data. This ensured that items in the pro-forma sheets would be seen to collect information on space allocated to news items.

External validity was assured through the random method of selecting the sample for the study. External validity in this study should also be assessed from the point of view that the researcher intended to limit the generalisation of the results on space allocated to news items to the issues of the four papers that were published in 2003. On the other hand, the question of *internal validity* did not arise because the study did not intend to establish any cause and effect phenomenon when determining space occupied.

3.13 SOURCES OF NEWS

3.13.1 Introduction

Each unit of analysis was analysed for source. The source of the news story was defined as the person or organisation to which the authorship of the news item was credited. Source as defined here is different from a journalist's news source.

A journalist's news source is the person, document, organisation, publication, radio or television station from whom a journalist gets information to write a news item.

3.13.2 Unit of analysis

The unit of analysis was the international news item

3.13.3 Categories and coding

In the papers examined the source was invariably indicated at the end. In discussions relating to the international flow of news, AFP, AP, Reuters and UPI are usually described as dominating the collection, processing and sale of news (UNESCO 1984:73; Boyd-Barret 1998:19; Fahmy 2005:389). Each news item was recorded under either AFP, AP, Reuters, UPI or BBC on-line. While the first four were included on the basis of literature, BBC on-line was included based on the results of the pilot study. The sources that were not AFP, AP, Reuters, UPI or BBC or where no source was mentioned were grouped into the *other*.

3.13.4 Establishing reliability and validity

3.13.4.1 Reliability

The inter-coder reliability for sources of news items was calculated both manually and using the SIMSTAT software package as outlined below. The manual calculation was used to establish Holisti's coefficient. The software package was used to establish Scott's Pi.

$2M \div N1 + N2 = 2 \times 63 \div 63 + 63$

Holsti's reliability = 1 indicating complete agreement.

The result for Scott's pi was also 1.

3.13.4.2 Validity

The procedures for ensuring *face validity* and *external validity* described under section 3.10.4.2 were also followed in respect of *face validity* and *external validity* for sources of news items. Similarly, the statement made in the same section relating to *internal validity* also applies to the *internal validity* for sources of the news items.

3.14 IDENTIFYING COUNTRIES IN THE NEWS ITEMS

3.14.1 Introduction

Identifying countries in the international news items involved establishing the countries that were the primary focus of a news item.

3.14.2 News items about Africa

This analysis looked at the news items that concerned events about Africa. Each news item was analysed from the point of view of focussing on an African country.

3.14.3 Coding

A more direct way of determining the country on which a story is focussed is using the dateline generally defined as the name of the city from which the news item was reported and is usually the city of the most important country in the news item (Project proposal-cooperative study...[sa]).

In the *Daily Times*, *The Nation*, the *Malawi News* and the *Weekend Nation* no datelines were used. Consequently to determine the country on which a particular news item was focussed, the coders had to establish where the main action of the news item was located. Additionally, they had to take into account the context of the story. Where the main action appeared to be located equally in two countries the coders examined the headline. If ambiguity was still present the coders then recorded half for each country mentioned.

3.14.4 Establishing reliability and validity

3.14.4.1 Reliability

The inter-coder reliability for countries covered in the news items was calculated both manually and using the SIMSTAT software package as outlined below. The manual calculation was used to establish Holsti's coefficient. The software package was used to establish Scott's Pi.

2M ÷ N1 + N2 = 2 x 57 ÷ 63 + 63

Holsti's reliability= .90.

The score for Scott's pi was .87.

3.14.4.2 Validity

What was explained in section 3.13.4.2 in respect of sources of news items also applies here. In other words, the procedures for ensuring *face validity* and *external validity* described under section 3.10.4.2 were also followed in respect of *face validity* and *external validity* for countries covered in the news items.

Similarly, the statement made in section 3.10.4.2 relating to *internal validity* also applies to the *internal validity* for countries covered in the news items.

3.15 RELATIONSHIP BETWEEN GDP, NUMBER OF ITEMS AND AMOUNT OF SPACE FOR AFRICAN COUNTRIES

3.15.1 Introduction

The amount of news coverage a country gets in international news depends on a variety of factors. One of the most important factors is a country's wealth which can be determined, among other measurements, by its GDP. Wealth is associated with power and the powerful are targets for news.

3.15.2 Coding

There was no coding specifically done for this analysis in the research. The analysis used the results of the coding obtained when coding countries that were the focus of the news items in Africa. This coding is discussed in section 3.14.3.

3.15.3 Correlation between GDP and amount of exposure in news

The study explored the relationship between number of and space for news items and the GDP of a country. The number of and space for news items which were used were those established in sections 3.11 and 3.12 respectively. The source of GDP data of the countries was secondary data from the World Bank for (2005) and the source of amount of news was primary data from the current study.

3.15.4 Establishing reliability and validity

3.15.4.1 Reliability

There was no inter-coder reliability calculation specifically for this analysis in the research. The analysis used the results of inter-coder reliability obtained for countries that were the focus of the news items. The calculations are discussed in section *3.14.4.1.*

3.15.4.2 Validity

The determination of validity discussed in 3.14.4.2 above applied to the current analysis as well.

3.16 SUMMARY

It has been reported in this chapter that quantitative content analysis was used to collect data for the current study. A two-stage multi-stage sampling technique was used in drawing up a sample which was subjected to the 11 analyses outlined in section 3.1 to explain international news flows into Malawi.

Chapter 4 presents the findings of the study and relates them to the sub-problems in sections 1.4.1 and 1.4.2. The problems are then discussed in relation to the 11 analyses. The findings are also used to explore the extent to which economic factors, as represented by the GDP, influence news flows about Africa into Malawi.

CHAPTER 4

PATTERNS OF INTERNATIONAL NEWS IN MALAWIAN NEWSPAPERS

4.1 INTRODUCTION

This chapter presents and reviews the findings of the study in order to assess the extent to which the questions of the study have been answered. In order to consider the questions arising from the two sub-problems the study established: the categories of the news items for Africa and the rest of the world; the number of news items about Africa and the rest of the world per category; the amount of space for news items about Africa and the rest of the world per category; and the sources of news items about Africa and the rest of the world. From the point of view of sub-problem two, the study established the countries covered in the news of Africa and explored the relationship between GDP on the one hand and the number of news items and the amount of space for countries in Africa on the other hand.

4.1.1 Questions associated with sub-problem one

The first sub-problem, as detailed in section 1.4.1, was to establish the news items published in terms of the categories, the number, the amount of space and the sources for news items about Africa and the rest of the world so as to determine the nature of the differences and similarities in international news flows to Malawi. The research questions based on this sub-problem were:

- What categories of news items concerning African countries, with the exception of Malawi, are published during the sample period?

- What categories of news items concerning the rest of the world are published during the sample period?
- How many news items concerning Africa are published during the sample period per category?
- How many news items concerning the rest of the world are published during the sample period per category?
- How much space is occupied for news items concerning Africa per category?
- How much space is occupied for news items concerning the rest of the world per category?
- How does the coverage of Africa compare with that of the rest of the world in terms of categories of news, space and sources?
- What sources are acknowledged for news items concerning Africa and the rest of the world?

4.1.2 Questions associated with sub-problem two

The second sub-problem, as detailed in section 1.4.2, was to establish the countries covered in the news items of Africa and the extent to which economic factors, as represented by a country's GDP, influence news flows about Africa into Malawi. The research questions based on this sub-problem were:

- What countries are covered in the news items concerning Africa during the sample period?
- What is the nature of the correlation between GDP and the number of news items?
- What is the nature of the correlation between GDP and the amount of space allocated to news items?

4.2 CATEGORIES OF NEWS ITEMS

As indicated in section 3.4.4, the decision on what categories to use in the current study was influenced by similar studies such as those by Edmonds (2004); Peer and Nesbitt (2004); Horvit (2003); Park (2003); Cho (2002); Soderlund et al (2002); Chaudhary (2001); Schulz(2001); Cho and Lacy (1999); Donck (1996); and Sreberny-Mohammadi (1984). Some of the categories used were modified while others were adopted as they were.

4.2.1 Categories of news about Africa

The first question considered by the study (section 4.1.1) was *What categories of news items concerning African countries, with the exception of Malawi, are published during the sample period?* The list of categories of news items identified by the current study is detailed in Tables 1 and 2. In Table 1 news items about Africa have been put into ten categories namely disaster, economy, health, human rights, police/courts/crime, politics, science, social news, and war/international/conflict and other.

It is only in the daily newspapers that each category was present. In the *Malawi News,* only the categories of politics and war/international conflict were present. In the *Weekend Nation* the only categories of news items were health, police/crime/courts and war/international conflict. Since on average the daily newspapers published more news items, the probability of having a wider variety of news items was higher in the daily newspapers than in the weekly newspapers. This could perhaps explain the absence of some categories of news in the weekend newspapers.

4.2.2 Categories of news about the rest of the world

The second question considered by the study (section 4.1.1) was *What categories of news items concerning the rest of the world are published during the sample period?* In Table 2 news items about the rest of the world have also been put into the same ten categories as news items about Africa. While each category was represented in the *Daily Times* and *The Nation*, the *Malawi News* had no news items about the rest of the world in any category. This is due to two reasons. Firstly, of the three issues in the sample, one issue did not have an international news page. It was nevertheless included in the sample because it reflects a reality namely that it is not always the case that issues of the *Malawi News* have a page for international news. Secondly, though the other two issues had an international news page, all the news items were about Africa. The *Weekend Nation* had items in the categories of politics, science, social news and war/international conflict only.

Table 1: ***Categories of news items for Africa***

Category	**Newspaper**			
	Daily Times	***The Nation***	***Malawi News***	***Weekend Nation***
Disaster	☑	☑	-	-
Economy	☑	☑	-	-
Health	☑	☑	-	☑
Human Rights	☑	☑	-	-
Police	☑	☑	-	☑
Politics	☑	☑	☑	
Science	☑	☑		
Social news	☑	☑		
War and International Conflict	☑	☑	☑	☑
Other	☑	☑		

Table 2: ***Categories of news items for the rest of the world***

Category	**Newspaper**			
	Daily Times	***The Nation***	***Malawi News***	***Weekend Nation***
Disaster	☑	☑	-	-
Economy	☑	☑	-	
Health	☑	☑	-	-
Human Rights	☑	☑	-	-
Police	☑	☑	-	-
Politics	☑	☑	-	☑
Science	☑	☑	-	☑
Social news	☑	☑	-	☑
War and International Conflict	☑	☑	-	☑
Other	☑	☑	-	-

4.3 NUMBER OF NEWS ITEMS

4.3.1 Number of news items about Africa per category

The third question which the study considered (section 4.1.1) was *How many news items concerning Africa are published during the sample period per category?* The findings in Tables 3 and 4 and Figures 2, 4 and 5 show that the category of war and international conflict accounted for the highest percentage of news items per page in both the *Daily Times* (41.4) and in *The Nation* (34.9).There were no categories of news recorded for the *Malawi News* (Table 6). This, as explained in section 4.2.1, was due to the fact that while there were news items about Africa in the *Malawi News* (in fact as indicated in section 4.2.2, all were about Africa), the items were on the international news page not physically on the Africa page. Consequently, from the point of view of presenting the findings it should be mentioned that it was necessary to differentiate, between news about Africa and news on the Africa page. While the news items in the *Malawi News* were about Africa, in terms of location in the paper they were on the world news page. This is why no news items are recorded on the Africa page in Table 6 while Figure 2 shows news items for Africa. In the

Weekend Nation the category of war/international conflict accounted for 20% of the number of news items (Table 7).

The higher percentage of news items in the category of war and international conflict in the daily papers could be an indicator of one or both of the following factors which relate to news values:

- the category is popular with the editors of the four papers; and
- the sources of the news publish more news items about war and international conflict than news that could be placed in the other categories.

Related to bullet 2 above, Wu(2000:122) observes that " Because of the limited news menu provided by the major trans-national news services, dependent media, in particular those in the south, would not have an alternative choice" . In other words they can only publish what is available to them from the major trans-national news services.

It is not possible to establish whether one or both factors can explain the findings because it was beyond the scope of the current study to either interview editors or examine the sources from which the newspapers obtained their international news items.

4.3.2 Number of news items about the rest of the world per category

The fourth question which the study considered (section 4.1.1) was *How many news items concerning the rest of the world are published during the sample period per category?* In Figure 3 just as in Figure 2, the category of war/international conflict had the highest percentage of news items. That

category made up 37.4% of the news items in the *Daily Times* and 29.9% of the news items in *The Nation*. Tables 3, and 4 and Figure 3. The news on the international page of the *Malawi News* (Fig. 6) was all about Africa and in that paper politics accounted for the highest number of news items (60%). In the *Weekend Nation* (Table 7)the categories of war/international conflict and social news both accounted for 33.3% of the news items.

Comparatively, the category of war/international conflict, accounted for a higher percentage of news items on the Africa page. In the *Daily Times* that category accounted for 41.4% of the news items on the African page while on the World page it accounted for 37.4% of the news items. In *The Nation* the category accounted for 34.9 % of the news items on the Africa page while on the World page it accounted for 29.9% of the news items.

The pattern for the number of news items in the daily newspapers is thus similar for Africa and the rest of the world at least as far as the category of war/international conflict is concerned. Further to the observations made in section 4.3.1 above, another reason why the percentage for war/international conflict is the highest could be that news values have increasingly become uniform. Certain categories of news items, in this case war/international conflict, are favoured whether the news is about African countries or other countries in the world. The finding contradicts statements such as made by Kagame that "...it was common belief on the continent that the international press gives Africa only negative coverage and ignores positive developments on the continent" (Reuters 2005:6). On the contrary, the findings support the observation by Stevenson and Cole [1980:7] who argue that developing countries (mostly in Africa) are not deliberately targeted for negative news.

While on the Africa page the category of politics accounted for the second highest percentage of news items in the daily newspapers that is 20 in the *Daily*

Times and 27.9, the state of affairs was different on the world page in *The Nation*. On that page, while for the *Daily Times* it was still the category of war/international conflict (33.3%) which had the second highest number of news items, in *The Nation* it was the category of police/ crime/courts (16.4%).

Table 3: *Number of news items* (*Daily Times)*

CATEGORIES	**NUMBER**					
	Africa page (N= 15)		World page (N = 15)		Total (N = 30)	
	Actual	Percentage	Actual	Percentage	Actual	Percentage
1. War/international conflict	29	41.4	25	37.4	54	38
2. Politics	14	20	24	33.3	38	26.8
3. Police/crime/courts	6	8.6	3	4.2	9	6.3
4. Health	6	8.6	3	4.2	9	6.3
5. Disaster/accidents	5	7.1	6	8.3	11	7.8
6. Human rights	5	7.1	4	5.6	9	6.3
7. Science	1	1.4	3	4.2	4	2.8
8. Social news	2	2.9	1	1.4	3	2.1
9. Economy/trade	2	2.9	2	2.8	4	2.8
10. Other	0	0	1	1.4	1	0.7
Total	70	100	72	100.1	142	99.9
Average per page	4.6		4.8		4.73	

Table 4: *Number of news items* (*The Nation*)

CATEGORIES	**NUMBER**					
	Africa page (N = 12) *		World page (N = 12) *		Total (N= 24)*	
	Actual	Percentage	Actual	Percentage	Actual	Percentage
1. War/international conflict	15	34.9	20	29.9	35	31.8
2. Politics	12	27.9	6	9	18	16.4
3. Police/crime/courts	3	7	11	16.4	14	12.7
4. Health	5	11.6	4	6	9	8.2
5. Disaster/accidents	5	11.6	6	9	11	10
6. Human rights	1	2.3	2	3	3	2.7
7. Science	0	0	3	4.5	3	2.7
8. Social news	0	0	9	13.4	9	8.2
9. Economy/trade	2	4.7	1	1.5	3	2.7
10. Other	0	0	5	7.5	5	4.5
Total per page	43	100	67	100.2	110	99.9
Average	3.6		5.6		4.58	

*** The number of issues and therefore pages were not 15 because 3 issues had pages with news items about Africa as well as countries outside Africa.**

Table 5: ***Pages with news items on both Africa and countries outside Africa*** **(*The Nation*)**

CATEGORIES	**SPACE (cm²)**					
	African countries (N = 3)		Other countries (N = 3)		Total (N = 6)	
	Actual	Percentage	Actual	Percentage	Actual	Percentage
1. War/international conflict	249.81	20.9	572.72	54.3	822.53	36.5
2. Politics	560.33	46.8	72.16	6.8	632.49	28.1
3. Police/crime/courts						
4. Health	386.75	32.3			386.75	17.18
5. Disaster/accidents			132.6	12.6	132.6	5.9
6. Human rights						
7 Science						
8. Social news			27.15	2.6	27.15	1.2
9. Economy						
10. Other			249.23	23.6	249.23	11.07
Total	1196.89	100	1053.86	99.9	2250.75	99.95
Average per page	398.96		351.28		375.13	

Table 6: ***Number of news items*** **(*Malawi News*)**

CATEGORIES	**NUMBER**					
	Africa page (N = 0)		World page (N = 2)		Total (N = 2)	
	Actual	Percentage	Actual	Percentage	Actual	Percentage
1. War/international conflict	0	0	1	20	1	20
2. Politics	0	0	3	60	3	60
3. Police/crime/courts	0	0	0	0	0	0
4. Health	0	0	0	0	0	0
5. Disaster/accidents	0	0	1	20	1	20
6. Human rights	0	0	0	0	0	0
7. Science	0	0	0	0	0	0
8. Social news	0	0	0	0	0	0
9. Economy/trade	0	0	0	0	0	0
10. Other	0	0	0	0	0	0
			0	0	0	0
Total	0	0	5	100	5	100
Average	N/A		2.5		2.5	

Table 7: *Number of news items* (*Weekend Nation*)

CATEGORIES	NUMBER					
	Per Africa page (N = 1 page)		Per World page (N = 2)		Total (N = 3)	
	Actual	Percentage	Actual	Percentage	Actual	Percentage
1. War/international conflict	1	20	2	33.3	3	27.3
2. Politics	0	0	1	16.7	1	9.1
3. Police/crime/courts	2	40	0	0	2	18.2
4. Health	2	40	0	0	2	18.2
5. Disaster/accidents	0	0	0	0	0	0
6. Human rights	0	0	0	0	0	0
7. Science	0	0	1	16.7	1	9.1
8. Social news	0	0	2	33.3	2	18.2
9. Economy/trade	0	0	0	0	0	0
10. Other	0	0	0	0	0	0
Total	5	100	6	100	11	100.1
Average	N/A		3		3.7	

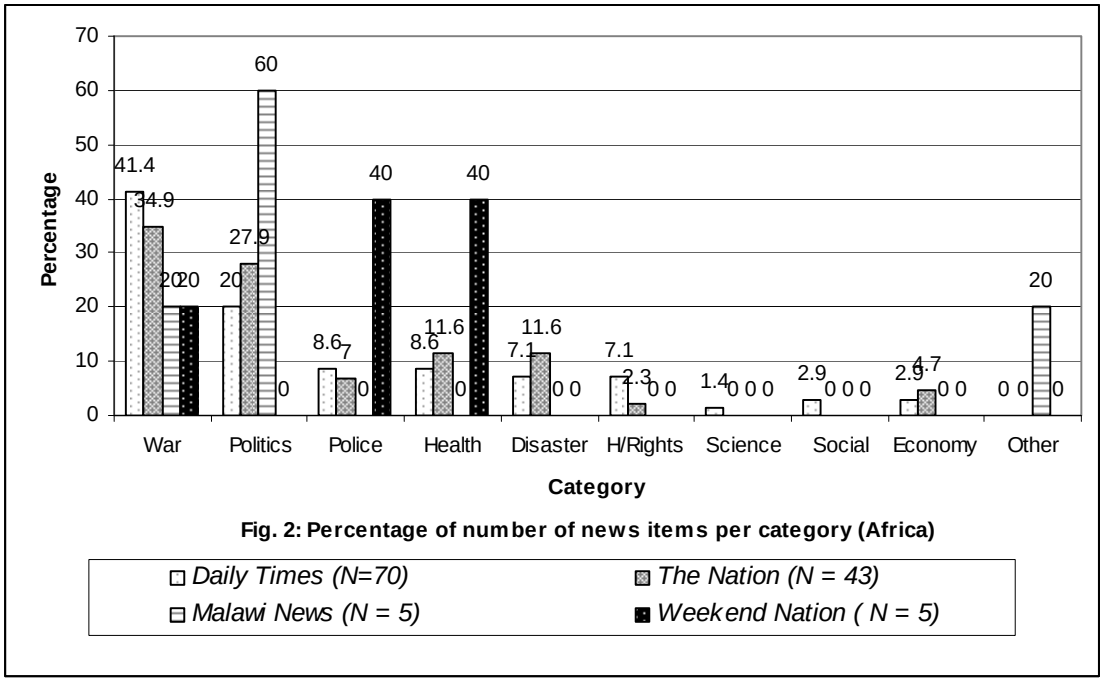

Fig. 2: Percentage of number of news items per category (Africa)

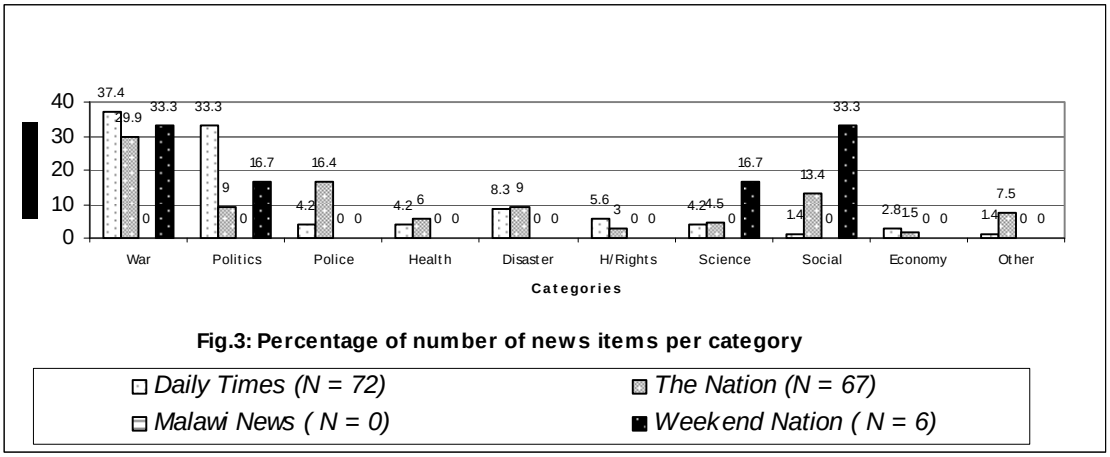

Fig.3: Percentage of number of news items per category

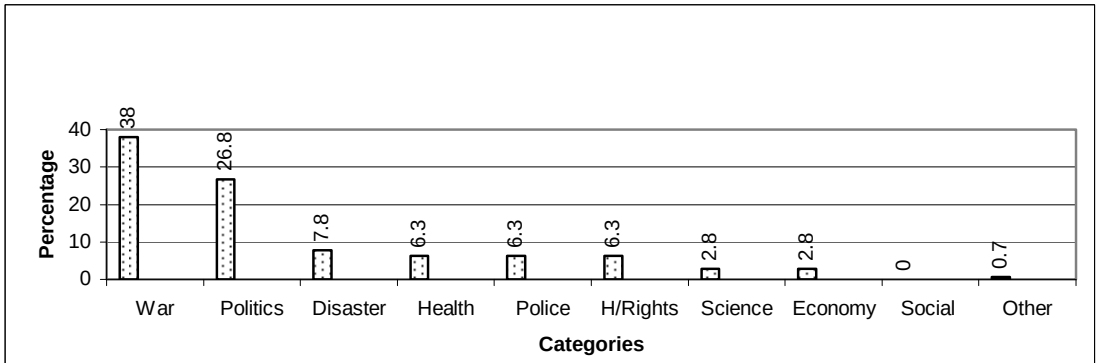

Fig 4: Percentage of number of news items per category for the *Daily Times* (N=142)

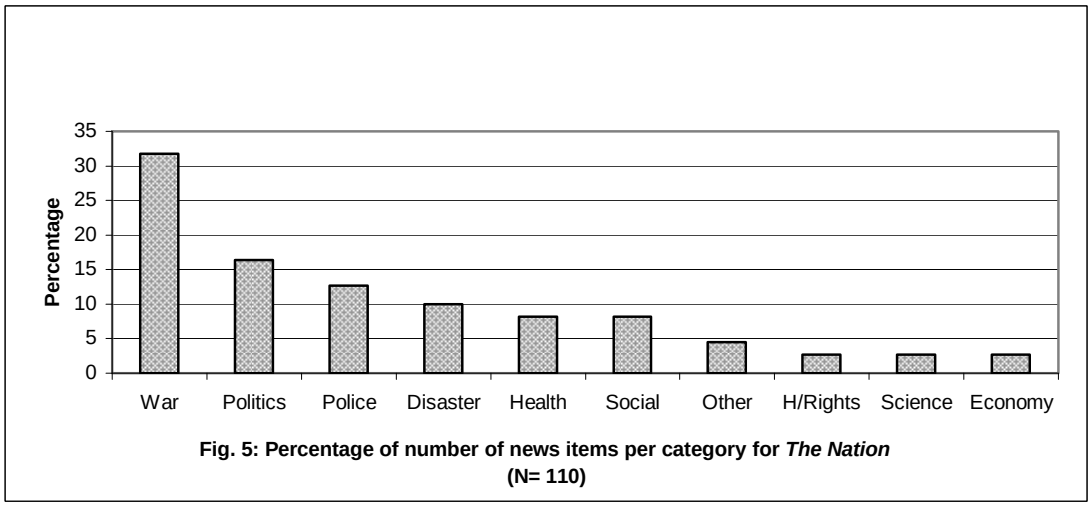

Fig. 5: Percentage of number of news items per category for *The Nation* (N= 110)

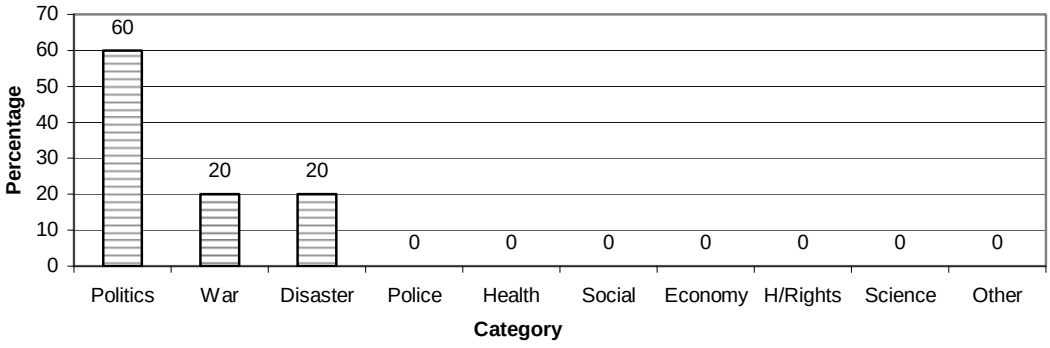

Fig. 6: Percentage of number ofnews items per category for *Malawi News* (N= 5)

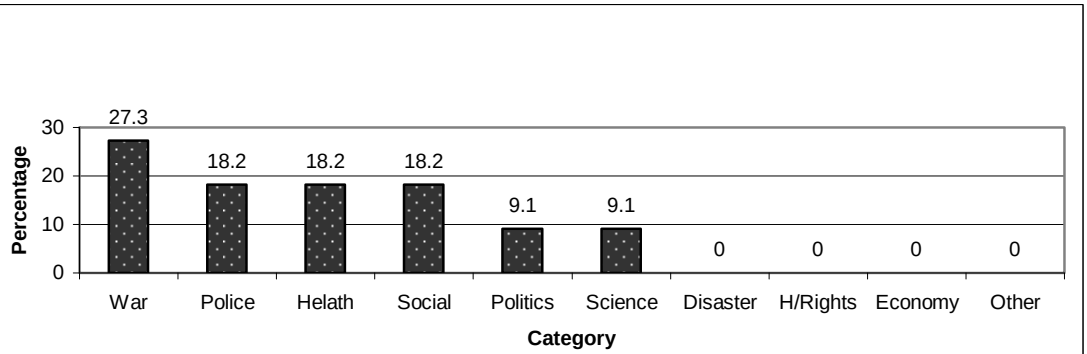

Fig. 7: Percentage of number of news items per category for *Weekend Nation* (N=11)

4.4 SPACE PER CATEGORY OF NEWS ITEMS

4.4.1 Space for news items per category for Africa

The fifth question which the research considered (section 4.1.1) was *How much space is occupied for news items concerning Africa per category?*

On the Africa page, the two categories that accounted for the highest percentages in terms of amount of space were war/international conflict and politics (see Tables 8 and 9; Figs. 8, 10 and 11). In the *Daily Times*

war/international conflict accounted for 47.2% and politics accounted for 22.7%. In *The Nation* war/international conflict accounted for 38.9% and politics for 30.3%.The category accounting for the third highest percentage for amount of space in both the *Daily Times* (8%) and *The Nation* (10.6%) was health. This pattern was also observed in the percentages relating to the number of news items even though in the case of the *Daily Times* two categories namely police and health each accounted for 8.6% of the news items (see Table 3).

Generally, the news items were concentrated in the categories of war, politics, police and health in varying quantities. In sections 4.3.1 and 4.3.2 possible reasons were advanced for the higher number of news items in the category of war and international conflict. It has been noted that the category which accounted for second highest percentages for both the number of news and the amount of space allocated to the news items was that of politics. There are three possible reasons for the importance attached to politics. Firstly, it could point to journalistic fascination with politics. Secondly, it could also be an indication that the readers find politics interesting to read. Thirdly it could point to the fact that there are many events taking place in the political sphere which could be an indication of greater participation in politics arising from people's awareness of their rights in democratic governments around the world. Regarding the third reason, it could be argued that newspapers are fulfilling their role as watchdogs in democracy by "spotlighting and drawing attention to problems and situations that need solutions and repair" (Shoemaker 2006:108).

The relative prominence of news items about police/crime/courts could be explained by the fact that the police in some African countries usually find themselves occupied with issues arising from political differences. Incidences of politically-motivated arrests and civil disorder are common in politically unstable countries. The following are examples of such news items:

- The news item on the shutting down of independent newspapers in Zimbabwe which was published in the *Daily Times* of Monday 27 October, 2003.
- The news item on the arrest of two suspects over the death of an aid worker in Somalia which was published in the *Daily Times* of Friday 10 October, 2003.
- The news item on the arrest of journalists in Morocco which was published in *The Nation* of Monday 23 June, 2003
- The news item on the detention of a coup suspect in Mauritania which was published in *The Nation* of Friday 20 June 2003.

4.4.2 Space for news items per category for the rest of the world

The sixth question the study considered (section 4.1.4) was *How much space is occupied for news items concerning the rest of the world per category.*

Similar to the pattern for the number of news items, the category accounting for the largest amount of space in the daily papers was that of war/international conflict. In the *Daily Times* that category accounted for 35.7% of the space allocated to all categories on the page while in *The Nation* the category accounted for 46.8% of the space allocated to all categories. At 28.2% the difference in the percentages for space allocated to the category of politics between the two daily newspapers was substantive. In the *Daily Times* the category accounted for 34.2% while in *The Nation* it accounted for only 6% of the space.

In the *Daily Times* there was little difference between the percentages for the number of news items and those for the amount of space relating to seven of the 10 categories. The category of war/international conflict accounted for 34.7% of the news items and 35.7% of the amount of space. The category of

politics accounted for 33.3% of the number of news items and 34.2% of the amount of space. For the categories of health (4.2 and 4.3), disaster (8.3 and 8.2), human rights (5.6 and 5.3), science (4.2 and 4.6) and economy (2.8 and 2.5).

In *The Nation* the category of war/international conflict accounted for 29.9% of the news items while it occupied 46.8% of the space. Like in the *Daily Times*, the differences for most of the categories between the percentage for number of items and that for amount of space were small. The percentages were as follows: politics (9 and 6), police/crime/courts (16.4 and 12.9), disaster/accidents (9 and 7.3), science (4.5 and 2.3), health (6 and 5), economy/trade(1.5 and 0.4) and other(7.5 and 5.5).

In order to determine whether the difference between the percentages relating to the number of items and those relating to the amount of space in all categories in the daily papers were statistically different, a t-test was performed. The results are shown in Table 12 and 13. For both the *Daily Times* (0.984392) and *The Nation* (0.994649) the results show that the differences in mean were not statistically different.

In the study by Cho and Lacy (1999) referred to Chapter 2 political news was allocated the second highest amount of space (21.37%) after social news (47.12%). In the current study, the *Daily Times*, on the Africa page, allocated 20% of the news items and 22.7% of the space to politics. Similarly, on the world page, the paper allocated 33.3% of the news items and 34.2% of the space to politics. In either case therefore, politics had the second highest allocation. Thus in both the current study and the study by Cho and Lacy the category of politics was the second most important category assuming the higher percentage means a greater importance. From the point of view of the *Daily Times* the two studies differ on the importance attached to social news. In the

Daily Times social news accounted for much less space than war/international conflict.

Perhaps these differences are to be expected. Malawi is one of the least developed countries in the world and in 2003 had a GDP of US$7 billion while Japan is a highly industrialised country. Its GDP in 2003 was over US$3.5 trillion. There are factors like the socio-economic status of the readers and their literacy levels which might affect the proportion of political, social, economic and other news published by papers in the two countries. This aspect is of importance because it could indicate that the GDP of a country is a factor in determining news preferences by people in a particular country. A high GDP reflects advanced economic and social development and attendant to that the likelihood that a reasonably high percentage of the population would be pre-occupied with needs at the self-actualisation level which is a social issue.

Table 8: *Space for news items* (*Daily Times*)

CATEGORIES	**SPACE (cm²)**					
	Africa page (N = 15)		World page (N = 15)		Total (N = 30)	
	Actual	Percentage	Actual	Percentage	Actual	Percentage
1. War/international conflict	4945.14	47.2	4021.02	35.7	8966.16	41.2
2. Politics	2381.48	22.7	3861.75	34.2	6243.23	28.7
3. Police/crime/courts	801.26	7.6	235.7	2.1	1036.96	4.8
4. Health	840.61	8	488.98	4.3	1329.59	6.1
5. Disaster/accidents	433.75	4.1	929.41	8.2	1363.16	6.3
6. Human rights	360.46	3.4	603.35	5.3	963.81	4.4
7. Science	138.58	1.3	523.04	4.6	661.62	3
8. Social news	203.03	1.9	273.92	2.4	476.95	2.2
9. Economy/trade	382.03	3.6	277.28	2.5	659.31	3
10. Other	0	0	62.16	0.6	62.16	0.3
Total	10,486.34	99.8	11276.61	99.9	21762.95	100
Average per page	699.08		751.77		725.43	

Table 9: *Space for news items* (*The Nation*)

CATEGORIES	SPACE (cm²)					
	Africa page (N = 12)		World page (N = 12)		Total (N = 24)	
	Actual	Percentage	Actual	Percentage	Actual	Percentage
1. War/international conflict	2813.26	38.9	3788.29	46.8	6601.55	43
2. Politics	2195.47	30.3	483.73	6	2679.2	17.5
3. Police/crime/courts	520.76	7.2	1041.19	12.9	1561.95	10.2
4. Health	764.74	10.6	408.72	5	1173.46	7.6
5. Disaster/accidents	496.86	6.9	589.59	7.3	1086.45	7.1
6. Human rights	255.6	3.5	690.28	8.5	945.88	6.2
7. Science	0	0	187.86	2.3	187.86	1.2
8. Social news	0	0	429.97	5.3	429.97	2.8
9. Economy/trade	193.29	2.7	34.81	0.4	228.1	1.5
10. Other	0	0	448.17	5.5	448.17	2.9
Total	7239.98	100.1	8102.61	100	15342.59	100
Average per page	603.33		675.22		639.27	

Table 10: *Space for news items* (*Malawi News*)

CATEGORIES	SPACE (cm²)					
	Africa page (0 pages)		World page (2 pages)		Issues (3 issues)	
	Actual	Percentage	Actual	Percentage	Actual	Percentage
1. War/international conflict	0	0	183.43	23.6	183.43	23.6
2. Politics	0	0	511.9	65.8	511.9	65.8
3. Police/crime/courts	0	0	0	0	0	0
4. Health	0	0	0	0	0	0
5. Disaster/accidents	0	0	82.17	10.6	82.17	10.6
6. Human rights	0	0	0	0	0	0
7. Science	0	0	0	0	0	0
8. Social news	0	0	0	0	0	0
9. Economy/trade	0	0	0	0	0	0
10. Other	0	0	0	0	0	0
Total	0	0	777.5	100	777.5	100
Average per page	N/A		388.75		259.2	

Table 11: *Space for news items* (*Weekend Nation*)

CATEGORIES	SPACE (cm²)					
	Africa page (N = 1)		World page (N = 2)		Issues (N = 3)	
	Actual	Percentage	Actual	Percentage	Actual	Percentage
1. War/international conflict	45.36	10.4	354.64	35	400	24.9
2. Politics	0	0	239.61	23.6	263.21	16.4
3. Police/crime/courts	304.44	70	0	0	374.44	23.4
4. Health	85.05	19.6	0	0	104.7	6.5
5. Disaster/accidents	0	0	0	0	0	0
6. Human rights	0	0	0	0	0	0
7. Science	0	0	85	8.4	93.4	5.8
8. Social news	0	0	334.17	33	367.8	22.9
9. Economy/trade	0	0	0	0	0	0
10. Other	0	0	0	0	0	0
Total	434.85	100	1013.42	100	1603.55	99.9
Average per page	N/A		506.71		534.52	

Table 12: *t-Test: Paired Two Sample for Means* (*Daily Times*)

	Variable 1	*Variable 2*
Mean	9.99	10
Variance	151.6366	184.8178
Observations	10	10
Pearson Correlation	0.997515	
Hypothesized Mean Difference	0	
Df	9	
t Stat	-0.02011	
P(T<=t) one-tail	0.492196	
t Critical one-tail	1.833113	
P(T<=t) two-tail	0.984392	
t Critical two-tail	2.262157	

Variable 1 : Number of news items
Variable 2 : Amount of space

Table 13: *t-Test: Paired Two Sample for Means* (*The Nation*)

		Variable 1	*Variable 2*
Mean		9.99	10
Variance		80.00989	158.4267
Observations	10	10	
Pearson Correlation		0.965481	
Hypothesized Mean Difference	0		
Df			
t Stat		-0.00689	
P(T<=t) one-tail	0.497325		
t Critical one-tail		1.833113	
P(T<=t) two-tail		0.994649	
t Critical two-tail			2.262157

Variable 1 : Number of news items
Variable 2 : Amount of space

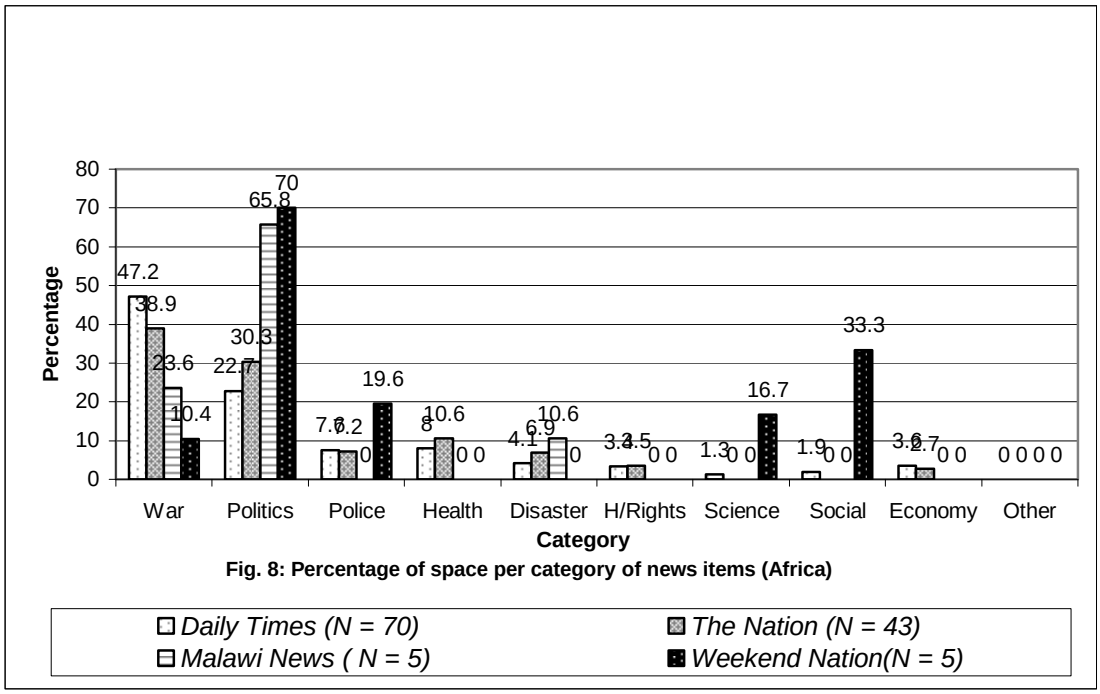

Fig. 8: Percentage of space per category of news items (Africa)

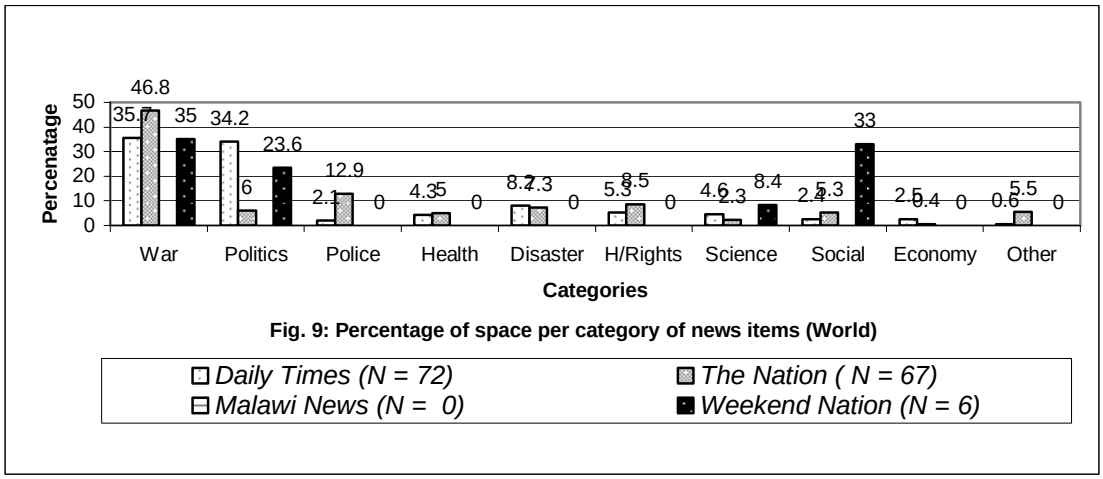

Fig. 9: Percentage of space per category of news items (World)

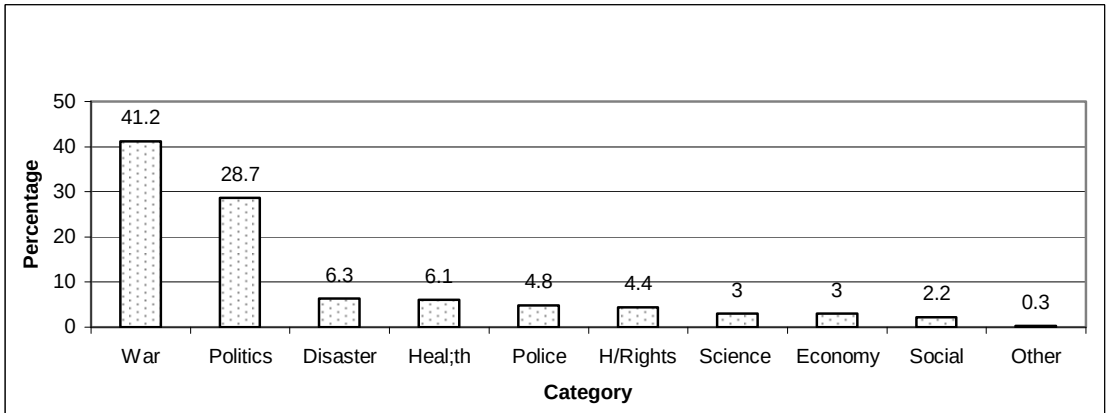

Fig.10: Percentage of space for news items per category *(Daily Times)* **N= 142**

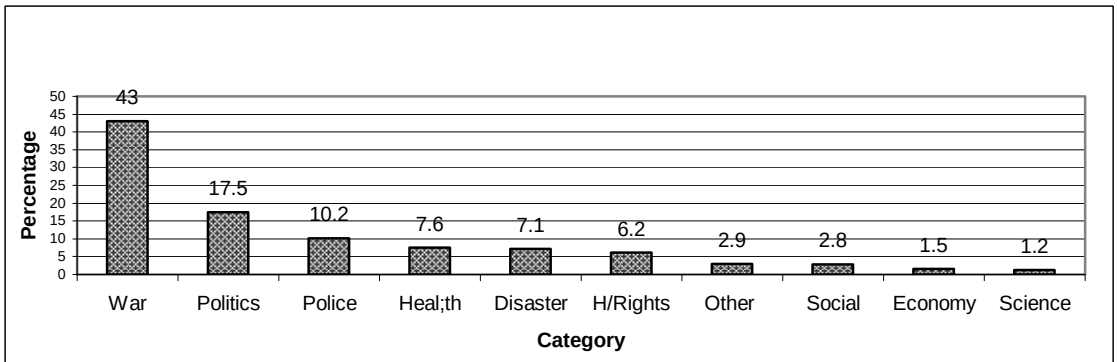

Fig. 11: Percentage of space for news items per category (*The Nation***) N = 110**

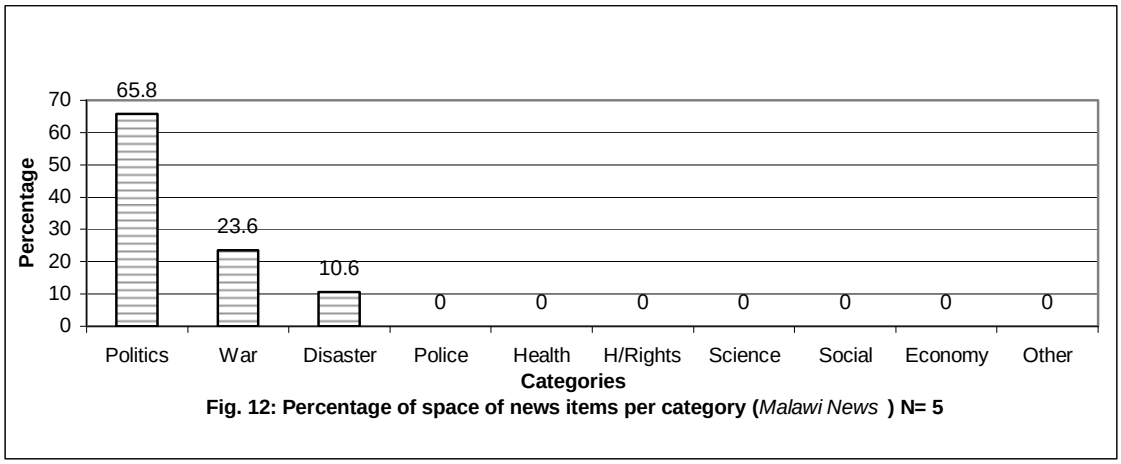

Fig. 12: Percentage of space of news items per category (*Malawi News*) N= 5

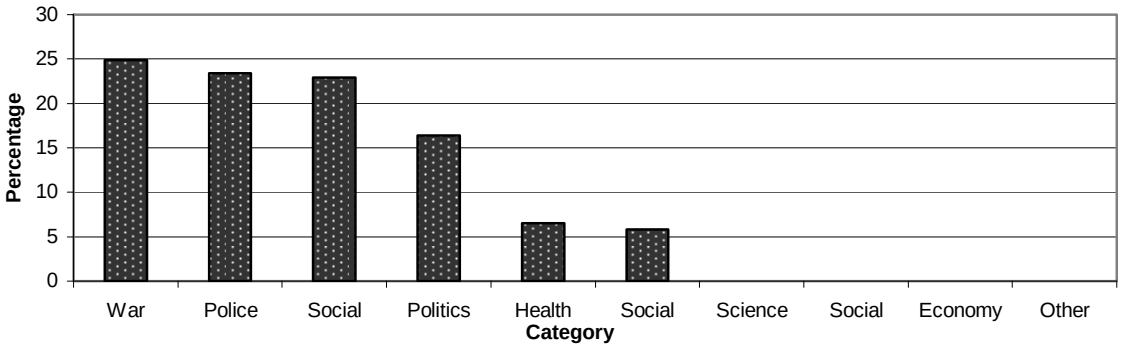

Fig. 13: Percentage of space for news items per category in the *Weekend Nation* (N = 11)

4.5 COMPARISON OF COVERAGE: AFRICA AND THE REST OF THE WORLD

The seventh question the study considered (section 4.1.1) was *How does the coverage of Africa compare with that of the rest of the world in terms of categories, space and sources?* To answer this question the discussion in this section refers to the findings about Africa and the rest of the world detailed in sections 4.2.1 and 4.2.2, 4.3.1 and 4.3.2.

What is noteworthy from the discussion in those sections (4.2.1, 4.2.2, 4.3.1 and 4.3.2) is the fact that the category of war/international conflict was the dominant category in news items of Africa as well as in those of the rest of the world. It could be argued that this bears out the argument by Stevenson and Cole 1980: 7) that Africa is not deliberately targeted for negative news. Had it been that negative news only targets Africa, such news would not have been dominant in news items about countries outside Africa. Nevertheless, it is important to note that as recently as 2000, 75% of African related news that was published in both *The New York Times* and *The Washington Post* from the end of March to the middle of August was negative (Ojo [sa]).

The question of sources is discussed in greater detail in section 4.6. For purposes of the current section, the main observation is that in over 80% of the international news items about Africa and about the rest of the world, the source was an international news agency.

4.6 SOURCES OF NEWS

The eighth question the study considered (section 4.1.1) was *What sources are acknowledged for news items concerning Africa and the rest of the World?* The aim was to determine the sources of news items in the four papers. The findings on sources of news items are presented in Table 14 and Figure 14. The primary source of international news items for *The Nation,* the *Daily Times* and the *Weekend Nation* is, based on the findings of the current study, Reuters. This source accounted for all the news items in the daily newspapers and 63.64% of the news items in the *Weekend Nation*. In the *Malawi News* 60% of the news items were accredited to BBC on-line. From this information it is evident that Malawian newspapers are heavily dependent on Reuters for international news about Africa including that about the rest of the world.

It is reasonable to conclude, the limitations arising from the sample size as noted in section 1.7 notwithstanding, that the results obtained reflect what is in the pool of international news in terms of categories of news items. This conclusion needs to be made with caution because though newspapers publish content from international news agencies, their editors make the decision of what to use (Horvit 2003). The international news agencies from which editors sourced news items did not dictate what to publish. In other words, the content in newspapers might not necessarily be a mirror of the content of news dispatches from international news agencies.

Sources of news items of Africa and sources of news items in the *Malawi News* and the *Weekend Nation* (Fig. 14) were slightly more varied. There were three sources for the *Malawi News* namely Reuters, 20%, BBC on-line, 20% and other 20% (source not mentioned). The sources of news items for the *Weekend Nation* were Reuters, 63.64% and Irin, 36.36%.

The findings relating to dependence on international news agencies is consistent with the findings by Donck (1996), whose study, as reported in section 2.5.2, established that Dutch morning newspapers depended mostly on international news agencies for their news. The results are also consistent with those obtained by Cho and Lacy (1999) and El Sarayrah (1986) which showed that Reuters and AFP among others, dominate as sources of international news. In the current study, apart from BBC online, the other source of news was the United Nations Integrated Regional Information Networks (Irin). However, for the *Weekend Nation* and the *Malawi News* it is important to note that the small sample means that the findings need to be interpreted with even more caution than those of the daily newspapers.

Table 14: ***Percentage of sources of international news items***

Source	***Daily Times*** N=142	***The Nation*** N= 110	***Malawi News*** N= 5	***Weekend Nation*** N=11
Agence France Press	0%	0%	0%	0%
Associated Press	0%	0%	0%	0%
BBC online	0%	0%	60%	0%
Reuters	100%	100%	20%	63.64%
Irin	0%	0%	0%	36.36%
Other	0%	0%	20%	0%

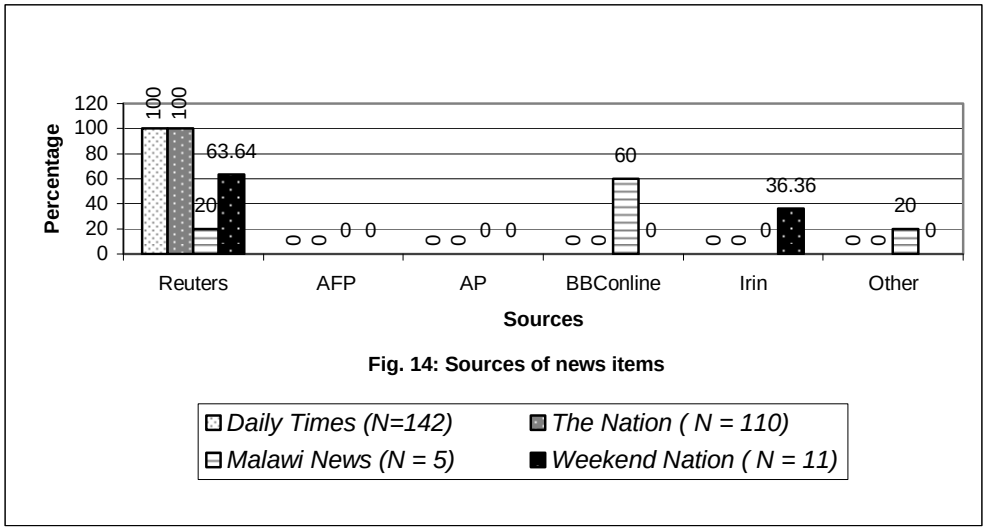

Fig. 14: Sources of news items

4.7 FLOW OF NEWS ABOUT AFRICA INTO MALAWI

The second sub-problem(section 4.1.2) sought to establish the countries covered in the news items of Africa and the extent to which economic factors influence news flow about Africa into Malawi. The following questions were considered:

- What countries are covered in the news items concerning Africa during the sample period?

- What is the nature of the relationship between GDP and the number of news items?
- What is the nature of the relationship between GDP and the amount of space allocated to news items?

4.7.1 Countries covered in the news items concerning Africa

The ninth question considered was *What countries are covered in the news items concerning Africa during the sample period?* This question was considered by identifying each country that was the principal subject of any news item or news items in Africa. The findings are presented in Tables 15, 16, 17 and 18. While Tables 15 and 16 list the countries covered in the news of Africa, they also show the number of news items that are about a particular African country (Table 15) and the amount of space that was allocated to news items about each country (Table 16).

In the *Daily Times*, the Democratic Republic of Congo (DRC) and Zimbabwe with 9 each had the highest number of news items. Ivory Coast and Somalia which had 5 news items each had the second highest number. The DRC, Ivory Coast and Somalia had more news items probably because in 2003 these countries were experiencing civil strife and war. In the study by Wu it is observed that Bosnia's prominence in the news was a definite product of the war (Wu 2000:121). Likewise, El Sarayrah (1989:364) observes that in *Al Ra'y* and *Al Dustur* the fact that the Middle East was the most covered could be ascribed to the Lebanese war, the Israeli invasion of Lebanon, the Palestian problems and the war between Iran and Iraq. In Zimbabwe there were reports of human rights violations and political instability revolving around President Robert Mugabe and land reform policy issues. In *The Nation* the DRC also accounted for the highest number of news items (6). Nigeria had the second highest number of news items. South Africa and Ivory Coast had 4 each. In the week end newspapers

none of the countries covered had more than two news items. In fact, only one country, the DRC had two news items in the *Weekend Nation.*

In terms of amount of space allocated to news items, in the *Daily Times* the Ivory Coast had the largest amount of space (1,540.88cm²) followed by the DRC with 1,527.1cm² and Zimbabwe with 1,458.96cm². In *The Nation* news items about the DRC occupied the most space 1,123.12cm². The second largest amount of space was allocated to Liberia (875.97cm²) and the third largest amount of space was allocated to Kenya (698.26cm²). For the DRC and Liberia, the same reasons advanced earlier could explain the prominence of the two countries. Liberia was also experiencing political instability 2003.

In the week end newspapers, the *Malawi News* allocated the most space to news items about Kenya. The *Weekend Nation* allocated the most space to news items about the DRC.

Tables 17 and 18 show the average amount of space allocated to countries in Africa in the four papers. The average amount of space per country in the *Daily Times* was 461.55cm². The Ivory Coast, the DRC, Zimbabwe, Liberia, Kenya and Somalia were allocated above average amount of space. The rest were allocated below average amount of space. In *The Nation* the average amount of space per country was 373.96cm². The DRC, Liberia, Kenya, Nigeria, Ivory Coast and Sudan had above average amount of space. It is apparent that the common feature among the countries that were allocated an above average amount of space in the daily newspapers is instability due to war and conflict.

In the *Malawi News* and in the *Weekend Nation* the average amount of space allocated to news items was 173.83cm² and 108.71cm² respectively. Kenya, and Burundi were allocated above average amount of space in the *Malawi News*. In the *Weekend Nation* only the DRC had an above average allocation of space.

4.7.2 Relationship between GDP, number of news items and amount of space for news items

The tenth and eleventh questions the study considered were *What is the nature of the relationship between GDP and the number of news items*? and *What is the nature of the relationship between GDP and the amount of space allocated to news items*?

Two sets of correlation were explored using the data in Tables 15 and 16. The first one was the correlation between GDP and the number of international news items for each African country. The second one was the correlation between GDP and the amount of space allocated to news items for each African country. The results of the analysis based on the data in Table 15, that is GDP and number of news items, are presented in Figures 15-19.

4.7.2.1 Relationship between number of news items and GDP

The findings presented in Figure 15 represent the total for all countries in all four papers put together. Some of the countries are clustered in the bottom left hand corner of the scatter graph. Others are spread out upwards almost parallel to the vertical axis representing the number of news items and the rest of the countries are spread out towards the horizontal axis representing the GDP. There is no single clear pattern an indication of absence any type of correlation between number of news items and GDP.

Figures 16 and 17 for the *Daily Times* and *The Nation* respectively show the same patterns described above and therefore the same conclusion, namely that there is no indication of any correlation between the number of news items and GDP, can be drawn. Similarly, but more emphatically, the findings for the *Malawi News* (Fig. 11) and the *Weekend Nation* (Fig.12) show no correlation between GDP and the number of news items.

Table 15: ***GDP and number of news items per country in Africa***

COUNTRY	GDP (billions US$-2003)	PAPER			
		DAILIES		WEEKEND	
		Daily Times (N = 21)	*The Nation* (N = 18)	*Malawi News* (N = 5)	*Weekend Nation* (N = 4)
South Africa	432	3	4		1
Egypt	268	3	3		
Algeria	167	1	1	1	
Morocco	115	4	2		
Nigeria	113.5	3	5		
Tunisia	63	1			
Sudan	52.9	4	2		
Ethiopia	50.6	2			
Libya	41	1	1	1	
DRC	34	9	6	1	2
Kenya	32	4	3		
Zimbabwe	27	9	2		
Cote d'Ivoire	24.5	5	4		1
Tanzania	22.5		2		
Mozambique	19.2	1			
Angola	16.9		2		1
Rwanda	9	1			
Zambia	8.9	2	1		
Niger	8.8	1			
Mauritania	5.3	2	1	1	
Swaziland	4.8		1	1	
Somalia	4.1	5			
Burundi	3.8		1		
Liberia	3.5	3	3		
Eritrea	3.3	1			
TOTAL		**65**	**44**	**5**	**5**
AVERAGE		**3.1**	**2.4**	**1**	**1.25**

Table 16: ***GDP and amount of space for news items per country in Africa***

COUNTRY	GDP (billions US$-2003)	PAPER			
		DAILIES		WEEKEND	
		Daily Times (N = 21)	*The Nation* (N = 18)	*Malawi News* (N = 5)	*Weekend Nation* (N = 4)
South Africa	432	223.6	295.79		55
Egypt	268	327.5	313.07		
Algeria	167	71.34	76.13		
Morocco	115	417.43	255.71		
Nigeria	113.5	401.48	563.9	149.15	
Tunisia	63	124.37			
Sudan	52.9	282.46	405.32		
Ethiopia	50.6	188.74			
Libya	41	238.29	245.17		
DRC	34	1527.1	1123.12		294.8
Kenya	32	557.1	698.26	234.5	
Zimbabwe	27	1458.96	363.65	82.17	
Cote d'Ivoire	24.5	1540.88	429.78		
Tanzania	22.5		247.68		
Mozambique	19.2	285.8			

Table 16: *GDP and amount of space for news items per country in Africa* (Continued)

COUNTRY	GDP (billions US$-2003)	PAPER			
		DAILIES		WEEKEND	
		Daily Times (N = 21)	*The Nation* (N = 21)	*Malawi News* (N = 5)	*Weekend Nation* (N = 4)
Angola	16.9				
Rwanda	9	45.65	195.71		
Zambia	8.9	354.3			46.98
Niger	8.8	18	146.35		
Mauritania	5.3	152.6			
Swaziland	4.8		85.28		38.07
Somalia	4.1	508.26	278.8	128.25	
Burundi	3.8			183.43	
Liberia	3.5	834.76	131.58		
Eritrea	3.3	133.96	875.97		
TOTAL		9692.58	6731.27	777.5	434.85
AVERAGE		461.55	373.96	155.5	108.71

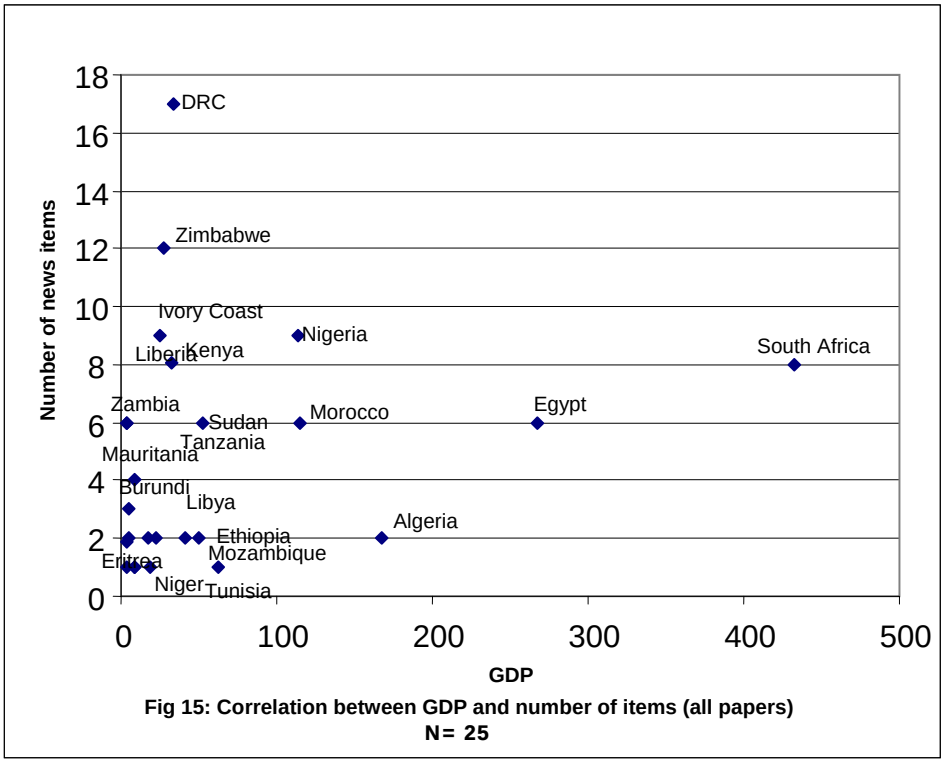

Fig 15: Correlation between GDP and number of items (all papers)
N= 25

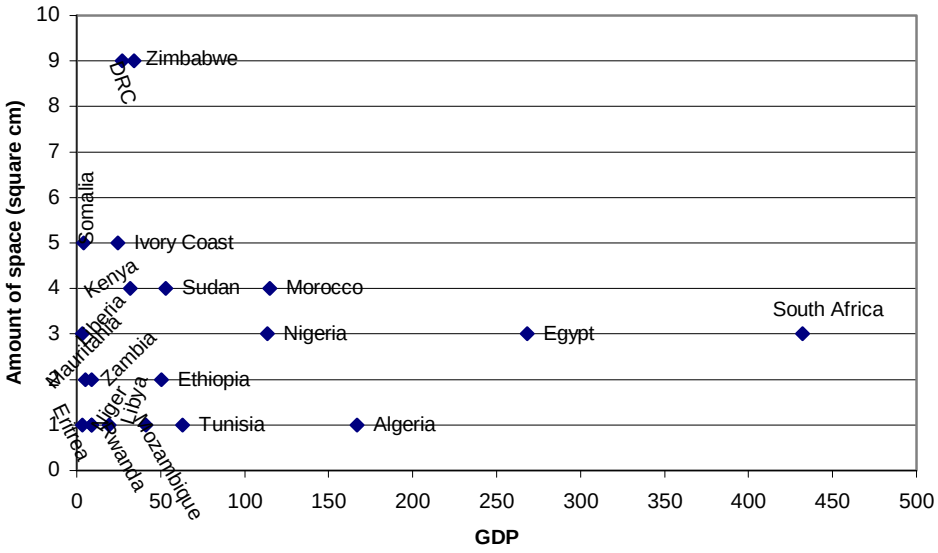

Fig. 16: Correlation between GDP and number of news items (*Daily Times*) N = 21

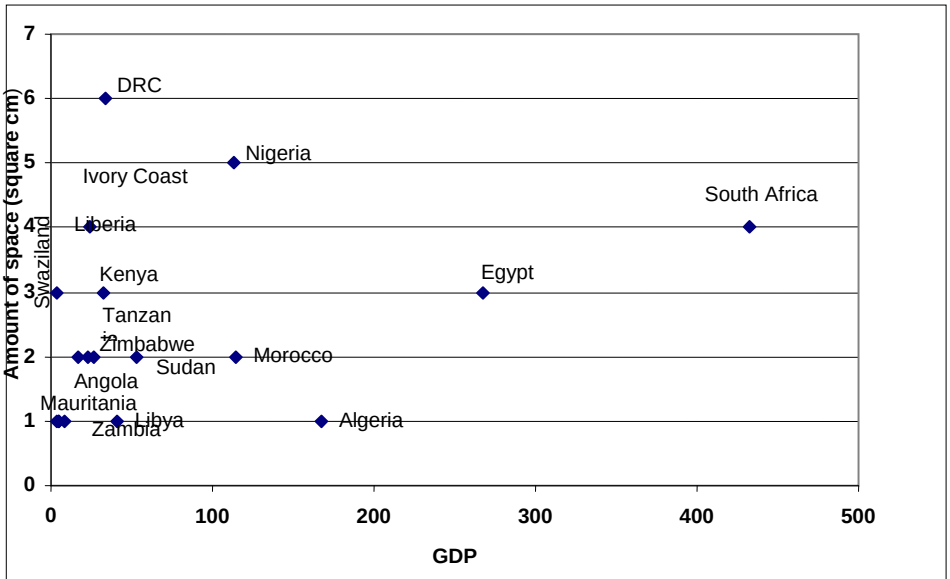

Fig. 17: Correlation between GDP number of news items *(The Nation)* N= 21

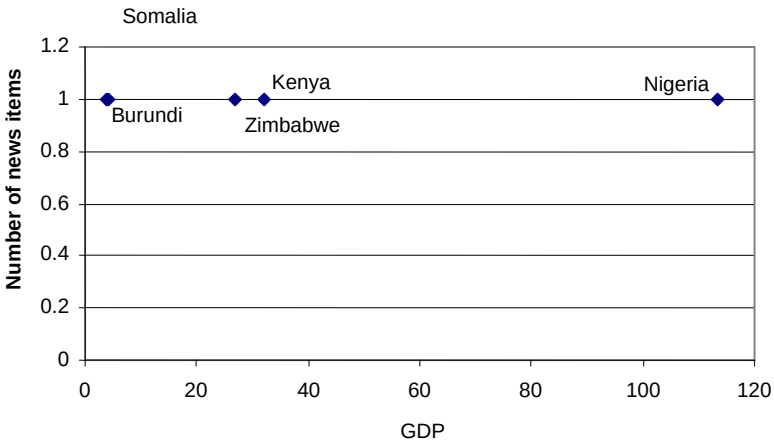

Fig. 18: Correlation between GDP and number of news item *(Malawi News)* N = 4

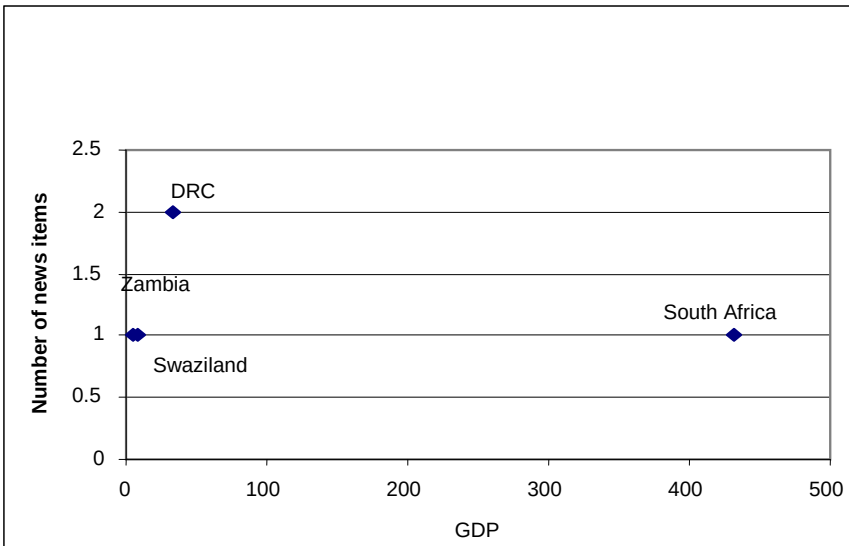

Fig 19: Correlation between GDP and number of news items N = 4

(*Weekend Nation*)

4.7.2.2 Relationship between amount of space and GDP

The pattern in Figure 20 is roughly the same as the one in Figure 8. Some countries are clustered in the bottom left hand corner of the graph, others are doted in a vertical formation. The rest are doted horizontally from the bottom left

corner in the direction of the bottom right hand corner. There is, here again, no single clear pattern an indication of absence of correlation between amount of space and GDP.

Figures 21 and 22 for the *Daily Times* and *The Nation* respectively just like Figures 10 and 11(pertaining to GDP and number of news items) show a similar pattern to the one in figure 20 indicating that there is no correlation between GDP and the amount of space allocated to a country. In other words the GDP is not an indicator of the amount of space a country is likely to be allocated in the news. The findings for the *Malawi News* (Fig. 23) and the *Weekend Nation* (Fig.24) show no correlation between GDP and the number of news items as well.

Table 17: *Comparison of amount of space for news items about a country and the average for all countries on the Africa page* (*Daily Times and The Nation*)

Daily Times Average amount of space per country **461.55cm²** (N = 21)				***The Nation*** Average amount of space per country **373.96cm** (N = 21)			
Above average	**Space cm²**	**Below Average**	**Space cm²**	**Above average**	**Space cm²**	**Below Average**	**Space cm²**
Ivory Coast	1540.88	Moroso	417.43	DRC	1123.12	Zimbabwe	363.65
DRC	1527.1	Nigeria	401.48	Liberia	875.97	Egypt	313.07
Zimbabwe	1458.96	Zambia	354.3	Kenya	698.26	South Africa	295.79
Liberia	834.76	Egypt	327.5	Nigeria	563.9	Swaziland	278.8
Kenya	557.1	Mozambique	285.8	Ivory Coast	429.78	Morocco	255.71
Somalia	508.26	Sudan	282.46	Sudan	405.32	Tanzania	247.68
		Libya	238.29			Libya	245.17
		South Africa	223.6			Angola	195.71
		Ethiopia	188.74			Zambia	146.35
		Mauritania	152.6			Burundi	131.58
		Eritrea	133.96			Mauritania	85.28
		Tunisia	124.37			Algeria	76.13
		Algeria	71.34				
		Rwanda	45.65				
		Niger	18				

Table 18: *Comparison of amount of space for news items about a country and the average for all countries on the Africa page* (*Malawi News and Weekend Nation*)

Malawi News Average amount of space per country 173.83cm² (N = 4)				***Weekend Nation*** Average amount of space per country 108.71cm² (N = 4)			
Above average	**Space cm²**	**Below Average**	**Space cm²**	**Above average**	**Space cm²**	**Below Average**	**Space cm²**
Kenya	234.5	Nigeria	149.15	DRC	294.8	South Africa	55
Burundi	183.43	Somalia	128.25			Zambia	46.98
						Swaziland	38.07

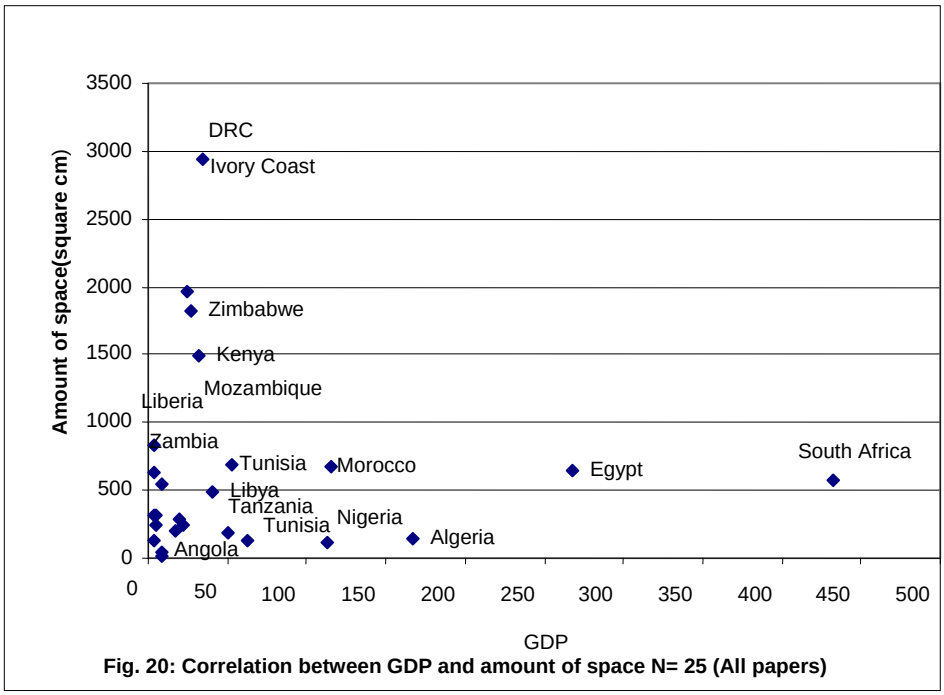

Fig. 20: Correlation between GDP and amount of space N= 25 (All papers)

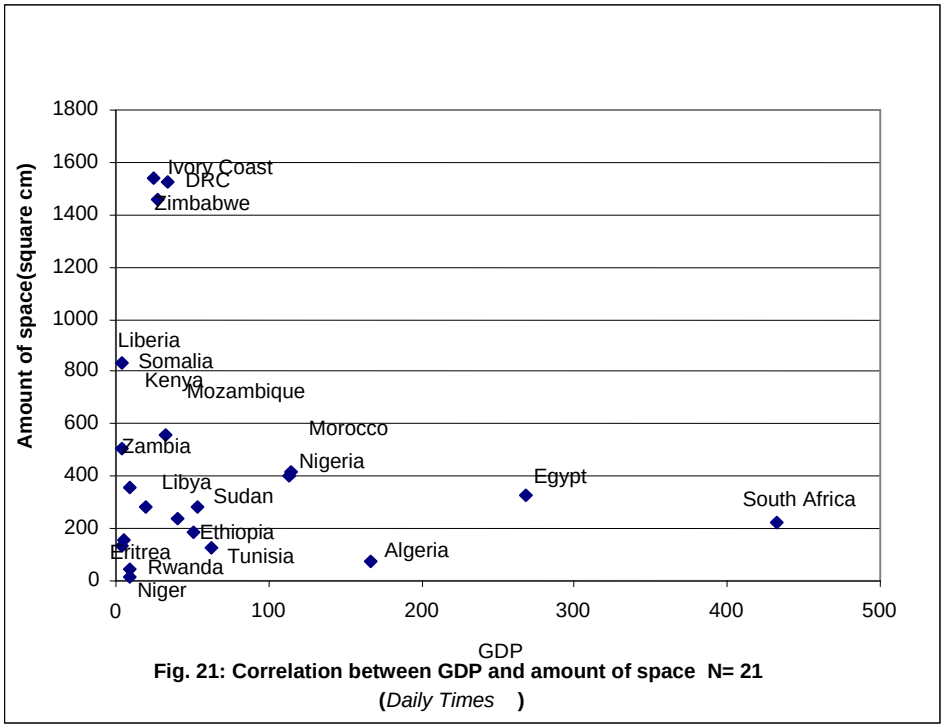

Fig. 21: Correlation between GDP and amount of space N= 21
(*Daily Times* **)**

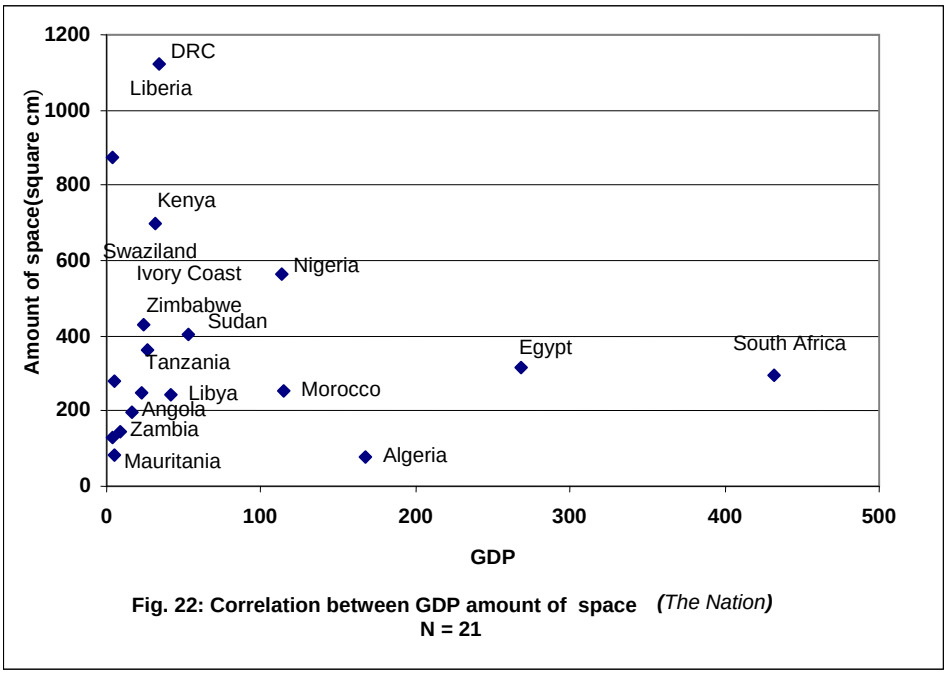

Fig. 22: Correlation between GDP amount of space ***(The Nation)***
N = 21

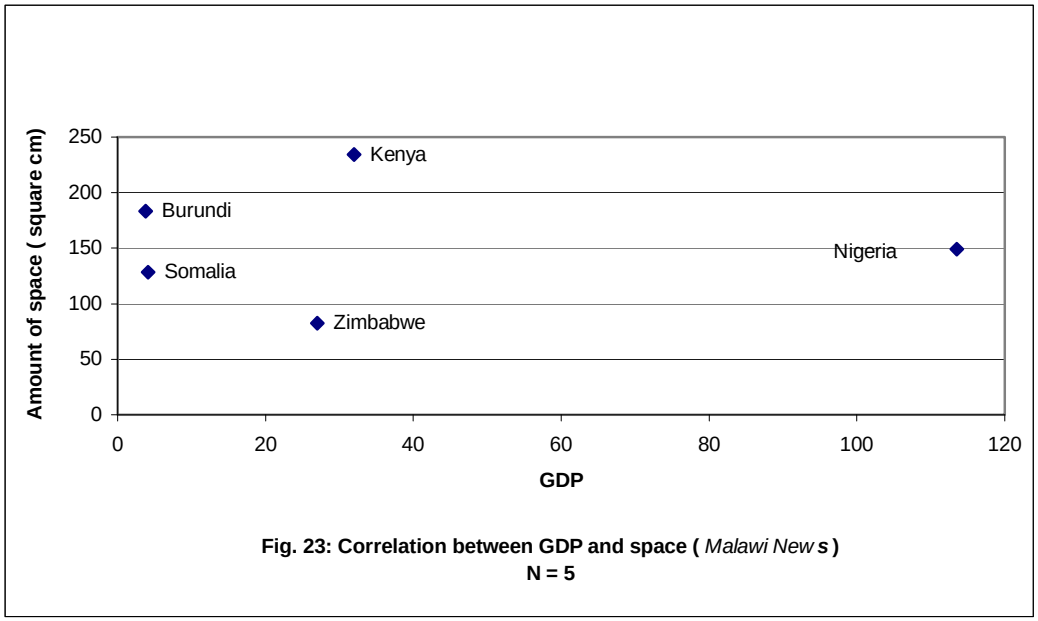

Fig. 23: Correlation between GDP and space (*Malawi New* **s)**
N = 5

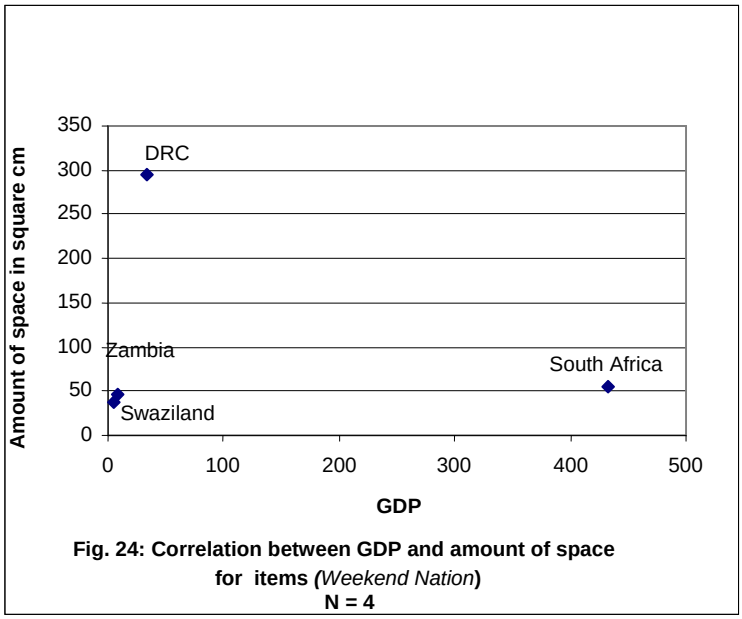

Fig. 24: Correlation between GDP and amount of space for items (*Weekend Nation*) N = 4

4.8 SUMMARY

The chapter has discussed the results by considering the questions the study set out to answer. On the events concerning African countries the study has established that the dominant categories were war/international conflict and politics. However, the study has noted that those two categories were also dominant in stories about the rest of the world an indication that from the point of view of this study, African countries are not the only countries for which most of the news items are about negative events.

Some results are consistent with findings of other research such as the dominance of international news agencies in the collection, processing and distribution of news and information. In that respect, Reuters was the principal source for news items in the current study. Actually, for the *Daily Times* and *The Nation*, Reuters was the only source of international news published by the four Malawi newspapers.

The chapter has also established that there is no indication that there is correlation between economic factors as represented by GDP and the number of news items about a country and also the amount of space allocated to a country in the news.

CHAPTER 5

INTERNATIONAL FLOW OF NEWS IN MALAWI NEWSPAPERS

5.1 INTRODUCTION

The current chapter puts the findings in Chapter 4 in the context of the theory of news values, the international media dependency theory and the world system theory in order to explain the similarities and differences in the international news flows into Malawi. In this connection the chapter looks at the aspect of economy as represented by GDP in order to explore the relation between the economy and the coverage countries in Africa receive as a gate-keeping factor in the flow of the news.

5.2 NEWS VALUES, INTERNATIONAL MEDIA DEPENDENCY THEORY AND WORLD SYSTEM THEORY

The effects of the similarities and differences in the international flow of news and information discussed in chapter 1 as determined by news values, the dominance of international news agencies in the collection, processing and dissemination of news and economic disparities among nations lie at the centre of the international flow of news and information. From that perspective, the theory of news values, the international media dependency theory and the world system theory as discussed in chapter 2 sections 2.3.1 to 2.3.3 will be used to explain the findings. Each of these aspects will be discussed in turn.

5.2.1 News values

5.2.1.1 Similarities in coverage between newspapers

Based on the examination of the international flow of news into Malawi as shown by findings in the current study, certain observations can be made regarding news values as applied by editors in Malawi. A principal observation is that the

news values for Malawian journalists should not be expected to be radically different from those of their international counterparts. One reason is that the values of international agencies have already been applied and the Malawi editors take on these values (see section 2.3.2). Local journalists have an option however when choosing what to use from that which is provided by international news agencies. Unfortunately, even then, some of what is covered might not be acceptable to them in terms of either content or focus but they need international news for their papers as the space needs to be filled.

One similarity observed between the four papers therefore is that editors have very little room to exercise their own news values in the selection of international news. The state of affairs is however not as simple as it appears. Since "journalists are becoming part of a global elite that attends the same universities, read the same books, speak the same language and share similar political agendas" (Wu & Hamilton 2004:528), it is reasonable to expect editors in the four papers to have similar priorities to those of their international counterparts when making decisions on what news items to publish. From that point of view, it could be argued that the exercise of their own news values would not make much difference any way since they use the same standards and have to take what they can get.

Another similarity is that coverage of war/international conflict was dominant in three of the four papers. The category of war/international conflict accounted for the most space (41.2% in the *Daily Times*, 43% in *The Nation* and 24.9% in the *Weekend Nation*) and the highest number of news items (34.4% in the *Daily Times*, 31.8% in *The Nation* and 27.3% in the *Weekend Nation*).

This fact is well illustrated in the dominance of the category of war/international conflict for both Africa and the rest of the world. Thus, from the point of view of similarities, events relating to crises were prioritised by the *Daily Times, The*

Nation, and the *Weekend Nation* as news regardless of the country where the crisis took place. In other words, war/international conflict were prioritised equally by these papers whether the event was taking place in the United Kingdom, Pakistan, Egypt, Botswana, China or Australia just to mention a few countries.

Only one paper, the *Malawi News,* differed from the others in this aspect in that the category with the highest amount of news was politics. It is difficult to give a reason for this state of affairs. However, given that the category of politics was allocated the second highest amount of space by the other papers, the statistic could be a minor shift from the normal and therefore can be ascribed to a chance occurrence.

A further similarity then is that negative news, into which war and international conflict can be placed, seems to be an area of focus. The findings are similar to those from other studies referred to in section 2.5.3 such as those by Hanusch (2003); Oeffner (2002); Beadoin and Thorson (2001); Donck (1996); Stevenson and Cole ([sa]:11); Horvit (2003); De Beer et al (1996). This is a reflection that apart from other issues, crises generate news (Pietiläinen 2006:222).

The *Daily Times* and *The Nation* also showed a similar pattern in the coverage of politics. In both papers the second highest amount of space on the Africa page was allocated to politics, 22.7% in the *Daily Times* and 30.3% in The Nation (see tables 8 and 9). Overall, that is if the scores for Africa and the rest of the world are added, the category of politics still registers the second highest amount of space in both papers 28.7% (for the *Daily Times*) and 17.5% (for *The Nation*).

5.2.1.2 Differences in coverage between newspapers

There were differences between the two daily newspapers relating to the amount of space allocated in the categories of police/crime/courts, economy/trade, health, human rights and science. In *the Daily Times* the category of police/crime/courts was allocated 4.8% of the space while in *The Nation* it was allocated 10.2% of the space. The category of economy/trade was allocated 3% of the space in the *Daily Times* while in *The Nation* it was allocated 1.5% of the space. The *Daily Times* allocated 6.1% of its space to news about health while *The Nation* allocated 7.6% of its space to that category. The *Daily Times* allocated 4.4% of its space to news about human rights while *The Nation* allocated 6.2% of its space to the same category. The *Daily Times* allocated 3% of its space to news about science while *The Nation* allocated 1.2% of its space to the same category. For the category of social news, the *Daily Times* allocated 2.2% of its space while *The Nation* allocated 2.8 of its space and for the other (religion and sports) category, the *Daily Times* allocated 0.3% while *The Nation* allocated 2.9% of its space.

The above statistics indicate that there was a big difference in the daily papers as regards the importance accorded to the category of police/crime/courts. Though there were differences in the amount of space allocated to other categories, such differences were marginal. There is a possibility that with a different sample this could change because in general, the larger the sample used, the clearer the results that will be obtained are likely to be (Wimmer & Dominick 1994:73).

Unlike in the two daily papers, in the *Malawi News,* the categories of police/crime/courts, economy/trade and health did not feature. On the other hand in the *Weekend Nation* the categories of police/crime/courts (23.4% of

space) and that of health (6.5%) did feature. What did not feature in the *Weekend Nation* was the category economy/trade.

A comparison of news items covered on the world page in the *Daily Times* and on the world page in *The Nation* showed notable differences in some categories. *The Nation* allocated 11.1% more space to the category of war/international conflict than did *Daily Times*. The difference was even higher in the category of politics. The *Daily Times* allocated 28.2% more space than *The Nation*. In terms of space allocated to the category of police/crime/courts, the *Daily Times* allocated only 2.1% to that category while *The Nation* allocated 12.9% a difference of 10.8%. Thus, even though overall both daily papers allocated the most amount of space to the categories of war/international conflict and that of politics, the world page in the *Daily Times* allocated more space to the category of politics than did the world page in *The Nation* while *The Nation*'s world page allocated more space to the categories of war/international conflict and police/crime courts than did the world page in the *Daily Times*.

Given the opportunity to exercise their news values more through provision of the necessary resources to produce their own international news items, would the reporters' and editors' selection of news be any different? This question is pertinent because as observed earlier, Malawian journalists are trained using the Western model of what constitutes news. That being the case, their news values should be similar to those of their counterparts working in international news agencies.

Following from the above, one area of possible investigation would be to conduct a survey among reporters and editors working for various newspapers to determine the categories of international news they would prioritise if they were afforded the opportunity to produce their own international news.

Another area of possible investigation would be to conduct an in-depth study using a larger sample to compare content in the newspapers against content of news agency reports to establish the categories of news items for purposes of examining what is selected and why.

5.2.2 International media dependency

The pattern of coverage of international news showed a total dependence on international news agencies as sources of international news. Comparatively, the *Daily Times* and *The Nation* were similar in their sourcing pattern as both sourced all their international news items from Reuters. The sourcing pattern of the *Malawi News* and the *Weekend Nation* differed from that of the daily papers from the point of view that the former used more than one international source including other sources like BBC-Online which is not a news agency (see section 4.7). This state of affairs mirrors that of *The International Herald Tribune* and *Al Hayat*. Fahmy (2005:391) observes that though these two papers used different sources of international news, both overwhelmingly selected their photographs from Western news agencies namely AP, AFP and Reuters. The international news content of the *Daily Times, The Nation*, the *Malawi News* and the *Weekend Nation* is similar from the point of view that all merely publish international news that is produced by international news agencies.

This state of affairs is due to the fact that the four papers cannot station any correspondents in any foreign capitals because they are not financially capable of doing so. Neither can these papers send reporters to places where there is breaking news at short notice even if an event is taking place in neighbouring countries such as Mozambique, Tanzania or Zambia. Running a foreign news bureau is expensive, therefore stationing a correspondent outside the country is not considered a worthwhile undertaking. The editors are obliged to rely on the product of news agencies to which they subscribe.

It is worth noting that this dependency on using news items from Reuters or BBC on-line is actually driven by a dependence on the technology the media needs to gather and process various data into news (section 2.3.2.4). Technology is far more advanced in countries with comparatively more advanced economies. Being situated in one of the world's least developed countries means the *Daily Times, The Nation*, the *Malawi News* and the *Weekend Nation* face problems of access to requisite technology such as high speed computers, professional digital cameras and efficient telecommunications infrastructure. Even though some journalists might have the requisite skills they are handicapped because the media organisations they work for can hardly afford the requisite technology. When they can afford such technology then either the rate charged by service providers is so high that the papers just manage to pay for the service or the telecommunications infrastructure is unreliable.

A possible area of investigation would be to conduct a study to establish the extent to which improved access to technology would be a factor in lessening the dependence of on international news agencies by reporters and editors in countries with less advanced economies.

5.2.3 The world system theory

According to Wu(2003:17), in terms of the world system theory, countries with advanced economies such as the United States, the United Kingdom, Germany, France and Canada are expected to receive more news coverage than countries such as Cambodia, Chile and Tanzania. The study explored differences in coverage between countries within Africa based on the number of news items per country and amount of space allocated to each country. Generally, the results of the analyses for the *Daily Times* and *The Nation* the symbols for the various countries do not show any single particular pattern. The pattern

exhibited shows some clustering of the countries at the bottom left hand corner of the figures. The symbols representing the countries then diverge towards the horizontal axis representing GDP and the vertical axis representing amount of space (see Figs. 20, 21 and 22). There is thus no evidence of any correlation between GDP and the number of news items and also the amount of space allocated to the news items about a country.

If the GDP of various countries is correlated with coverage then we find there is no trend in the amount of news and a country's GDP. The top 6 countries in Africa from the point of view of their GDPs in 2003 were South Africa (US$432 billion), Egypt (US$268 billion), Algeria (US$167 billion), Morocco (US$115 billion), Nigeria (US$113.5 billion) and Tunisia (US$63 billion). These countries are not at the top of the scatter graph (see tables 19 and 20 and figs. 15-17 and 20 -22). This illustrates the fact that their GDPs were not a factor in the number of news items about these countries and the amount of space allocated to them. On the other hand the DRC (US$34 billion), Zimbabwe (US$27 billion), Ivory Coast (US$24.5 billion) and Liberia (US$3.5 billion), which are 10th, 12th, 13th and 24th on the 2003 GDP hierarchy in Africa, received more coverage than the top 4 and Tunisia. Equally there is no evidence of any correlation between GDP and the coverage of a country in the scatter diagrams for the weekend papers (Figs. 18 and 19; 23 and 24).

These results are not consistent with an argument relating to the world system theory, advanced by Gunaratne (2002) as cited in section 2.3.3.4, that there exists a regional core-periphery structure within Africa based on GDP. In Africa, South Africa, Egypt, Algeria, Morocco and Tunisia were not considered more important for the news than for example the DRC, Zimbabwe, Ivory Coast and Liberia just because of their superior GDPs. The foregoing argument makes it necessary to apply the argument that the importance of a country in the news is not entirely dependent on its GDP. Events such as crises tend to raise the news

profile of a country. Interests of core countries in semi-peripheral or peripheral countries can also raise the profile of a country and such a profile tends to be lowered as soon as the interest of a core country is no longer there (Oeffner 2002).

5.3 SUMMARY

The study has established similarities and differences in the news items published in terms of categories, number, space and sources in the international news items of Africa and the rest of the world. The study has also established the countries covered in the news items of Africa and the extent to which economic factors, as represented by a country's GDP, influence news flows about Africa into Malawi.

The similarities relate to the mainly to the dominance of the category of war/international conflict and politics and focus on negative news and the sources of international news. The differences relate primarily to the amount of space allocated to various categories of the news covered. Apart from the categories of war/international conflict and politics where the pattern was the same, there were differences in focus in the rest of the categories. However, for most categories the differences were marginal. The differences or lack of them could possibly be clearer with a larger sample.

The study has shown, based on news flows about Africa into Malawi, that GDP is not a determinant of the importance of a country in the news. This aspect was evident in all four papers.

The following conclusions can be drawn from the discussions in this chapter.

- Firstly, from the events covered, it can be determined that the news values applied by editors of the *Daily Times*, *The Nation*, the *Malawi News* and the *Weekend Nation* are basically the same and cannot be expected to be radically different from those of their counterparts in international news agencies. The reason is that the papers get their international news from international news agencies and their training is based on the Western model of journalism. The result is that there is similar coverage of events in the newspapers.
- Secondly, coverage of war/international conflict dominates accounting for an average of 42% in the daily newspapers a reflection of preoccupation with negative news or crises
- Thirdly, all papers are similar in that their sources of international news are international news agencies with Reuters predominating probably because it is the agency most subscribed to for historical reasons.
- Fourthly, there were differences in the amount of space allocated to some categories by newspapers indicating that in some instances, newspapers put emphasis on different categories of news. However, in most cases the differences were marginal.
- Lastly, the coverage of an African country is unlikely to be influenced by the economy of that country. Therefore the rule that the higher the GDP, the more the news there is about a country does not apply as far as news flows about Africa into Malawi are concerned.

Finally the chapter has made three suggestions for further investigation. The areas identified are establishment of the categories of news items produced by Reuters and comparing these to categories of news items published in Malawi; investigation on the extent to which international news content in Malawian papers would differ from the content of international news agencies if Malawian reporters and editors were to have more latitude to exercise their news values; the extent to which improved access to requisite technology and improved

telecommunications infrastructure could reduce dependence on international news agencies by Malawian reporters and editors.

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APPENDIX 1: INSTRUCTIONS TO CODERS

Story ID
Code *The Nation* as 15, the *Daily Times* as 16, the *Weekend Nation* as 17 and the *Malawi News* as 18.

The code for each newspaper should be followed by the date of the particular issue in which the story appears. That date should be written starting with the month, followed by the day and then the year. For example, June 5, 2003 would be 060503.

The date should be followed by the number assigned to the story by the coder and written on the newspaper. It should be a three-digit number. For example 002.

For this example the IDs of the stories appearing in the issues of *The Nation* and the *Daily Times* of June 5 would be *15060503002* and *16060503002* respectively.

Headline
Write the whole headline for easy identification.

Area
Measure the total area of the story using the ruler provided. Include headlines, text, photographs, graphics and any other material relating to the news item. To make measurement and calculation of the area easy divide the news item into regular blocks. Calculate the area of each block and then add the areas of each block.

What to measure
The measurement should include the text, related graphics and photographs, headline and by-line. In a column that was broken into several stories, the author's picture, and by-line should be included in measurement of each story. Also, if box scores are included with the story, they should be included in the measurement.

Countries subject of the news item

To determine the country on which a particular news item is focussed, you need to establish where the main action of the news item is located. Where the main action appears to be located equally in two countries you should examine the headline. If the ambiguity is still there you should code the first country mentioned in the news item as the focus.

Graphics
Refers to illustrations, drawings and any non-photographic visual used to help tell the story. Examples include maps, charts, logos.

Photographs
Measure the story inclusive of the photograph.

Final note: Only international stories on the Africa Pages and the World Pages should be subjected to all the analyses indicated.

APPENDIX 2: CODING SCHEDULE

1 **Topic of story**
1.1 Politics
1.2 War/international conflict
1.3 Police/crime/courts/legal
1.4 Human rights/civil rights
1.5 Disaster/accidents/misfortune
1.6 Health
1.7 Social news
1.8 Economy
1.9 Science
1.10 Other

2 **Source**
2.1 Agence France Press (AFP)
2.2 Associated Press (AP)
2.3 BBC online
2.4 Reuters
2.5 Own reporter
2.5 Other

Countries subject of the story or in the story

4 **Core countries**
3.1 Australia
3.2 Belgium
3.3 Denmark
3.4 France
3.5 Germany
3.6 Japan
3.7 Netherlands
3.8 New Zealand
3.9 Spain
3.10 United Kingdom
3.11 United States of America
3.12 Other

4 **Semi periphery countries**
4.1 China
4.2 Hong Kong
4.3 Malaysia
4.4 North Korea
4.5 South Korea
4.6 Indonesia
4.7 Other

5 **Periphery countries**
5.1 Brazil
5.2 Iraq
5.3 Kenya
5.4 Liberia

5.5 Mexico
5.6 Mozambique
5.7 Nigeria
5.8 Sao Tome and Principe
5.9 South Africa
5.10 Zimbabwe
5.11 Other

APPENDIX 3: PRO-FORMA SHEET

Story Id	Coder

Wording of headline……

……

Page number……

Area……

Topic of news item……

News item dateline……

Country/Countries in the story……..

Source: ……

APPENDIX 4: DETAILS OF NEWS ITEMS IN THE *DAILY TIMES*

TITLE: *Daily Times*
DATE: Monday 27 January 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Gbagbo names Diarra as new PM	428
2. Kenya police probe plane crash	134
3. UN envoy says Zimbabwe food, AIDS crises worsening	93.69
A. Advertisement: BP Malawi Limited	226
TOTAL	**881.69**

TITLE: *Daily Times*
DATE: Monday 27 January 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Bush discusses Iraq with Italian,Japanese leaders	195.72
2. Foes of Venezuala's Chavez clamour for vote	311.8
3. Hizbollah warns US of defeat over Iraq	146.9
A. Advertisement: Petroleum Control Commission	226.25
TOTAL	**880.67**

TITLE: *Daily Times*
DATE: Tuesday 7 January 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Kenyan activist removes dreads	121.2
2. Tutu slams Britain over Iraq	126.08
3. Ivorian rebels for Paris talks	498.8
4. Zimbabwe official linked to food protests	116
5. Land mine kills three tourists	18
TOTAL	**880.08**

TITLE: *Daily Times*
DATE: Tuesday 7 January 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Suicide bombers kill 22	496.78
2. Israeli choppers hit Gaza	224.77
3. Weapons allegations 'absurd talk'- Hizbolla	159.86
TOTAL	**881.41**

TITLE: *Daily Times*
DATE: Wednesday 22 January 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Obasanjo, Mugambe to convene on Zim crisis	132.04
2. France ups pace in Ivorian peace deal	310
A. Advertisement: Public Notice: Commission of Enquiry (Strategic Grain Reserves)	439
TOTAL	**881.04**

TITLE: *Daily Times*
DATE: Wednesday 22 January 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Cuba socialism victors	332.7
2. Koreas open talks	103.69
3. Iraq promises to help UN	107.26
A. Advertisement: Barlow equipment Malawi Limited	337.42
TOTAL	**881.07**

TITLE: *Daily Times*
DATE: Thursday 30 January 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1.Bush seeks $15b for Aids in Africa	396.44
2. No blood diamonds	74.8
3. Zimbabwe drops charges on Lutherans	135.46
4. Ivory Coast army rejects deal	273.78
TOTAL	**880.48**

TITLE: *Daily Times*
DATE: Thursday 30 January 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Sharon's win humiliates left	298.45
2. Bush policy on N. Korea changes day to day - envoy	146.5
A. Advertidsement: Anti-Corruption Bureau	437.75
TOTAL	**882.7**

TITLE: *Daily Times*
DATE: Friday 3 January 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Congo rebels sign truce	198.73
2. Somali warlords swap blame as fighting simmers	143.7
3. Sudan rebels report govt attack	89.8
4. Zimbabwe Independent daily back after editor fired	225
A. United Nations Development Programme	223.8
TOTAL	**881.03**

TITLE: *Daily Times*
DATE: Friday 3 January 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Fresh Gaza clashes	82.41
2. Brazil's Lula becomes president	425.11
3. Strikers take holiday	94.5
4. Deport Blair's wife, British poll says	92.98
5. Gutted by fireworks blaze	186.48
TOTAL	**881.48**

TITLE: *Daily Times*
DATE: Monday 23 June 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Morocco arrests reporters in Casablanca bomb sweep	161.5
2. Kenyan police arrest 36 after terror alert	150.7
3 Over 100 killed in Nigerian oil pipeline inferno	102.6
4. Congo force sets 72-hour gun deadline in Bunia	341.8
5. Hopes dim for 200 migrants missing off Tunisia	124.37
TOTAL	**880.97**

TITLE: *Daily Times*
DATE: Monday 23 June 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Bush speech overstated Iraq threat-Washington Post	162.24

2. Belgium to change disputed human rights law	134.05
3. Fair wind gathers behind Malaysia's next PM	102.6
4. Pope urges Bosinia to forgive and rebuild	92.6
5. Britain's Royals go 'Out of Africa' at Windsor Castle	273.92
6. Egypt, EU condemn latest Middle East violence	114.81
TOTAL	**880.22**

TITLE: *Daily Times*
DATE: Tuesday 10 June 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Zimbabwean opposition demand freedom for leader	153.52
2. Coup attempt put down - Mauritania official	97.2
3. Liberian foes to start peace talks as fighting rages	405.92
4. Bunia troubles weigh on UN envoys Congo trip	224.72
TOTAL	**881.36**

TITLE: *Daily Times*
DATE: Tuesday 10 June 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1 Poles celebrate 'Yes' to EU	287.3
2. Bomb kills three in South Afganistan	107.07
3. Moscow police probe murder in arms industry	106.18
4 Democrat contenders criticise Bush over Iraq	208.27
5 N. Korea wants atom bomb to cut conventional forces	171.91
TOTAL	**880.73**

TITLE: *Daily Times*
DATE: Wednesday 25 June 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Gunmen vacate Congo's Bunia on deadline day	246.96
2. Rebel boycott throws Liberian peace talks in doubt	165.5
3. Imprisoned Moroccan editor ends hunger strike	86
4 Sudan factions to extend ceasefire pact	65.5
A. Advertisement: Ministry of Agriculture and Irrigation	317.52
TOTAL	**881.48**

TITLE: *Daily Times*
DATE: Wednesday 25 June 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Putin flies to Britain to smooth Iraq differences	294.06
2. Laos opens up to world, Aids threat	146.42
3. Taliban names anti-US leadership council-report	139.66
4. Australia appeals ruling against child detention	79.12
A. Advertisement: Concern Universal vacancy	221.76
TOTAL	**881.02**

TITLE: *Daily Times*
DATE: Thursday 5 June 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Group eight backs African peacekeeping force-Mbeki	219
2. Help Africa's 11 million Aids`orphans- activists	106.78
3. Terrified Congolese refugees await EU peacekeepers	155.25
4. Zambia ruling party backs Mwanawasa	184.6
A. Advertisement: ESCOM- Progress on Nkhula B repairs	216.25
TOTAL	**881.88**

TITLE: *Daily Times*
DATE: Thursday 5 June 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Five dead, twenty missing in Spanish train crash	290.68
2. Blair's credibility at stake over WMD-poll	142.76
3. Amnesty blasts planned EU-US extradition deal	143.52
4. US to press Europe for cash for Aids fund	83
A. Advertisement National Roads Authority	221.76
TOTAL	**881.72**

TITLE: *Daily Times*
DATE: Friday 20 June 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Nigeria seeks to scrap costly local government	244.1
2. Morocco to team up with Algeria against terror	142.68
3. Two senior officials detained over Mauritania coup	55.4

A. Advertisement: Canadian International Development Agency	221.98
B. Advertisement: Trust Auctioneers and Estate Agents	217.5
TOTAL	**881.66**

TITLE*: Daily Times*
DATE: Friday 20 June 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. EU farm ministers dream of deal	88
2. US mistreats immigrant children-Amnesty	196.36
3. Bali suspect says made up comments on Muslim cleric	268.47
4 Syria calls for new approach to Mideast peace	52
A. Advertisement: Reserve Bank of Malawi	275.3
TOTAL	**880.13**

TITLE: *Daily Times*
DATE: Monday 27 October, 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Police shut Zimbabwe's independent newspapers	287.3
2. Ancient mummy, probably pharaoh, returns to Egypt	138.58
3. Hungry Congo villagers cheer UN aid mission	133.32
4. South Africa appeals for fairer north-south trade	96.45
5. A. Advertisement: Malawi College of Health Sciences	225
TOTAL	**880.65**

TITLE: *Daily Times*
DATE: Monday 27 October, 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. US, Britain warn of attacks in Saudi	182.48
2. Thousands urge action star to run in Philippine poll	141.22
3. Israel dynamites three tall buildings in Gaza	252.1
4. Rebels kill 13 as Colombians vote	83.55
A. Advertisement: First Merchant Bank	222.5
TOTAL	**881.85**

TITLE: *Daily Times*
DATE: Tuesday 21 October, 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Djibouti wants wider involvement in Somalia talks	148.72
2. Farmers fleeing Zimbabwe boost Mozambique economy	285.8
3. Seventh Nigerian dies after fuel depot fire	54.78
4. Italy arrests Moroccans on Islamic militant links	38.18
5. Kagame reappoints ministers after poll	45.65
6. Somali peace talks delegate shot dead in Kenya	48.97
7. African women at high risk of child death	134.12
8. US Doctors say Egyptian twins improving	121.68
TOTAL	**877.9**

TITLE: *Daily Times*
DATE: Tuesday 21 October, 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Blair eases workload after heart scare	259.56
2. Cambodian tiger hunter, said to be 122, dies	189.28
3. UN Report says Arab freedoms suffer in 2003	128.42
4. China, Brazil to launch research satellite	96
5. Australia, South Korea to fight junk e-mail	72.72
6. Diana predicted her own death	46.48
7. Apec security brings rare silence to Bangkok	49.97
8. Vietnam flood toll hits 38	39.01
TOTAL	**881.44**

TITLE: *Daily Times*
DATE: Wednesday 15 October, 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Tough task for Liberia's new leader	263.34
2. Chiluba's graft case starts	169.7
3. Somalian honoured	125.5
4. Mugabe eases media laws	159.8
5. Twins start life	67.24
6. DRC sets elections timetable	45.1
7. Libyans due in France	49.38
TOTAL	**880.06**

TITLE: *Daily Times*
DATE: Wednesday 15 October, 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Bush insist he is in charge of Iraq policy	256.4
2. Israeli troops launch 2nd raid on Gaza camp	108
3. China counts down to space launch	354.32
4 Iran denies hiding nuclear facilities	53.2
5. Iraq oil minister, aide survive assassination	66.78
6. Kofi Annan pulls out of Islamic summit	41.9
TOTAL	**880.6**

TITLE: *Daily Times*
DATE: Thursday 23 October, 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. S. Africa apartheid victims have right to sue	257.04
2. Ethiopia resumes attack on Eritrea border commission	267.92
3. Kenya urges Djibouti to rejoin Somali peace talks	151.2
4. Powell boosts Sudanese peace talks	78.85
5. French journalist shot dead in Ivory Coast	60.59
6, Amnesty sees worsening violence in Eastern Congo	65.57
TOTAL	**881.17**

TITLE: *Daily Times*
DATE: Thursday 23 October, 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Mahatir lashes out at state terrorism, WTO	189.28
2. Bush praises Islam as religion of tolerance	272
3. Colombia arrests 29 politicians in violent region	107.15
4. Chile, Vietnam open embassies after 30 years	85.8
5. Israel firm on West Bank barrier	62.25
6. Arroyo may face film star in Phillipine polls	54.78
7. Pentagon to probe US general's Islam comments	56.44
8 Kashmir wedding shoot out kills seven	53.12
TOTAL	**880.82**

TITLE: *Daily Times*
DATE: Friday 10 October, 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Zimbabwe police arrest 53 at union protest	156.24
2. Gaddafi warns Italy over its colonial past	238.29
3. Mediators try to repair troubled Somalia talks	129.5
4. UN troops to deploy deeper in Congo after killings	115.65
5. S. African public broadcaster gets strike notice	77.53
6. Ethiopia distributes malaria drugs	54.78
7. Two arrests over aid worker death in Somaliland	60.59
8. Britain, US want UN to plan peacekeeping in Sudan	48.31
TOTAL	**880.89**

TITLE: *Daily Times*
DATE: Friday 10 October, 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Britain wants another push for Iraq resolution	204.12
2. Indonesia bus crash kills 54, mostly children	313.64
3 Terrorist scenario puts new look Nato to test	145
4. American hostages seen in video	57.12
5. Briton jailed for killing friend, drinking blood	50.4
6. Gradual democracy needed for Hong Kong	50.4
7. Episcopal conservatives discuss split Dallas	62.16
TOTAL	**882.84**

APPENDIX 5: DETAILS OF NEW ITEMS IN *THE NATION*

TITLE: *The Nation*
DATE: Monday 27 January, 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Factions mull ideas to end violence	91.65
2. Pygmy rights groups decry massacre	255.6
3. Mass protests swell over Ivorian accord	308.52
4. Electoral body sued	97.17
A. Advertisement: Ernest and Young	147.5
	900.44

TITLE: *The Nation*
DATE: Monday 27 January, 2003
PAGE: 8 World Page

TOPIC:	**SPACE (cm²)**
1.Blix to report on missing arms gaps, U-2 flights	229.02
2. India's military might	102.09
3. US spy plane crashes	72.76
4. Israeli forces move deep into Gaza, kill 12	279.45
5. Tipsy pilot grounded	74.11
A. Advertisement: Interaide hydro 5	143.08
	900.51

TITLE: *The Nation*
DATE: Tuesday 7 January, 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Kenya activist cuts dreadlocks as Moi era ends	129.36
2. SA's Tutu slams Britain over Iraq	255.9
3. Fighting rages around Congo town	69.6
4. Obasanjo garners support in primaries	80.75
5. Zim official linked to food protest	127.57
6. 30 feared dead as boat capsizes	117.39
A. Advertisement: Lilongwe Golf Club	121.25
TOTAL	**901.82**

TITLE: *The Nation*
DATE: Tuesday 7 January, 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Thief lands creepy loot	66.42
2. North Korea not amused	41.15
3. Tallest castle in the air	40.5
4. Cold weather kills 80	47.79
5. Saddam slams UN inspectors: Iraq ready for war	340.74
6. Alqaeda suspects agree to extradition	122.2
7. Suicide blasts draw Israeli fire	242.82
TOTAL	**901.62**

TITLE: *The Nation*
DATE: Wednesday 22 January, 2003
PAGE: 9 World Page

TOPIC:	**SPACE (cm²)**
1.Aids dissident airs his views	276.64
2. Thai PM firm on Taiwan	72.16
3. US spy plane crashes	98.6
A. Advertisement: National Food Reserve Agency	224.8
B. Advertisement: Concern Universal	228.6
TOTAL	**900.8**

Note: There was no Africa page in this issue of *The Nation*

TITLE: *The Nation*
DATE: Thursday 30 January, 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. France to evacuate citizens from Ivory Coast	181.31
2. Opposition rejects report on killings	130.29
A. Advertisement: Landed Property Agents	370.24
B. Advertisement: Blantyre Water Board	219.51
TOTAL	**901.35**

TITLE: *The Nation*
DATE: Thursday 30 January, 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. UN Council debates Iraq crisis ahead of Powell visit	262.86
2. Baroness testifies in US gay bias trial	76.95
3. Mudslide kills 20	66.42
4. Sharon wins	90.2
5. Pakistani holds 21 members of Islamic group	183.18
A. Advertisement: The Tobacco Control Commission	221.96
	901.57

TITLE: *The Nation*
DATE: Friday 3 January, 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Blair meets Mubarak	61.94
2. South Africa revellers injure 46	35.34
3. Kenya's Kibaki pledges change	313.9
4. Sudanese rebels report big attack	169.68
5. Ivory Coast rebels strike	198.27
A. Advertisement: Ntonya Private School	122.76
TOTAL	**901.89**

TITLE: *The Nation*
DATE: Friday 3 January, 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1. Israelis kill 5 Palestinians	318.25
2. Strikers rest	62.3
3. Big busts for Thai women	41.2
4. Cherie Blair tops hall of shame	31.2
5. UN experts pounce on suspected sights	109.22
6. A. Advertisement: World Food Programme	340.2
TOTAL	**902.37**

TITLE: *The Nation*
DATE: Monday 23 June, 2003
PAGE: 10 Africa Page

TOPIC:	**SPACE (cm²)**
1. Morocco arrests journalists	179.58
2. Rebels break shaky truce	276.76
3. Advertisement: Government of Malawi/European Union	444.56
TOTAL	**900.9**

TITLE: *The Nation*
DATE: Monday 23 June, 2003
PAGE: 11 World Page

TOPIC:	**SPACE (cm²)**
1. Israelis kill top Hamas Official	221.59
2. Manila bishop relieved of duties amid sex scandal	101.79
3. HK on track	126.59
4. A. Advertisement: Combine Cargo Malawi Limited	450.57
TOTAL	**900.54**

TITLE: *The Nation*
DATE: Tuesday 23 June, 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Parts land witch doctor in trouble	86.81
2. Opposition demands Tsvangirai's freedom	236.08
3. Liberian foes to start peace talks	267.61
4. A: Advertisement: Banja Lamtsogolo vacancy announcement	310
TOTAL	**900.5**

TITLE: *The Nation*
DATE: Tuesday 23 June, 2003
PAGE: 7 World Page

TOPIC:	**SPACE (cm²)**
1.'Emotional' Indonesia troops convicted	169.6
2. Venezuela's Chavez says he's uncouth	72.5
3. Court to persevere with Bali blasts trial	174.95
4. American soldier killed in Iraq	64.78
5. UN envoy wants to see pro-democracy leader	171.4
A. Advertisement: Vacancy SS	123.48
B. Advertisement: Kims Medical and Optical Centre Vacancies	122.74

TOTAL	**899.45**

TITLE: *The Nation*
DATE: Wednesday 25 June, 2003
PAGE: 10 Africa Page

TOPIC:	**SPACE (cm²)**
1. Three torched in SA vigilante killing	107.52
2. Gunmen scarce in Bunia on deadline	176.8
3. Unita to pick Savimbi successor	112.89
A. Advertisement: National Roads Authority	504
TOTAL	**901.21**

TITLE: *The Nation*
DATE: Wednesday 25 June, 2003
PAGE: 11 World Page

TOPIC:	**SPACE (cm²)**
1. Week for gay couples	36.66
2. CIA want locksmith	48.75
3. Gatecrasher is a shark	43.68
4 Taliban names 10-man anti-US resitance team	255.9
5. Israeli mass arrests draw Palestinian condemnation	138.86
6. Dressed to kill	258.96
7. Drug-busting cop hero in for drug trafficking	118.07
TOTAL	**900.88**

TITLE: *The Nation*
DATE: Thursday 5 June, 2003
PAGE: 5

TOPIC:	**SPACE (cm²)**
1. G8 backs African peacekeeping force	122.01
2. Bush in Jordan for crucial Mideast talks	303.9
3. Congo fighting leaves children adrift-Unicef	127.8
4. Zambia ruling party backs Mwanawasa	146.35
5. Opposition leader arrested	82.82
6. Key Bali suspect says wanted to attack Americans	119.78
TOTAL	**902.66**

Note: There was no Africa page in this issue

TITLE: *The Nation*
DATE: Friday 20 June, 2003
PAGE: 10 Africa Page

TOPIC:	**SPACE (cm²)**
1.Nigeria to scrap local governments	162.84
2. Morocco, Algeria fight against terror	152.25
3. Mauritania detains coup suspect	85.28
A. Advertisement: Banja La Mtsogolo	311.24
B. Advertisement: Who wants to live in	187.5
TOTAL	**899.11**

TITLE: *The Nation*
DATE: Friday 20 June, 2003
PAGE: 11 World Page

TOPIC:	**SPACE (cm²)**
1.China curtails cops powers	183.24
2. LA Council not amused	38.88
3. Man thrilled to death	48.6
4. Bali suspect says made up comments	89.64
A. Advertisement: Young women leaders network Blantyre Satellite	311.24
B. Advertisement: National Food Reserve Agency	222.61
TOTAL	**894.21**

TITLE: *The Nation*
DATE: Monday 27 October, 2003
PAGE: 11 World Page

TOPIC:	**SPACE (cm²)**
1. Rockets hit Baghdad hotel	295.2
2. Japan PM defends reforms	76.01
3. Robbers lose loot	27.93
4. Foods cause obesity	34.21
5. Bubble gum clocks 75	34.81
6. Pope closes celebrations	36.05
7. A. Advertisement: OLD MUTUAL	168.8
8. B Advertisement: Canadian International Development Agency	227.17
TOTAL	**900.18**

Note: There was no Africa page in this issue

TITLE: *The Nation*
DATE: Tuesday 21 October, 2003
PAGE: 8 Africa Page

TOPIC:	**SPACE (cm²)**
1. US doctors say Egyptian twins improving	157.14
2. Powell in Kenya for Sudan peace talks	235.64
3. Maternal mortality high in Africa	134.04
4. Swazi voters elect activist	278.8
5. Nigerian petrol fire death toll rises to 7	95.76
TOTAL	**901.38**

TITLE: *The Nation*
DATE: Tuesday 21 October, 2003
PAGE: 9 World Page

TOPIC:	**SPACE (cm²)**
1. Blair rests after death scare	206.72
2. Vietnam flood toll hits 38	66.12
3. Mission accomplished	103.68
4. Bush making 'good progress' on South Korea	141.57
5.Tamil Tigers say ready for talks	129.29
6. A train ride home	153.52
7. Israel targets Islamic Jihad leader	100
TOTAL	

TITLE: *The Nation*
DATE: Wednesday 15 October, 2003
PAGE: 15 World Page

TOPIC:	**SPACE (cm²)**
1. Liberia's new leader faces big task ahead	331.6
2. Bin Laden's son assumes key role in al Qaeda	149.04
3. Indian policemen block activists rally	249.23
4 Twins start life apart	110.11
5. Drunk cow nabbed	27.15
6. Dirty stain causes blast	34.02
	901.15

Note: There was no Africa page in this issue

TITLE: *The Nation*
DATE: Thursday 23 October, 2003
PAGE: 5 World Page

TOPIC:	**SPACE (cm²)**
1. Daredevil remanded	44.74
2. Royal wedding hoax	47.2
3. Witch lands fortune	51.3
4. Japanese anti-smokers vow to fight court ruling	192.7
5. Mahatir lashes out at state terrorism	154.16
A. Advertisement: Nation Publications	188.48
B. Advertisement: Knight Frank	222.44
	901.02

TITLE: *The Nation*
DATE: Thursday 23 October, 2003
PAGE: 6 Africa Page

TOPIC:	**SPACE (cm²)**
1. Kenya praised for anti-graft move	255
2. Ivorian cop kills French journalist	48.45
A. Advertisement: National Roads Authority	597.86
TOTAL	**901.31**

TITLE: *The Nation*
DATE: Thursday 23 October, 2003
PAGE: 7 Africa Page

TOPIC:	**SPACE (cm²)**
1. Journalist shot (from page 6)	92.4
2. Violence worsens in Eastern Congo	184.8
B. Advertisement: ARET, Malawi Government, UNDP(English)	312.48
C. Advertisement: ARET, Malawi Government, UNDP(Vernacular)	312.48
	902.16

TITLE: *The Nation*
DATE: Friday 10 October, 2003
PAGE: 8 Africa Page

TOPIC:	**SPACE (cm²)**
1.Nigerian unions call off strike	127.17
2. Gaddafi warns Italy over its colonial past	245.17
3. Burundi govt, main rebel group sign peace deal	131.58
4. SABC gets strike notice	66.12
A. Advertisement	331.65
	901.69

TITLE: *The Nation*
DATE: Friday 10 October, 2003
PAGE: 9 World Page

TOPIC:	**SPACE (cm²)**
1. French frown at sexy ad.	53.35
2. McCartney pranked	43.68
3. Indonesia bus crash kills 54	276.64
4. Princess to be impresses	41.04
5. Briton jailed for killing friend	86.18
A. Advertisement	330.38
B. Advertisement	70.02
	901.29

APPENDIX 6: DETAILS OF NEWS ITEMS IN THE WEEKEND PAPERS

A. *Weekend Nation*

TITLE: *Weekend Nation*
DATE: Monday 4-5 January, 2003
PAGE: 4 Africa Page

TOPIC:	**SPACE (cm²)**
1. Militias cease fire	45.36
2. Aids overstretch facilities	46.98
3. Swaziland top with HIV	38.07
4. Court defers judgement in Kabila assassination trial	249.44
5. Woman gang-raped twice	55
A. Advertisement: Lilongwe Technical College	228.48
B. Telekom Networks Malawi Limited	221.96
TOTAL	**885.29**

TITLE: *Weekend Nation*
DATE: 4-5 January, 2003
PAGE: 5 World Page

TOPIC:	**SPACE (cm²)**
1. Afghanistan finds 300 rockets cache	205.24
2. US likely to take part in war games in ROC	149.4
3. Lula takes office	239.61
4. China wants man in space	85
A. Advertisement: United States Agency for International Development	221.4
TOTAL	**900.65**

TITLE: *Weekend Nation*
DATE: 7-8 June, 2003
PAGE: 4 World Page

TOPIC:	**SPACE (cm²)**
1. Vendors cash in on Saddam's movie	245.11
2. Bulgaria coach bans sex	89.06
A. Advertisement	446.56
B. Advertisement	111.25
TOTAL	**891.98**

Note: Only the world page was in this issue.

TITLE: *Weekend Nation*
DATE: 11-12 October, 2003
PAGE:

Note: There was neither the Africa page nor the world page in Issue

B. *Malawi News*

TITLE: *Malawi News*
DATE: 4-10 January, 2003
PAGE: 9 World Page/Foreign News

TOPIC:	**SPACE (cm²)**
1. Kibaki names new cabinet	234.5
2. Nigeria ruling party holds presidential primaries	149.15
A. Advertisement: Dettol	506.52
TOTAL	**890.17**

Note: Only one page for all foreign news

TITLE: *Malawi News*
DATE: 7-13 June, 2003

Note: No pages for foreign news

TITLE: *Malawi News*
DATE: 11-17 October, 2003
PAGE: 6 World Page/International News

TOPIC:	**SPACE (cm²)**
1. Somali leader blocked at airport	128.25
2. Zimbabwe food shortages feared	82.17
3. Burundi still unsafe for refugees return	183.43
A. Advertisement: The Government of Malawi	462.1
TOTAL	**855.95**

Note: There was only one page titled international news