

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY



The media's coverage of the marginalisation of Matabeleland: A comparison of the public and private media.

BY

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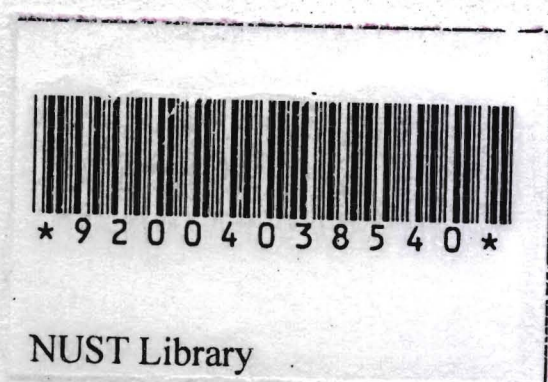
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ABSTRACT

The debate about the marginalisation of Matabeleland has been going on for a while, with political parties blaming each other for the marginalisation of the region. This research study sought to examine how the *Chronicle* and *Newsday* cover the marginalisation of Matabeleland. The main objective is to not find out whether Matabeleland is marginalized or not, but look at the role played by the media in providing information and promoting debate about the issue. The study asked the following question: does the media manage to provide information, play its role as a watchdog of society and report accurately and objectively when it comes to this issue? The theories underpinning the study were the theory of hegemony theory and political economy theory.

The study was qualitative and used a case study research design. Data was collected using content analysis of the *Newsday* and the *Chronicle*, as well as in-depth interviews. The study also applied purposive sampling to identify interviewees.

The finding shows that both of the publications studied failed to report the story of marginalisation in a fair, accurate, objective and balance way. The findings also show that there are factors besides the need to inform the public that influence how the two newspapers operate, affecting their coverage of this issue.