

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

MEDIA, CULTURE AND DEVELOPMENT: A DISCOURSE ANALYSIS OF *THE HERALD'S* PORTRAYAL OF THE INTERSECTION BETWEEN CULTURE AND DEVELOPMENT IN ZIMBABWE

BY

CHIMBIDZIKAI MAPFUMO

(N0125257H)

A RESEARCH PROJECT SUBMITTED TO THE NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY IN PARTIAL FULFILMENT OF THE MASTER OF SCIENCE DEGREE IN JOURNALISM AND MEDIA STUDIES

2014

## ABSTRACT

This study is a discourse analysis of the portrayal of the intersection between culture and development in *The Herald*. It was conducted against the backdrop of calls to include culture in the post-2015 Sustainable Development Goals. Its overall objective was therefore to provide recommendations on how best the media can project the importance of culture in development, based on the current representations.

The study is a product of a critical discourse analysis of a selected set of texts, interviews with culture experts as well as questionnaires completed by selected journalists. In general, the study reveals that *The Herald* portrays culture as a hindrance to development. The study is informed by various theories, most of them rooted in the cultural studies school of thought. It exposes ideological meanings hidden in most texts thereby showing how *The Herald* undermines the value of grassroots culture in development.

The study argues that if properly harnessed, the media can help in promoting the positive linkages between culture and development. Whilst admitting that media audiences have semiotic creativity to decipher different meanings, the study points out that the media have some influence especially in terms of setting the agenda on what people should talk about.