



National University of Science and Technology

MAKALANI CHIPO HAZEL

P006 430J

An Investigation into the Reception of *Positive Talk* among ZTV Viewers in Harare.

A dissertation submitted in partial fulfillment of the requirements of the Bachelor of Science Honours Degree in Journalism and Media Studies

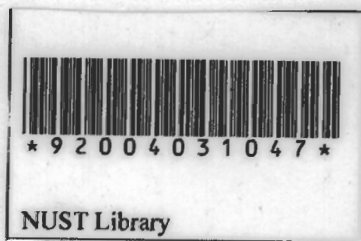
June 2010

Supervised by

Mr. B. Jona

LIBRARY NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY P.O. BOX 346 HARARE ZIMBABWE		
DATE	ACCESSION	CLASS No.
16/03/12	SC10/220 <del>10/220</del>	

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY



AND ABBREVIATIONS  
**ABSTRACT**

This study is an investigation into how audiences receive messages produced by the media and in particular *Positive Talk*, a program on HIV/AIDS. The study looked at three different suburbs of Harare as a sample for the population of Harare. The aim of this study was to ascertain how audiences relate with media messages and how these messages influence their perceptions and attitudes toward HIV/AIDS. The study, triggered by media's failure to adequately report on AIDS issues sought to look at the conflict between media production and media consumption resulting in different interpretations of media messages. The study sought to find out how audiences interpret the mediating produced by *Positive Talk* and if they internalise on these meanings. The study looked at issues relating to stigma, living positively and going public as some of the critical issues related to the HIV virus that has weakened the base of most economic and social status of countries like Zimbabwe. The research is qualitative in nature and used case studies as its main research methodology and employed several data gathering techniques like focus groups, in-depth interviews and questionnaire to gather as much data as possible enabling the researcher to come up with concrete results based on a variety of findings within the target audiences. The study was informed by the following schools of thought: the effects school, the active audience tradition, the reception school as well as the social learning approach. The study used the magic bullet or hypodermic needle theory under the effects school. Under the active audience school, this study looked at the uses and gratification school and the encoding and decoding model under the reception school. This study also used the social cognitive theory under the health communication theories. The study gathered that audiences are active recipients of media messages who have the capacity to form their own meaning from media messages. The study also concluded that audiences are relatively heterogeneous and respond to media texts in different ways.