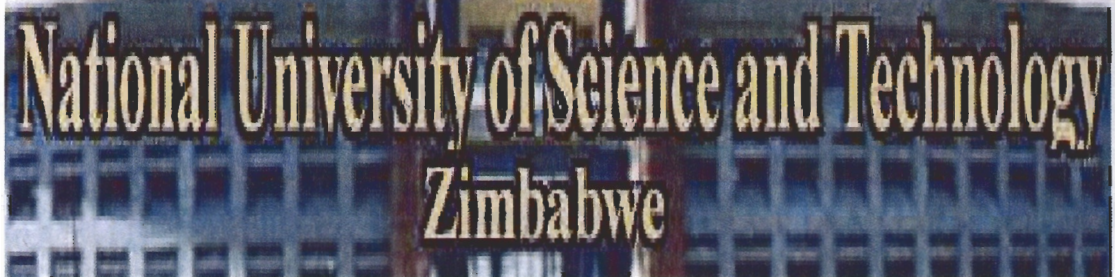


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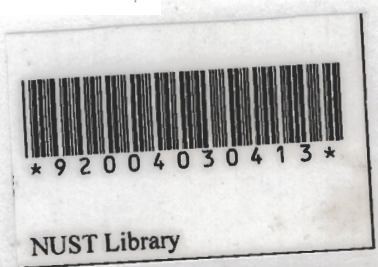
Final Year Project

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DATE	ACCESSION	CLASS No
16/03/12	SC 08/213	

Topic:

Media economics. An analysis of how the *Sunday Mail* survived the 1998 to 2008 economic crisis.

Submitted in partial fulfilment of a Bachelor of a (Honours) Degree in Journalism and Media Studies.



## Abstract

This study sought to find out the extent to which *The Sunday Mail* as part of the Zimbabwean media industry survived the economic meltdown that was characteristic of the period between 1998 and 2008. The study employed the case study approach as the main research method. In-depth interviews and financial statement analysis were used as the data gathering methods. Methods of data analysis employed in this study included both qualitative and quantitative. Narrative analysis, discourse analysis and thematic analysis informed textual analysis of *The Herald*. On the other hand, data gathered from the publication journalists and its readers were analysed descriptively and interpretatively. The main findings of the study are that *The Sunday Mail* managed to survive the economic meltdown due to a combination of several factors amongst them is government intervention in the media market and pragmatic management of the available resources. Several conclusions were drawn through the study of the *Sunday Mail*. The study found out that government intervention in the media market creates unfair competition among media players and there is also need to license many players in the Zimbabwean media landscape as the current market structure places media consumers at the mercy of media industries.