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**FACULTY OF INFORMATION AND COMMUNICATION
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**An analysis of developmental journalism practices by *NewsDay* in the
Constitution making process**

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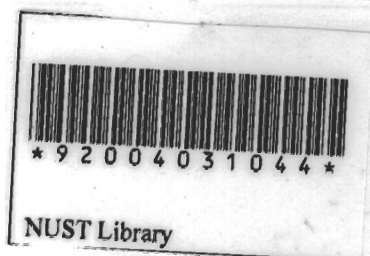
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ABSTRACT

This study is a case study of the Zimbabwe's recently launched daily private Newspaper, *NewsDay* to determine whether the paper managed to create awareness and interest in the country's significant Constitution making process. Also to investigate whether the paper plays the role of provoking significant and rational current affairs debate as well as contributing to public participation, consideration and expression on the Constitution making process of the country. In line with the expectations of developmental journalism practice of: educating, mobilising and advocating for the full participation of all citizens. The study sought to determine whether, *NewsDay*, through its news approach focuses on narratives that draw attention to individuals and their concerns, *NewsDay*, is contributing to public participation, deliberation and expression. The specific aims of the research were investigate the type of content that *NewsDay* serves to the public, to investigate whether *NewsDay* acts as a public sphere by providing information about politics, economics and social issues, thus helping its readers make informed decisions, playing the role of watchdog in the public and private spheres, acting as an agent of representation for the ordinary people and other stakeholders and promoting public debate about current affairs. A comparison was made between the role of *NewsDay* in the eyes of its reporters and its readers thus audience's perceptions on *NewsDay* were also brought forward with regards to its coverage of Constitution making process issues. Data was gathered using qualitative content analysis, questionnaires and in-depth interviews. The study revealed that *NewsDay* acts as an alternative public sphere, a watchdog and an agent of representation for all stakeholders. In terms of developmental journalism practices, the paper does educate, encourage participation and advocate for the inclusion of rights of the minority and marginalised groups in society in the Constitution. But in its pursuit to perform these roles, it is subjected to the dominant ideologies and beliefs held in the society.