



**National University of  
Science and Technology**

Think in Other Terms



**Faculty of Communication and  
Information Science  
Department Of Journalism and Media Studies**

**BSc (Hon) in Journalism and Media Studies**

**Thesis Title:**

*An explanatory case study of the popularity of the B-Metro amongst Bulawayo readers*

**Author: Martin Munyaradzi Mpofu**

**Registration No: N009 4055R**

**Supervisor: Mr. L Chidyagwayi**

**Year: 2012- 2013**

*This report was submitted in partial fulfillment of the requirements of BSC  
(Honours) Degree in Journalism and Media Studies.*

## ABSTRACT

The explanatory case study examined popularity of the *B-Metro* amongst Bulawayo readers and established that soft news content and the graphical features defined the popularity of the tabloid.

The study was parametered by the pro and anti-tabloid perspectives. Anti-tabloid perspective view tabloids as ‘killing’ the standards of journalism but the study leaned on the pro tabloid debate which views tabloids as a new public spheres because they provide popular politics, which is popular culture and hence should force us to redefine our understanding of the public sphere and indeed politics itself. Of the two perspectives informing tabloidisation, the study discovered the alternative was relevant in understating the popularity of the *B-Metro*.

This examination of popularity of *B-Metro* applied theoretical lenses of structuralisms, reception studies and discourse analysis that enabled the researcher to extrapolate the construction of the texts (textuality and narrativity), the uses and gratification of the texts offered and the various readings users generated.

Qualitative and quantitative reception used questionnaires, focus group discussion, in-depth interviews as well as quantitative and qualitative discourse analysis with participants sampled employing multistage sampling techniques.

In a wider context, the research contributes to an ongoing attempt to understand the popularity of tabloids newspapers in Zimbabwe.

Future researches need, however, to consider focusing on the lack of advertising in a newspaper that commands an increasing consumer base of users that prefer it.