



A Community of Isolated States? The News Media in Southern Africa

SACCPS-UFS Workshop

'Reflections on Southern African Peace and Security'

University of the Free State

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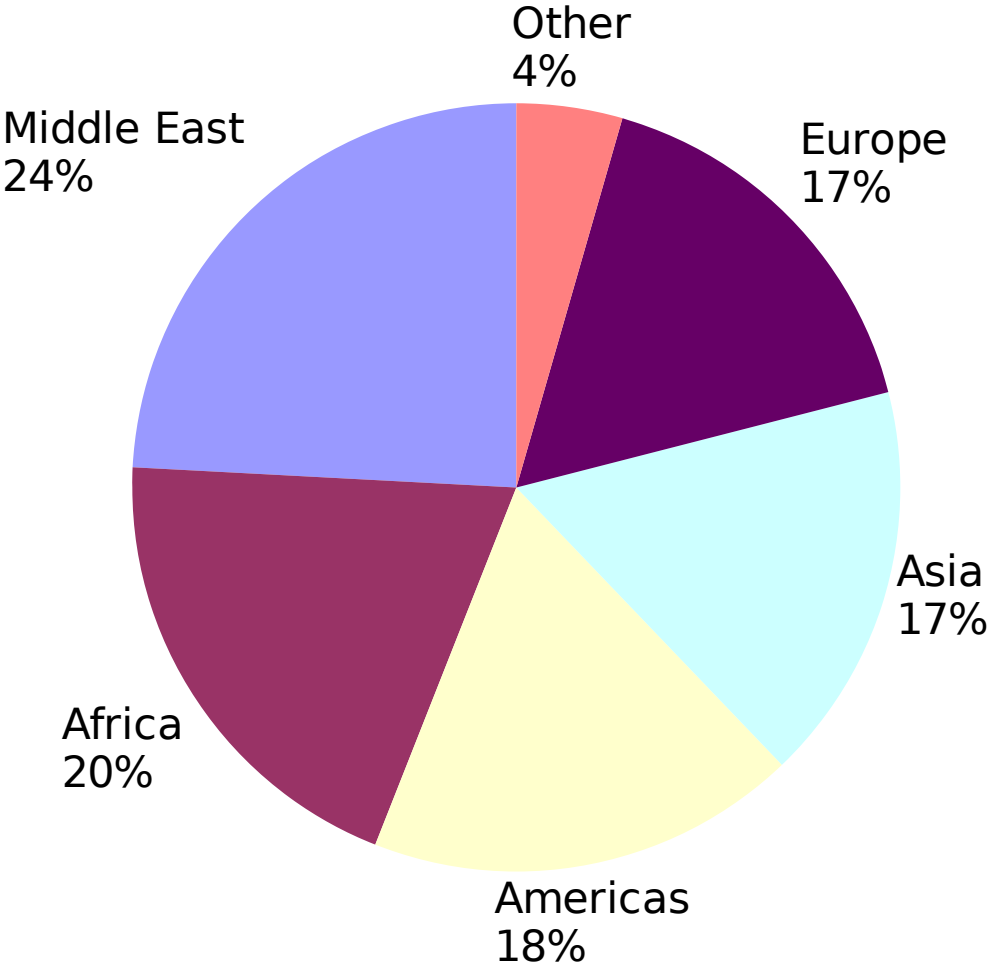
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The issue

- Do the media in SADC countries cover other SADC countries/the region/SADC?
 - Vast majority of news is domestic
 - How much international news covers region?
 - What determines news flow?
 - Cases: Zambia, South Africa, Angola
- The unanswered question:
 - What implication does this silence have for regional awareness/cohesion/cooperation?

International coverage in *The Post* Zambia, 2004



The Post. Coverage by country

Zambia's Neighbours	
Zimbabwe	1.7%
DRC	1.4%
Namibia	0.4%
Botswana	0.1%
Tanzania	0.1%
Malawi	< 0.1%
Mozambique	< 0.1%
Angola	< 0.1%
TOTAL	4.0%

Top countries	
USA	13.1%
Iraq	11.5%
Israel-Palestine	9.3%
UK	4.7%
Sudan	3.9%

Some South African Press

Mail and Guardian	
Jan to Jul 2012	
Zimbabwe	30
Swaziland	9
Namibia	6
DRC	6
Zambia	3
Mozambique	3
Malawi	3
Tanzania	2
Lesotho	2
Botswana	2
Angola	2

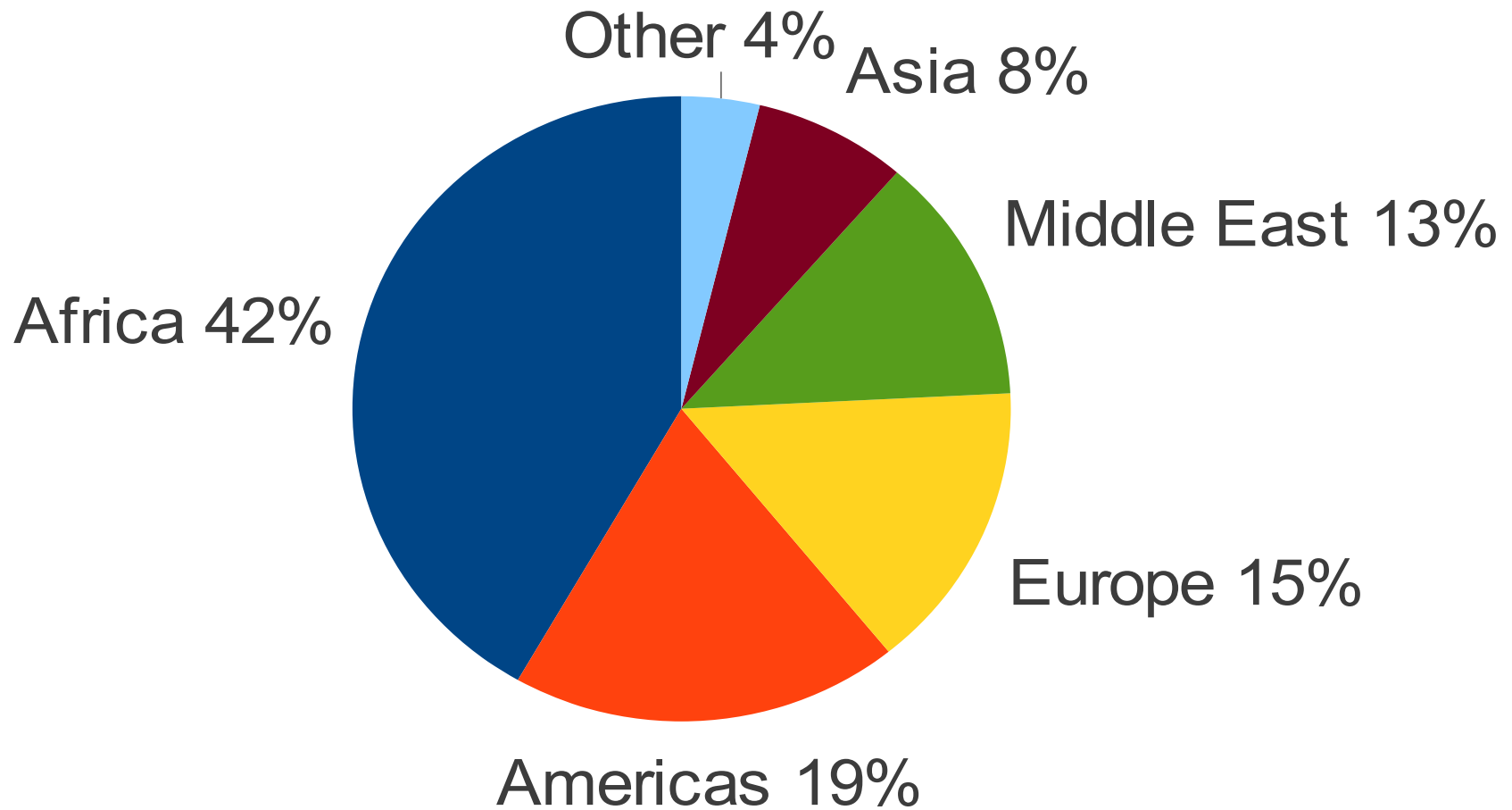
The Sowetan	
Nov 2012 to Jan 2013	
Zimbabwe	17
DRC	7
Mozambique	6
Swaziland	3
Zambia	3
Angola	3
Namibia	1
Malawi	1
Botswana	0
Lesotho	0
Tanzania	0
Madagascar	0

SA Press: Other observations

- *Mail & Guardian*
 - Israel (12): > SADC states except Zimbabwe
 - SADC (3): Tribunal suspension, education problems, Malawi transition
- *The Sowetan*
 - Zimbabwe (17): Mugabe, diamonds, land issue
 - DRC (7): M23, Zuma visit, 2 SA soldiers shot
 - Malawi (1): Madonna building schools
 - SADC (2): “Zuma will attend...” summits
 - Others: Israel (8)
 - UK royals (19), Lance Armstrong (9)

International coverage

Jornal de Angola, Nov 2012 – Jan 2013



Jornal de Angola: Breakdown

- Top countries covered:
 - USA (38), Egypt (28), DRC (17), Sao Tome (15), Venezuela (15), Mali (13), Guinea Bissau (13), Syria (13)
- Portuguese-speaking countries: 9%
- SADC countries: 8%
 - SADC (1): Conflicts in DRC, Zim., Madagascar

News selection determinants

- National interest (security/trade)?
 - Refugees, immigration, state stability
- Prominence?
 - Population, size of economy
- Deviance?
 - Conflict, human rights/democratic issues
- Language/history?
 - Colonial ties, newsgathering capacity
- Foreign (Western?) news agenda?
 - Newsgathering/projection capacity

Conclusions

- Limited coverage of SADC countries within SADC
- Limited coverage of SADC
- Coverage not necessarily in line with perceived 'national interests'
- What implications does this have for regional awareness/cohesion/cooperation?