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Monitoring the media since 1993



Monitor's Guide

V. 2

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Context: Gender in the media

Media has been identified as one of the key obstacles in bringing about the Beijing Platform for Action's¹ strategic objectives. Media continues to promote stereotypical images of women that have the affect of deepening and confirming societal gender-defined roles and assumptions. This perpetuates not only stereotypes but also behaviours that are harmful to both women and men. Yet, even though countries around the world are signatories to the Beijing Platform of Action, gender is not necessarily considered an important issue for the Southern African Development Community (SADC) media, in light of all of the other challenges that they face.

The media's role is to both educate and to entertain. As such, often the media makes light of more serious and complex issues, or focuses on dramatic events in order to entertain people and retain their interest. Persistent problems are often not addressed, as they do not have the same interest value as once-off, unusual events have. This situation is worsened by young, under-trained and over-worked journalists. Yet, it is often these young journalists who have the power to disseminate and spread assumptions about gender that are harmful to women (and men) in society.



Definitions:

Sex refers to the biological differences between females and males. The main sexual differences include most women's ability to bare children and most men's ability to impregnate women. Sexual differences also refer to the hormonal and physical differences associated with male and female reproductive systems.

Gender refers to the social roles and activities ascribed to females and males and the power relations that define how and why individuals are expected to perform these activities, either exclusively or predominantly, by only males or females. The fact that women as a group have lower importance than men in society is the main gender difference.

Gender roles vary across cultures but the power relations that place most males in positions of power and privilege over most women seem to be similar across most cultures. Expectations come from the idea that certain qualities, and therefore certain roles, are 'natural' for men and others for women..²

Gender issues are the (largely) negative consequences of the relative position of the sexes in society. They include, but are not limited to gender-based violence, exploitation of women, and others. To familiarise yourself with gender issues, have a look at the topic code list found later in the guide.

The media is in a difficult position, as it needs to educate and inform people, but to hold the public's interest and entertain at the same time. Media also needs to sell advertising, operate within government rules and regulations, and broaden their target markets. To really inform and educate people, the media must deal with difficult human rights issues, which affect the majority of the population. Some of these human rights issues that particularly affect media in the SADC region include gender, HIV, children, poverty, race and racism, and perceptions of Africa.

¹ This Platform for action was adopted by countries around the world at the Fourth World Conference on Women in Beijing in 1995

² 'Monitoring HIV/AIDS reporting through a gender lens' available on www.samgi.org.za/Publications/booklets/monitoringHIVaids.pdf





How are gender issues different from women's issues?

Women's issues fall into gender issues more broadly, but gender issues also include men's issues. There is some disagreement about children's issues being 'gender issues', but they tend to be very closely related to women's issues due to the biological and societal implications of child bearing.

The way that women are treated in society is an important indicator of other development issues. For instance, empowered women, who are not affected by poverty or forced into sexual relations, are often linked with a lower infection rate of HIV/AIDS. Women affected by poverty have a greater risk of raising children who are more likely to be hungry and unsafe.

In most instances of reporting the issues that affect women is not considered, and there is often no indication in the media that women experience different problems to those that men experience. This is partially explained by the fact that men hold most senior positions in newsrooms, so men decide what makes the news. In a patriarchal society, the roles that women play in society are often not recognised. A patriarchal society is one in which men hold the power in the society. As a result, important information aimed at women does not make it into the mainstream media. Despite improvements, previous research by the Media Monitoring Project (MMP) and other organisations has shown that women are still marginalised in the media and portrayed in limited roles, such as mothers or victims in the media all over the world.

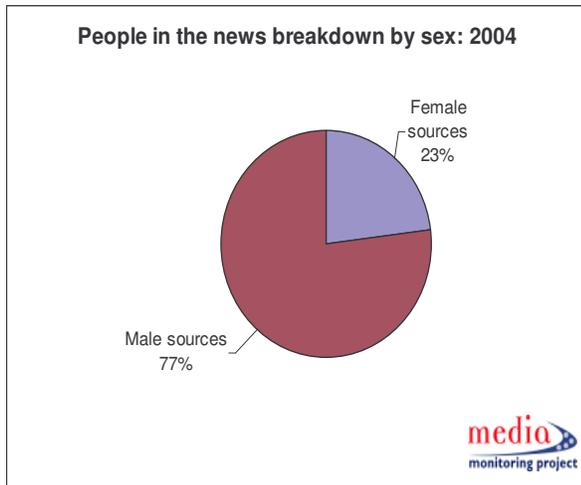
Why monitor the media?

Media monitoring enables a number of different results to be represented statistically. One of the most interesting findings is the different types and areas of bias in the media's coverage, which are made visible through monitoring. For this reason more and more civil society organisations across the world are starting to undertake media monitoring research. Monitoring the media enables quantitative and qualitative data about media coverage to be collected and extracted on a range of key issues, such as the number of women who speak in the news and how they are represented within the news stories.

Not only does monitoring the media show how the media is biased in different ways, monitoring is also a useful way to advocate for change. Media monitoring enables organisations to advocate for change in the media in a number of different ways. Firstly, since the media has unparalleled power to ensure that the agenda of the rich and powerful dominates over the voices of the poor and socio-economically marginalised, media monitoring shows instances in which this occurs. Secondly, monitoring the media enables trends to be tracked over time. This has the benefit of providing comparative data and avoids erroneous conclusions based on one article or news bulletin. Media monitoring also provides civil society organisations with clear evidence that can be used for advocacy, training, input on policy development, and encourages best media practice. Media monitoring provides solid research results from which to advocate for greater media sensitivity on human rights issues. One way to do this is to showcase best media practice to encourage better coverage of human rights issues. These reasons explain why media monitoring is being adopted and applied by civil society organisations all over the world at an unprecedented rate.

A great advantage to media monitoring is that it is not country-specific, but can be used to draw regional and global comparisons. Recently, the MMP has been involved in a number of international projects. The Global Media Monitoring Project (GMMP) involved more than 80 countries around the world monitoring the representation of gender in the media over one day. Similarly, the Southern African Media Action Plan on HIV/AIDS and Gender involved the monitoring of media in 10 Southern African countries for representation of HIV and gender. International projects enable countries to gauge themselves against one another and use each other's results to advocate for the improvement of the representation of gender. Media monitoring results can also be used to mark regional progress on the millennium development goals relating to women, as well as to obtain region-wide information on gender coverage in the media.

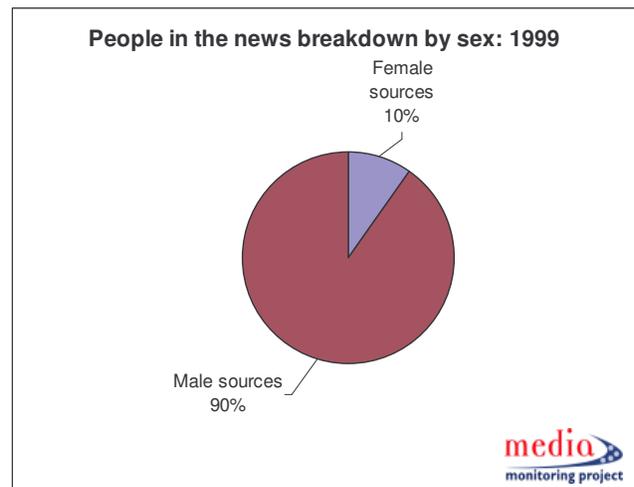




A practical example of the efficacy of media monitoring

In 1999 the MMP monitored the coverage of the South African national elections across print, radio, and television media, in more than 7000 news items³. Female sources comprised a mere 9.8% of the total number of people who spoke in the news. In 2004, the MMP monitored the coverage of the national elections again, monitoring coverage in print and broadcast media in 6000 news items⁴. This time, female sources comprised 23% of the total number of people who spoke in the news.

While the number is still low, it indicates a more than double increase in the number of women speaking in the news over a five-year period. This is a positive trend that could not have been tracked without monitoring the media.



The monitor's role in the monitoring process

Tested and refined through years of South African, African, and international monitoring experience, the Media Monitoring Project has developed a monitoring methodology ready for wide-scale adoption, which is used in this tool.

Let's explore what goes into monitoring:

Firstly there is you, the monitor, armed with your tools of a monitoring form, monitoring guide and a medium to monitor. **Read this guide and make sure you understand it perfectly. If you don't, you can jeopardise the accuracy of the results.**

³ MMP. 2004. "Celebrating Democracy: 'X' Making their mark: An assessment and analysis of media coverage of the 2004 national elections" Available www.mediamonitoring.org.za

⁴ MMP 2004 "Celebrating Democracy: 'X' Making their mark; An assessment and analysis of media coverage of the 2004 national elections" Available www.mediamonitoring.org.za

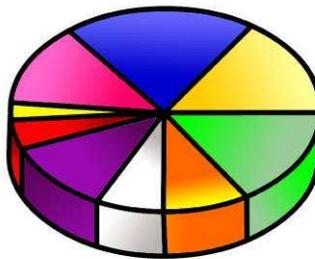




Secondly, there is the MME tool, into which the contents of the monitoring form are fed.



Finally, there are the results that the tool will create for you.



In order for the results to be accurate, your monitoring must be accurate. It all depends on you. The next section will explain how to do the monitoring, but remember; the results produced by the tool are only as good as the quality of your monitoring.

**The golden rules of media monitoring:
Accuracy, accuracy, consistency and accuracy!**

Doing the monitoring

This guide is critical for the success of the project. Treat it as your best friend, know it well enough to recite it, and refer to it constantly.

While it is important to know how gender is generally reflected in the media, it is crucial that you monitor only what is in the story; do not monitor the items based on your knowledge outside the story. For example: You read a story about high rate of rape and gender-based violence in a community, you know that they are talking about Thembisa from your own personal knowledge. The article does not



acknowledge or recognise this. In this case, you would not include this information in the summary, as it is not provided within the text of the story.



Please have a look at the monitoring form that came with this tool. Each form must be filled in accurately. For each article you monitor, you must fill in the following information:

Fill in one monitoring form per radio/TV programme or newspaper edition. It does not matter if there is more than one programme or edition on the same day, each must have a separate sheet. On every monitoring form it is important to give certain information. This includes your name, the sheet number, the country code, medium, date, and time (if you are monitoring radio or television).



An extra module is available for the monitoring of internet content. Please contact mme@mediamonitors.org.za to get your own copy of this module, if you want to monitor internet.

Name

At the top of the form, in the block provided, you need to record your name and surname. Please remember to write your name on every single sheet that you fill in.

e.g. Zukiswa Smith

Sheet

Record the number of sheets used per television/radio programme or per newspaper monitored. For example, if you use 3 forms to complete one TV bulletin, fill in sheet 1 of 3, 2 of 3, and 3 of 3. Start a new sheet for every programme or edition monitored.

e.g. Sheet 1 of 3

Country code

This is important if the project for which you are using the tool includes media monitoring in more than one country. If this is not the case you can leave the country code box blank.

Code	Country
ANG	Angola
BOT	Botswana
LES	Lesotho
MAL	Malawi
MAU	Mauritius
MOZ	Moçambique
NAM	Namibia
SEY	Seychelles
SOU	South Africa
SWA	Swaziland
TAN	Tanzania
ZAM	Zambia
ZIM	Zimbabwe



information.

Monitoring Tip: If you are from a country not mentioned here the tool will still work for you, but additional customisation may be necessary. Please contact the Media Monitoring Project SA on mme@mediamonitors.org.za for a new country code so that we can include your data in our global database of monitoring



Medium

For print you need to fill in the name of the medium being monitored. The medium is the newspaper or programme that you are monitoring. For instance, if you were monitoring the Daily Herald, you would write that down; for the news, you would write that down. For TV and radio you also need to enter the name of the channel or station that you are monitoring.

e.g. Medium:

Date

Here you need to capture the date on which the item was **published/broadcast**. The date of the television or radio programme or the newspaper monitored must be entered here. Use the format **dd/mm/ccyy**. e.g. Christmas day 2007 would be:

e.g. Date:

Time

For radio and television monitoring, it is also necessary to note the **starting time** of the news bulletin or programme that you are monitoring. Please use 24 hour time, for instance 7 'o clock in the evening is 19h00. Time is always local, not international. In other words, it is the time when the programme is broadcast in the area it is received **NOT** according to Greenwich Meridian Time (GMT) or any other international standard time.

e.g. Time:

No.

This refers to the item number for TV and radio and the page number on which the story appears for print.

For print: If the first article monitored on gender appears on page 3 of a newspaper, then 3 should be recorded in this column.

For television and radio: Fill in number 1 in this column for the first item and follow on with sequential/following numbers. An item is one story. As soon as the presenter starts talking about a clearly different topic, the item number will have changed.



Monitoring Tip: For TV and radio, write down a one-line summary with a number, for every story as you hear it, as this will prevent you from having to go back and count the items over when you come across a relevant item.

Type

Here you need to write down what **type of story** is being monitored. You will find that the type codes tend to apply largely to **newspapers**. Please note that you will need to monitor for images as well. This means you will monitor appropriate images as separate items if they are not attached to a particular story. For example, if there were a photograph of a scantily dressed woman, with no associated story, you would monitor the photograph as you would any other news item. If, however, there were a story attached to the image, you would monitor the story together with the image. The exception is for advertisements; you do not need to monitor them.



Why do we monitor for type?



Imagine that a letter expresses a derogatory opinion about a gender campaign this opinion is not necessarily supported by the newspaper or broadcast station, but if the editorial expresses a similar opinion it may indicate editorial bias. So it is important to monitor for type, so we can tell whose opinion it is.



Monitoring Tip: You may notice that advertisements are often the worst offenders in depicting women in a stereotypical and unfair way. The MMP would be glad to supply you with an add-on for the tool that will enable you to monitor advertising, if you wish. Please contact mme@mediamonitoring.org.za for this add-on.

Using the table below as a guideline, enter the most appropriate type, only one, for each item monitored:

No.	Type
1	News story
2	In brief/ shorts
3	Cartoon/ graphic
4	Image
5	Editorial
6	Opinion piece
7	Feature/ news analysis
8	Letter
9	Opinion poll
10	Interview, Question & Answer
11	Human interest, portraits, profiles
12	Phone-in programme
13	Other

What do they mean?

News story: This refers to stories about a particular event or happening. The story will be **recent and largely factual**. News stories often reflect bad news. Below is an example of a news story; it is relatively short and concentrates only on the facts as represented by the various sources, without any further analysis.

See the example on the next page.



MAN KNIFED

Nigerians vow to revenge death of fellow national allegedly stabbed by local woman

Zenoyise Madikwa

The Nigerian community in Johannesburg is spitting fire after a Nigerian national was allegedly stabbed to death by his jealous South African live-in lover.

Sunday Okafor, 33, was allegedly stabbed by his girlfriend of 11 months. She is known only as Thembi.

The incident occurred last weekend after a heated argument about a phone call Okafor allegedly got from another woman.

The duo worked together in a night club that was managed by Okafor in Germiston, where the incident took place.

James Chukwuma, 34, who spoke on behalf of the Nigerian community, told

Sowetan that Thembi, 24, had taken Okafor's Nigerian passport during the argument and threatened to tear it to pieces.

This happened after she had asked him about a phone call he had just received. Okafor tried to explain to her what was happening but she refused to listen.

Chukwuma said that during the argument Okafor tried to calm

her down. Chukwuma said she appeared to calm down but five minutes later she allegedly went to the kitchen, took a sharp knife and stabbed him in the back four times.

"The next thing we heard was my brother screaming," Chukwuma said. "We found him on the floor moaning in agony."

Okafor was airlifted to Johannesburg General Hospital where he remained in a coma and died six days later. The police were called and Thembi was arrested and later charged with murder.

The Nigerian community has vowed to revenge their "brother's" death. His friends described Okafor as a "quiet and peace-loving man who could not even kill a fly".

Germiston police spokesman Inspector Skondo confirmed the incident but refused to comment further. He would not give Sowetan his full name.

But he did say that the woman would appear in the Germiston magistrates' court today.

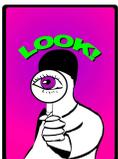


ACCUSED: Thembi



This article shows a news event without any more analysis than the details of the arrest and comments from the community. This is definitely a news story.

In brief/ shorts: These items are usually clustered together and are about three to ten lines in length. Items shorter than three lines are NOT to be monitored; these are highlights or news snapshots.



Below is an example of some briefs or shorts; notice that they are not always entitled such.



WHAT'S UP: MZANSI

SCORPIONS FOCUS: Public hearings into whether the Scorpions should remain within the ambit of the public prosecuting authority or become part of the police service begin today and will be open to the public.

Fears mounted last week that the Khampepe commission of inquiry's work might be delayed, after requests that the hearings be held in a closed court.

The commission's presiding judge Sisi Khampepe said at the weekend she would use her discretion to determine whether any parts of the proceedings should be held in camera. Police want the Scorpions to come under their wing. - Sapa

CHAIN PROTEST: About 50 members of the Congress of South African Trade Unions yesterday shackled themselves to railings at parliament in Cape Town to highlight their campaign on jobs and poverty.

"We have come to tell government that policies in place are hurting the manufacturing industry," Cosatu spokesman Tony Ehrenreich said. - Sapa

RAGING FIRES: About 400 firefighters spent last night battling 22 fires raging in Mpumalanga, KwaZulu-Natal, Gauteng and Limpopo which started in hot and dry weather conditions.

"Fires are burning in conservation lands, commercial forests, grasslands, orchards

and at a sawmill," a spokesman for Working on Fire said.

Earlier yesterday a fire threatening a rural community at KwaMbonambi in KwaZulu-Natal was contained. Fires were burning out of control in the Kaapse Hoop area and in White River, Mpumalanga. - Sapa

BARBIE TRIAL: The sex crimes trial of Pretoria advocates Dirk Prinsloo and Cezanne Visser is to resume in the city's high court tomorrow after a six-month break.

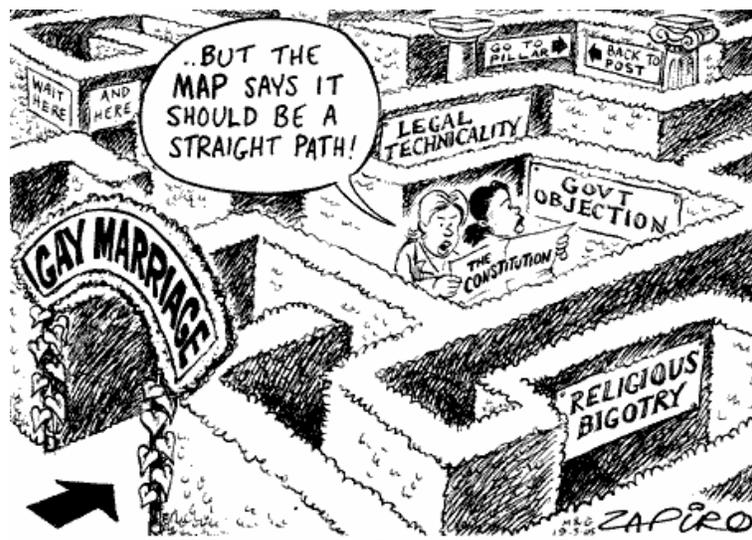
The hearing was interrupted in May after complaints from the pair about a picture of them in the nude that was published in the tabloid newspaper, Die Son. - Sapa

FUELS PROJECT: The Competition Tribunal will start hearings in Pretoria today on a proposed joint venture between Sasol and Engen to create a new liquid fuels company, Uhambo Oil, with Petronas as a major shareholder. - Sapa

FACTORY GUTTED: A fire at a factory in Industria, Johannesburg, yesterday was so intense it melted tar and destroyed 10 carports with radiating heat.

Emergency services spokesman Malcolm Midgley said the fire started outside the factory in Richards Road in what appeared to be a rubbish fire and quickly spread, setting the factory - which stores foam rubber - ablaze. - Sapa

Cartoon/ graphic: A cartoon or graphic is a line drawing, a graph or a chart, not a photograph.



Zapiro is on leave. This is a classic rerun

Image: Images are only monitored for newspapers. For television, the image is a part of a news story and should not be monitored separately from the story. Usually these images are photographs that are to be monitored as part of the story unless they have no relation to any item. As a general rule, **photographs** are only monitored separately when there is no story to which the image refers.



You would monitor the following picture as an image because it has no accompanying story, only a caption





BATHING BEAUTIES: Models pose nude for about 300 amateur and professional photographers during a local photography competition in Pohang, about 370km southeast of Seoul, South Korea. The structure in the background is called the Hands of Compatibility. PHOTO: REUTERS

Editorial: These are also usually clearly identified as editorials and are found on an editorial page. They reflect the view of the publication on important current issues, and do not have a journalist's name after the title.

Sowetan
SAYS

**Law must act now
or court disaster**

South Africa yesterday woke up to shocking headline news that embattled former deputy president Jacob Zuma is now embroiled in a rape scandal.

The police are allegedly investigating claims that he sexually assaulted a guest at his house.

The alleged victim refused to talk to reporters about the matter, but in other reports denied the attack happened.

The claim comes while Zuma is fighting a court battle to clear his name after a high court judge found that he had had a "generally corrupt" relationship with convicted fraudster Schabir Shaik.

On the political front, Zuma's popularity ratings have soared. Predictions are that if the courts clear him, there is no stopping his ascension to the presidency come the 2009 elections.

The criminal justice system must get to the bottom of the rape claims in record time. Justice delayed would be a disservice to Zuma, and the alleged victim.

This country - or any other country - cannot afford to have a cloud this dark and heavy hanging over the head of one who could be elevated to the presidency.

Opinion Piece: This type of item tends to occur on or near the editorial page. It usually focuses on a particular issue or event, or **comments** on an (recent) issue in the news. The **views of an expert or specialist are given**, as opposed to a reported news story. Often a short blurb about the author and his/her position is provided at the end or the beginning of the item.



More pockets of excellence needed

It is time for an indaba where experts can share ideas on how to multiply education's few success stories, writes Graeme Bloch

PLET N APHANE High School (Headmaster Mr MA Moloto) is situated in Magatle Village, near Lebowaqomo, rural Limpopo. This year it celebrates its 10th anniversary. Its slogan, "Hard work pays dividends", is reflected above all in two things.

Its matric results have improved from a dismal 18% in 1998 to 91% in 2003 (dropping to 85% last year). Through creative fundraising, it will soon have a media centre, and has a science and biology lab and a Home Economics Centre "which is today known as Technology Centre and permakitchen".

A range of academic streams and active sports clubs complement a programme of visits that have taken learners as far afield as Robben Island, the Pretoria Police Museum and KwaZulu-Natal's sugarfields "where we learnt a lot about science and biology". Students enter Olympiads and at least six are on tertiary bursaries.

Yet the object of the school's pride is its vegetable gardens and sites for permaculture and agro-forestry. Not only do they supply and train surrounding schools, but the post office, police, clinics and others have benefited. Boreholes, rain-harvesting, and a whole environmental policy have enthused and mobilised the village.

It seems churlish, in the face of this, and while another generation of matrics face their exams, to remind ourselves that education in our country is indeed in crisis and our youth have an uncertain future.

However, recent headlines have screamed the failure of our education system to make the grade. Huge disparities exist between former (white) Model C schools and township and rural schools, which are often no more than warehouses or sinkholes where almost half drop out. In these schools, maths and science, as well as literacy, are way below par. Teachers' morale is poor; they suffer policy overload and ill discipline, many lack training and few newcomers enter the profession.

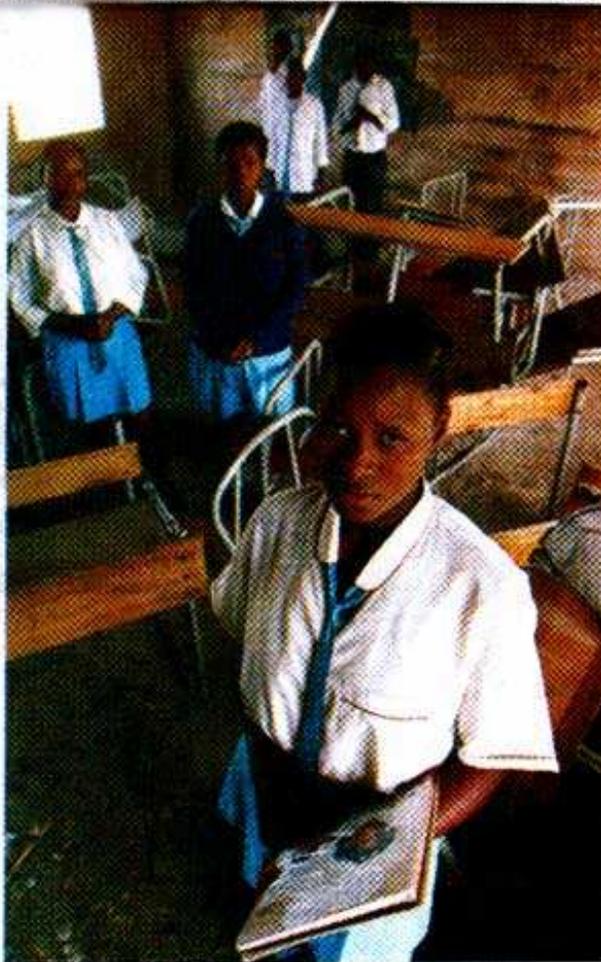
Researchers report an overwhelming sense of "sadness" in young township dropouts, the products of the second stream of a dual education system. Even where learners can squeeze their way into tertiary education, there is dropping out and unemployment. For 60% to 80% of learners, education condemns them to a life of poverty and exclusion on the margins of the second economy. They are overwhelmingly poor and black.

Just when their lives should be full of opportunity, their future evaporates in front of our young people's eyes.

What can we do?

It seems to me that we must first acknowledge the problem and name it. Schooling hasn't worked. It's a crisis because we need skills to grow at 8%; because we need all citizens to have routes to progress through study and hard work.

Crisis doesn't mean disintegration — or necessarily mean chaos



CLASSROOM CRISIS: Literacy, maths and science are below par in the sinkholes that are some township schools
Picture: TYRONE ARTHUR

(although consider the Eastern Cape: its recent three-month "go-slow" by teachers, the slashing of school nutrition, administrative hostility, disorder and disregard for pupils in the schools!).

We have budgets, a diligent department and a minister who sees the need to stabilise and focus. There are programmes like the 400 Dinaledi maths and science schools. There is the R1.5-billion recap of FET vocational colleges. There are new measures for teacher support.

Yes, we expect government to deliver. But the blame game won't help. The problem really is apartheid's legacy, and will take more than one minister's term to fix. We must go beyond shouting at politicians, certainly not at teachers, nor blame Model C's. Complacency or defensive laagers won't work.

There is too much improvement to do: long term, complex, way beyond schooling alone. Joint efforts with focus are the hardest to do.

Jonathan Jansen [dean of Education at the University of Pretoria] has suggested that teacher support is needed above all. Everything possible must help teachers to teach, to improve their knowledge, their time on the job,

their focus and sense of worth. Effort, clear materials and infrastructure are there to enhance the magic and graft of teachers and learners in the classroom.

The Development Bank of Southern Africa has moved to expand its involvement in education, to consider a high-level think tank to contribute to ideas and to explore practical (investment) projects from Early Childhood Development to student loans. This is a challenge to the public to do the same — to commit, to renew involvement, to mobilise, and to strengthen structures and systems so that they really work.

We need to get together and discuss our solutions. Where are the pockets of excellence that are really working — such as Piet N Aphane High — and why? How do we build them and others like them?

Earlier this year the Department of Education held a national consultation. Perhaps it is time for another get-together, where we can acknowledge the depth of the problem, where we can listen and re-focus. The future of our new generations depends on it.

Bloch is an education analyst with the Development Bank of Southern Africa



Feature/News Analysis: Often this type of item is pre-planned, and focuses on a particular person or issue, such as sex-work, or is an **analysis by an expert or journalist** on a particular news issue. The item is usually fairly long and in-depth, and tends to be written by one of the newspaper's own journalists.

True leaders don't rise through the ranks, but rather with the ranks

THE rationale behind the scrapping of cross-boundary municipalities, those straddling provincial boundaries, is a sound and widely accepted one. Attempts to manage the situation have resulted in political and administrative bungling, as different provinces are supposed to exercise oversight over these areas — a duty that some provinces have abdicated.

The co-ordination and integration of programmes and budgets of two different provinces into a single Integrated Development Plan (IDP) may be extremely difficult where priorities for, and progress with IDPs, differ from province to province.

South Africa has 16 such cross-boundary municipalities affecting five provinces. Proposals on how to redraw these boundaries are before Parliament and provincial legislatures, and the public will be afforded an opportunity to influence the outcomes.

However, rioting, the burning of municipal offices and looting of shops in the West Rand township of Khutsong in the past two weeks point to a deeper crisis facing the ruling ANC — that of failing to take the people along when such proposals are made.

The initial proposal, published in the Government Gazette on August 19, was to exclude Merafong and Westonaria Local Municipalities from the West Rand District Municipality, which is in Gauteng, and include them into the Southern District Municipality, which is in North West.

Following public objections, the Municipal Demarcation Board decided not to include the two local municipalities into the Southern District Municipality but to keep both of them in the West Rand District Municipality.

A notice to this effect was published on September 2 in the Government Gazette and the community, led by South African Communist Party general secretary Blade Nzimande, celebrated.

However, the board received another proposal from Provincial and Local Government Minister Sydney Mufamadi, gazetted on October 31, reversing the



Xolani Xundu says the ANC should learn a lesson from rioting on West Rand

decision. Merafong was then supposed to fall under the Southern District Municipality in North West. This about-turn sparked the riots in Khutsong.

Mind you, the community of Westonaria also engaged in similar public protest when the first proposals were gazetted in August and it would seem, in the eyes of the people of Khutsong, that popular revolt against the state does pay dividends.

It has since transpired that no official explanation whatsoever was offered for this about-turn.

Merafong Local Municipality Mayor Des van Rooyen, who happens to be an ANC regional executive committee member in North West, stands accused of being the mastermind behind the new proposals to fall under North West.

According to Khutsong community members, he had been promised a position as MEC for Safety and Security in the provincial government should he deliver Merafong to North West.

The role being played by the SACP in this whole saga is an interesting one. It is the party that is leading the revolt in Khutsong through its outspoken branch member Jomo Mogale.

It is also worth noting again that Nzimande was with this community when the decision of the Municipal Demarcation Board not to incorporate Merafong into Southern District Municipality was made public.

The ANC has vacated the political space, providing no leadership. In fact, community members seem to despise the party and its councillors.

A local resident, Andries Legwete, explains: "The ANC leadership in this place happens to be coun-

cillors. That is why you do not see them here speaking to the people."

All ANC councillors have since fled Khutsong with their families for fear of being attacked.

Under normal circumstances, it should not matter under which province or municipality a community falls as this is done for administrative purposes; it is not as if people are being uprooted and being resettled in Zimbabwe.

However, dealing with such proposals needs to take the historical context into consideration, the very same reasons why cross-boundary municipalities were created in the first place when provincial boundaries were drawn up after 1994.

Issues that pertain to where people see themselves belonging are very sentimental and the government cannot just deal with them in a mechanical manner. There is also the issue of some provinces having better resources than others.

With the local government elections just less than four months away, the events in Khutsong should serve as a lesson for the ANC that it must be rooted among the people it claims to serve.

South Africans have proved that they are reasonable people when the powers that be consult them on matters that affect their lives.

It is the absence of sound leadership that holds the greatest danger to South Africa's young democracy and its people. When there is a leadership vacuum, Hobbes's "state of nature" (a political philosophy that refers to humanity's hypothetical state in the absence of government) kicks in.

People are calling for their leaders to lead them and to provide explanations for their decisions.

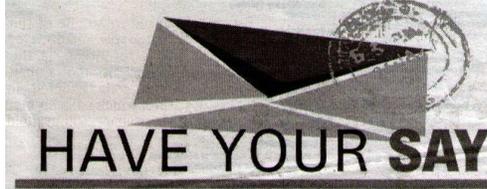
Leaders can only fulfil such expectations if they are in touch with the realities of the people on the ground — and if they thoroughly consult with them. Leaders must not rise through the ranks but with the ranks.

Xundu is political correspondent for the Sunday Times



At the end of the article you will notice that it refers to the writer as on the staff of the newspaper

Letter: This type of item tends to occur near the editorial pages and is often identified by a different font and by the fact that it tends to have the **writer's name and address** below. Letters often are published together on the same page.



People's unity will kill crime

My sincere and heartfelt condolences to all families of the murdered police officers.

It is very disappointing that there are still people in the country who believe that the person who called the police in the Jeppestown robbery was responsible for the deaths of the four officers.

All South Africans must join hands in the fight against criminals and crime.

Some people still believe that as long as no one is hurt or killed, crime is fine. But there is no such thing as petty crime and all criminals must be stopped.

I am a South African who believes it is the responsibility of every citizen to help police bring all wrongdoers to book.

People complain that the police do not respond quickly when they are called to a crime scene, but when they act, as they did in Jeppestown and elsewhere, they are still blamed.

Police officers are fathers and mothers too and they do not deserve to be killed by criminals.

Fellow South Africans, please let us all join hands and unite to fight crime.

Let us all pray to God to help us overcome all the problems that our country faces. We did it during apartheid and we can and must do it again. South Africa and its citizens have come too far to let crime destroy our beautiful country.

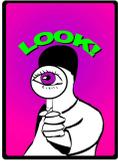
Lydia Moyimane, Soweto



Notice the example to the right. Under the letter the name of the writer and where they are from is printed.



Opinion Poll: These are often reports that focus on the **opinions of the general public** or various other people, depending on the subject of the report. For example, a journalist may construct a report on people's views on the president's state of the nation address or on the budget speech.



If you look at the examples below, you will notice that the names of those who gave their opinions are printed below their opinions, with the place where they live. Sometimes photos are included, as in the example on the right.

Give local a chance!

South Africans know themselves a little better than any other non-South African national coach ever could. I believe that our local coaches are more suited for the national call.

The likes of Shakes Mashaba, Trot Mototo, the trendsetter

Clive Barker and soccer king Jomo Sono proved to be capable of leading our national soccer fraternity to greater heights, but unfair exploitation soured the main motive behind their dismissals.

We still have Mr Gordon Igesund, who, I believe

should be considered among the potential candidates to lead the team to Kyoto 2006.

I urge Safa to wake up big time!

Be patriotic to the country and all those who live in it.

□ *Rubelile Dubecha II, Tsungu*

I really think if Clive Barker can be a coach we will not have any more problems.

If Clive Barker can work with Pitso Mosimane as Assistant Coach, Ted Dumitru as Technical Director together with Doctor Khumalo, Lucas Radebe, Neil Tovey and Phil Masinga, we will not struggle that much. Clive can help us to be winners. Pitso will be adjusting to the standard of international level and he can take over when Clive has done his job.

□ *Mokoa Mantshe, Limpopo*

I think it is time we need to ignore the opportunist Jomo Sono and go for Fidi Dolezer, assisted by Pitso Mosimane.

The man knows a lot about our soccer and style or play.

□ *Bongani Sibele*

I say let's go back to Clive "The Dog" Barker. He did a good job in the past, and I hope given a second chance, he can do it again. Shakes Mashaba can be his assistant!

□ *Jacky Mkhondo, Ga-Bankwa*

Clive "The Dog" Barker should be the coach!

□ *Zachious*

Baxter is gone and the heat is on for Safa to select the best coach. How many local coaches were tried and tested and all let us down? How many foreign coaches with international coaching experience have we had?

With just a month to go to Egypt, we will definitely need to have a local coach to take over from where Baxter left off.

Clive Barker is the man. Give the man another chance and miracles will happen. We'll win Africa again.

□ *Denny Ditshe, Seohangwe*

I think a successful candidate who can replace Stuart Baxter is Paul Dolezer, assisted by Khabo Zondo and Mungisi Ngwenya. These professional coaches can take us to the African Cup of Nations with pride next year.

□ *Richard Shabangu*

I think we must get a local coach. Our national team is going down rapidly and all we need is to unite and support our local coach in order for us to regain our South African pride. There is a lot of talent in this country and the youngsters deserve a chance to represent their country. Please call back Mr Clive Barker back.

□ *Gobani Cabela, Zitheni*

The departure of Stuart Baxter does not mean a panic button or the end of the world.

I think Paul Dolezer can lead us to glory. He has stated exactly why he should be appointed head coach of Bafana Bafana. He should be given the position.

□ *Rogierwa Soti, Tembisa*

Baxter has done a great job by quitting.

How can Safa hire a coach who can hardly open up his mouth and sing the National Anthem?

I think Mick d'Avray would be the guy who can make this happen.

□ *Mweenille Budo*

I think Irvin Khoza should coach the national team because he has criticised Baxter a lot. But Baxter was a good coach.

□ *Paul Moyes*

Safa should appoint someone with an impressive track record. Someone who fully understands the culture of South African football, someone who will bring skill and flair to Bafana Bafana.

I think Ted Dumitru or Steve Kompele should be given a chance.

□ *Elias Molefe*

I think Safa must now give local coaches a chance. These guys know the culture and football of this country. Doctor Khumalo or Pitso Mosimane must get a chance.

□ *M Patman*

Pitso Mosimane should be the coach and Doctor Khumalo and Steve Kompele should be the assistants.

□ *T S Kadeni, Pretoria*

I think Pitso should be given this one if we are really thinking ahead. Come 2010, Bafana will conquer the world!

□ *Makhaya, Bhotolo*

For me the person who can qualify is Gordon Igesund.

□ *Vusi Mkhahle*

Ted and Kompele for AFCON 2006 or Clive "The Dog" and Kompele for 2010.

□ *Lefty*

Our national coach should be Steve Kompele.

□ *Victor Matsong*

Clive Barker.
Photo by Touchline

Ted Dumitru.
Photo by Touchline

Pitso Mosimane.
Photo by Touchline

Stop spoiling the councillors!

SunTalk

By JONATHAN MANGENA
PROVINCIAL and Local Government Minister Sidney Mufamadi has announced a 5,75% increase to the upper limit of the salaries of councillors.

Yesterday *Daily Sun* asked people whether councillors' salaries, allowances and benefits should increase?

1 Princess Bayisikile (34) of Freedom Park said: "It is a big mistake for the minister to spoil the councillors. The money that he wants to use to increase their salaries should be used to organise workshops or training for councillors to improve service delivery."

2 Siphwe Dolani (25) of Eastern Cape said: "They do not deserve a salary increase. When we are satisfied with service delivery, then the Minister can increase their salaries. As for now, we are not happy."

3 Kate Mauleke (36) of Diepkloof, Soweto, said: "Increase for what? They are not delivering. They drive luxury cars while poor people suffer. My answer is a BIG NO to salary, allowance and benefit increases."

4 Nomali Mavuso (36) of Pimville, Soweto, said: "Councillors do not deserve benefit, allowance or salary increases because they are doing nothing. People are still using bucket toilets after 11 years of democracy."

"The money that the minister wants to spend on councillors he must use to improve the lives of poor people," said Mavuso.

5 But Thidiso Matsoso (34) of Moletsane, Soweto, said: "There are some councillors who deliver. A councillor of Phiri, Soweto, worked hard for a water project in his ward. Even though people were against him, today they respect him. So councillors like him must get increases because they deliver," said Matsoso.

RESULTS AND REACTIONS

Interview/Question & Answer: These items usually take the form of question-and-answer sessions with a celebrity, politician or other high-profile person. They are also usually found in a question-and-answer format, with no analysis from the journalist or interviewer.



The example below of a Q&A shows the questions (in bold) and the answers to the questions below.



SO MANY QUESTIONS

Jack van der Merwe



The project leader for the Gautrain was grilled in Parliament this week. **Chris Barron** asked him ...

How can the price go from R7-billion in 2002 to R20-billion now?

After the 2002 estimate we went into an environmental impact assessment. That necessitated route changes and other mitigating stuff that had to be done.

Wouldn't it have made more sense to take the EIA into account before announcing a figure?

What is the magic about the figure? How would you expect us to start? Where would you want me to start? To say to the public that I will not give you a number at all, and then do all the work and then five years later come back and say this is the number? So I don't understand the question.

The question is quite simple. It was announced that this would cost R7-billion. Now we hear it will cost R20-billion.

Where are we going with this interview? Are you now trying to tell me I'm doing a smoke-and-mirrors here or something?

Not at all. I'm just seeking a simple explanation. The government seems to have been taken by surprise by the increased figure. Is this your impression?

Wait, wait, wait. You asked me what were the reasons for the price increase. I'm still busy with that. Because of the delay we had in the EIA, our opening date has moved from 2007 to 2010. [Van der Merwe lists a number of factors that follow from this].

Was government approval for the project won on the initial estimate?

With every increase [in the amount] we've gone back to the minister of Finance, to the Department of Finance. I know everybody would like to think that we kept it a secret, we jumped it on them in the end, we forced it through [on] the world soccer cup ... it's unfortunately not true.

The chairman of the Transport portfolio committee sounds peeved, and suggests that the World Cup is being used to pressure the government to support the project.

I can tell you emphatically that Jeremy Cronin did not know about the price. But Trevor Manuel and the Department of Finance and the full Gauteng Cabinet knew about it from day one.

Isn't it a bit late in the day now for you to be called to answer questions by the portfolio committee?

It's only late in the day that the minister of Finance has decided that he would give a contribution from the national fiscus. Then the decision was taken that those funds would go through the Department of Transport.

If construction is scheduled to start in January, why is the government only deciding on final approval next month?

We have a Cabinet memorandum dated in August giving in-principle approval of the project.

At R20-billion?

Human-interest, portraits, profiles: These stories tend to focus on **individual people's stories and experiences**. They are usually non-political, and may focus on people at grassroots levels. Human-interest stories focus on an issue via the telling of a personal story, rather than through accessing experts, facts, and figures, and will almost always quote the person concerned. They may take the form of a profile of a particular person whose life story or experience highlights broader issues.



A VOICE FOR THE VOICELESS

Victor Mecoamere

Ntswaki Agnes Qwabe loves children, all 1 001 of them, and she is determined to protect them from harm and mould them into independent beings.

Qwabe, the senior category and overall winner of the Sorotson, Old Mutual and SABC Community Builder of the Year Awards, is most proud of her Ga-Mathabathu-based Fanang Dintla Community Development Project's three children's centres in Mphaheng, Logweung and GaMmapoeba.

"Those places are special in my heart because that is where we help to protect vulnerable children.

Most of the children are orphans whose parents have passed on as a result of HIV-Aids and other diseases.

"We help shape these voiceless little ones into confident, empowered and independent beings," Qwabe said.

Qwabe spoke to Sorotson after being announced the senior section winner and the overall winner of this year's award.

The awards are the brainchild of this newspaper's former editor, The late Aggrey Khashe.



QUEEN QWABE: Ntswaki Agnes Qwabe dedicated her award to the children she helps with her projects.

and form an important part of the work of the Sorotson Nation Building Foundation.

Qwabe is only just getting over the shock and excitement of being chosen for the prestigious award in both categories.

"I was so shocked that I could not utter anything of first.

"Later I steelled myself and was made strong by the joy of having such an honour bestowed on my humble community project and all of the other women and children we work with back home in GaMathabatha," Qwabe said.

"Being called back to the stage later to receive the award for overall winner of this nation building campaign was an overwhelming experience and I shall not forget a moment of it."

Qwabe said she dedicated the award to "all my children", including her four "grown-up kids and their own, my grandchildren, for their love and support, my whole family and the helpful people and supportive government of Limpopo."

Fanang Dintla - Sepedi, for help one another - was established in 1999 to tackle community needs including HIV-Aids, women and youth empowerment and entrepreneurial development, as well as skills training for both women and young people.

Fana Dintla holds motivational discussions for women covering gender issues, leadership and business skills. Other Fanang Dintla projects include:

- Caring for, educating and training orphans, the disabled and other vulnerable children to help them fend for themselves;
- A micro-finance system encouraging youths to develop a culture of personal and group savings and investments;
- Home-based care for people infected and affected by HIV-Aids; and
- An organic farming project.

The other category winners are:

- Patrick Ntsholeli of Ikageng Tswaramang Ka Dintla Project in North West in the youth category;
- Gertruida La Sports of Susan La Poortia Children's Home in Western Cape in the adult section; and
- Mokgadi Legon of Makotse Women's Club in Limpopo in the group category.

Runners-up in the youth category are Moses Shvili, of the Ntshuziso Health Development Organisation in Limpopo, and Ntsebekhaya Mgodini of the Sunshine Youth Organisation in Western Cape.



There may be an overlap between human interest and features/news analysis. You will need to assess whether the story focuses more on the issues involved, or on an individual. If the story focuses more on the individual, for example, if it were about a female politician's experiences, but it is in an interview format, you would code this story as a human-interest story.

Phone-in programme: This type is for **broadcast media only**. This is a programme that actively encourages listeners to phone in or send text messages and comment on a topic being discussed by guest/s in the studio.

Summary

A summary of the item is required in the next column. In summarising the item, it is imperative that the **crucial points** of the item are adequately captured. The best way to do this is to include the **headline and the first few lines of the item**, to provide the general idea. The headline is also important so that you reference the article correctly at a later stage.



How would you summarise the article below?





Notice that the title doesn't say much about the article, but by including the by-line (the line under the title "Man Knifed"), most of the important elements of the story are captured. So, a good summary would be:

Man Knifed: Nigerians vow to revenge death of fellow national allegedly stabbed by local woman

MAN KNIFED

Nigerians vow to revenge death of fellow national allegedly stabbed by local woman

Zenoyise Madikwa
The Nigerian community in Johannesburg is spitting fire after a Nigerian national was allegedly stabbed to death by his jealous South African live-in lover.

Sunday Okafor, 33, was allegedly stabbed by his girlfriend of 11 months. She is known only as Thembi.

The incident occurred last weekend after a heated argument about a phone call Okafor allegedly got from another woman.

The duo worked together in a nightclub that was managed by Okafor in Germiston, where the incident took place.

Chukwumo, 34, who spoke on behalf of the Nigerian community, told

Sowetan that Thembi, 24, had taken Okafor's Nigerian passport during the argument and threatened to tear it to pieces.

This happened after she had asked him about a phone call he had just received. Okafor tried to explain to her what was happening but she refused to listen.

Chukwumo said that during the argument Okafor tried to calm

her down. Chukwumo said she appeared to calm down but five minutes later she allegedly went to the kitchen, took a sharp knife and stabbed him in the back four times.

"The next thing we heard was my brother screaming," Chukwumo said. "We found him on the floor moaning in agony."

Okafor was airlifted to Johannesburg General Hospital where he remained in a coma and died six days later. The police were called and Thembi was arrested and later charged with murder.

The Nigerian community has vowed to revenge their "brother's" death. His friends described Okafor as a "quiet and peace-loving man who could not even kill a fly".

Germiston police spokesman Inspector Skondo confirmed the incident but refused to comment further. He would not give Sowetan his full name.

But he did say that the woman would appear in the Germiston magistrates' court today.

ACCUSED: Thembi

Topic

Here we need to capture the most **central subject** of a story. To do this we have developed a topic code list (see below). For this section you will need to choose only ONE topic that best suits the overall topic or subject of the story that you are monitoring. The more general topic codes are to be utilised only as a matter of last resort in those (few) instances when an item cannot be categorised as falling into one of the more specific topic areas.

It is essential that every item you monitor have **ONE** topic code. Sometimes it is very difficult to decide between the codes; always choose the one that best suits the subject of the item. If you are struggling, let your project leader know and s/he will help you.

There are eleven broad topic areas:

✓Economics, business;	✓Politics, conflict, government;
✓Sustainable development, social and legal;	✓Gender general;
✓Health;	✓Gender-based violence;
✓Stories focussed on women;	✓Cultural, traditional practices and women;
✓Men and masculinity;	✓Older people and gender;
✓Children and gender;	✓Celebrity, art and sport.

Within each broad topic area there are specific topic codes. First try to categorise the story within the specific topic code. **Only categorise it in the broader category if you are unable to fit it within a specific topic code.** Two or more topic codes may appear in one story, please choose the most appropriate to describe the story best.



Remember to choose **only one topic code** for every story.



Code	Topic	Description
Economics, business		
1	Economics	This story is about the economy, inflation, or anything economy related. If the story is more about poverty use poverty general code
2	Labour/ unemployment	This story discusses strikes, unemployment protests, unemployment levels, and similar issues, if the story is more particularly about women, select no 4 Women in the workplace
3	Informal sector/ small businesses	This story speaks about the informal sector, if the story relates more to women in the workplace, use code 4. Sexual discrimination or harassment is code 85
4	Women in the workplace (general)	Affirmative action, gender quotas, or any story that discusses women in the workplace. Sexual harassment and discrimination is code 85
5	Business	Big business, large corporations, international corporations etc.
Politics, conflict, government		
11	Politics (general)	The story's focus will be around politics, different political parties, political debates not linked to elections
12	Diplomacy/ foreign relations	This story deals with diplomacy and/or foreign relations
13	Women in politics	Political party quotas, female politicians or any story that discusses women in political movements
14	Elections	This story deals with elections, party mandates etc.
15	National government	This story is <u>about</u> national government issues, policies or practice
16	Local or provincial government	This story is <u>about</u> local or provincial government issues, policies or practice
17	Conflict, political violence, protests, war (gender)	A story dealing with conflict of whatever kind, except labour disputes which are not large-scale and political
18	Female soldiers in war	Story should concentrate on the existence and lives of women who act as soldiers or freedom fighters, if the topic is more about rape/kidnapping as a war practice, use topic 19
19	Rape/ kidnapping as war practice	Rape as a method to recruit female freedom fighters, as a method to punish enemies or any other use of rape in a war situation.
20	Crime	Rape as a method to recruit freedom fighters, as a method to punish enemies or any other use of rape in a war situation.
21	Disasters	Natural or man-made disasters
Celebrity, arts and sport		
31	Entertainment general	Anything relating to entertainment, art, sport, etc.
32	Celebrity news/ gossip	Any gossip about any celebrity
33	Film	A story about film in general or a film in particular
34	Visual arts and crafts, music and performance art	Painting, sculpture, music, dance, drama and theatre
35	Sport	This story is from the sports section, women in sports is 25
36	Women in sports	This is not an article from the sports section, but rather in the main section about women in sports. For example the sports minister saying that female soccer players should wear revealing clothes to attract spectators.
37	Modelling or fashion shows	This story is about a fashion show, model or modelling. It can also be about a special edition of media such as a swimsuit or lingerie edition.
Sustainable development, social, legal		
41	Housing, land and agriculture	Housing, land and agriculture issues, policies or practice
42	Justice/ legal system	Legal policies, bills and laws



43	Environment	Any environmental issues, both green and brown, i.e.. conservation and sanitation
44	Poverty general	A story may discuss poverty and related issues such as infrastructure underdevelopment, hunger, etc.
45	Poverty as a gender issue	Women are frequently the poorest of the poor, this article recognises this. It may also address how poverty increases women's vulnerability to HIV/AIDS, rape, theft, abuse etc.
Gender general		
51	Gender as a social construct	A story about gender as a social perception, the story could deal with intersex or transgender issues. For example sex-change operations or babies born with indeterminate sexual organs
52	Gender issues – general	Use this option if the options under gender-based violence and the following two codes are inadequate to describe the story you are monitoring
53	Gender relationships, power relations and stereotypes	A story may, for instance, describe how men and women interact or should interact (not necessarily confined to romantic relationships or situations)
54	Gender campaigns	This may refer to any campaign which aims to change gender perceptions or highlight gender issues. For example it may be a campaign about women's portrayal in the media or a campaign to encourage positive, family-orientated masculinities
55	Gender and the law	This is a general topic which cover legal matters which address gender issues such as the right to inherit, divorce, maintenance, protection etc.
Health		
61	Health general	Health issues general
62	Fertility/ birth control	The key issue addressed in this article relates to fertility, of men or women
63	Abortion/ termination of pregnancy	This story relates to abortion, either legal, illegal, commercial or state.
64	Maternal mortality	This is the rates of women dying during childbirth
65	HIV general	General HIV issues, not gender-specific
66	HIV/AIDS stigma	This article is about people affected or infected by HIV and the stigma or abuse they face
67	Men and HIV	This story discusses men as a group infected or affected with HIV and their reactions to or experiences of it
68	Women, care and HIV	The story would emphasise how women care for children and family members who are HIV positive or affected by HIV
69	Women, treatment and HIV	This article may discuss concepts such as the survival rate of women with HIV and possibly emphasis how women's mortality rates differ from other sufferers of HIV
70	Mother to child transmission of HIV	This story will deals with issues around mother to child transmission (MTCT), Niveripine, breastfeeding/ formula feeding related to transmission etc.
71	Women and HIV/AIDS generally	This story deals with women and HIV/AIDS more broadly and may include one or more of the above topic codes 67 - 70
Gender based violence		
81	Violence against women	Violence, sexual or other against women
82	Sexual violence against women	Rape, sexual abuse, statutory rape etc.
83	Domestic violence	This is violence by a partner or family members
84	Abuse of women by women	Women abusing other women, sexually, physically or emotionally



85	Sexual harassment or discrimination	Sexual harassment is any unwanted and unwelcome behaviour of a sexual or gender-specific nature that interferes with a person's ability to work, get an education, or otherwise impedes his/her movements. Sexual discrimination may affect women in terms of wages, lack of opportunities for advancement, discrimination because of women's role as mothers, or impede their ability to wear any clothes
86	Femicide and familicide	Femicide is the murder of a woman, most commonly by an intimate partner or ex-partner. Familicide is the murder of an entire family (or part thereof) by a family member, often followed by a suicide. Generally perpetrated by fathers.
87	Abuse of either physically or mentally women differently abled	Any abuse, sexual or other, inflicted on a differently abled woman
88	The affects/ impacts of abuse	This article would discuss how abuse effects either the victim, the perpetrator or society more broadly
Cultural, traditional practices and gender		
91	Cultural/ traditional practices which disadvantages women (general)	This can be any traditional practice which disadvantages women relative to men or to other women
92	Labola/ dowry practices	Any payment made for a wife by the husband or husband's family or alternatively by the wife or wife's family upon marriage.
93	Female circumcision/ genital mutilation	Any procedure which alters a women's sexual organs, including removing the clitoris, stitching closed the vagina, etc
94	Widow inheritance	The tradition where a widow marries the younger brother or another family member of her husband
95	Wife-kidnapping/ forced marriages	A woman is kidnapped and forced to marry her kidnapper
96	Virginity testing	Any process used to try ascertain the virginity of a girl/ woman.
97	Inheritance practices which discriminate against women	Traditional or legal processes which disqualify women as heirs, inheritance is generally passed to the nearest male relative
98	Polygamy (commonly called polygamy)	This is the tradition of one man having many wives
Stories focused on women		
101	General women's issues	
102	Abuse or exploitation of women (general)	
103	Homosexuality (female)	This is a story about lesbians, alternative female homosexual lifestyles, etc.
104	Divorce/ male abandonment	This story deals with divorce and male abandonment
105	Motherhood	This story is about motherhood, the experience of it
106	Sex work (women)	This story deals with women who are engaged in sex work, this is prostitution for money mainly, but may also be in exchange for drugs. Sex work may include issues of bonded labour, if the story is mainly about sex work, use this code
107	Bonded labour/ slavery/ human trafficking	Bonded labour is forced labour as a result of a loan. Slavery is any forced labour under other circumstances, this includes prostitution. Forced migration is when a person is forced or tricked to leave their country and end up in a position of bonded labour or slavery. Women are most commonly trafficked or enslaved, if it involves a child, use code 115
108	Transactional sex/ Intergenerational sex	This is sex (generally with older men) in exchange for goods such as clothes, school fees, electronic goods, cash, cosmetics, etc. in an informal way rather than a formal prostitution arrangement
109	Female-headed households	This is the phenomenon of women running households as a result of death or desertion of the male head, or a teenage or unplanned pregnancy
110	Displaced/ refugee peoples, in particular women	People displaced by war or forced removals.
111	Commercialisation of the female body	This story may discuss how advertisers use women's bodies to get attention, talk about body fascism or the affect of media on women's perceptions of their bodies



Men and masculinity		
121	Men's rights or issues (generally)	
122	Initiation ceremonies	Circumcision or any manhood ceremony
123	Fatherhood	This story emphasises fatherhood or encourages good fatherhood practices, if the story is more about child maintenance, choose 117
124	Violence as a mark of manhood	This story emphasises the association of masculinity with violence
125	Positive or alternative masculinities	This story deals with different positive masculinities
126	Polyandry	This is when a woman takes a number of husbands
127	Rape of men	This story deals with either women or men raping a man or men
128	Male homosexuality	This story deals with male homosexuals
129	Sex work (men)	This piece discusses men involved with sex work as prostitutes.
Children and gender		
131	Children's issues/ abuse generally raised	
132	Child abuse	This is physical or sexual abuse of children
133	Child-headed households	This is when a child takes over the running of a household because of the death/ disappearance of parents/ family
134	Children, care and HIV	This refers to children caring for others with particular emphasis on the HIV pandemic
135	Child labour	The labour of children for money or not. Can include domestic responsibilities when a child must quit school to complete activities
136	Street children	This story deals with issues relating to children who are homeless and live on the streets
137	Child maintenance	This piece deals with the payment or non-payment of child maintenance
138	Child brides	A girl who marries before she is 18, often she is compelled to by family or community
139	Child offenders	This includes the rape, sexual harassment, or violence against other children. It can also include peer abuse, which is the teasing or bullying of children by other children
140	Teenage pregnancies	This story will concentrate on young women getting pregnant, the complications they face and possibly child grants
141	Sex work (children)	Report raises the issue of children engaging in sex work or the use of parents or guardians to get money from allowing others to perform sexual acts on a child in their care.
142	Infanticide	The murder of infants or toddlers, often by women
Older people and gender		
151	Older women's issues broadly	
152	Role of older people in society	This story discusses the role of older people as elders, as
153	Elder abuse	This story deals with an older person being physically or sexually abused for any reason
154	Grandparent-headed households	This deals with the enforced raising of grandchildren due to HIV/AIDS, abandonment or other reasons
155	Pension issues	A story covering this may, for example raise issues about the rights of the aged to a pension, or problems with the social grants system.





For the purposes of this tool, a child is someone 18 years or younger, regardless if s/he is a spouse or parent. An older woman is 65 years or older. If the age is not mentioned, use your own judgement.



What is the topic code?

MAN KNIFED

Nigerians vow to revenge death of fellow national allegedly stabbed by local woman

Zenoyise Madikwa
The Nigerian community in Johannesburg is spitting fire after a Nigerian national was allegedly stabbed to death by his jealous South African live-in lover.

Sunday Okafor, 33, was allegedly stabbed by his girlfriend of 11 months. She is known only as Thembi.

The incident occurred last weekend after a heated argument about a phone call Okafor allegedly got from another woman.

The duo worked together in a nightclub that was managed by Okafor in Germiston, where the incident took place.

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Sowetan that Thembi, 24, had taken Okafor's Nigerian passport during the argument and threatened to tear it to pieces.

This happened after she had asked him about a phone call he had just received. Okafor tried to explain to her what was happening but she refused to listen.

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her down. Chukwumo said she appeared to calm down but five minutes later she allegedly went to the kitchen, took a sharp knife and stabbed him in the back four times.

"The next thing we heard was my brother screaming," Chukwumo said. "We found him on the floor moaning in agony."

Okafor was airlifted to Johannesburg General Hospital where he remained in a coma and died six days later. The police were called and Thembi was arrested and later charged with murder.

The Nigerian community has vowed to revenge their "brother's" death. His friends described Okafor as a "quiet and peace-loving man who could not even kill a fly".

Germiston police spokesman Inspector Skondo confirmed the incident but refused to comment further. He would not give *Sowetan* his full name.

But he did say that the woman would appear in the Germiston magistrates' court today.



ACCUSED: Thembi



Let's look at the article again. Since the woman is a perpetrator and the man the victim, the topic can't be violence against women. But it is domestic violence, so you would write down code 43, because a partner or family member perpetrates the violence.



Issues

Experience has shown that a number of issues are likely to be raised by each article. The issues focus on human rights concerns.

As a monitor, you need to indicate on the monitoring form those issues that you feel are raised by the article. The monitoring must be undertaken with the assumption that each article is likely to raise more than one issue. **Each and every issue raised in the article must be recorded.**

Monitoring for issues shows how the media covers gender, gender based violence, and other related gender issues.

The following key issues may be relevant:

No	Issues
Human rights	
1	Issue of human rights is broadly raised
2	Issue of race, racism or ethnicity is raised
3	Report respects an individual's right to privacy
4	Report respects an individual's right to dignity
5	Report raises issues of disabled people living with disabilities
6	The report respects the rights of individuals and treats them with fairness and equality
7	Issues of xenophobia are raised
8	Issues of any other discrimination are raised (Remember to specify the discrimination under analysis)
9	Report raises issue of exploitative labour practices
Gender	
11	Issues of gender are raised
12	Issues of gender-based discrimination are raised
13	Issues of gender violence are raised
14	Report raises issue of exploitation of women's labour
15	Report raises issue of women as victims
16	Issue of women and poverty raised
17	Any other gender issue is raised (Remember to specify the discrimination under analysis)
Children	
31	Issues of children and children's rights are raised
32	Report raises issue of the right to education
33	Report raises issue of provision of services for children
34	Report raises issue of child labour
35	Report raises issue of children's socio-economic rights
36	Report raises issue of children and poverty
Poverty	
41	Report raises issue of poverty and livelihoods
42	Report raises issue of food safety nets
HIV/AIDS	
51	General HIV/AIDS issues
52	Issue of HIV/AIDS and race raised
53	Issues of HIV/AIDS and poverty raised
54	Issues of HIV/AIDS and gender raised



Quality of report	
61	Report utilises independent, expert analysis
62	Story ignores pertinent issues or facts
63	Report is factual and event based - i.e. is not critical or analytical
64	Report is analytical and critical
65	The report is fair
66	Report is balanced
67	Report is accurate
68	Report is biased (by omission, allegation, language, exaggeration, generalisation, trivialisation, presentation)
69	Report is dramatic and emotional
70	The report has other quality issues (Remember to specify the discrimination under analysis)
71	No explanations offered
72	The report is explanatory
Visuals	
81	Identification of minor children i.e. naming and photographing of children under the age of 18 in a criminal case, when it is clearly not in their best interest to be identified,
82	The use of violent, gruesome and or disturbing visuals
83	Visuals that are intrusive and violates an individuals right to privacy, dignity and confidentiality
84	The identification of people living with AIDS without any clear or informed consent
85	The identification of victims of abuse when it is clearly not in their interest to be identified or when it is done without their informed consent
86	Pictorial representation of scantily clad women (where it is clear they are being photographed because of their attire)
87	Identification of prisoners of war
88	Images used of people during war or conflict without identifying them – anonymous reporting
89	Image used for dramatic value
90	Images of wailing black women
91	Report uses visuals of women and children to elicit sympathy

Origin

Under origin, please indicate **where the story comes from**. From this we can see if the media are covering national or international gender issues, or tend to focus on local gender stories.

No.	Origin
1	International
2	Africa
3	National
4	Provincial
5	Local

What do they mean?



International: refers to stories from countries beyond Africa. E.g. A study revealing levels of femicide from Argentina, Australia, and the Ukraine is released.





Africa: refers to stories from the African continent, or regions in Africa. E.g. A UN report is released detailing the challenges sub-Saharan Africa faces with its level of HIV-infected pregnant women.



National: refers to reports that apply to your country. For example, your government changes its legislation on who automatically inherits a man's property after his death.



Provincial refers to stories from a particular province or region within your country. **If your country does not have provinces, ignore this code.** E.g. Young women in Manica, Mozambique respond to messages promoting safe sex.



Local: stories are limited to a single town/city/area, but not restricted to the locality in which the medium appears. E.g. Inner-city Johannesburg crime against women hits an all-time high.

Journalist

You need to capture whether the item you are monitoring is written by a **journalist** (1) or comes from an **agency** (2). Agencies such as SAPA, AFP, and Reuters are common. If the story is by both a **journalist and an agency** then you will choose "5 – Journalist and agency". "3 – **Guest writer**" refers to someone who is not a journalist, such as the leader of a political party, or a person who has written a commentary piece for the newspaper. For example, the director of the MMP writes an article about the results of monitoring of the 16 Days of Activism Campaign.

No.	Author
1	Journalist
2	Agency
3	Guest writer
4	Many journalists
5	Journalist and agency
6	Letter writer
7	Unknown author

No.	Sex
1	Female
2	Male
3	Unknown
4	Many
5	Not applicable - only to be used for agency



How do you tell if the writer is a journalist with the newspaper or from an agency? That's easy; a journalist is noted by their name, such as, Lebogang Modise, an agency is usually only a word or two. The only exception is "6. - Letter writer", when you are monitoring a letter. Very rarely, you may find a comment without a name (of any kind) next to it. Then, and only then, would you choose "7. - Unknown author".

In addition, you will need to write down the sex of the author. Only capture whether the author is male or female **if you are certain of the person's sex.** If you are at all unsure, choose "3" unknown. If the person is a woman, put "2" for "female" under the sex column; if the journalist is a man, put "1" for "male".



If you are wondering what sex an agency is, it is always not applicable as an agency employs both males and females.



Sources

What do we mean by sources?

A source is any person **who is directly or indirectly accessed** (i.e. either directly or indirectly quoted) in the item, as well as any person who is clearly depicted in a cartoon or image. Other **sources of information** will also be considered sources where they are directly or indirectly quoted. Such sources of information usually take the form of a report, articles, or other pieces of written information, which are directly or indirectly quoted in stories. The source will then be the organisation that produced the source.

For images, a source is any person who can be clearly identified in an image. Remember that you will only code people in images when you are coding an image separately from the story. **Images that accompany stories are not to be coded.** Therefore, you will only code sources that are clearly shown in an image when the image exists in the newspaper without an accompanying story.



Now sources get a little more complicated. Because sources vary from country to country, the project manager will have to add specific ones. We have given you a guide below: For every group, there will be various organisations. The project manager should give you a complete source list for your project.

No	Group	No	Organisation
1	UN Agency/ international non-commercial organisations	1.1	
2	National government	2.1	
3	Provincial/ local government	3.1	
4	Political parties	4.1	
5	Funders	5.1	
6	Academic Institutions/ universities	6.1	
7	Non-governmental organisation (NGO) / Community-based organisation (CBO)	7.1	
8	Trade Unions	8.1	
9	Justice system	9.1	
10	Media	10.1	
11	Civil society	11.1	
12	Corporations/ companies	12.1	
13	Other (last resort only)	12.1	

No.	Occupation
1	Academic, researcher, expert
2	Activist, union member, protester, supporter
3	Agriculture, farmer, fisherman
4	Business person, professional, entrepreneur
5	Child, scholar
6	Citizen, neighbour, member of a community, resident, friend
7	Community leader, traditional, cultural
8	Criminal
9	Domestic worker
10	Educator, teacher, lecturer, instructor
11	Emergency services
12	Employees, workers
13	Entertainer, beauty contestant, film star, singer, model
14	Family member, aunt, uncle, cousin, grandparent, brother, sister, mother, father, daughter, son, niece, nephew, caregiver
15	Government (local and national), politicians
16	Healers traditional, alternative healers

Occupation

You will also have to provide the **occupation** of people accessed in each item. You need only write the code in the boxes provided.



Why put down a source and an occupation for each source quoted? Occupation tells us something more than the source, i.e. what her/his job is.



17	Healthcare professional, nurse, doctor, psychologists, lab technicians
18	Homemaker
19	Legal, lawyers, judges, courts, advocates
20	Media practitioner, author, journalist,
21	Military
22	NGOs, Civil Society Organisations
23	Office and service workers (secretaries, personal assistants, waiters, etc.)
24	Official, spokesperson
25	Perpetrator
26	Police
27	Pupil, student, learner (older than 18)
28	Religious leaders, nuns, priests, shamans, ministers
29	Science/ technology (engineers, ICT people, biologists etc.)
30	Sex worker, prostitute
31	Social service - social workers
32	Sports person, celebrity (not entertainer)
34	Spouse, partner, girlfriend, boyfriend, lover,
36	Survivor, victim
38	Youth (not student)
39	Other - LAST RESORT ONLY!

Function

After noting the source group and organisation, as well as, occupation you will need to look at their function in the story. Always choose the most specific option. If nothing else is applicable, or if the source is fulfilling a number of functions choose 'Subject general'. NOTE: For an opinion piece the function is always writer.

	Function	
1	Popular Opinion	This person is accessed to find out what 'the man on the street' thinks about an issue
2	Personal Experience	This person is sourced because they have personal experience of the matter under discussion
3	Eye Witness	An eye witness is someone who saw the event that the news item describes
4	Subject general	If the source is the person about whom a news item is
5	Victim	If somebody is accessed as a victim, the abuse event somehow embodies them
6	Survivor	If somebody is accessed as a survivor, the abuse event is an experience that they lived through
7	Perpetrator	This person committed or is accused of committing abuse
8	Expert	The person is accessed because they are an expert in the field
9	Spokesperson	This person is an official or unofficial representative of an organisation or government
10	Writer	This is the writer of the piece who is expressing her opinion



The function in the story tells us

something more about the source. You may find that function is the same as occupation for some sources, but they may differ for others.



Sex

You will also need to capture **the sex of the source**. Only capture whether the source is male or female if you are certain of the person's sex. If you are at all unsure, choose "3" unknown. If the person is a woman, put "2" for "female" under the sex column; if the journalist is a man, put "1" for "male".

No.	Sex
1	Female
2	Male
3	Unknown
4	Many

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But he did say that the woman would appear in the Germiston magistrates' court today.

ACCUSED: Thembi



Have a look at this article again. The sources would be "11.13 - community member/neighbour," accessed in role "9 - citizen, neighbour, member of a community, resident, friend." The sex of the source is "2 - male". Now, see if you can figure out the source code and sex of the other source.



NOTE: The database must have at least one source, if it is an analysis that quotes no one either directly or indirectly then the journalist is the source. Make sure that all your source options, group, organisation, occupation and function reflect this.



Principles

A key element of the monitoring methodology includes an assessment of the quality of the stories. We have decided to do this using internationally accepted, ethical standards of journalism. You will need to assess whether the following principles are **clearly supported (PS)** or **clearly violated (PV)** in the stories that you monitor.

These principles outline clear ethical guidelines that promote respect for human rights and best practice. As such, you are going to use them to highlight which of the principles are most regularly clearly supported/protected and which are most often clearly violated/ignored by the media. Remember; choose only the **most appropriate/obvious/clearly stated principle**. There can only be **ONE** principle per story.

Below are the guiding principles and an explanation for each. **When monitoring, use the table** that follows, which will help you to decide which, if any, principle is most appropriate.

No.	Principle	Monitoring Questions
1	Seek and express the truth	Is the story accurate? Or are there any glaring inaccuracies? Does the story have more than one source? Are sources (other than people who have been abused) named? Are the principles of the Constitution promoted or violated? Does the story attempt to give voice to the voiceless? Does the story attempt to hold the powerful accountable?
2	Be independent and objective	Does the story provide context? Does the story respect the rights of those in the story? Does the story present competing perspectives, i.e., is it balanced and fair?
3	Minimise harm	Has an effort been made in the story to minimise harm? Have identities/names of people abused/violated been given? Is there clear informed consent? In abuse stories, has the identity of a child been revealed, either directly or indirectly?
4	Children are afforded special protection	In abuse stories, has the identity of a child been revealed directly or indirectly? Has an effort been made to prevent harm to the child? Are the children's rights to privacy and/or dignity protected?
5	Avoid stereotypes	Does the story clearly promote or challenge stereotypes?
6	Be gender proactive and consider the gender angles to all stories	In gender-based violence items, have the gender dimensions been drawn out? Has the story clearly missed an opportunity to raise gender as an issue?
7	Violence against women and child abuse are fundamental human rights violations	Does the story clearly represent gender-based violence and child abuse as human rights violations or does it clearly trivialise gender-based violence and child abuse?
8	Respect and engage with cultural and sexual practices	Does the story raise and or acknowledge cultural practices? Does the story challenge harmful cultural practices or does it justify them?
9	Be aware of the HIV/AIDS dimensions to gender-based violence and child abuse stories	Does the story raise HIV as a clear issue linked to gender-based violence and child abuse? Does the story consider the HIV implications of gender-based violence and child abuse?





Still not sure which one to choose, or if you have chosen the correct one? Here are the explanations of all the ethical principles:

1. **Seek and express the truth.** Journalists should be accurate in their reporting. Journalists need to be particularly careful to get scientific and statistical information correct. This includes consulting a variety of sources and quoting them correctly. In order to aid transparency, sources should not be named unless there is a compelling reason to do so. Extra care, however, must be taken when dealing with women who have been abused, and if they are named, their informed consent must be obtained. Children who have been abused must not be named and/or identified at all.

2. **Be independent and objective.** An effort should be made on the part of media practitioners to show both sides of the story in the article/ programme. Context is important in framing the issue, and should be taken into consideration.

3. **Minimise harm.** In covering sensitive subjects, some harm may be unavoidable as sources relive difficult experiences. However, further harm should be avoided by not reporting in such a way as to encourage further violence or vigilantism, including harassment and stigmatisation due to revelations found in the media. Informed consent should be given and names should not be republished based on an assumption of informed consent previously given. Those who are suffering or grieving should be shown in a sensitive manner, as their ability to consent to coverage may be compromised. Journalists who have pledged anonymity to a source should respect that commitment. The media should protect people featured in articles/ programmes, who may suffer harm as a result of identification by:

- Not revealing their identities;
- Not showing images of faces;
- Not releasing facts that would lead to identities being determined.

4. **Children are afforded special protection.** Particular care should be taken in dealing with children's rights to dignity and privacy. The best interests of the child are paramount and journalists should consider the child's right to express views and to be quoted in the light of the child's age. Journalists should consult those closest to a child and consider the political, social, and cultural ramifications of any reportage. Children and parents must be told by journalists that they are being interviewed. A child's HIV status should only be revealed and the child identified if the public interest is overwhelming, and then only if no harm to the child is foreseeable and they and any caregivers or parents or guardians have given full informed consent. Children also have the right to be heard and to participate in decisions affecting their lives. Journalists should ensure that the particular concerns children face are covered. In all cases of abuse (physical and/or sexual) and other crimes where the child is the victim or perpetrator, the child's identity needs to be protected, and extra care needs to be taken to ensure the child cannot be identified, either directly or indirectly.

5. **Avoid stereotypes.** The media should challenge stereotypical representations of people, rather than perpetuate them. These perceptions can include discrimination, prejudice and stigma. Practically, this translates to the roles in which sources are stereotypically male or female. Men are often portrayed as violent perpetrators on the innocent (female or child) victims. Female or child victims may be blamed for the crimes perpetrated against them, short skirts, infidelity and any other reason does not justify gender violence. Women are often depicted in the domestic sphere as mothers, wives or reference is made to their personal appearance, when men's ideas or achievements are more likely to be mentioned. Similarly, women who do not conform to stereotypes are often not pictured in the media, such as lesbian, gay, bisexual, transgendered and intersexed people.



6. **Be gender proactive and consider the gender angles to all stories.** Contravening this principle may involve degrading titles for a woman such as “no sex girl” or “sex-mad woman”, reports that ignore women as part of the community or reports that do not consider gender issues. An article may lack a gender perspective if it does not use any women as sources, or when male sources dominate female sources. Often, this is done by accessing more male sources or presenting the sources so that the last word or summary is a male point-of-view. Often the gendered aspects to a story, including how events, policies, decisions or programmes affect women, are neglected.

7. **Violence against women and child abuse are fundamental human rights violations.** There are a number of laws and conventions internationally that protect human rights. These foreground the rights to dignity and equality, which are violated in instances of abuse.

8. **Respect and engage with cultural and sexual practices.** Cultural differences should be respected and cultural norms not imposed on others. As culture is not fixed, but constantly negotiated, often at the expense of women, there should be debate about cultural practices. Traditions, which may have negative consequences for women include inheritance laws, bride inheritance, bride kidnapping, virginity testing, and female circumcision. Similarly, sexual practices may make women vulnerable, such as having a child before marriage to prove fertility, intergenerational sex or marriage, polygamy, or sex in exchange for material or financial rewards. Coverage should not unquestioningly agree with traditional views, but consider how traditions affect women.

9. **Be aware of and seek out the HIV/AIDS dimensions of gender-based violence and child abuse stories.** Journalists should be aware of and seek out the HIV/AIDS dimensions of all gender-based violence and child abuse stories, as this will add to the depth and context, as well as reveal new areas for reporting.



Look at the article on the next page. You will see that principle 3 has been violated, and that the accused is pictured in the article before she has been tried. The publishing of this image harms the reputation of somebody who has not been charged, but can also spark off violence towards her.



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ACCUSED: Thembi

Gender/women central?

This question is aimed at ascertaining whether gender or women's issues are an essential part of the story or not. An article that has gender or women's issues as central to the story may not mention the word gender, but will convey something about gender relations in general, or certain relationships between the genders particularly. Answer either **yes** or **no** to this question.

Code	Yes/No
1	Yes
2	No



Is gender central to the above story?

Yes, it discusses the murder of an intimate partner; clearly this is a case of gender-based violence.



Analysis

This column is for information that has not been captured elsewhere on the form. This field is useful in attracting attention to a particularly bad or good example of coverage.

Negative pictorial and other visual representation often runs counter to the positive intentions of its accompanying story, and often turns an essentially positive piece of reporting into a negative news item. It is necessary to explain what pictures accompanying articles contain and what they add to the **overall impression** of the item. Similarly, in TV bulletins, the accompanying visuals often affect the impact of the item, and as the visuals are not available to the MMP, you will have to give **some sense** of them in the analysis space provided.

To help complete the analysis block, try to answer the following 5 questions:

1. Does the headline match the content of the story?
2. Does the story warrant further analysis? If so, why?
3. Does the story perpetuate any stereotypes?
4. Does the story name and/or identify any "victims" or perpetrators of the crime (before the perpetrator has been charged in a court of law)?
5. Is the story exceptional in any way? How? Is it exceptionally good or exceptionally bad?



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