

## **ABSTRACT**

**This thesis investigates through theoretical analysis and imperative research, how Sepedi is represented on SABC, especially on SABC 2 in accordance to the Independent Communications Authority of South Africa (ICASA). Looking back at Sepedi programming before democracy and after democracy, SABC has gone through a major transition. This thesis visits the transitions that SABC went through and how SABC is transforming to serve public interests. This essay will be composed of empirical observations to depict whether these aims are in fact pursued and achieved.**