

## **Bibliography**

### Books

Ahrens, F. (2005) 28/1 *Washington Post*. Retrieved November 20, 2005 from the World Wide Web: [www.washingtonpost.com/wp-dyn/articles/A42134-2005](http://www.washingtonpost.com/wp-dyn/articles/A42134-2005)

Ansah, P. (1988) In search for a role for the African media in the democratic process. *Africa Media Review*. 2(2):1-16). Nairobi: ACCE.

Bagdikian, B. (1988) *The Media Monopoly*. Boston: Beacon Press.

Bagdikian, B. (2000). *The Media Monopoly*, 6th edition. Boston, MA: Beacon Press.

Baker, A. (2002) *Media, Markets and Democracy*. Cambridge: Cambridge University Press.

Bernard, H. (1988) *Research Methods in Cultural Anthropology*. Newbury Park, California: Sage.

Bernard, H. (2000) *Social Research Methods: Qualitative and Quantitative Approaches*. Thousand Oaks, California: Sage Publications, Inc.

Berger, A. (1991) *Media Research Techniques*. Newbury Park CA: Sage Publications, Inc. pp 25

Berger, G. (1993) "What Criteria for Measuring Diversity?" Retrieved March 12, 2005 from the World Wide Web: <http://journ.ru.ac.za?staff/guy/index.html>

Berger, G. and Kanyegeire, A “Media Content, Advertising and Circulation.” 2002.  
Retrieved March 12, 2004 from the World Wide Web:  
<http://journ.ru.ac.za/staff/guy.fulltext.circ.doc>

Bogart, L. (1995) *Commercial Culture: The Media System and the Public Interest*. New York: Oxford University Press pp. 15-6.

Bourgault, L. (1995) *Mass Media in sub-Saharan Africa*. Bloomington, IN: Indiana University Press. P. 206-215

Burgess, T. (2001) A general introduction to the design of questionnaires for survey research. In *Information Systems Services: Guide to the Design of Questionnaires*.  
Retrieved June 17, 2005 from the World Wide Web:  
<http://www.leeds.ac.uk/iss/documentation/top/top2.pdf>

Cadbury, C. (2000) *Global Corporate Governance Forum*, World Bank.  
Retrieved July 21, 2005 from the World Wide Web:  
<http://www.google.co.za/search?hl=en&q=What+is+Corporate+governance&btnG=Google+Search&meta=>

Chambers, D. (2000) “Critical approaches to the media: the changing context for investigative journalism” In Burgh, H. (ed.), *Investigative Journalism: Context and Practice*. London: Routledge.

Corden, W.M. (1952) “The Maximisation Profit by a Newspaper”, *Review of Economic Studies*, 20, 181–190.

Creswell, J. (1994). *Research Design: Qualitative & Quantitative Approaches*. Thousand Oaks, CA: Sage Publications.

Croteau, D. and Hoynes, W. (2001) *The Business of Media: Corporate Media and Public Interest*. New York: Pine Forge Press.

Croteau, D. and Hoynes, W. (1997). *Media / Society- Industries, Images and Audiences*. New York: Pine Forge Press.

Critical Methods Society, (1995) “A Spanner in the Works of the Factory of Truth, *1st Annual Qualitative Methods Conference*”. 20 October 1995, University of the Witwatersrand, South Africa. Retrieved November 20, 2005 from the World Wide Web: <http://www.criticalmethods.org/spanner.htm>

Curran, J. (2002) *Media and Power*. London: Routledge.

Curran, J. and Seaton, J. (1997) *Power without Responsibility: The Press and Broadcasting in Britain*, 5<sup>th</sup> edn. London: Routledge.

Denzin, N, and Lincoln, Y (1994). *Handbook of Qualitative Research*. Thousand Oaks, CA: Sage

De Wet, P. (April 2005). Failure’s Lessons. *The Media*. South Africa. P. 21

Dlamini, N. (2003) *The Influence of Target Audience Advertising in the Financial Press*. Retrieved July 30, 2005 from the World Wide Web: <http://www.journalism.co.za/images/upload/Ndaba%20Dlamini%20final.doc>

Ferguson, J. (1983) “Daily Newspaper Advertising Rates, Local Media Cross-Ownership, and Media Competition”, *Journal of Law and Economics*, 26, 635–654.

Ferguson, M. (1990). Electronic Media and Redefining Time and Space. In M. Ferguson (ed.) *Public Communications, the New Imperatives: Future Directions for Media Research*. London: Sage.

Finkelstein, S. (2003) *Why Smart Executives Fail*. New York: Portfolio.

Franklin, B. (1997) *Newszak and News Media*. London and New York: Arnold.

Furhoff, L. (1973). "Some Reflections in Newspaper Concentration", *Scandinavian Economic History Review* 21: 1-27.

Garnham, N. (1979) "Contributions to a Political Economy of Communication", *Media Culture and Society*, 1 (2): 123-46.

Golding, P. and Murdock, G. (1991) "Theories of Communications and Theories of Society". *Communication Research*, 5 (3): 390-56.

Gompers, Ishii, and Metrick, (2003) "Corporate Governance and Equity pPrices", *Quarterly Journal of Economics*, 107-155. Retrieved January 18, 2006 from the World Wide Web: (<http://www.corpgov.net/links/links.html>)

Harber, A. (May 2005) "Commercial Pressures as Insidious as Political". *Business Day*, South Africa. Retrieved July 23, 2005 from the World Wide Web: <http://www.journalism.co.za/modules.php?op=modload&name=News&file=article&sid=2386>

Harber, A. (June 2003) "Will ThisDay come SomeDay?" *Business Day*, South Africa. Retrieved December, 2005 from the World Wide Web: <http://www.journalism.co.za/modules.php?op=modload&name=News&file=article&sid=448>

Herman, E. (1995) "Media in the US Political System. In Downing, Mohammadi and Streberny-Mohammadi", (eds.) *Questioning the Media: A Critical Introduction*, second edn. London: Sage.

Herman, E. and Chomsky, N. (1988) *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon.

Hitchcock, Graham and Hughes, David (1989). *Research and the Teacher: A Qualitative Introduction to School-based Research*. London: Routledge

Hoskins, McFadyen, and Finn. (2004) *Media Economics, Applying Economics to New and Traditional Media*. London: Sage.

Kasoma, F. (1995). "The Role of the Independent Media in Africa's Change to Democracy". *Media, Culture & Society*, Vol. 17, 537-555. London: Sage

Leiss, Kline and Jhally, (1986) *Social Communication in Advertising: Persons, Products, and Images of Well-Being*. New York: Methuen.

Lincoln, Y. and Guba, E. (1985). *Naturalistic Inquiry*. Newbury Park, CA: Sage Publications.

McClure, L. (1950) *Newspaper Advertising and Promotion*,

Marshall, C. and Rossman, G. (1980) *Designing Qualitative Research*. Newbury Park, CA: Sage.

McChesney, W. (1997) *The Global Media*. London: Cassell.

McChesney, R. and Scott, B. (2004) "Introduction" in McChesney and Scott (eds.) *Our Unfree Press: 100 years of Radical Media Criticism*. New York and London; The New Press.

Merriam, S. (1988) *Case Study Research in Education: A Qualitative Approach*. San Francisco: Jossey-Bass.

Mosco, V. (1996) *The Political Economy of Communication*. London: Sage. : 107.

Murdock, G. and Golding, P. (1973) *The Political Economy of the Media*. Cheltenham, England; Brookfield, Vt.: Edward Elgar

Oatway, J. (2000) *Nigeria Media Report*. Retrieved June 20th, 2005 from the World Wide Web: [Http://www.journ.ru.ac.za.htm](http://www.journ.ru.ac.za.htm)

Parker, E. (Dec 1996) “*Market-Driven*” *Business and Demands on Journalists*. AEJMC Conference Papers. Central Michigan University.

Pogash, Carl. (1995) “General Mills' Gift to Journalism”. *American Journalism Review*. July/August: 41-44.

Potter, W.J. (2001) *Media Literacy* London: Sage Publications.

Picard, R. (1989) *Media Economics: Concepts and Issues*. London: Sage.

Przeworski, A and Salomon, F. (1995) *The Art of Writing Proposals: Some Candid Suggestions for Applicants to Social Science Research Council Competitions*. (c) 1995 (rev.), 1988 Social Science Research Council: New York

Reddaway, W. (1963) The Economics of Newspapers, *Economic Journal*, 73, 201–218.

Rucker, F and Williams, H. (1974) *Newspaper Organisation and Management*.

Salomon, G. (1991) "Transcending the Qualitative-Quantitative Debate: The Analytic and Systematic Approaches to Educational Research". *American Educational Research Journal*. Retrieved January 19, 2006 from the World Wide Web: (<http://www.jstor.org/journals/aera.html>)

Sutter D. (2002) Advertising and Political Bias in the Media: The Market for Criticism of the Market Economy. *The American Journal of Economics and Sociology*, Volume 61, Number 3, July, pp. 725-745(21) New York: Blackwell Publishing.

Teer-Tomaselli, R. and Tomaselli, K. (2001) "Transformation, Nation-Building and the South African Media, 1993-1999". In Tomaselli, K and Dunn, H. (eds) *Media, democracy and Renewal in Southern Africa*. Colorado Springs: International Academic Publications

Tomaselli, K and Dunn, H. (eds.) *Media, Democracy and Renewal in Southern Africa*. Colorado Springs: International Academic Publications

Tutu, D. (1996) Journalists under Fire: Media under Siege. *Report on African media forum*, Nov 8-11, Cape Town and Johannesburg. Arlington: The Freedom forum.

Udell, J. (1978) *The Economics of the American Newspaper*. Communication Arts Books, Hastings House, Publishers. New York.

Underwood, D. (1988) When MBAs Rule the Newsroom. *Columbia Journalism Review*, Columbia University Press. P 26.

Wilbraham, L. (1995) "Thematic Content Analysis: Panacea for the Ills of 'Intentioned Opacity' of Discourse Analysis?" Paper presented at the *1st Annual Qualitative Methods Conference*, A spanner in the works of the factory of truth, 20 October 1995, University of the Witwatersrand, South Africa. Retrieved November 20, 2005 from the World Wide Web: <http://www.criticalmethods.org/spanner.htm>

Williams, K. (2003: 56). *Understanding Media Theory*. London: Arnold

Wilson, C. and Gutierrez, F. (1995). *Race, Multiculturalism, and the Media: From Mass to Class Communication*. Thousand Oaks, CA: Sage Publications.

Wisker, G. (2001) *The Postgraduate Research Handbook*. New York: Palgrave Houndmills.

### **Interviewed Respondents**

Bauer, C. (2005) Interview with author on 6<sup>th</sup> November, 2005.

Bhagowat, C. (2005) Interview with author on 6<sup>th</sup> November, 2005.

Cruz, S. (2005) Interview with author on 11<sup>th</sup> November, 2005.

Davie, K. (2005) Interview with author on 10<sup>th</sup> November, 2005.

Harber, A. (2005) Interview with author on 20<sup>th</sup> November, 2005.

Khumalo, F. (2005) Interview with author on 2<sup>nd</sup> November, 2005.

Malala, J. (2005) Interview with author on 6<sup>th</sup> & 29<sup>th</sup> November, 2005.

Matisonn, J. (2005) Telephonic and email interview on November & December 2005

McAuliffe, L. (2005) Interview with author on 6<sup>th</sup> November 2005.

Mcefa, Z. (2005) Interview with author 18 December, 2005.

Muller, G. (2005) Interview with author on 10<sup>th</sup> November 2005.

Nxhumalo, F. (2005) Interview with author on 12<sup>th</sup> November 2005.



Rabe, L. (2005) Email enquiries with author Nov. & Dec. 2005.

Wilkins, P. (2005) Interview with author on 8<sup>th</sup> November 2005.

### **Internet Sources**

<http://www.southafrica.info/>

<http://www.journalism.co.za/>

<http://www.saarf.co.za>

<http://list.msu.edu/>

<http://www.prdomain.com/>

<http://www.ssrc.org/>

<http://www.gcis.gov.za/>

<http://www.criticalmethods.org/>

<http://www.media24.com/>

<http://www.johnnic.co.za/>

<http://www.google.co.za/>

<http://www.mg.co.za/>

<http://www.mtn.co.za/>