

https://dspace.org/

How journalists view their role in HIV and AIDS reporting in a new South Africa

Mokoena, Miriam

2014-01-16
http://hdl.handle.net10539/13500

Downloaded from a DSpace repository. https://dspace.org/

TABLE OF CONTENTS

Abstract……1

1. INTRODUCTION AND MOTIVATION……..3

1.1. The importance of HIV and AIDS research……3

1.2. How the democratic transition brought challenges for the media……5

1.3. Government's controversial response to HIV/AIDS and the media…….8

1.4. Criticism of media coverage of HIV and AIDS……..11

1.5. Aim……12

1.6. What is the Virodene saga?.....14

2. THEORETICAL FRAMEWORK AND LIRATURE REVIEW……...18

2.1. The role of social responsibility theory/watchdog role in HIV/AIDS reporting ……..18

2.1a. News values, gatekeeping process and professional ideologies……..23

2.1b. Defining a scandal……27

2.2. LITERATURE REVIEW.....28

2.2a. HIV and AIDS reporting in the new South Africa.....28

3. METHODOLOGY 31

3.1. Qualitative research.....32

3.2. How content analysis was used… 32

3.3. Details of the interview subjects 32

3.3a. Interview process: How interviewees were recruited……34

3.3a.i. The interview questions……34

3.4. Limitations in the interviewing process……35

4. FINDINGS.....37

4.1. Virodene saga: From breakthrough to scandal 37

4.2. Impact of personal experience on HIV and AIDS reporting……..40

4.3. Journalistic obligation and instincts in HIV and AIDS reporting 42

4.4. HIV and journalists in the new South Africa. 43

4.5. Difficulties in dealing with government spokespeople.....44

4.6. Journalists' understanding of the science behind HIV and AIDS……46

5. Analysis 51

5.1. Social responsibility theory/watchdog role in the Virodene story**….51**

5.2. Professional values and practices in the Virodene saga…….. …….54
5.3. Objectivity and truth telling in the Virodene story……56
5.4. Journalists vs. new government…….58
5.5. HIV and AIDS understanding among journalists……..59

6. CONCLUSION 60
7. BIBLIOGRAPHY 63