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**Njeje, Mbuyekezo**

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# Editorial Policies and the development of isiXhosa: How is isiXhosa being developed in post-Apartheid South Africa by Private Print Media Institutions

Mbuyekezo Njeje

University of the Witwatersrand

Supervisor: Mr Lwazi Mjiyako

**Abstract**

The Maintenance and Revival of isiXhosa print media in South Africa has been left to conglomerate media companies that do not have editorial policies that address their development. These companies are preserving isiXhosa the language they invest in isiXhosa print media to make money of the language. The development of the language is not catered for they are in the business of copies of magazines and newspapers. However, they should not be faulted for this area of indigenous language print media has long been neglected by black business men. From the history of African language print media it shows that this media is sustainably profitable if one is to look at purely the side of media. *Ilanga lase Natal* is testament to that it is now 116 years the paper has been in print it change ownership several times but that did not prompt the paper to cease existing. This is what unfortunately has happened to isiXhosa newspapers that were famous and influential in the late 19$^{th}$ and early 20$^{th}$ centuries. It seems that once they got into the exchange of ownership conflict would ensue this is probably because they were very influential politically and everybody was interested in controlling its audience. Now isiXhosa finds itself to be at the mercy of media companies that are English and Afrikaans language oriented and inclined whose policies only recognize the two languages. In this situation isiXhosa finds itself to be and becomes an artificial minority language in these institutions. This is not to say that if maybe a BEE consortium was to invest in the isiXhosa language print media they were not going to be profit and sales oriented. However, they would be inclined in paying attention to the development of language rather language preservation. The reference to BEE business men in the paper should be understood in relation to the state abandonment and spectacular stagnation of isiXhosa print media and therefor the language of isiXhosa.

*Keywords*: Editorial Policy, isiXhosa Print Media, Black Business people, Conglomerate Media.

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I here declare that this long paper is my own independent work.

Where I have consulted secondary sources, I have acknowledged the appropriately.

I understand what constitutes plagiarism and I declare that, to the best of my knowledge, I have not committed any plagiarism

Signature_____ Date_____

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