DSPACE

https://dspace.org/

Rebuilding the South African black family in Khumbul'ekhaya: a textual and reception study

Matlala, Mabogoshi Sylvia

2014-01-24
http://hdl.handle.net10539/13596

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

REBUILDING THE SOUTH AFRICAN BLACK FAMILY IN *KHUMBUL'EKHAYA*: A TEXTUAL AND RECEPTION STUDY

by **MABOGOSHI SYLVIA MATLALA**

(0714961f)

Supervised by **SARAH CHIUMBU**

A thesis submitted to the faculty of Humanities, University of the Witwatersrand, in fulfillment of the requirements for the Degree of Master of Arts in Media Studies.

August 2013

ABSTRACT

This study critically investigates whether or not, and how, the show called *Khumbul'ekhaya* (which is aired on SABC 1 at 9pm on Wednesdays at the time of writing) could be seen as a nation-building programme. This is in line with its concept of uniting estranged families and belief that through healing and building the family, the nation is in turn built up and united.

This is both a textual and reception analysis study. It firstly looks at how the show makes a link between concepts of the family and nation. It then further engages with the SABC's mandate, to explore the extent to which the show meets and fulfils the requirements of being a nation-building programme. It also explores how far the audiences subscribe (if they do) to the ideas and messages encoded by both the show and its producers of family and nation. This is done through randomly selecting and analysing four episodes of the show using critical discourse analysis, semiotic analysis, and also interviewing the audience (young women) about their views of the show.

Therefore, through undertaking both a textual and reception analysis study regarding the concept of nation-building, this study contributes extensively to the field of media studies, as most studies of nation-building focus on the text alone.

The study found that the show could be seen to be a nation-building programme in principle, from the SABC mandate's perspective. However, upon further study, it is revealed that it presents contradictory and questionable images, which in the long term leads to a mixed reaction from the audience about the show's status as a nation-building programme.

PLAGIARISM DECLARATION

I, **Mabogoshi Sylvia Matlala,** student number **0714961f**, am a registered student for Masters of Arts by dissertation in the year **2013**, hereby declare the following:

1. I am aware that plagiarism (the use of someone else's work without their permission and/or without acknowledging the original source) is wrong.
2. I confirm that the work submitted for examination of the above mentioned course is my own unaided work except where I have explicitly indicated otherwise.
3. I confirm that this work has not been submitted before for any other degree or examination in any form to any institution.
4. I have followed the required convention in referencing the ideas and thoughts of others.
5. I understand that the University of the Witwatersrand may take disciplinary actions against me if there is a belief that this is not my own unaided work or that I have failed to acknowledge the source of the ideas or words in my writing.

Signature: _____ Date: _____

ACKNOWLEDGEMENTS

The journey towards completing this thesis has been both challenging and insightful. It has been made bearable by the continued support and guidance of many people in my life who I would like to acknowledge.

Thanks must first go to my supervisor Dr Wendy Willems for her patience and guidance during the initial stages of this work. Although you left before seeing the final product, thank you for your input, encouragement and belief in me. I would also like to thank Dr Sarah Chiumbu, who took over from Wendy and patiently shaped my ideas to make sense. Thank you to the Media Studies department for the endless support during this thesis and especially to Janeske Botes for her motivation and being a good listener.

I also wish to thank the participants who took part in the research. Your thoughts and opinions have helped me to make sense of the show itself and made me think clearly about what I wanted to do. You also gave me hope that our country's youth are bright, active and aware of important issues that affect them. Thanks are due to the producers of *Khumbul'ekhaya* – Enel Viljoen and Quinton Kgositsile – for their time and insights about the show.

To my fellow MA students, congratulations for finally achieving this milestone after months of hard work. Special thanks go out to Aneesa Hoosen, Kgalalelo Morwe and Rantinyane Rampora for being my pillars of strength throughout this process. To my friends, thank you for always cheering me on and always being there. You have continuously been by my side throughout the sleepless nights, the stress and the triumphs. Thank you.

And finally, thanks are due to my parents and siblings for their compassion, prayers, understanding and support throughout this dissertation.