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The impact of income-generating strategies at newspapers: A study of Geld.

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A research report submitted to the Faculty of Humanities, University of the Witwatersrand, Johannesburg, in partial fulfilment of the requirements for the degree of Masters of Journalism and Media Studies.

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Abstract

Newspapers are operating in a changing media environment where commercial pressures have in some cases diluted the information, education and publicity functions of traditional journalism. This research report looks at strategies to attract advertising at publications and the impact of these strategies on journalistic operating approaches, media organisation and culture as well as certain aspects of content, with specific reference to the personal finance magazine Geld, which is published as part of the Afrikaans Sunday newspaper Rapport. The research question is framed in the context of a concern in media studies and the South African media publishing environment about increasing commercialisation and its effect on the role of journalism in society. I employed the research methods of content analysis, quantitative and qualitative, and in-depth interviews to explore the subject.

Declaration

I declare that this research is my own unaided work. It is submitted for the degree of Masters of Arts in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any other degree or examination in any other university.

_____

_____ day of _____

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