
Media's perception of political parties in South Africa in the run- up to the national elections in April 2004

1-14 January 2004

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The year 2004 is not only the year of celebrations around '10 years of Democracy', it is also the year for the third democratic elections in South Africa.

The purpose of this project is to analyse the role South African media play in this democratic process, particularly in its coverage of South African political parties and the national elections.

Media Tenor has a history of independent and non-partisan research into elections around the world, from the 1999 British Elections (in corporation with the Hansard Society), the 2000 U.S. Presidential elections, the 2002 National German Elections and the 2004 U.S. Presidential elections.

The research started on 1 January 2004 and analyses a large selection of national media on a daily basis, scrutinising each and every statement (contrary to traditional research that is article/report based) on politicians and political parties according to Media Tenor's internationally certified media content analysis methodology (see appendix).

The results of the research project will be displayed weekly from 15 February on Media Tenor South Africa's website (<http://www.mediatenor.co.za>). The website will highlight general trends and perceptions as displayed by the selected set of South African media.

Additionally to the general information displayed on its website, Media Tenor is encouraging political parties, NGO's, media and other institutions to contribute to the project. Organisations participating will be able to get more detailed information on the way media report on political parties or politicians than the information released on the website. For further information on how to become part of this research project, please contact *Wadim Schreiner, Managing Director, on 012-346 6422 or 082 7831035.*

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- ANC dominating SA media coverage
 - DA, NNP enjoying positive media image
 - Economy the main issues for ANC and DA

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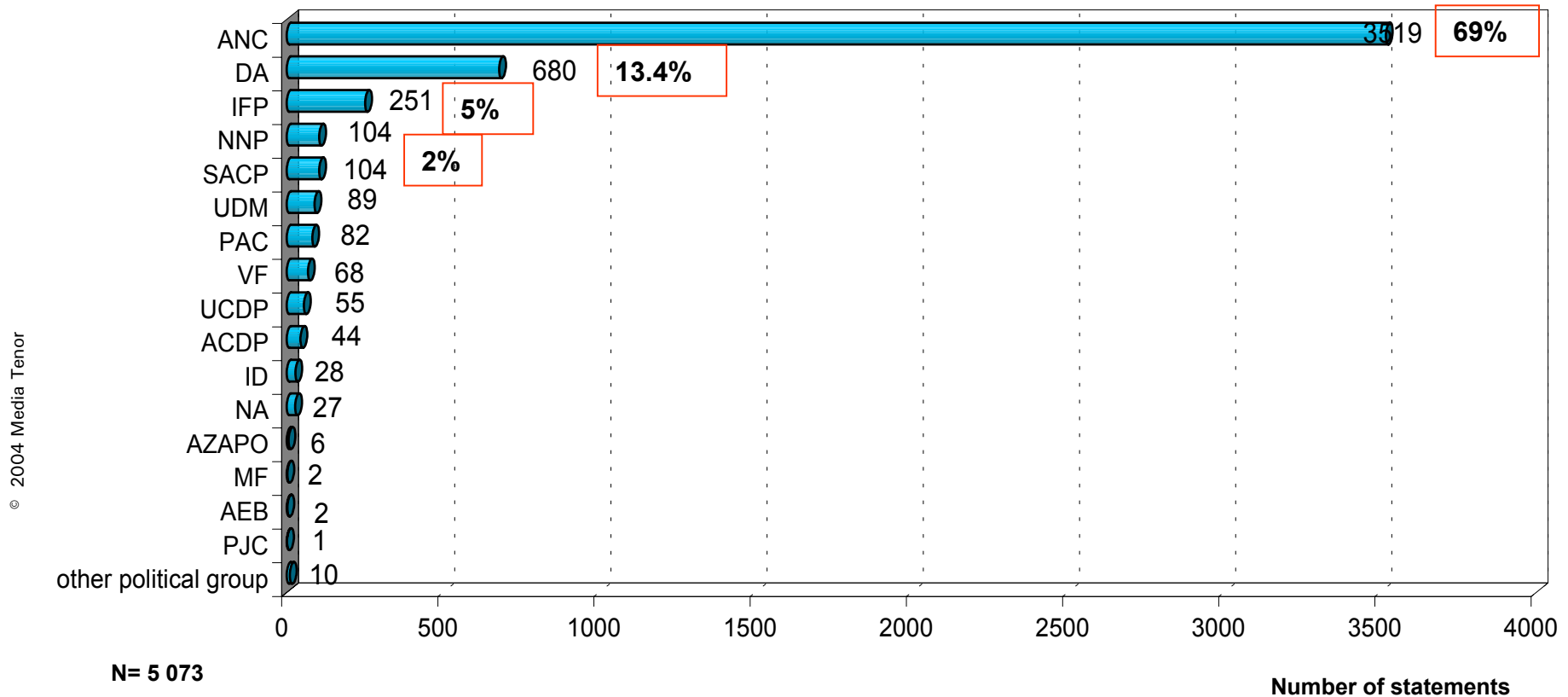
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ANC with 69% of all party coverage in media

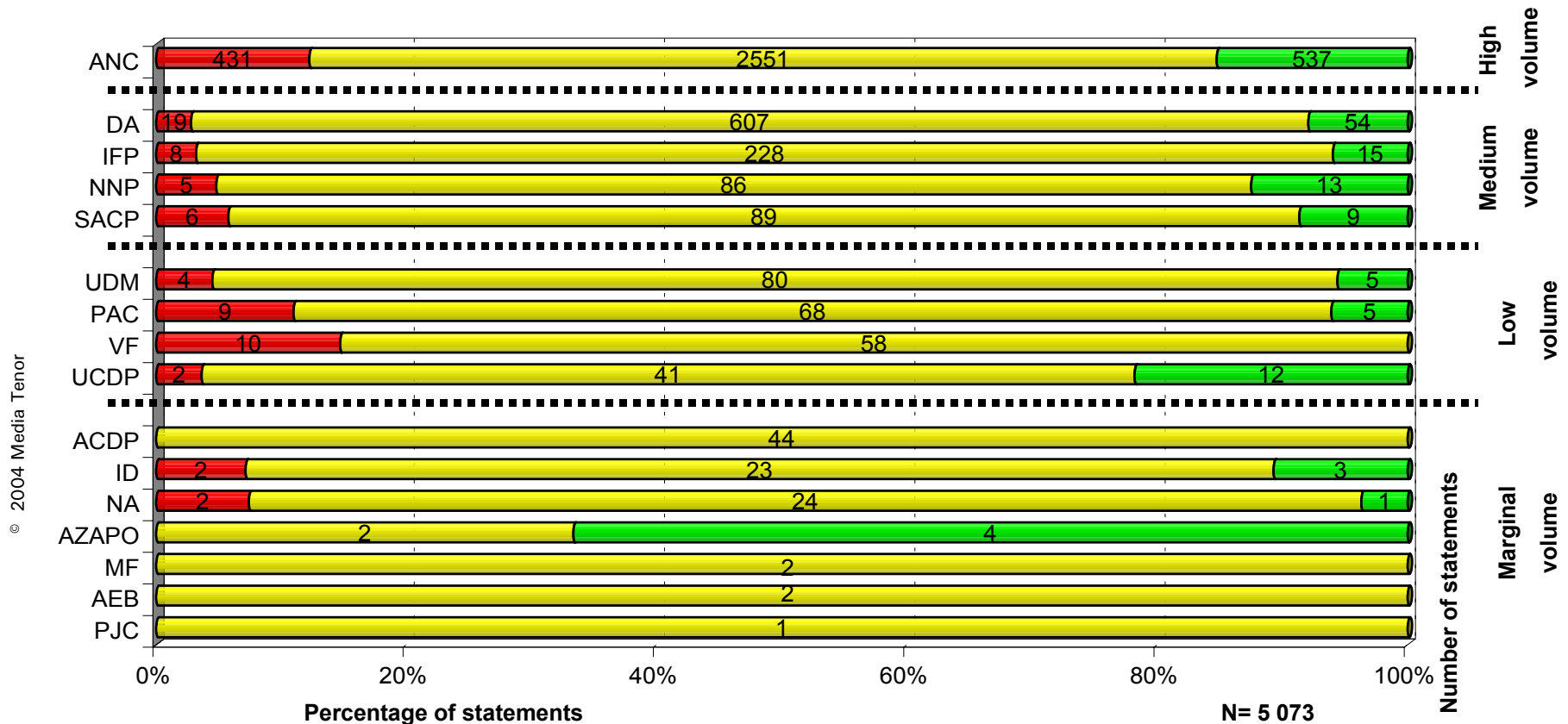
Political parties receiving coverage: 1-14 January, 2004



The African National Congress received the largest focus of attention in the first two weeks of January. Of the total 5 073 statements analysed, 69% were dealing with the ANC. The official opposition, the DA, was behind with 13.4%, followed by the IFP (5%) and jointly the NNP and the SACP (2%)

Most parties with more positive than negative coverage

Rating of political parties in SA media: 1-14 January, 2004



High volume: more than 500 statements per week, medium: between 50 and 500, low: between 25 and 50, marginal: less than 25

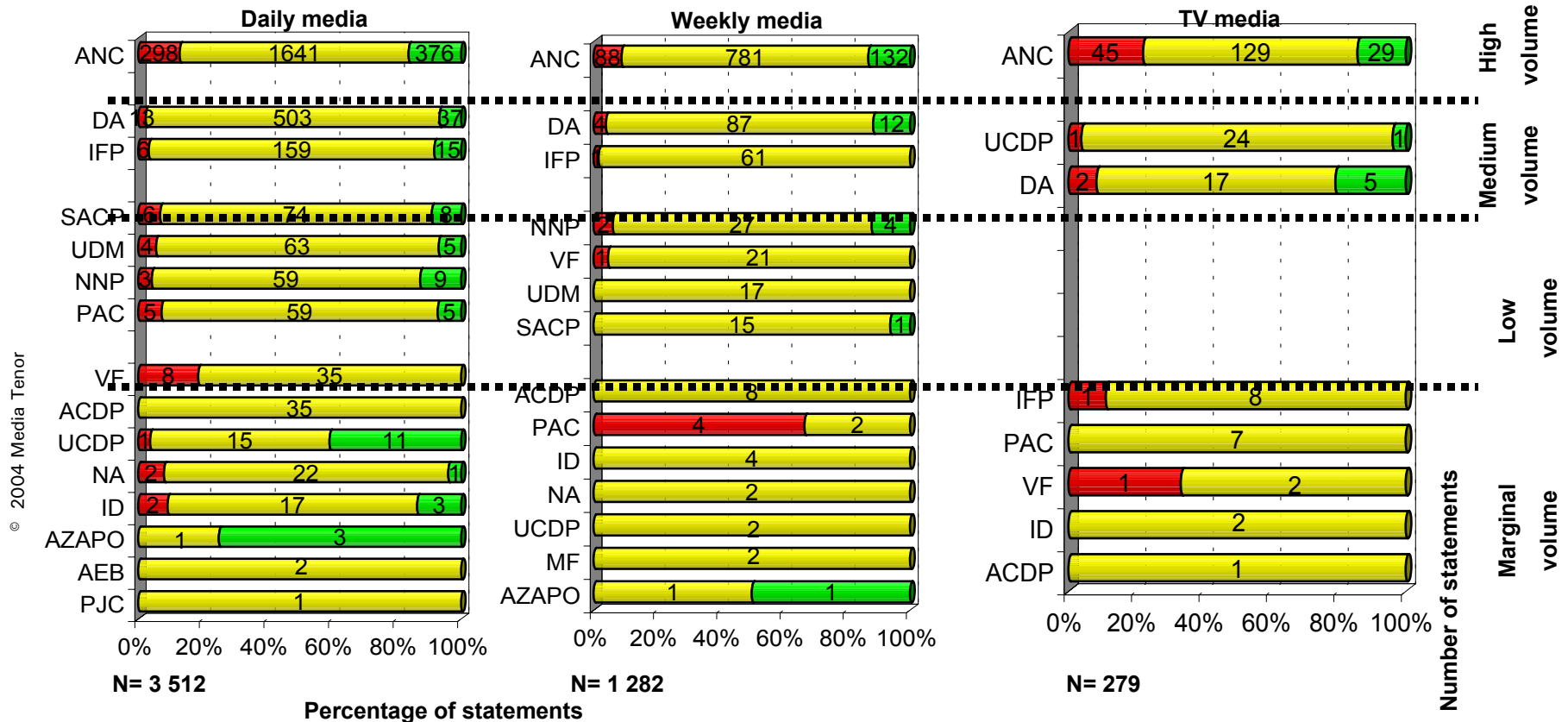
The ANC, receiving five times more coverage than the DA, managed to balance positive and negative coverage, with slightly more positive statements made. The DA is sitting with a comfortable image in the first two weeks of January.



The rating by the media is calculated on two levels: **explicit** use of words and **implicit** context. The combination is the overall rating, expressed in the colours of a traffic light (robot).

Television with less focus on the official opposition

Rating of political parties in SA media: 1-14 January, 2004



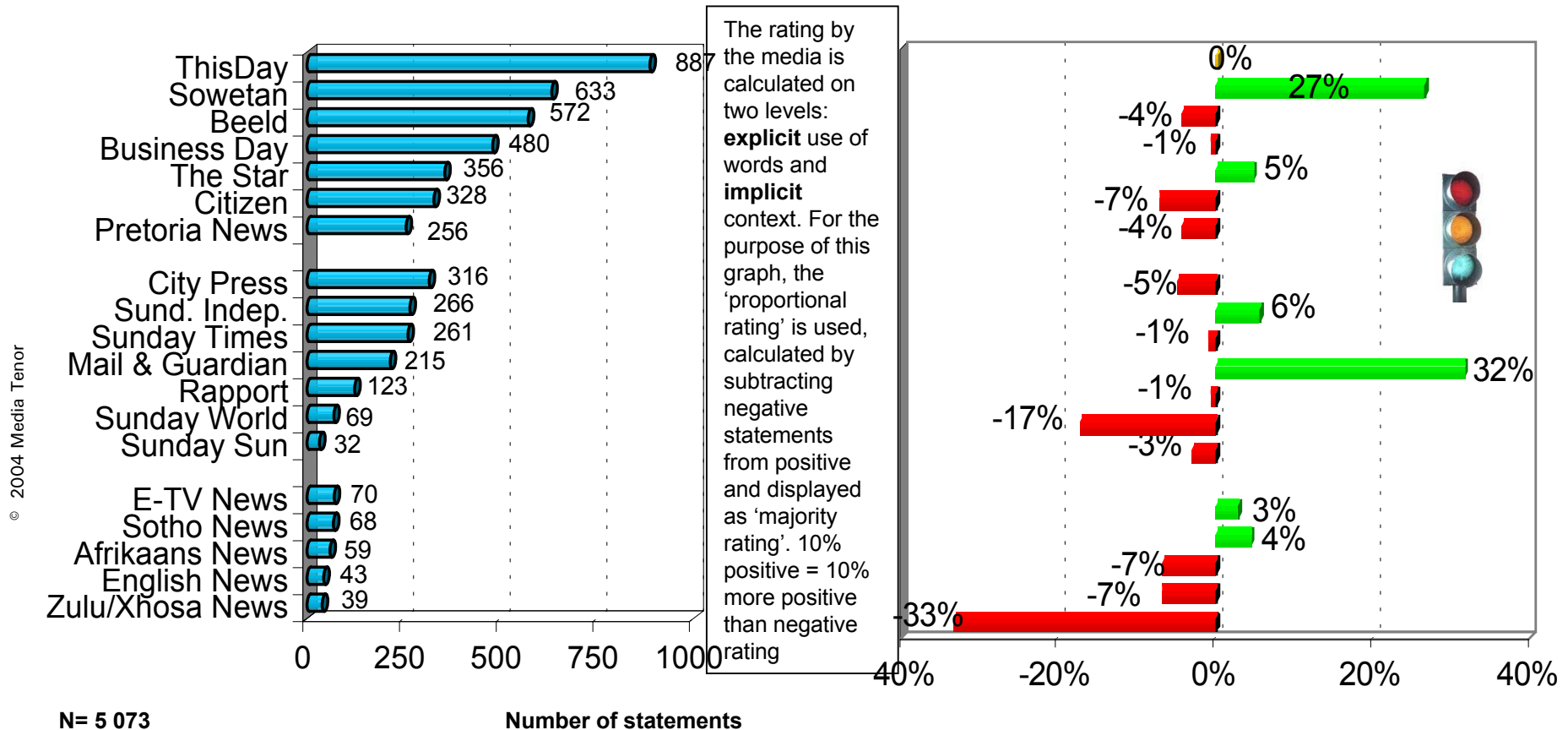
Television, contrary to weekly and daily media, has focused more on the UCDP than the official opposition, the Democratic Alliance. All other political parties (with exception of the ANC) received only marginal coverage on television.



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ThisDay with most coverage on politics

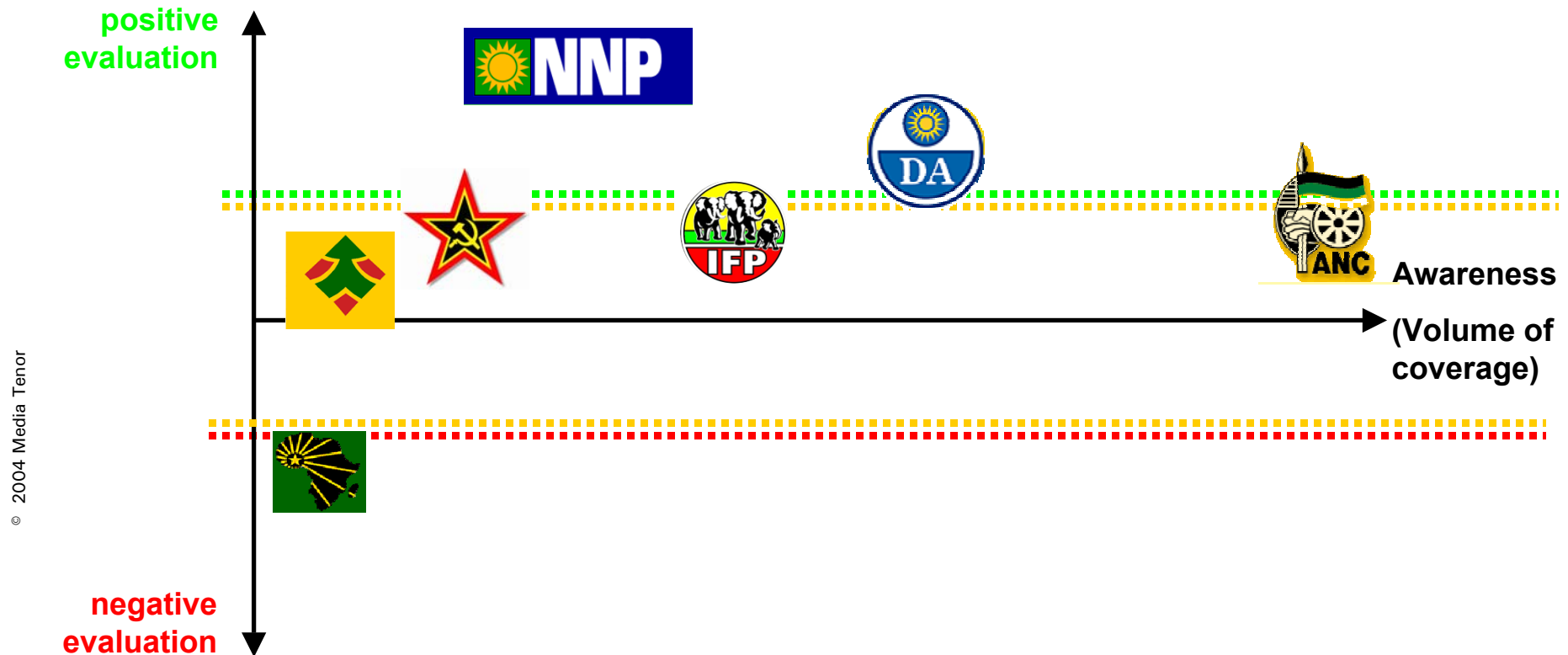
Media reporting on political party and rating of its political coverage: 1-14 January, 2004



Of all publications, the 'newcomer' ThisDay shows the greatest focus on party political coverage. At the same time, its coverage is the most objective in terms of its balance of positive and negative reports (rating in general at 0%). Sowetan, with the second most coverage, shows the greatest share of positive statements amongst the daily media analysed.

ANC with greatest awareness, DA and NNP with best image

Media reporting on political party and rating of its political coverage: 1-14 January, 2004



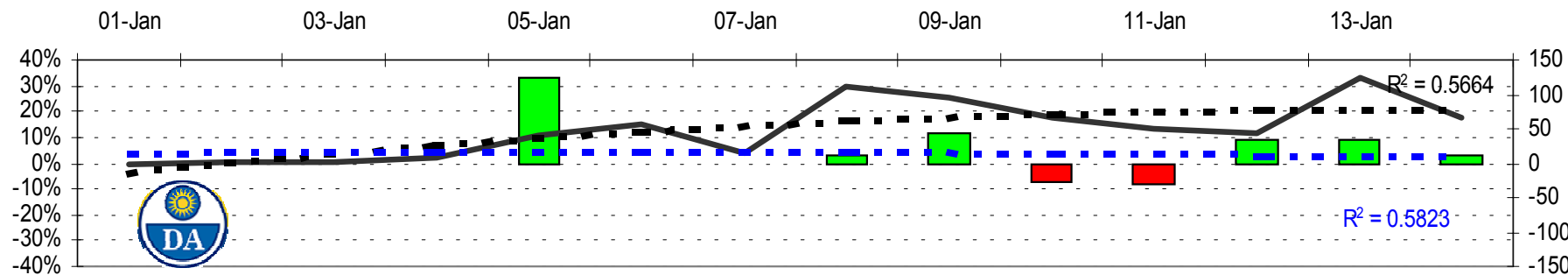
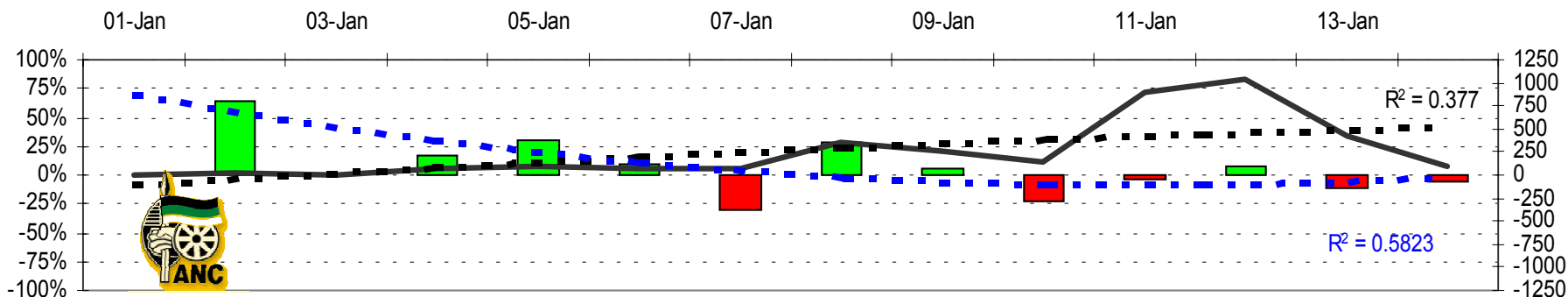
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Awareness and Evaluation of political parties in SA media

In terms of reaching an awareness threshold, the ANC is no doubt running its media election campaign in full steam. The DA has proportionally a better image, but still lacks some volume. The NNP, considered by some rival parties a potential 'loser' in the elections, has the most favourable image, but is also still lacking volume. Amongst the top seven parties in terms of volume, only the UDM and PAC are still struggling to get adequate and increased media coverage.

ANC, DA increasing volume, ruling party still struggling with overall image

Number, trend and rating of ANC, DA in SA media: 1-14 January, 2004



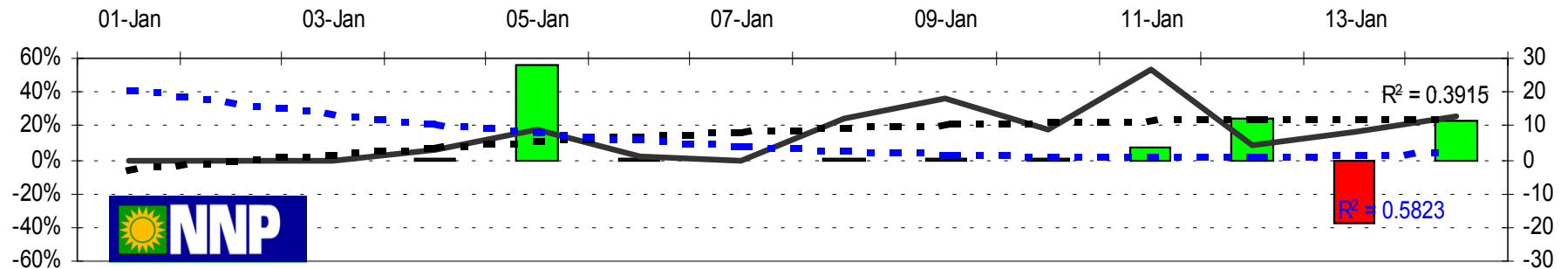
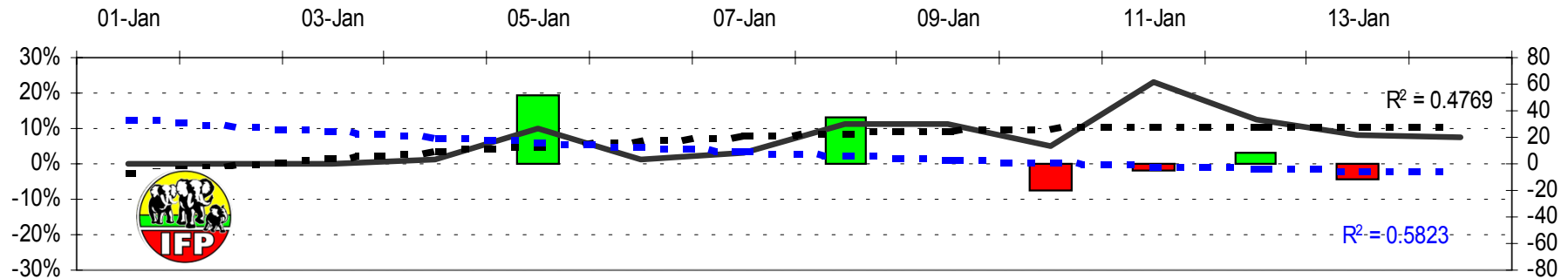
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Both parties are increasing their volume of coverage (black dashed line), but contrary to the DA, the ANC is still struggling to improve its overall media image.

- Trendline rating
- Trendline volume
- Number of statements

NNP on the upswing, IFP's image declining

Number, trend and rating of IFP, NNP in SA media: 1-14 January, 2004



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While the NNP is steadily increasing both the volume of its coverage as well as its rating in the media, the IFP is battling with increased negative perception.

- Trendline rating
- Trendline volume
- Number of statements

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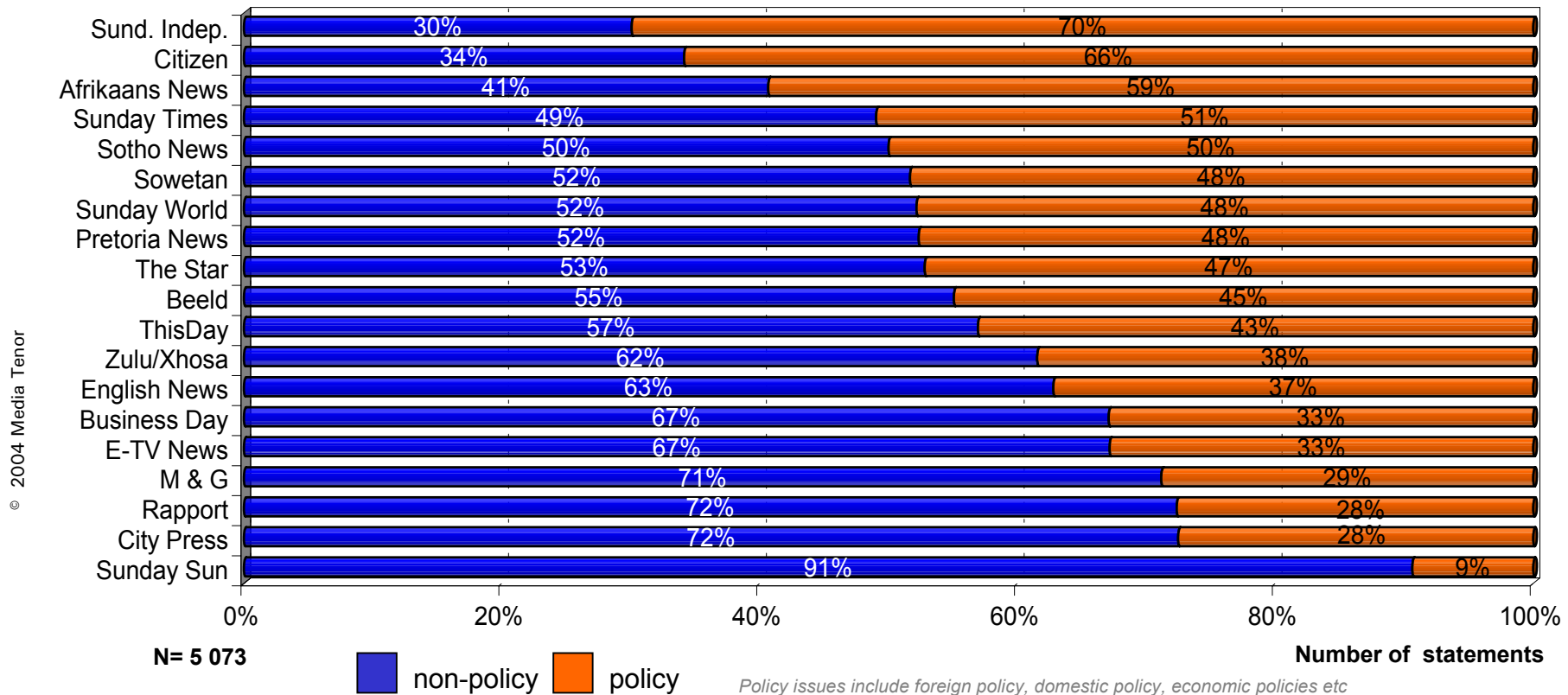
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Sunday Independent most informed, Citizen second

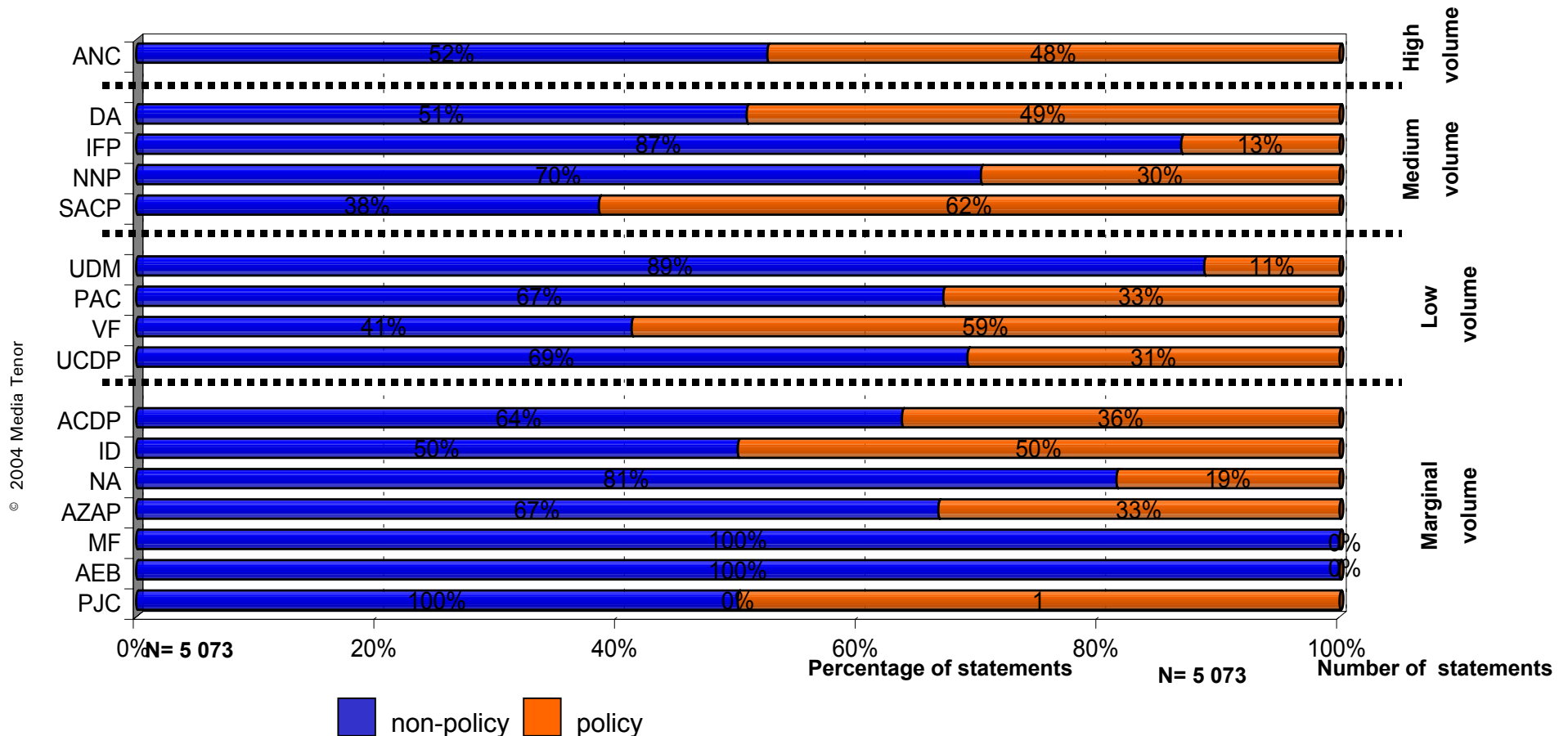
Share of policy vs non-policy coverage in SA media: 1-14 January, 2004



The Sunday Independent has its focus set on information rather than speculation or campaigning issues. Contrary, some publications that usually display a greater share of information, such as the Business Day, are still lacking information

DA, ANC benefiting from greatest share of policy coverage

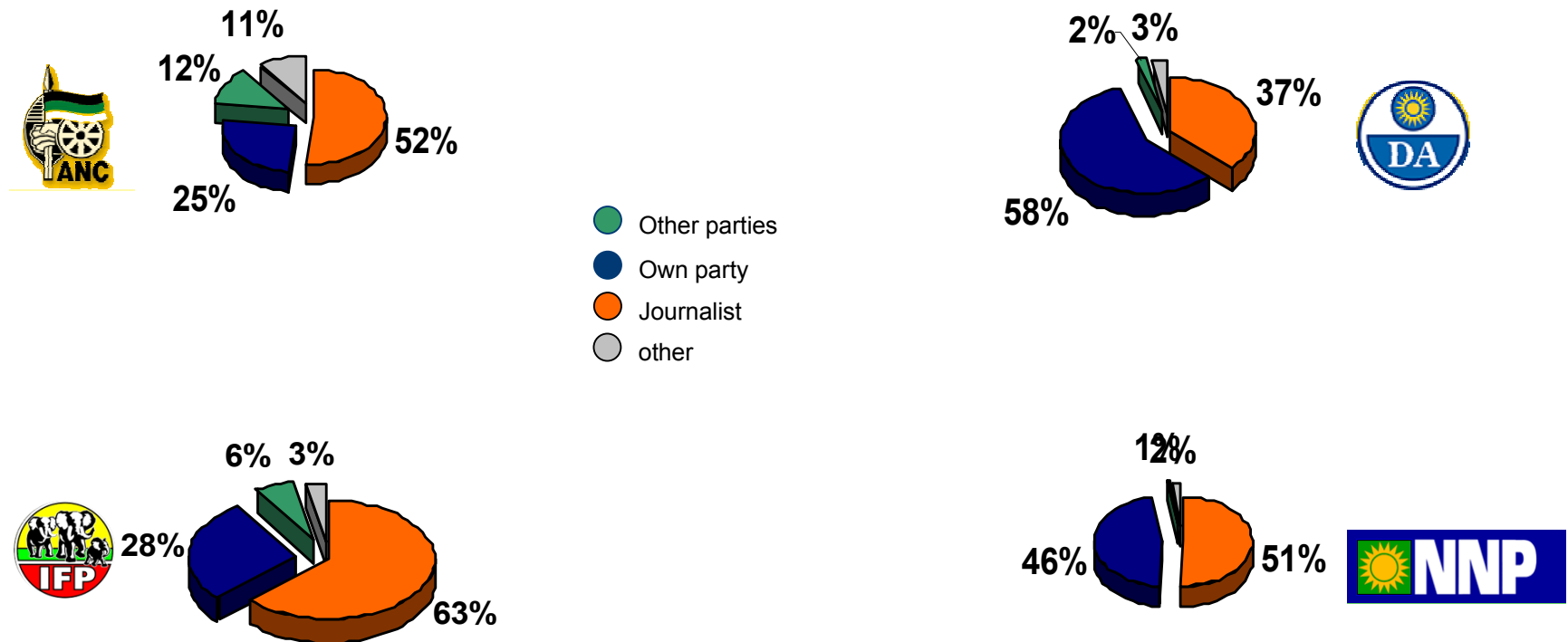
Share of policy vs non-policy related coverage on political parties: 1-14 January, 2004



The African National Congress receives almost 50% of its coverage on policy related issues, similar to the DA (though the latter with less volume). Media coverage on the IFP is based predominantly on other issues but policy, a factor that might be detrimental to its election campaign.

DA, NNP: own promotion the key to better media image

Share of sources in party political coverage (who speaks on whom?): 1-14 January, 2004



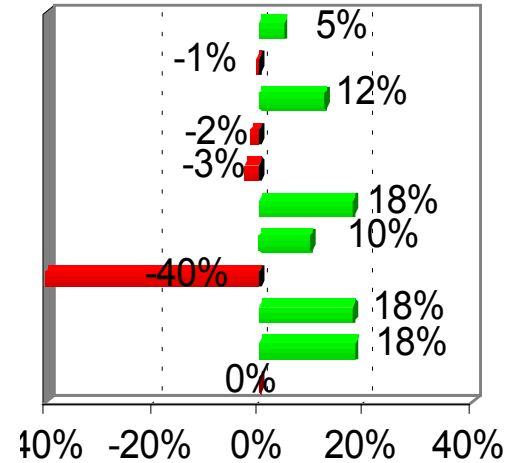
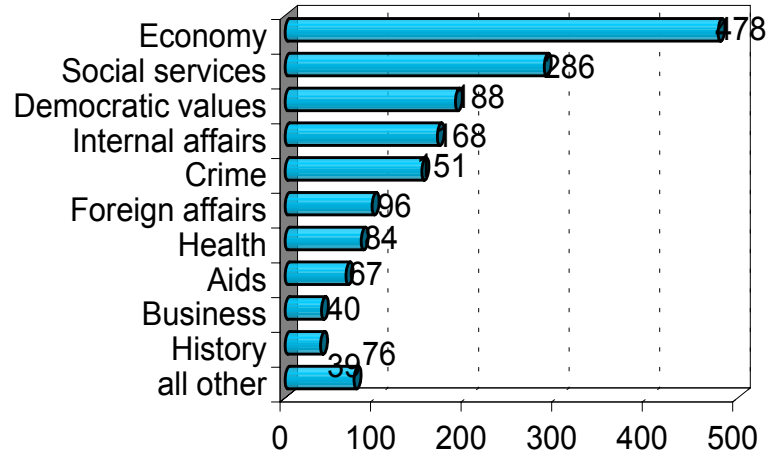
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Share of statements

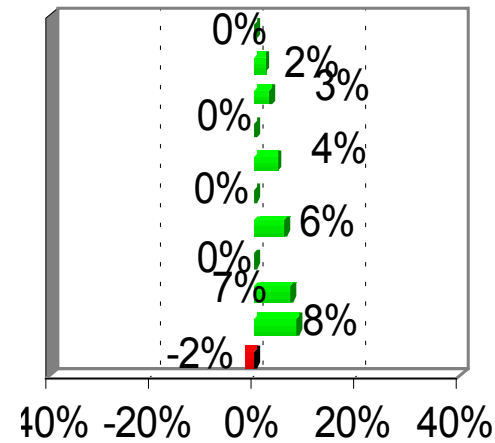
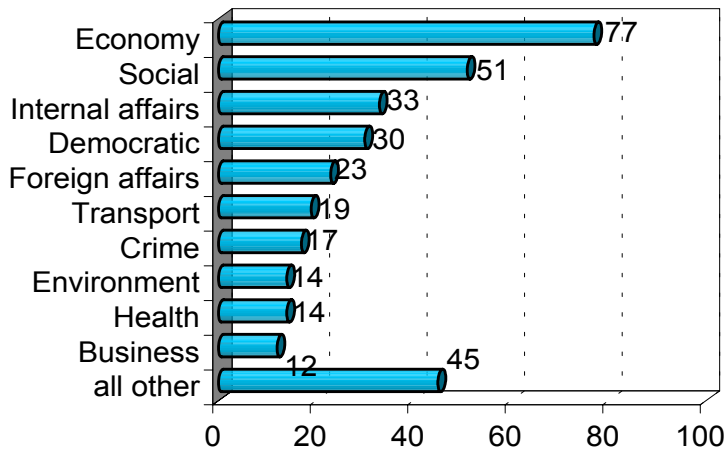
One of the reasons for the DA and NNP's increasingly positive media image is the share of own comments. Contrary, both ANC and IFP are still battling their media image, based on only 25% and 28% share of 'own promotion'.

Economy the key issue in elections?

Main issues in policy coverage of ANC, DA: 1-14 January, 2004



The rating by the media is calculated on two levels: **explicit** use of words and **implicit** context. For the purpose of this graph, the 'proportional rating' is used, calculated by subtracting negative statements from positive and displayed as 'majority rating'. 10% positive = 10% more positive than negative rating

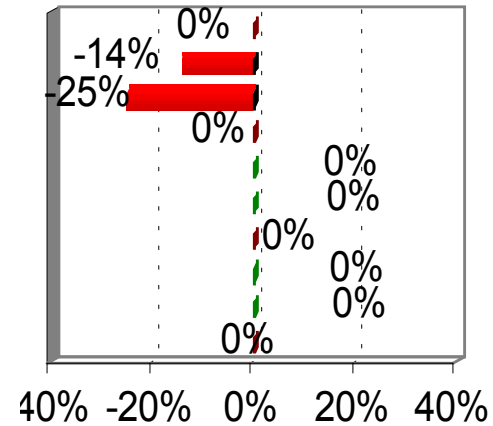
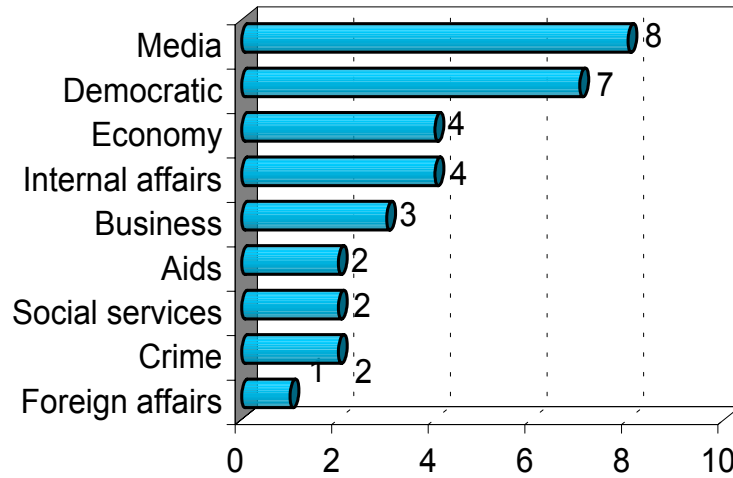


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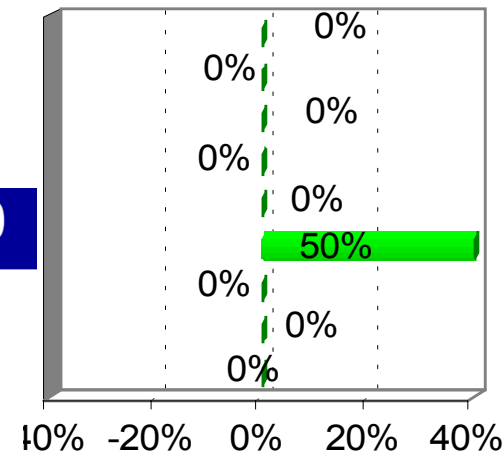
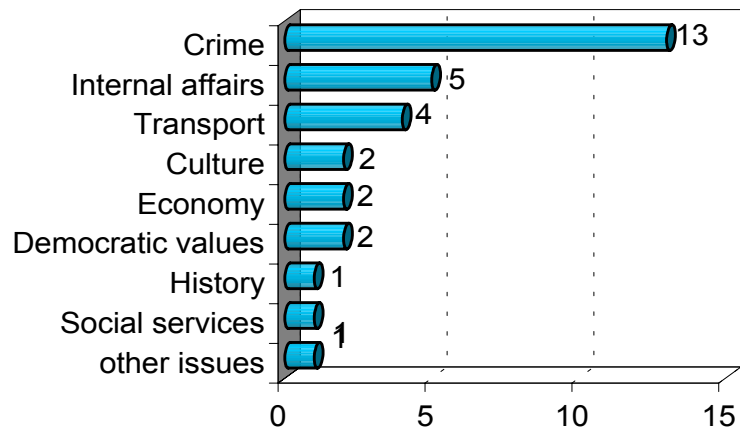
Both the ANC and the DA are pushing economic and social issues. But while the DA is receiving predominantly neutral to positive perception in the media, the ANC has to face more negative coverage on its social, internal and crime related policies. The DA has so far not declared Aids a campaign issue.

IFP not following the lead in policy coverage

Main issues in policy coverage of IFP, NNP: 1-14 January, 2004



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The IFP has not been following other parties' policy coverage (social services, economy) instead focusing on side issues such as media (in opposing the ANC rally's coverage on SABC). NNP has put crime as its top policy issue in the first two weeks of January.

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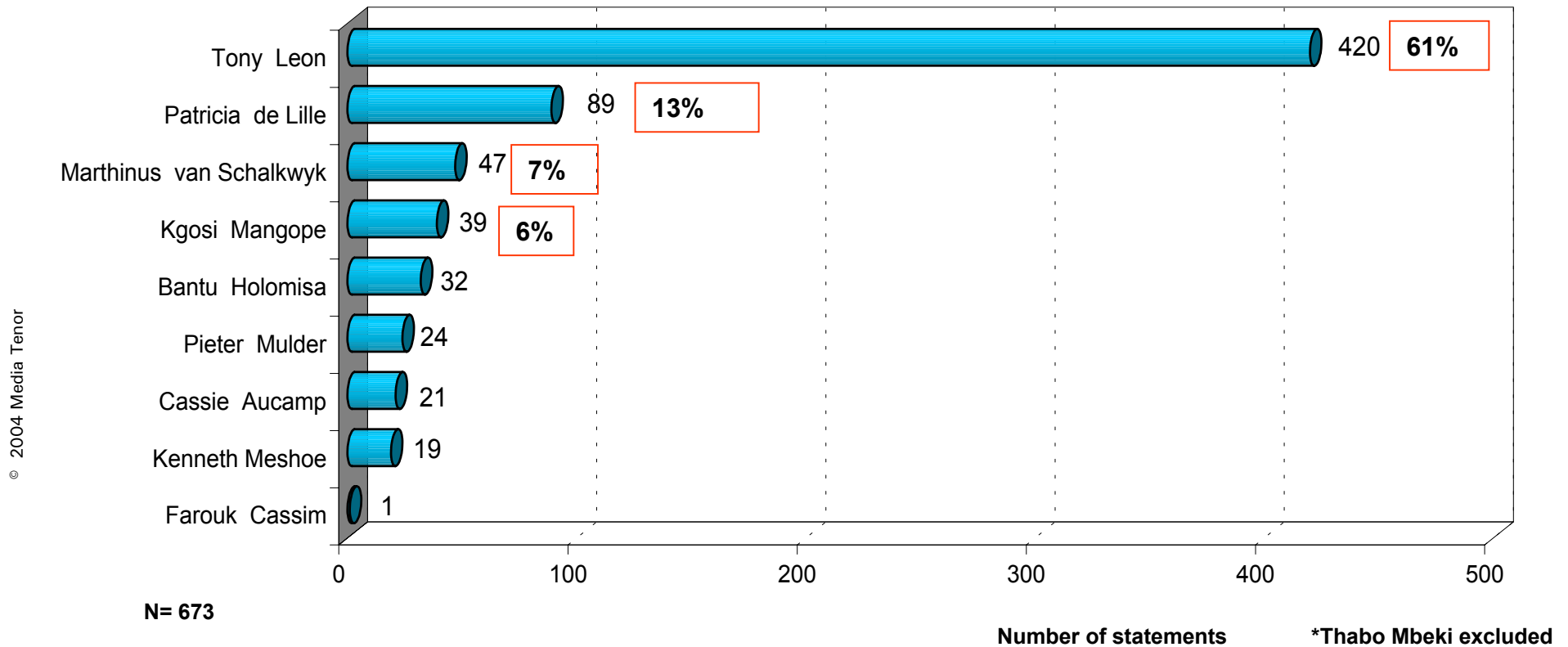
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De Lille getting considerable attention

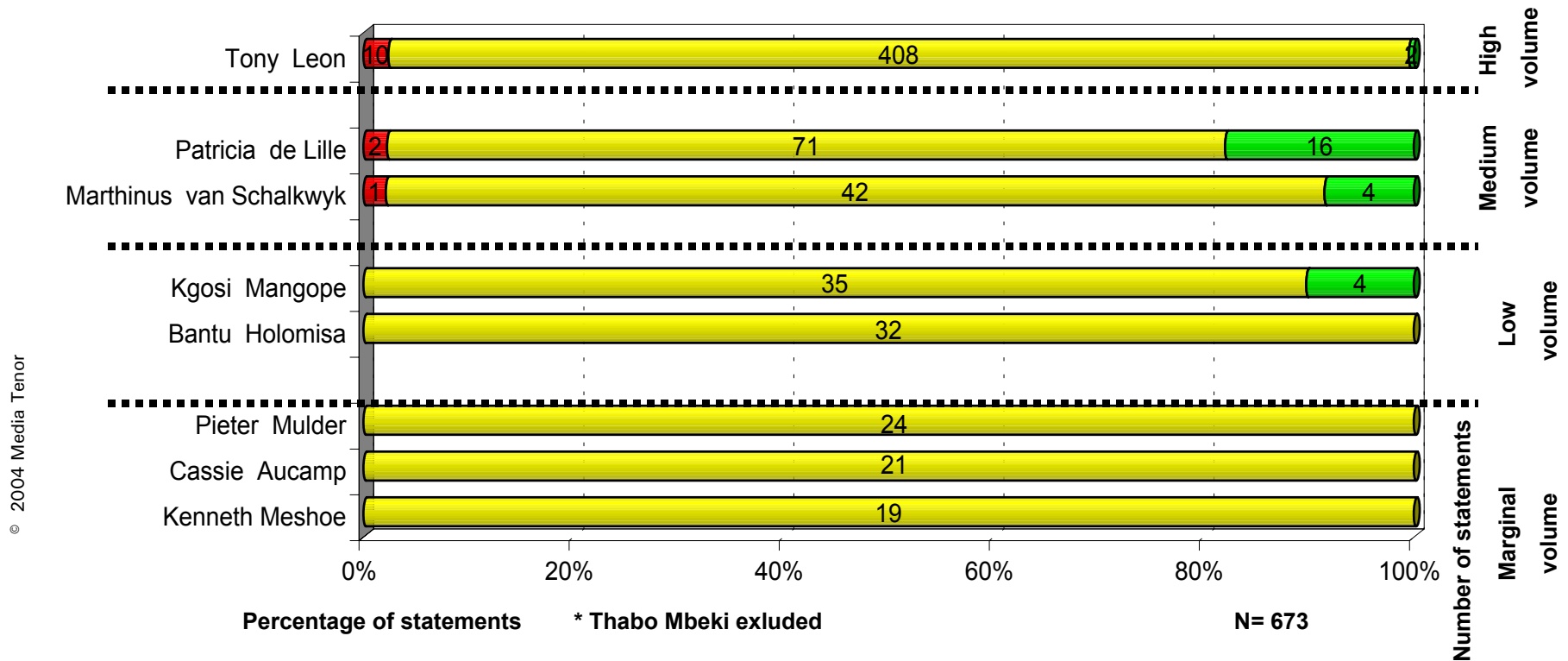
Party leaders getting coverage in SA media: 1-14 January, 2004



Of all non-ANC party leaders DA Leader Tony Leon takes the greatest share of media attention, followed by ID Leader Patricia de Lille and NNP Leader Marthinus van Schalkwyk. Bantu Holomisa, UDM Leader and usually very vocal in the media, has received less coverage than other politicians.

De Lille most favourably covered by the media

Party leaders rating in SA media: 1-14 January, 2004



Amongst all party leaders, ID Leader Patricia de Lille enjoys the most favourable rating in the media. Generally, the coverage is predominantly neutral, but this will change with general party political coverage increasing.



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The year 2004 is not only the year of celebrations around '10 years of Democracy', it is also the year for the third democratic elections in South Africa.

In this project Media Tenor has analysed the role South African media play in this democratic process - particularly in its coverage of South African political parties and the national elections – for the first two weeks of January 2004. And some interesting findings have emerged.

Firstly, it is clear that the African National Congress dominated the political coverage in the South Africa media, with 69% during the time period analysed. Together with this high awareness threshold, the ruling party also enjoyed a slightly more positive than negative rating in the SA print media. However, on television, the reporting was slightly more negative than positive.

Secondly, the DA and the NNP enjoyed positive media coverage during the first two weeks of January this year. While the volume of reporting on these two parties was lower than that of the ANC, they received a more positive evaluation than the ANC. In terms of self-promotion, the report shows that both the DA (58%) and the NNP (46%) spoke about themselves more than the ANC (25%).

In terms of the media themselves, the report shows that the 'newcomer' ThisDay produced the most political coverage and its coverage was also the most neutral (0%). In terms of policy, the Sunday Independent produced the most policy-related information.

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Methodology:

Identify every relevant piece of information

UDM wants Aids to be notifiable

By Ido Lekota

South Africa needs to have accurate records of the prevalence of HIV/Aids if it is to develop efficient strategies to fight the pandemic. Hence the need to make HIV/Aids a notifiable disease.

This is the view of United Democratic Movement leader Bantu Holomisa, who launched his party's election manifesto in Durban at the weekend.

In the manifesto the UDM calls for HIV/Aids to be a notifiable disease (meaning doctors must keep records of the number of patients who have tested HIV-positive) "with due regard to confidentiality, to ensure that accurate and continuous information on the prevalence of HIV/Aids is available to guide the fight against the pandemic".

HIV/Aids is not a notifiable disease like malaria and tuberculosis. The argument against making it

notifiable has been that in doing so there was a risk of people being discriminated against and stigmatised due to their HIV-positive status. The party is dismissive of the government's recent commitment to provide Aids drugs to all people

living with Aids. "If they cannot deliver linen and basic medicines in clinics, can we trust them to roll out HIV/Aids treatment? Or was their turn-around occasioned by the looming elections?" asked Holomisa.

Manifesto summary

Education

- * Make education free from grades 1 to 12
- * Spend more on education to improve infrastructure including human resources, physical infrastructure and learning materials

The economy and job creation

- * Work towards an 8% growth rate by encouraging small business development and equal economic empowerment, which is broad-based as opposed to black economic empowerment, where only the selected few are given opportunities to have shares in nonjob-creating stocks and shares
- * Be less conservative with budget deficit control – borrow money to create jobs if need be

Health and HIV/Aids

- * Improve delivery of health services based on the current budget "because it is sufficient if effectively used"
- * Make HIV/Aids notifiable

Crime prevention

- * Merge the ministries of safety and security and justice in order to form a Crime Prevention Ministry
- * Recruit and train a further 40 000 new police officers over a three-year period

„...SA needs to have accurate Aids records...“

Aspect	Code	Key
Party mentioned:	UDM	(200201)
Subgroup mentioned:	National party	(20)
Topic mentioned:	Aids figures	(154818)
Evaluation:	explicitly: neutral	(5)
	context: ambivalent	(3)
Source:	Bantu Holomisa	(208701)

- All articles in print or broadcast media (TV News Shows, TV Magazines) in which a political party or a party leader is described in at least five lines or for 5 seconds, are analysed in this report for the media list referenced on the last page.

select

- The information is evaluated on statement level. All information given about the company or its senior executives is coded as a new individual statement.

understand

- Each coded statement contains: a political party/politician, the suborganisation, topic, +/-rating and source of the statement/rating. As data are analysed, if any part of a statement changes (i.e. the topic) a new statement has to be coded.

code

- Data are checked through monthly tests.

Who we are

Vision

As a point of reference in media analysis worldwide, we contribute to better communication between governments, companies, NGOs, universities and the media.

Mission

To do so, we follow our mission of an objective, continuous and comprehensive monitoring and analysis of international media content.

Promise

We provide to our partners **a solid understanding of how their businesses are seen by the media and, consequently, by the public.** Through our experience and expertise, it becomes possible for our partners **to improve their relations with the media and, as a consequence, with their different markets.**

Goals

Working as scientists, we analyse not only one aspect of a particular report. We go for the whole picture by analyzing every single piece of information. That gives us and our partners a better understanding of what the needs and interests in the complex field of external communications are.

Media Tenor's USP is to not simply strive for profit but to also contribute to better ways of communication for our clients. To reach this goal, a detailed knowledge of the needs, standards and, daily as well long-term, work processes of journalists is inevitable.

We want to provide our partners with 10 times more data than they expect. Giving an almost complete picture without causing an information overflow is of utmost importance. Thus, clippings services or benchmarks only are simply not satisfying.

Media Set

Dailies	Weeklies	Television
THE STAR BEELD CITIZEN BUSINESS DAY SOWETAN THISDAY PRETORIA NEWS	RAPPORT MAIL & GUARDIAN SUNDAY TIMES SUNDAY INDEPENDENT CITY PRESS FINANCIAL MAIL FINANCE WEEK SUNDAY SUN	SABC AFRIKAANS SABC ENGLISH SABC NGUNI SABC SOTHO E-NEWS

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