THE DEVELOPMENT AND SUSTAINABILITY OF INDIGENOUS AFRICAN LANGUAGE NEWSPAPERS: A CASE STUDY OF *SEIPONE*, *NTHAVELA* AND *NGOHO NEWS*

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DECLARATION

I declare that **The Development and Sustainability of Indigenous African Language Newspapers: A case study of *Seipone, Nthavela* and *Ngoho News*** is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete reference, and that this work has not been submitted before for any other degree at any institution.

Full Names: Edgar Julius Malatji   **Date:**

Signature:

DEDICATION

In memory of my late sister, Emmah Sibongile Malatji, who passed on in 2000, and my late brother, Rodney Johannes "Sparks" Malatji, who passed on two months after my MA degree enrolment in 2011. Their passion for education is the driving force behind my eagerness to further my studies. I dedicate this dissertation to them.

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ABSTRACT

There is a conspicuous importance of having newspapers that publish in the indigenous African languages for the indigenous population in a democratic dispensation. The indigenous African languages are key components of their respective cultures. The survival of the language is, in some way, dependent on the print media (newspapers) (Salawu, 2004:8). In addition, the indigenous language newspapers have cardinal roles of promoting previously marginalised languages, preserving indigenous cultures and upholding democracy. Nevertheless, these newspapers are struggling to sustain themselves in the print media industry. It is, therefore, critically important to examine the factors that adversely affect the sustainability of these newspapers.

LIST OF ABBREVIATIONS/ACRONYMS

ABC – Audit Bureau of Circular

AIP – Association of Independent Publishers

AMDI – African Media Development Initiative

ANC – African National Congress

EMC – Education Ministerial Committee

KZN – Kwa-Zulu Natal

LPF - Limpopo Language Policy Framework

MDDA – Media Development and Diversity Agency

NASA – National Association of South Africa

NLPF – National Language Policy Framework

NLP – National Language Policy

PANSALB – Pan South African Language Board

PMSA – Print Media South Africa

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CHAPTER ONE

INTRODUCTION AND BACKGROUND

1.1 INTRODUCTION

Over the years, English as a medium of instruction in South Africa has overshadowed the significance and usage of indigenous African languages in the print media industry (Horne & Heinemann, 2010:2). Consequently, these indigenous African languages are still not popular in the dominant sector of print media industry (Fishman, et al., (2011). Since its inception, the South African print media industry (in particular newspapers) has been dominated by few groups namely, Times Media Group, Media24, CTP/Caxton and Independent Newspapers Group; with the English newspapers generally owned by English mining capital and the Afrikaans by Afrikaans speaking capital, indigenous African language newspapers struggle to survive.

The majority of indigenous African people are found to be the subjects of newspapers with little input (The Press Freedom Commission, 2012:12-13). News about the indigenous people was in the main negative; troublesome cattle rustlers, killers and followers of illogical beliefs. Subsequently, indigenous African languages are neither well represented nor used as much as English and Afrikaans in the print media. It is, therefore, important to investigate the factors that affect the development and sustainability of the indigenous African language newspapers through a case study of *Seipone, Nthavela* and *Ngoho News* in Limpopo Province.

According to the Pan South African Language Board's former Chief Executive Officer, Chris Swepu "the use of 11 official languages and equal development of all indigenous languages should be promoted" (PanSALB, 2011:1). PanSALB is a statutory body established in terms of Act 59 of 1995 for, *inter alia*, the creation of conditions for the development and for the promotion of the equal use and enjoyment of all the official South African languages (Prah, 2006:12). The Media Development and Diversity (MDDA) points out that South Africa may be one country with one heart. Nevertheless it is made up of various voices that originate from its diverse, cultural background. With eleven official languages and many other indigenous languages, the fight for language equality in the country is a dream that is yet to be realised (MDDA, 2011:1).

However, indigenous people have also nullified the importance of their own languages as they have overwhelming interest in English, hence not many African people read or write in their own indigenous languages. Nonetheless, indigenous people still find it difficult to reflect on their cultures through English as a medium of communication (De Klerk & Gough, 1996:55). Wa Thiong'o (2004:5) accentuates that African intellectuals write in colonial languages which were actually imposed on native Africans by the European powers as a result of the Berlin conference of 1884. For example, European powers such as Britain, Netherland, Portugal, France and Spain imposed their respective native languages on Africans (Wa Thiong'o, 2004). "The language policies of the conquerors flowed out the overall economic, political and cultural strategies that were adopted by the colonial-imperialist powers" (Alexander, 2013:9).

It also reflects the colonial influence, more especially, the missionary influence on African languages in which the growth of English and Afrikaans in South Africa was

observed, resulting in the side-lining of the indigenous African languages (Education Ministerial Committee, 2003:7). The challenges facing indigenous language newspapers in Africa are an epitome of problems facing the languages of the continent in general (Fabian, 1986:15). In most parts of Africa, communication in indigenous African languages has been negatively affected by the choice and excessive usage of the colonial language as the official language or medium of instruction.

Despite the fact that, the imperialists introduced writing and printing to Africa but they realised that effective communication with and among Africans meant using indigenous languages (Lucas & Atashpaz, 2007:42).   Imperialists are the European settlers who infiltrated into Africa in the 1800s. Modern media in Africa do not promote use of indigenous languages (Brand, 2011:21).

The alternative press, geared at fighting apartheid, was made up of small community-based newspapers, leaflets and newsletters produced by non-governmental organisations and institutions. Alternative press are newspapers, newsletters, journals and magazines that sought to be the voice of the oppressed Black communities to the world in the 1860s (Switzer, 1997:1). Alternative press is also outlined as a non-commercial publication and that the profit motive is not the primary motivation for its establishment (Thorne, in Duncan & Seleone, 1998:212). The alternative press is inferior to mainstream press (Atton, 1999:53). An example of such publication is the *Sash newspaper*, which was produced by Black Sash organisation from 1956 to 1994. These publications, although published in English, targeted African and other marginalised groups' readership. These publications seemed to take over from the indigenous African language newspapers that were

established in the 1800s and early 1900s in dealing with socio-political issues affecting the side-lined people (MDDA, 2007:6).

Methaetsile Leepile, the former editor of *Mmegi*, an independent Botswana newspaper, received the prestigious 2004 Media Institute of South Africa Press Freedom Award for his involvement in establishing *Mokgosi*, the first vernacular Setswana newspaper in Botswana. In his acceptance speech, cited by Oman (2010: 1), Leepile upholds that:

> Language encapsulates a people's culture, social morals, values, and knowledge. When a language dies, a people's knowledge dies with it. Language is about economic and social empowerment. More people can be brought into public and productive life by wider and more productive use of languages like Setswana.

The speech indicated the significance of reporting news to the indigenous people in their native languages because they easily relate with such events.

The print media sector is a vehicle for alternative views and conveyer of community information. In the context of South Africa, the indigenous African language fraternity has to grow and help the development of the previously disadvantaged languages. Such indigenous African language newspapers promote a culture of reading and would increase literacy among the rural masses. Indigenous African languages currently being used by the vast majority of South Africans should develop a vocabulary that could significantly enhance the participation of all South Africa's citizens in a technology-based and knowledge-based economy (Education Ministerial Committee, 2003:12).

Moreover, for the sustainable development of indigenous African languages newspapers, business, government and training institutions need to incorporate and support the print media industry. The development of skills, sustainable business models and marketing strategies are critical to the success of the indigenous African language newspaper industry. If communities need their languages to be equally represented in the print media industry, they (i.e., communities) need to take a stance in fulfilling their dreams of developing their languages. They should display the same interest and passion they have towards community radio. The MDDA assert that all citizens must be able to easily access information in a language of their choice (MDDA, 2011:14).

Lesame (2005:104) notes that community participation is one of the important ways community radio develops rural communities through involving the community in decision making regarding their radio station is an exercise in democracy.

"The committee members would like to reiterate that, unless urgent measures are taken, South Africa's indigenous languages are under serious threat" (Education Ministerial Committee, 2003:5). Risage (2006:1) points out that the indigenous African languages are the pillars of their respective indigenous cultures. If the indigenous cultures must survive, the indigenous African language must be used as catalysts. If a language must have life so as to be constant, the indigenous media must be seen to be using it. In other words, the survival of the language is, in some way, dependent on the print media.

1.1.1 The overview of the indigenous African language newspapers

The earliest written work of the South African Indigenous languages dates back to the 18th century. The first text, a short IsiXhosa wordlist, was compiled by a Swedish traveller, Andrew Sparrman, in 1776 (Van Der Rheede, 2004:3).

Switzer and Switzer (1979); and Van Der Rheede (2004) indicated that some of the early publishing initiatives were the Lovedale Press in the Eastern Cape, the Morija Press in Lesotho and the Marianhill Press in Natal. The modern growth of African languages was uneven, depending on the activity of the missionaries and the degree and intensity of the latters' investment in developing the languages. Consequently, the languages were not only reduced to writing but African language speakers were also educated and trained by the missionaries. The indigenous languages press in Africa has a relatively rich history. *Iwelrohin Fun Awon Ara Egbaati Yoruba* was the first newspaper in Nigeria and the first indigenous-language in Africa. It was established in 1859 (Salawu, 2006:55).

According to Switzer and Switzer (1979); and Oosthuizen (1996:82) the history of indigenous African language newspapers is divided into four stages. The first stage represents the period of missionary publications from 1830 onwards. The second stage represents the period of an independent Black press from 1880-1920. The third stage is mainly characterised by the White takeover of the Black press and the fourth phase by the increasing dependence of the press, especially the English press reader. By the end of 1995 and the beginning of 1996 entered the fifth stage in which mainstream newspapers, and even traditionally White newspaper groups, were being taken over by Black interests.

The missionary period saw the establishment of *Umshumayeli Wendaba* which was printed by the Wesleyan Mission Society in Grahamstown from 1837 to 1841, was considered the first newspaper aimed at a Black South African audience (Fage & Oliver, 1986; and Oosthuizen, 1996:83). Oosthuizen further outlines that the Presbyterian Glasgow Missionary Society at Lovedale became the centre for Black learning in South Africa. From 1862 to 1865, it printed an English-language newspaper, *Indaba*, and in 1870 began publishing the Christian Express which, as a South African outlook, is still being published today as South Africa's oldest Black publication. The independent period emerged between 1880 and 1920 the first independent Black newspapers were established. In 1884, the 25-year-old John Tengo Jabavu, editor of the missionary newspaper *Isigidimi,* established *Imvo Zabantsundu* in King William's Town. This newspaper became a catalyst in the Cape Colony and was published in Xhosa and English (Oosthuizen, 1996:83).

Some of the first great indigenous African language newspapers in South Africa were *Umshumayeli Wendaba* (1837), *Ikwezi* (1884), and *Indaba* (1862). The first newspaper by Blacks for Black readers is considered to be *Isigidimi Sama Xhosa* (1876), and the first newspaper for blacks owned by Blacks was *Imvo Zabantsundu,* published in King William's Town in 1884. It was owned and edited by John Tengo Jabavu, whose political comment was considered to be influential. Jabavu could be described as the first real black journalist in South Africa (Diederichs & De Beer, 1998:90). *Ilanga lase Natali* is another early Black indigenous language newspaper. It was established by John Dube and his partners in 1904. *Bantu World* was established in 1930s, and it was later adopted by the Argus Company, in what initiated the slow death of independent black press as the ideas of official

segregation and later apartheid took hold of the country (Diederichs & De Beer, 1998:91).

Switzer and Switzer (1979) state that during the White-owned period: the Black independent press lacked capital, newsprint, equipment and skilled staff and had to contend with a public that was largely illiterate and poor. White interests, however, saw the potential for Black publication and in 1932 Bertram Paver founded Bantu Press was taken over by the Argus Group, which controlled it until 1952. Over period of some twenty years, Bantu Press acquired seven subsidiary companies with newspapers and by 1945 it owned 10 weekly newspapers and printed, distributed and handled advertising for other 12 publications in 11 different languages (Oosthuizen, 1996:83). Publishers of African languages newspapers, government and private sector should strive to make the newspapers easily available and affordable. Through this, the newspapers could serve the information needs of the people and became a familiar part of their lives.

Switzer and Switzer (1979); and Oosthuizen (1996:84) explain that with the urbanisation of blacks, increasing numbers of them started reading whatever newspapers available. The so-called White newspapers thus found themselves, by the end of the 1960s and the beginning of the 1970s, having substantial Black relationships. This trend led to the fourth phase in the history of the indigenous African language newspaper.

Nevertheless, this study focuses on the three small commercial/independent indigenous language publications in Limpopo Province which are *Seipone*, *Nthavela* and *Ngoho News*. *Seipone* publishes in Sepedi and owned by Mr Dipheta Bopape under *Balaodi Publishers*, *Nthavela* is a Xitsonga publication which is owned by

Nhluvuko Communications under the tutelage of Mr Dunisani Ntsan'wisi*. Ngoho News* publishes in Tshivenda and owned by Mr Phumudzo Makharamedza. These three indigenous language newspapers are compounded in a case study to inspect the factors that cause overwhelming collapse in their industry.

1.2 RESEARCH PROBLEM

The majority of South African official languages are indigenous, as there are nine official indigenous languages outlined in the Constitution (*Constitution of the Republic of South Africa, 1996*). For this reason, it is somehow astonishing to see these nine indigenous languages struggling to possess a significant number of well-established indigenous African language newspapers. English newspapers are dominating in the print media industry across the country. Nevertheless, there are those successful indigenous language newspapers that are well established in the print media sector newspapers such as *Isolezwe* and *Ilanga* from Kwa-Zulu Natal.

However, most of them fail to reach their objectives as they mostly find themselves at the wrong end of business. In other words, the development and sustainability of these indigenous language newspapers leaves much to be desired, since they are mostly established but they hardly grow from strength to strength in the print media fraternity. Instead of developing steadily, most of the indigenous language newspapers suddenly collapse. This study establishes the elements that destruct the development and sustainability of indigenous African language newspapers.

One can reiterate that issues that affect a particular community can only be brought to the surface if people in that particular community start writing about them. Newspapers have been identified as one of the key ways that could assist in the development and sustainability of the previously marginalised languages.

1.3 PURPOSE OF THE STUDY

1.3.1 Aim of study

The aim of this study is to examine the factors that hamper indigenous language newspapers' development and sustainability in South Africa, using Limpopo indigenous language newspapers as a case study.

1.3.2 Objectives

The objectives of this study are:

1.3.2.1   To identify the aspects that obstructs the development and sustainability of indigenous African newspapers;

1.3.2.2   To establish the strengths and weaknesses of the indigenous African language newspapers; and

1.3.2.3   To assess the existing socio-economic support for the indigenous African language newspapers.

1.3.3 Rationale

It is imperative to embark on this study because indigenous African languages in South Africa are nullified by the massive consumption of western language products in the print media industry. If the communities have to maintain and develop their cultural values, they should use indigenous African language newspaper as a tool and if that particular tool (indigenous African language newspapers) is struggling to stay up there in the media market. Therefore, those problems need to be deeply investigated. Additionally, the indigenous newspapers are in a better position to tell the indigenous stories because they easily relate with in a comprehensive manner.

With well-developed indigenous African language newspapers in the rural communities things will be easier for communities to initiate socio-economic development projects let alone preserving their culture.

1.3.4 Scope of the study

The small commercial/independent newspapers' industry is a relatively broad concept as there are many indigenous African language newspapers scattered around South Africa written in various indigenous African languages. According to Harambe Concept (2004:7) research, there are nineteen existing indigenous language newspapers in the country. Due to this broader concept's, this study focuses on the Limpopo Province and it also focuses on indigenous African language newspapers found in the Province. *Seipone, Ngoho News* and *Nthavela* are the indigenous African language newspapers in Limpopo that publish in three different languages which are Sepedi, Tshivenda and Xitsonga. These three languages are an embodiment of Limpopo's cultural and multilingualism.

1.4 SIGNIFICANCE OF THE STUDY

Apart from the apparent role of maintaining democracy, local newspapers publishing in indigenous languages ensure the existence of these languages and the preservation of South African cultures. Indigenous African language newspapers are faced with stiff challenges and competitive environment. They compete with mainstream newspapers such as *Daily Sun*, *The Star*, *The New Age*, *City Press* etc. with healthy business track record. The majority of South African official languages are indigenous, as there are nine of them. Therefore, one expects the indigenous African people to strive towards telling their own stories in their own native languages through indigenous language newspapers. Nevertheless, the

development and sustainability of these indigenous African language newspapers leaves much to be desired. These indigenous African language newspapers are initiated; they hardly grow from strength to strength.

Instead of developing steadily these indigenous newspapers unceremoniously collapse. It is therefore, important to establish the elements that destruct the indigenous African language newspapers. Moreover, this study examines the lack of indigenous African language newspapers' development because this kind of publications is seldom initiated in the rural communities. There are few indigenous African language newspapers which are making their mark in the print media industry and that are not the true reflection of the society.

Development and sustainability in the production of indigenous African language newspapers will make information available to indigenous language speakers and will improve literacy level. It is argued that television and radio in Africa have an upper hand when compared to print media use. Moreover, the production of indigenous African language newspapers aids to defeat the impact of colonialism and promote indigenous African languages and cultures.

Indigenous African language newspapers have a critical role to play in promoting South African languages, preserving cultures and upholding democracy. In addition, they can be used as a tool to empower communities. The indigenous language newspapers find it difficult to sustain and develop themselves in the print media sector across South Africa. This challenge is even worst in the Limpopo Province hence it is vital to conduct a study of this nature.

1.5 PROFILE OF *SEIPONE, NTHAVELA* AND *NGOHO NEWS*

The detailed profiles of the three newspapers are outlined below.

1.5.1 Profile of *Seipone*

The information in the box below is the summation of *Seipone* and the description of its community.

Fact-box

Owner/manager: Dipheta Bopape

Language: Sepedi

Paid or Free: R1.00 per copy

Print Order: 5000 copies

Date of First issue: 2002

Frequency: Fortnightly

What constitute up 'the community of *Sepione*'

The community or rather, communities are "Black" "Sepedi speakers" who reside in "townships" and "rural areas in Limpopo Province and some parts of Mpumalanga. Mankweng is the place that relatively gave birth to this newspaper; Mankweng is a place situated in the Capricorn District Municipality in Limpopo Province. Although there are some rapid developments in certain parts around Capricorn District, there are areas that need serious developmental projects.

This indigenous language publication speaks on behalf of speechless Sepedi language people as a community publication that publishes in an indigenous language. *Seipone* plays an integral role in developing, promoting and preserving the Sepedi language and its culture. Above all, the literacy levels are relatively low in

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South Africa. There is a significant number of 'near literate' individuals who have primary or even secondary school education who may not understand English well, but who have a fair comprehension of their mother African languages. While most such persons may not benefit much from English medium newspapers, they understand African languages medium newspapers very well. These are the people that this newspaper targets (Seipone, 2003).

1.5.1.1 *Seipone* (A small commercial Sepedi newspapers)

Seipone is a Sepedi small commercial newspaper which is owned by Mr Dipheta Bopape under a private company called *Balaodi Publishers. Balaodi Publishers* is a 100% black-owned publishing firm that was established in 2000. The main objective of this enterprise is to focus attention on indigenous African languages in South Africa by getting involved in their growth and development. The firm is involved in this process by publishing written documents like newspapers, magazines and books.

Seipone newspaper was established in August 2002 as a newspaper that was publishing in three indigenous languages which are Sepedi, Xitsonga and Tshivenda and was called *Seipone-/-Xivoni-/-Tshivhoni* the name means mirror in these three languages (Seipone, 2003).

The newspaper use to carry articles in all the three indigenous languages and was distributed in the areas where the three languages were spoken in Limpopo and parts of Mpumalanga. The newspaper was published monthly in the first year of operation from August 2002 to August 2003. On its birthday in 2003, the newspaper was published fortnightly. After challenges that the newspaper encountered, it had to

cut out publication in Xitsonga and Tshivenda at the beginning of 2008 to focus on Sepedi, in order to cut out expenses (Seipone, 2003).

Currently, *Seipone* newspaper is published fortnightly although the newspaper is still committed to publishing on a weekly basis. The newspaper is published as a 12 page tabloid with approximately 50% colour. The amount of colour is dependent upon the number of colour adverts that are carried. This newspaper is a member of Association of Independent Publishers (AIP) and Mr Dipheta Bopape is a board member of this association. However, there are no financial benefits for this newspaper. The only benefit that this membership affords is the platform it offers for interaction with other stakeholders in the media industry. Thus far, this involvement has not borne many tangible benefits except for a programme of training journalists at several universities in the country in their mother tongue. The privilege of the membership is interacting with some policy-making structure that will benefit *Seipone* and other African language newspapers in the long run.

Mr Bopape runs the publication from his personal resources and thus far, that has sustained the paper. He stated that, since 2008 the Media Diversity and Development Agency (MDDA) has been providing support for the printing and distribution of the paper through a grant. Other expenses such as, salaries, telecommunication, maintenance, stationery, rental, etc. are borne by the entity's own (or personal) resources.

The *Seipone* staff can be divided into four categories:

1. Administrators

2. Journalists

3. Advertisers

4. Distributors

1.5.1.2 Organisational Structure

This segment of the case study focuses on how *Seipone* is structured and managed. It is divided into three parts: in the first part a diagram illustrating the paper's chain of command is presented, and the different phases of staff and their responsibilities are listed. Thereafter, the publications internal communication, relationships and management style are discussed. The final part is all about money matters.

Table 1.1: Hierarchal structure of *Seipone*

The table below illustrates the hierarchal structure of *Seipone*:

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                    ┌─────────────────────────────┐
                    │  Owners/Managing Director   │
                    └─────────────────────────────┘
                                  ▲
                                  │
                    ┌─────────────────────────────┐
                    │       Deputy Editor         │
                    └─────────────────────────────┘
          ▲               ▲              ▲               ▲
┌──────────────┬──────────────────┬──────────────┬──────────────────┐
│ JournalistsX5│ Administrators X2│  Advertisers │  Distributors X2 │
└──────────────┴──────────────────┴──────────────┴──────────────────┘
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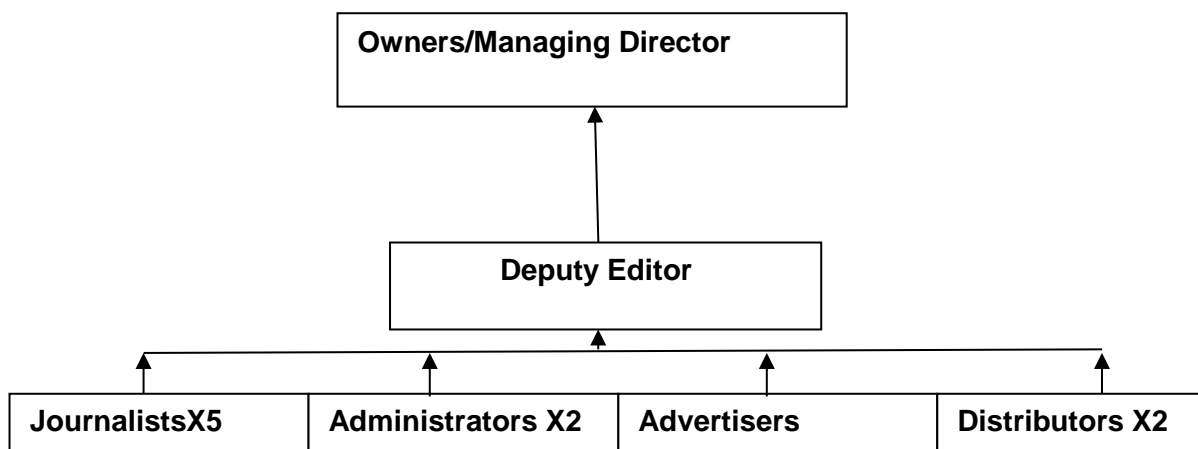
Responsibilities and the Chain of Command

Seipone is produced from offices based in Rabe Street, Polokwane.

1.5.1.3 Permanent staff:

Almost all staff members (except for distributors who have high school education) are trained professionals with diplomas in media studies or journalism. However, they all have challenges in writing stories in their own mother tongue.

- **Owner / Managing Director** – He is mainly accountable for *Seipone*' staff and financial management. He is also accountable for editing the publication, laying out the pages and contributes with writing some of the news articles. Dipheta Bopape works as a Manager and Editor of the newspaper and is in charge of the overall running of the firm.

1.5.1.4 What encouraged Mr Bopape to establish *Seipone*?

The conviction that his mother tongue is an official language and that his people are constitutionally entitled to send and receive messages in their own language motivated him to start this newspaper. Also the concern that his people cannot access information in their native language as it is packaged and disseminated in English, thus making them in some ways mental slaves.

He further mentioned that indigenous languages are mother tongues to about 80% of the South African population. The languages are widely used in social discourse and are understood by most. In the face of the high illiteracy and near illiteracy in the country, common sense dictates that these are the languages that should be used in communicating to the populace if the intention is to keep them informed and to listen to their concerns, opinions, views and their dreams.

- **Journalist** – Mamiriri Shai.

  He serves as Deputy Editor and his responsibilities include preparing stories for production, selecting stories for various parts of the newspaper and selecting stories and pictures that must go into the newspaper for publication. He serves as a Senior Journalist who checks and edits work from junior journalists in preparation for production. He also translates stories that need translation in preparation for production. His other commitment is that of collecting stories in Mopani District Municipality.

  - ✓ Thabo Maenetja - He serves as a journalist who gathers news in the Waterberg District Municipality.

  - ✓ Malesela Selokela - He serves as a roving journalist that collects stories in Capricorn, Waterberg, Sekhukhune, Mopani and Vhembe District Municipalities.

  - ✓ Thanyane Masithi - She serves as a journalist who gathers news particularly in the Capricorn District Municipality. Her focus is on women issues.

- **Administrator** – Mothopane Phalama. She works as the Office Administrator who is in charge of all aspects of the office including management of the telephone, dealing with visitors, managing finances and other records, personnel matters, customer care and the general public. She is responsible for management of distribution of the newspaper and receives complaints and compliments from personnel, the public and other stakeholders.

1.5.1.5 Non-permanent staff:

- **Distributors**

Leyden Phaahla and Bushy Rapudi

Their responsibility is to sell and distribute *Seipone* newspaper in the different parts of Limpopo Province through schools, hawkers, shops, restaurants, garages, spaza shops, supermarkets and other outlets.

1.5.1.6 Production and Distribution

In this segment of the case study the marketing editorial content, printing and distribution of *Seipone* is discussed.

The printing of this indigenous language publication is done by Review Printers, and publishing is done by *Balaodi Publishers. Seipone* received financial support from the Pan South African Language Board of South Africa (PanSALB). This African language newspaper has been funded by the Media Development and Diversity Agency over the years since its advent and it is currently on a grant from the same body. That particular grant helps the publication on printing, marketing and distribution costs.

1.5.1.7 Marketing

The primary job of this division is to sell advertising space and to secure adverts from businesses in the private sector, government departments and municipalities. Extensive efforts have been invested in marketing. It was advertised on radio on several occasions. It is given free (at least for some time) to schools, hospitals, etc. and few competitions are occasionally placed in the paper. Most of the efforts are invested in personal marketing where government departments are approached

together with related structures, municipalities and private businesses. More, though, needs to be done to strengthen the 'pull factors' by running competitions, quizzes, puzzles, etc. to attract people to the paper.

1.5.1.8 Editorial content and usage of the language

The content in this publication is written and laid out in pure Sepedi, apart from some of the advertisements that are laid out in English because the manner in which advertisements are depicted in a newspaper is determined by the company/institution that has purchased the space in that particular newspaper. Sepedi is grammatically respected in this publication, the news articles are written in an expressive and poetic way, Northern Sotho language/dialect and one can hardly find grammatical errors in the publication's content. This publication preserves Sepedi, mainly because the language is correctly presented pertaining to grammatical expressions.

Much of culture is carried in and through language in this newspaper. The effort by the paper to expose some bad tendencies / acts or behaviours in its articles has definitely contributed to the preservation of cultural values and norms. There is a lot, though, that needs to be done in this area.

1.5.1.9 Printing

The printing of this indigenous African language publication is done by Review Printers, and publishing is done by Balaodi Publishers. Mr Dipheta Bopape said that he enjoys the printers' work ethics and the convenience of working in the same town (Polokwane) with them. He also stated that they (printers) work relatively fast and

their costs are reasonable. The printing of this newspaper is sponsored by the MDDA.

1.5.1.10 Distribution

Over 10 000 copies are printed per issue and the paper is distributed in Capricorn, Sekhukhune, Waterberg and parts of Mopani district municipalities where Sepedi is widely spoken. However, the *Sesotho sa Leboa* / Sepedi speaking community is large and spread over a huge area. With only two vans, to distribute in the area is almost impossible. Financial constraints have forced this publication to cut out some places like Phalaborwa, Mapulaneng, Thabazimbi, etc. There are many people who would like to access the newspaper but there is a lack of capacity to reach them all. To reach everyone, the publication requires more resources in the form of vehicles, people and finance.

Table 1.2: Distribution figures of *Seipone*

The table below illustrates the summary of *Seipone*'s distribution figures:

Distribution Areas	Number of newspapers distributed
Polokwane	1500
Mokopane	1000
Soekemekaar	400
Apel	150
Burgersfort	720
Jane Furse	500
Tzaneen	700
Marble Hall	250
Sekgosese	380
Mogwadi	100
Matlala	300
Groblersdal	700
Sekhukhune	600
Senwabarwana	400
Modjadjiskloof	300

1.5.2 Profile of *Nthavela*

The information in the box below is the summation of *Nthavela* and the description of its community.

Fact-box

Owner/ manager: Dunisani Ntsanwisi

Language: Xitsonga

Paid Order: 5000

Date of First Issue: 2005

Frequency: fortnightly

Who makes up 'the community' of *Nthavela?*

The community/communities of *Nthavela* are predominantly "Black" "Xitsonga" who are mainly residents of Limpopo Province in specific areas such as Elim, Giyani, Malamulele and Lulekani. Malamulele stands out as an area where *Nthavela* originates since the owner Dunisani Ntswanwisi resides this area. Subsequently, *Nthavela* enjoys a relatively an overwhelming readership from this area.

Amongst the Xitsonga speaking people this publication is seen as their loyal mouthpiece. Previously, they had *Xivoni* as a publication that speaks on their behalf but since its departure from the market, they now perceive *Nthavela* as a newspaper that represents their views, let alone promoting their Xitsonga culture and traditions. Although, *Nthavela* is still an emerging publication but it has its work cut out because it must strive to develop, promote and preserve Xitsonga language (Nthavela, 2011). This publication is also out there to play a cardinal role of educating the people in the rural areas about the importance of taking their African indigenous languages seriously in this case Xitsonga.

This indigenous publication is an important medium that is used to keep the citizens abreast pertaining to local governance and community development events. It also

plays an important role in ensuring that the municipalities are more responsive to the people's needs and aspirations towards empowerment of its citizens to fulfil their potential. In addition, *Nthavela* maintains democracy beyond the representative dimension into a more participatory system. This newspaper always aspires to remain honest and dedicated ear and mouth of the social needs of Vatsonga and their economic well-being while promoting their Xitsonga language through excellent, credible and informative print reporting.

To report the state of affairs of the community on matters related to service delivery while also bringing to the attention of those who are answerable to redress in Xitsonga (Nthavela, 2011).

1.5.2.1 *Nthavela* **(A Small commercial/independent Xitsonga newspaper)**

Nthavela is an indigenous African language newspaper that publishes in Xitsonga; an offspring of *Nhluvuko Media Communication* was founded by Dunisani Ntswanwisi. He developed interest in the media field after completing his Diploma in Media Studies from Boston Media House in 2002. He cut his career path in media at Rainbow Community Radio Station which was based in Johannesburg, Roodepoort in 2003 as a news anchor. He joined *Xivoni/Seipone* newspaper, a multilingual paper as a journalist. He also holds a Certificate in Entrepreneurship from Damelin College of Business.

Nhluvuko Media Communication was established in 2005 with a dream and passion to produce a Xitsonga Magazine, named *Nhlalala* that covers issues that affect the community on daily basis. *Nhluvuko* is a Xitsonga word which means "Development". Mr Ntswanwisi later converted the magazine into a Xitsonga newspaper, entitled

Nthavela. This Newspaper reaches out and touches the hearts of the society in meaningful ways.

The principal activity of the company is the viable operations of the newspaper including the sale of space *Nthavela*. *Nhluvuko Media Communication* has capacity and ability to publish and distribute magazines, promotional material, newspapers and newsletters. *Nthavela* is a monthly full colour tabloid newspaper which is widely distributed in areas such as: Elim, Malamulele, Giyani, Tzaneen and Phalaborwa. This free publication *(Nthavela)* is normally distributed through retail outlets. The average print run of *Nthavela* is amounted to 10 000.

Nthavela is a member of Small Enterprise Development Agency (Seda) as part of its sustainable strategy in the print media market. Seda is a government agency that operates as the Department of Trade and Industry wing. The agency's primary purpose is to provide business development and support services for small enterprises through its national network in partnership with other role players in the small enterprise support. It also implements programmes targeted to business development in areas prioritised by the Government. This agency was founded in 2004.

1.5.2.2 Organisational Structure

This section of the case study focuses on how *Nthavela* is structured and managed. It is divided into three parts: in the first part, a table illustrating the paper's chain of management is presented, and the various phases of staff and their responsibilities are highlighted. Thereafter, the newspaper's internal communication, relationships and management system are discussed. The final part is about money matters.

Dunisani is working with professional writers, journalists and editors. The team always ensures that the stories play a critical role in the facilitation of greater involvement of communities in the developmental processes and in matters of governance including sport, tourism, entertainment, economy, health and social aspects. The company is manned by young men and women who are qualified in Media Studies. They are undoubtedly equal to the task. There are writers, journalists and professional editors. Dunisani is serving as the Managing Director of the company and is assisted by the Office Administrator on full-time basis appointment, two (2) Freelance Journalists, one (1) Marketing Manager and Editor.

Table 1.3: Hierarchal structure of *Nthavela*

The table below illustrates the hierarchal structure of *Nthavela*:

Owner/Manager Director (Publisher)

Editor

Journalists X2	Office Administrator	Marketing Manager
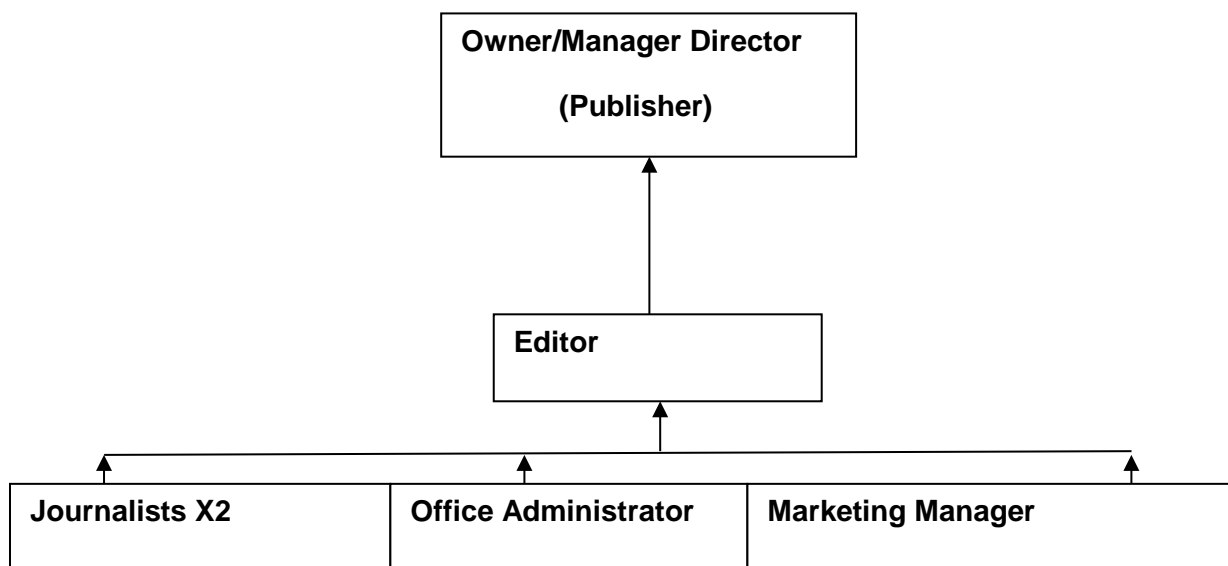
Responsibilities and the Chain of Command

Nthavela is produced from offices based in Paul Kruger Street, Polokwane.

1.5.2.3 Permanent staff:

- Owner / Managing Director – Dunisani Ntsanwisi. He is mainly accountable for *Nthavela'* staff and financial management. He is also accountable for editing the publication, laying out the pages and contributing by writing some of the news articles.

- Editor – Mafemani Baloyi. He is accountable for general policy and management of the publication. He does not focus on the daily operations in the news department and news articles.

- Office Administrator – Happy Ntsanwisi. She is the receptionist personnel and administers any office work in this publication. She facilitates any communication with external parties, as she also doubles up as a call centre operator.

- Marketing Manager – Themba Chauke. He is the man behind marketing this publication, and ensures that this publication is well known in the print media industry. He is also responsible for internal and external communication which includes seeking for advertisers and sponsors for this publication and pioneers promotions of this publication in its target area across the province.

- Journalist – Ponani Mathebula and Andre Hlungwani. They cover stories about issues that take place in Limpopo. They also help with administration work in the office.

1.5.2.4 Money Matters

Cost estimated for compiling, designing, developing, editing, and producing a 16 page newspaper and distributing 5000 copies for four quarters is R253 600.

1.5.2.5 Production and Distribution

In this segment of the case study the marketing editorial content, printing and distribution of *Nthavela* are expatiated.

1.5.2.6 Editorial content and usage of the language

This publication is published in Xitsonga and the content in the paper's lay out is written in this indigenous language. However, advertisements are an exception to this because the company that buys a space in this particular paper has a prerogative as to which language should be used in the advertisement. The pages of *Nthavela* have something for every Mutsonga. This includes articles and photographs on topical issues, on health, book reviews, sport, small business, competitions, on education, language issues and its politics, etc.

Nonetheless, with limited resources this newspaper is doing a meticulous representation of Xitsonga because the language used is grammatically clear. Although, *Nthavela* obliges to all editorial principles of Xitsonga, there is a room for improvement. The readers of this newspaper have expressed their discomfort pertaining to the editorial mistakes that they have come across in the previous issues of this paper.

1.5.2.8 Printing

The Company has invested towards in-house technologies which include cameras, computers with the software for design and layout. *Nthavela* outsources the printing services from a qualified and experienced company.

1.5.2.9 Distribution

The readers of *Nthavela* are Xitsonga-speaking people all over the country, especially in the Limpopo Province, Mpumalanga Province and Gauteng Province. Its readers range from school children, university students, adults and senior citizens. *Nhluvuko Media Communication* prints and distributes 10 000 copies of *Nthavela* newspaper.

1.5.3 Profile of *Ngoho News*

The information in the box below is the summation of *Ngoho News* and the description of its community.

Fact-box

Owner/ manager: Phumudzo Makharamedzha

Language: Tshivenda

Paid Order: 5000

Date of First Issue: 2010

Frequency: Bi-weekly

Who makes up 'the community' of *Ngoho News*?

The "Tshivenda speakers" who are predominantly "black" and mostly reside in the Vhembe District in Limpopo Province in specific areas such as Makhado, Thohoyandou, Elim, Musina, Nzhelele and Malamulele.

Thohoyandou is main capital town of this communities; it is also the original base of this newspaper called *Ngoho News*. The offices of this publication are situated right in the centre of Thohoyandou.

Even though there is a swift growth development initiatives taking place in certain parts in Thohoyandou and its surroundings, there are certain areas that need severe developmental initiatives (Ngoho News, 2012).

Ngoho News is currently, the only existing publication that publishes in Tshivenda, an indigenous language that is predominantly spoken in and around Venda areas. This publication which is largely distributed in Venda and its surrounding areas is perceived as a source of information that brings hope to the hopeless and voice to the voiceless people of Venda.

This emerging publication is a member of Association of Independent Publishers (AIP) and it has clear mission of promoting, developing and preserving Tshivenda and its cultural values (Ngoho News, 2012).

1.5.3.1 *Ngoho News* (A Small commercial/ independent Tshivenda newspaper)

Ngoho News is a small commercial/ independent newspaper that publishes in Tshivenda, which is one of the official languages in South Africa that is largely spoken in Limpopo Province in areas such as Venda, Thohoyandou, Musina, Makhado and Malamulele. The slogan of this newspaper is *"Yobvela khagala."* A simple Tshivenda phrase which can loosely translates that: "it has been publicly revealed". This slogan means this newspaper represents issues that concern people of Venda and the surrounding areas; hence it mainly publishes stories that happened in Venda.

This emerging publication is published by Bluesky Development Communications which situated in Ramaano Complex in Thohoyandou. *Ngoho News* is a sixteen (16) page tabloid with approximately 50% colour. The amount of colour is determined by

the number of colour adverts that are carried in a single issue of that particular week. This weekly publication is one of the relatively few that publish in Tshivenda. There is an on-line version of *Ngoho News* which is found under its website, the on-line version of this indigenous African newspaper publishes in Tshivenda as well.

This small commercial independent newspaper is financially supported by the Media Development and Diversity Agency (MDDA).Currently this newspaper survives with budget from the same body even though it makes its own commission through advertisements. *Ngoho News* uses the grant from the MDDA for printing and distribution purposes. This indigenous African publication is distributed in areas such as Thohoyandou, Makhado, Malamulele, Musina and across all the rural areas in Venda. PanSALB also supports this newspaper in an effort to preserve and promote the previously marginalised languages in South Africa.

This indigenous language publication is a mouthpiece of the Tshivenda speaking people because it is the only community publication that publishes in this indigenous language. *Ngoho News* plays a cardinal role in developing, promoting let alone preserving this language (Tshivenda) and its culture. The printing of this indigenous language publication is done by Northern Media Group in Polokwane, Limpopo.

This emerging publication is privately owned, under the tutelage of Mr Phumudzo Makharamedzha who also serves as Editor in Chief. *Ngoho News* is also a member of Association of Independent Publishers *(*AIP); AIP is an organisation that supports the constant existence of small commercial/independent publications in South Africa.

1.5.3.2 Organisational Structure

This segment of the case study focuses on how *Ngoho News* is structured and managed. It is divided into three parts: in the advent part a table illustrating the publication's chain of management is outlined, and the different levels of staff and their duties are meticulously listed. Afterwards, the newspaper's internal communication, relationships and management style are deliberated. The final part deals with financial matters.

Table 1.4: **Hierarchal structure of *Ngoho News***

The table below illustrates the hierarchal structure of *Ngoho News*:
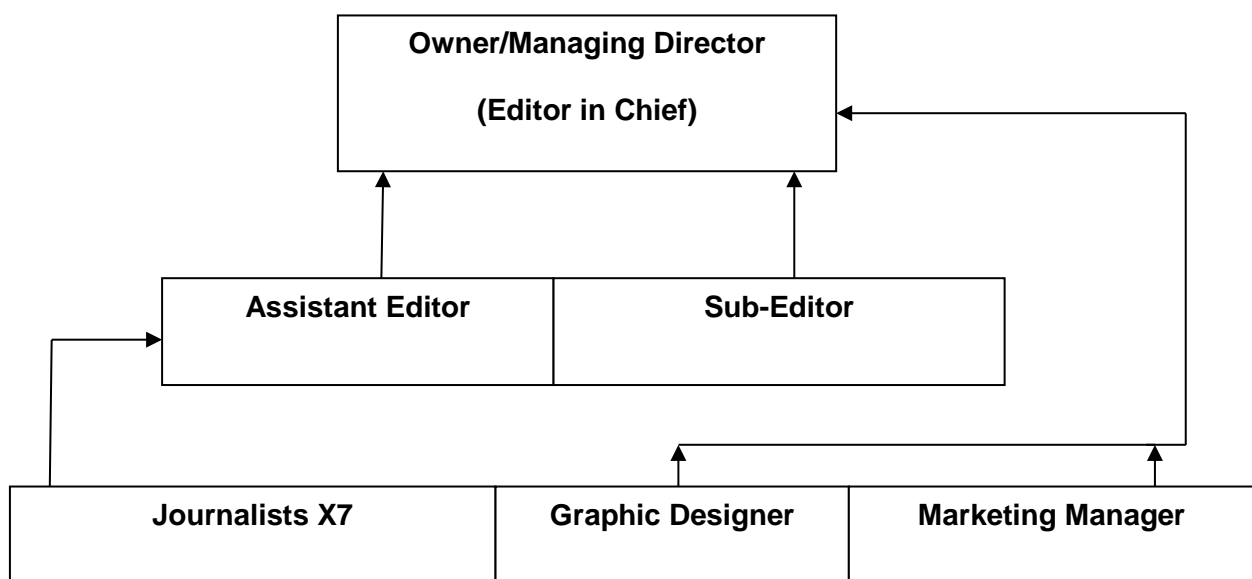
Responsibilities and the Chain of Command

Ngoho News is produced from offices based in Ramaano Complex, Thohoyandou.

1.5.3.3 Permanent staff:

- Owner / Managing Director – He is largely accountable for *Ngoho News*' staff and financial management. He is also accountable for editing the publication,

laying out the pages and contributes with writing some of the news articles. Phumudzo Makharamedzha also serves as an Editor in Chief of the publication and is also in charge of the day to day running of the firm.

- Assistant Editor – Besley Maduwa. He is the leader of the reporters who gather local news and also gives directives to the news desk, which is the pillar of the newsroom. A journalist of various beats normally liaises with him. Besley also manages the photographic department.

- Sub-Editor – Mashudu Mulovhedi. She works on the copy desk to double check the stories for final editing processes and writes the headlines and designing the pages. She is a specialist when it comes to perfecting news story through verifying facts, including addresses and spellings.

- Graphic Designer – Thivhu Ramovha. She is responsible for designing the lay out of the paper by using certain computer software. She is also responsible for designing the advertisements that are presented in the publication and gives each and every issue a fresh new look without tempering with its (newspapers) identity. Her creativity is the cornerstone of the paper's branding. Like any other member of the editorial team she also reports to the Editor in Chief.

- Thivhu Makharamedza – Marketing Manager. She is the force behind the paper's popularity in Venda and the surrounding areas, as her task is to ensure that the paper is well known. She is mainly accountable for communicating with external bodies such as philanthropists, sponsors and readers. She recruits advertisers for the publication, especially the companies that are in Venda.

- Journalists- Thomas Magosha, Mbuyiseni Tshilande, Doctor Sundani, Hulisani Mafua, Ndivhuwo Tshishonga, Vhulondo Mashau and Elelwani Nemalale.

These seven (7) journalists/ reporters have their respective duties that they fulfil week in and week out to ensure smooth running of the firm. They all get instructions from the Editor in Chief as they normally sit with him in editorial meetings. Despite the fact that they have unique respective duties, there is something in common in their duties, which is gathering and searching for relevant stories in their respective communities.

Their responsibilities include preparing stories for production, selecting stories for various parts of the newspaper and selecting news articles and pictures that must go into the newspaper for publication. They also check and edit their own work in preparation for production and translate stories that need translation in build up for production. Moreover, they respectively cover stories that mainly take place in areas around Venda, Musina, Nzhelele and Mutale.

1.5.3.4 Production and Distribution

In this section of the case study the marketing, editorial content, printing and distribution of *Ngoho News* are discussed.

1.5.3.5 Editorial content and usage of the language

The editorial content in this newspaper is published and lay out in Tshivenda and the usage of this indigenous language is professional and effective. The news articles and any other editorial content are presented in Tshivenda, apart from the advertisements. The manner in which the advertisements are presented in the

publication is determined by the company/institution that is advertising. *Ngoho News* adheres to any editorial principles pertaining to Tshivenda presentation. This publication adheres to grammatical rules of the language as its editorial content proves that it has indeed gone through an extensive editing.

1.6 THEORETICAL FRAMEWORK

There are important factors that need to be looked at when reflecting on the development and sustainability of these publications. These factors will help one to analyse and understand the situation that these publications are in at the moment. The key or primary factor is corporate governance; this is the factor that bolsters the foundation of an organisation or business entity. For a company and business to run smoothly and survive different hardships it needs proper hierarchal structure in place. The other factors that are discussed before a case study layout are financial sustainability, social sustainability and institutional sustainability. These factors will also help us to analyse and determine the factors that hinder development and sustainability of the indigenous African language newspapers.

1.6.1   Corporate governance

Corporate governance is regarded as both structure and co-operations that give direction to enhance optimum performance in an organisation. The pillar or cornerstone of every corporate governance is the board of directors. The structure of this concept emboldens the effective use of the organisation. A proper governance structure is a cardinal factor in the survival of co-operate entities and corporate governance normally determines how the companies are managed and directed (Core, et., 1999:372).

According to Mmusi (2012:14) the Board of directors approve the management style of the entity and uphold the development of the various policies. The board technically exist in order to make appointments and supervision. Undoubtedly, some community publications have boards, especially due to the fact that they are mostly Section 21 entities. Some small commercial/independent publications have viable boards that take part in every activity the company embarks on. The board reaffirms that the publication represents the interest of its community.

Since community publications receive funding form various philanthropists, it is therefore essential for these publications to possess a board of directors. The board will ensure that the funds are properly managed. A myriad of philanthropist perceive Boards as security and trust, and if the publication needs to request a financial support, subsequently the Board will serve as a catalyst to recruit financial devotees.

Across the globe, various companies and institutions exist for a reason and so do indigenous African language newspapers. Like any organisation, these newspapers would have a vision and a mission statement to consolidate their dreams. A proper organisational structure or organogram would be in place to enhance efforts towards living their dreams. The organogram is an embodiment of the duties that are to be undertaken by certain individual.

1.6.1.1 Management structure of the organisation

Mmusi (2012:14) as the organisational structure of the community publications differs according to stature and age of the newspaper, the financial viability let alone the newspapers' encounters. She further expatiates that the organogram of an organisation is usually top-Down, which gives internal communication flow either in a

top-Down fashion or Bottom-Up way and that will be determined by the nature of the activity.

Most certainly a plethora of small independent newspapers are sole trader entities with owners and co-owners, the staff would directly be accountable to the owner who mostly acts as an editor and/or financial manager. The community newspapers are not pinned in an appropriate organogram, as they normally resort to multi-tasking. The multi-tasking system is applied to reduce high costs in this niche market of indigenous African language newspapers.

1.6.2 Financial sustainability

Mmusi (2012:9) states that the newspaper needs to be financially viable and capable of managing daily costs. It is a known fact that the profit generated through advertising can only manage to sustain the newspaper if it is properly used. In other words, an effective financial system should be in place to bolster the newspaper's survival. Mmusi accentuates that many community newspapers adopt "three-legged' model" for their financial viability. According to this adopted model, income-generation is scattered across three sources, namely, communities, advertisers and philanthropists including non-governmental organisations and government funding programmes.

The success in income generation depends on these three sources being fully exploited, as over reliance on one source has subsequently, led to the collapse or abrupt ending of many community publications (Mmusi, 2012:9).

1.6.3 Social sustainability

Social sustainability is all about embracing the local support that is given the publications by local communities (Cooper, 2006:2). Undoubtedly, a publication should converse with the readers in a language that they deeply understand. In terms of a newspaper participation is mainly through readership, staff, opinion articles and accessibility of the newspapers in their respective areas (Mmusi, 2012:9).

1.6.4 Institutional sustainability

Institutional sustainability refers to the existence of policies, proper governance and management structures, acceptable management style, staffing, internal relationships and practices, as well as partnerships with other organisations and compliance with the legal and regulatory bodies (Mmusi, 2012:11). Mmusi (2012) reaffirms that printing is a major challenge for small commercial publications, since some of them lack infrastructure and financial capacity to do it themselves. At times they are propelled to rely on big companies for printing. This is somehow detrimental because it might lead to delays which in turn render the small independent newspaper unreliable in its frequency and delivery (Arun, 2002:44).

There are three relevant mass media theories in this study, namely, Social responsibility theory, Democratic participant theory and Development theory. These mass media theories are significantly relevant to this study and this segment elucidates their relevancy and it also assists in the data analysis processes.

There are no specific theories that were used by the previous researchers around the concepts related to this study, although there are theories which are more

relevant to this study and those theories are adopted. The three adopted theories in this study are; Social responsibility, Democratic participant theory and Development theory.

1.6.5 Social responsibility theory

According to Mcquail and Nerone (2004:15) indicate that social responsibility theory is based on the following premises: the media should support democratic political principles; the media are under an obligation to create a forum for different viewpoints. The independence of the media should be emphasised in relation to their responsibility towards society. The media collectively should represent all social groups and reflect the diversity of society through giving people access to a variety of viewpoints and the right to reflect to those to these viewpoints.

This theory is applicable to this study because, it deals with democratic issues that the establishment of indigenous African language newspapers strive to address when publishing in indigenous languages. This should be done through educating, informing and entertaining the society in their native languages and through empowering the previously disadvantaged communities. Moreover, it echoes the key characteristic of community media which emphasises the independence of community media because ownership is in the hands of community. This is how the Social responsibility theory assists in the data analysis concerning whether indeed these indigenous African language newspapers are independent or dependent.

1.6.6 Democratic participant theory

According to Fourie (2001:274) the democratic participant theory is a primary reaction against commercialisation and monopolies in privately-owned mass media,

and against centralisation and bureaucratisation in public media. The democratic participant theory supports and emphasises the importance of the following: the multiplicity of media and small scale use of media; media's local nature; Interaction and involvement. Individuals and minority groups should be able to enforce their claim to: the right of access to the media and right to have their needs served by their media.

According to Oosthuizen (1996:58) the democratic participant theory is:

> Economically, and in terms of media developments, this trend towards direct and active participation could be seen in developments towards creating more special interest and community publications; in the developments towards narrowcasting as opposed to broadcasting; in the establishment of more local and community radio stations; in more talk radio programmes, phone-in-programmes, interactive television systems and today, in developments like the WorldWideWeb and the internet.

Fourie (2001:275) summarises the basic principles of the democratic-participant theory as follows: Individuals and minority groups should be able to claim the right of access to the media, and the right to have their needs served by media. Fourie further outlines that the organisation of the media and the context of messages should not be influenced by political or bureaucratic control. This factor is about the independence that indigenous African language newspapers should enjoy in the print media industry.

The existence of the media must be justified in terms of the needs and interests of recipients, and not exclusively in terms of the media organisation, professional media workers or advertisers. Groups, organisation and communities should have their own media. Small-scale, interactive and participatory forms of media are regarded as

more beneficial than large-scale, unidirectional media which are used only by professional media workers. In general, social needs are neglected by established media. One of the core needs is indigenous African language newspapers. Communication is regarded as too important to be left to professionals (Christians & Theodore, 2009:11).

This theory is relevant to this study because indigenous African language newspapers as part of community newspapers need the community to participate in the day-to-day running of the publication, as it is one of the key characteristics of community newspaper. It also emphasises the significance of media meeting the rights of the previously marginalised people and in this study it has to do with giving them information in their own languages. In this regard indigenous people as minority group have rights of reading publication written in their own languages and that is the key aspect that one examines in terms of the analysis of data. When one analyses would check if the minority groups/the readers of indigenous African languages newspapers enjoy the right of accessing information in their own languages and if they make contribution towards the publication through participation.

1.6.7 Development theory

The most important principle of the development theory of the media is the emphasis on economic development. Media liberties should be made subordinate to the achievement of these ideas, in this view. At the same time, common objectives, as started by government, are given priority over individual freedom. South African media is accused by government sources of focusing on the negative to the

detriment of economic progress. The media should give preference to information about national, culture and language issues (Fourie, 2007:198).

The state should be able to restrict the media if economic interests and the development needs of the society are at stake. Therefore, the media should give preference to information about other developing countries that are geographically, culturally and politically akin to one another (Fourie, 2001:274). According to Oosthuizen (1996:57), the developing countries advocate the positive use of the media to promote national development, autonomy and cultural identity. The most important principle of the development theory of the media is that the ideals of economic development and accompanying process of political and national development should be emphasised. Certain liberties of the media should be made subordinate to the achievement of these ideals. At the same time, common objectives are given priority over individual freedom.

Journalists have both responsibilities and liberties in obtaining and distributing information let alone to protect development objectives; the state has the right to intervene by restricting and censoring the media. State subsidies and direct control are therefore justifiable. With regard to the role of the media in development it is important to take note of the South African government's plan in November 2000 to set up a Media Development and Diversity Agency (MDDA). The MDDA promote access to the media by marginalised group and enhance media pluralism which include pioneering indigenous African language newspapers in an attempt to develop marginalised languages (Fourie, 2001:274).

The media should make a positive contribution to the national development process. In this study it has to do with indigenous African languages eradicating beset

illiteracy level and preserving indigenous African language and culture. This is a main factor that is considered on data analysis in order to monitor if indeed indigenous African language newspapers play the role of preserving indigenous African languages and culture. The other important factor that this theory compliments on data analysis is the thorny issue of development within the indigenous African language newspapers and the role that they play in community development. Since one of the key concepts of this study is about development, it is imperative to discuss the development theory, as it encapsulates media development in the contemporary society. This theory echoes the concept of giving preference to culture and language development of which is a key element in this study

1.6 ORGANISATION OF THE STUDY

Chapter One introduces of the study, a brief history of indigenous language newspapers in Africa. It also outlines the purpose of the study in detail and a distinctive significance of the study. The chapter profiles the three indigenous African language newspapers that are studied in this study. Lastly, this chapter highlights the theoretical framework that discusses mass media theories.

Chapter Two reviews the previous related literature that is pertinent to this study. Firstly, this chapter critiques and elucidates indigenous media and language in the media. Secondly, the chapter relates the development and sustainability issues pertaining to indigenous African language newspapers in Africa. It also includes the role of MDDA and AIP towards the development and sustainability of indigenous African language newspapers in South Africa.

Chapter Three focuses on the research methodology; this chapter explains the research method employed, techniques and approach in this study. The research design, sampling techniques and data collection tools are also discussed in this chapter.

Chapter Four presents the gathered information. The chapter focuses on the outcomes of the interviews that were conducted with the readers and the management of the three indigenous African language newspapers.

Chapter Five handles the data interpretation and analysis. In other words, this chapter deals with data interpretation technique. A case study of the three newspapers is outlined in this chapter. The chapter also includes the analysis of the gathered information through three mass media theories.

Chapter Six centres on the findings, recommendations and conclusion. It also provides summary of the chapters and the future area of study.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

A literature review in an essay, thesis or research project is important, primarily in establishing relevant knowledge, ideas, arguments that have been written on this study or studies related to it, and secondarily to support the argument presented (Dominick & Wimmer, 2012); and (Hart, 1998:6). It firstly, reviews and examines various pertinent concepts and history of indigenous language newspapers in Africa and South Africa respectively; it also contextualises the history and current status of the indigenous African language newspapers. The discussion further develops through the in-depth perusal of various organisations' role towards the development and sustainability of the indigenous African languages newspapers in South Africa.

The major development of English and Afrikaans press in South Africa shows that language, literacy, politics have always had a major influence on the establishment of newspapers (Oosthuizen & Roelofse, 1996: 66). Furthermore, it substantially dwells much on the historical development and sustainability of indigenous language newspapers Africa, more especially South Africa.

2.2 INDIGENOUS MEDIA

If the indigenous African languages and communities must survive and grow the media, especially the print must be encouraged to use them. Print media aid literacy, therefore, the media operating in these languages must be encouraged for it is these languages that our people can be effectively informed for development purposes (Salawu, 2004:201). Indigenous African language newspapers are defined as

independent community and small commercial newspapers publishing in local languages other than organisation for particular communities and determined by geographical location or common interests (MDDA, 2007:11). They are distributed for free or at an affordable fee to community members.

The community members are key participants in the running of these newspapers. The newspapers are established to serve a particular community purpose, for example, to address social issues, as an information and education tool and must respond to the needs of the communities. This definition excludes community newspapers owned by big media companies such as Caxton, Media24, Independent Newspapers and Times Media Group whose primary objective is to generate income (MDDA, 2007:5).

On the other hand Education Ministerial Committee (2003:4) states that:

> Emanating from our deliberations is our strong view that a crisis is looming in South Africa regarding the preservation, maintenance and associated identity of our indigenous African languages. The strong preference for English instead of African languages in all the formal sectors of society, both private and public, continues unabated in general social practice.

Indigenous African language newspapers belong to Indigenous media stream. Therefore, this phenomenon needs to be discussed in order to level the playing fields. Indigenous people in rural and urban areas in developing and developed countries around the world need to create as well as use information and communication systems to promote education, health, governance, cultural life and many other important values (MDDA, 2007).

Atton (2001:53), points out that, indigenous African language newspapers are different from newspapers that are produced by and for other underserved groups such as ethnic and sexual minorities, women, and youth. For one aspect, indigenous people often do not know how to engage the newspapers from their village far from electricity, telephones, press, or radio or television stations. For another thing, the knowledge that is inherent to their culture may be localised. It may be centuries old, embodied in stories or other non-written forms and endangered. The indigenous African language newspapers simultaneously address many needs of marginalised indigenous groups. Thus embracing this pattern entails education and training, policy, resources (time, money, people, for example) in addition to access to the technology itself.

According to Wa Thiong'o (2004), it is vivid that language is central to this revival. The neglect of promoting indigenous languages has been criticised by people of the likes of Pallo Jordan, former Minister of Arts and Culture, who said:

> To ignore indigenous languages as official languages. It is a serious indictment of our society that it is virtually impossible to find a bookshop in any of our shopping malls that distributes literature in the indigenous African languages.

The IsiZulu market has also been very responsive to embrace the Knowledge Economy. Isolezwe.co.za is the world's first IsiZulu news site and it carries the same content as *Isolezwe*, South Africa's top IsiZulu newspaper. The site's main audience is drawn from the emerging, urban based, inspirational and knowledgeable IsiZulu market. Although, IsiZulu readers have been initially hesitant or unable to go online, they are now encouraged to use the internet as an information tool (Van Der Rheede, 2004:7).

2.3 THE DEVELOPMENT OF INDIGENOUS AFRICAN LANGUAGE NEWSPAPERS

Development is a process of sustainable growth that takes place in the progress of an aspect, which relatively held over certain period of time. In socio-economic terms development is all about transforming from an unhealthy state to a healthy and more profitable state, it has to do with moving towards maturity (Booth, 1985:38). Haynes (2008:1) states that "development is a key dimension of personal life, social relations, politics, economics and culture. The so-called native resistance led to the development of media to counter the surge of colonial consolidation. The classic scholars coined African press for Africans and dubbed it a black press for black men established in Sierra Leone, Ghana and Nigeria to publicise cries, criticise British imperialism.

The African-owned newspapers served as a platform for the nationalist ideas of educated Africans. Nationalist publications had been a considerable influence in the awakening of racial and 'development' has largely viewed as economic, with development of a nation being marked with such indices as Gross National Product (GNP) and income per capita. The assumption was that the benefits of economic advancement, even if initially concentrated in the metropolitan centres, would eventually trickle down to the periphery.

The history of the indigenous African language newspapers' development can be traced back to the 19th century. These indigenous African language newspapers targeted communities that spoke a specific indigenous language within a specific geographical area. In the South African context, the indigenous African languages

include Sepedi, Tshivenda, Xitsonga, isiZulu, isXhosa, Siswati, isiNdebele, Sesotho and Setswana (MDDA, 2007:5)

Umshumayeli Wezindaba is regarded as the first newspaper published in an indigenous African language. It was developed in 1837 in the Eastern Cape. Other indigenous African language newspapers noted from this era are *Ikwezi* (published between 1844 to 1845), *Indaba* formed in 1862 and *Isigidimi sa maXhosa* formed in 1876. The newspapers covered general news stories taking place in black communities hence it was called the black Press (Oosthuizen, 1996:83).

Imvo Zabantsundu, formed in 1884, is a defining publication of the black press. The *Imvo Zabantsundu* newspaper marked the second phase, which was called the Elitist Press: 1880-1930. The *Imvo Zabantsundu* newspaper was the first publication to be started, owned and edited by an African person, John Tengo Jabavu, for black people. Jabavu was a former editor of the missionary owned newspaper, *Isigidimi sa maXhosa* (Diederichs & De Beer, 1998:90).

Diederichs and De Beer (1996) further mention that the development of *Imvo Zabantsundu* and similar newspapers in Eastern Cape had effects on other parts of South Africa. Other Black owned and edited newspapers were established in areas such as the then Natal, Transvaal and Orange Free State. These newspapers were strongly associated with the establishment of political movements for African people such as the African National Congress. AK Soga started *Izwi la Bantu* in 1897, which was actively involved in the formation of the African National Congress in 1912.

Mtenga Watu, the first indigenous African language newspapers in Malawi was founded by the Universities Mission to Central Africa (UMCA) in 1895. But in Kenya, it was the national struggle which was responsible for the development of the

indigenous language newspapers in the country with the establishment of *Muigwithana* in 1928 (Switzer, 2006:1). John Langalibalale Dube established *Ilanga lase Natali* in 1903, the only indigenous language newspaper that survived and still being published today. Other newspapers include *Koranta ea Becoana* established in 1901 by Silas Molema and Solomon Plaatjie and *Bantu-Batho* established in 1913 by the African National Congress. These newspapers dealt with socio-political issues affecting African people as "the Native Disenfranchisement Bill, Glen Grey Act of 1894 and imprisonment of chiefs on Robben Island" (MDDA, 2007:6).

The introduction of white capital in the publishing of African publications had an adverse effect on the development of indigenous language newspapers, and the use of indigenous language as a medium in the black press. Besides *Ilanga lase Natali*, which is still running today, and *Imvo Zabatsundu*, which ran until 1998, many indigenous language newspapers collapsed. The takeover of African publications by the white owned newspaper companies shifted the focus of these publications. For an example *Bantu World* which was modelled on the British *Daily Mirror* newspaper. The national language policies that promoted English and Afrikaans also led to the decline of indigenous language newspapers. Horne and Heinemann (2010:2), elucidate that the choice of colonial languages, English and Afrikaans in a South African context, has had the negative implications on the development of indigenous language newspapers in Africa.

A study done on Cameroon's indigenous language media also noted that there is hardly a remarkable indigenous press in the country. There has, on the contrary, been a "medium-shift" from indigenous African language press to indigenous language broadcasting. The growth in the indigenous community newspapers sector provides similar career opportunities in journalism, advertising, etc. and

entrepreneurial opportunities for those with an in sales, marketing, delivery, etc. Established newspapers brands such as *Isolwezwe,Ilanga, Umafrika* also promote the IsiZulu language and as such set an example for other indigenous African language communities to also establish newspapers in their respective indigenous African languages (Van Der Rheede, 2004:3). In Yorubaland (Nigeria) today, there are countless of Yoruba newspapers serving the people. This attests to the viability of journalism in indigenous languages. Some of the publications have been noted to be doing well in the print media market (Salawu, 2006:12).

2.4   THE SUSTAINABILITY OF INDIGENOUS AFRICAN LANGUAGE NEWSPAPERS

According to Sutton (2004:1), sustainability is derived from the word 'Sustain' has been in the language for thousands of years. It comes from the Latin word *sustenare* meaning "to hold up" i.e. to support. The concept evolved long ago to mean to keep something going or extend its duration, with an overtone of providing the support or necessities that made the extended duration possible e.g. a sustaining meal. Mulder (2006:2) outlines that "Sustainability implies that the current generation can meet its own needs without jeopardising the needs of future generations".

In the case of indigenous African language newspapers, sustainability creeps in because most of these publications collapse without reaching their optimum level. In most cases, this kind of publication collapses due to lack of a socio-economic support. The indigenous language newspapers are faced with huge challenges and a competitive environment. They firstly compete with mainstream newspapers with a healthy business history. They then compete with community newspapers publishing in English and Afrikaans, which seem to be preferred by chain stores and more

trusted by local municipalities. For indigenous African language newspaper to attract more readers and advertisers, they need to be run like real business and publish quality and relevant content (MDDA, 2007:33).

According to Van Der Rheede (2004:2), the local publishing industry is currently dominated by the sale of English language books which amounts 75% of the net turnover of all sales across all sub sectors, with Afrikaans in second place with 15% and the nine other indigenous languages combined accounted for 10%. The sale of bibles in nine indigenous languages makes up the majority of non-fiction book sales. These sales rates indicate the dominance of English publications in the print media sector.

Switzer (1997:2), observes that in 1930 in South Africa, there were 19 registered, indigenous-language newspapers. Today, most of these newspapers are non-existent. The multilingual (isiXhosa, isiZulu, SeSotho and English) newspapers *Inkundla ya Bantu*, edited by President Thabo Mbeki's father, Govan Mbeki, only existed for five years (1939 to 1944). He also highlights that, Leapnews, the newsletter of the language in Education in Africa Project, reported that there used to be newspapers in 15 Ghanaian languages as recently as 1990s. Today, none of them is in existence.

There are a whole range of factors associated with the success or failure of any business in an environment where people are struggling for upward mobility. Training is one of these. The better trained people are the less likely venture is to fold. Most of the training at the indigenous African language newspapers is on the job. These organisations are forced to grow expertise in a few short workshops and learn on the job. There is nothing wrong with this but it means the projects are

immature in terms of experience, expertise and management capacity (Milne et al., 2006:6). Salawu (2004) illustrates that:

> The people who are supposed to read indigenous language newspapers are gradually anglicised and are therefore more likely to read English newspapers than indigenous language newspapers. This attitude is a major challenge confronting indigenous newspapers that leads to the collapse of these publications; limited or no financial support from public and private institutions; and their continued low profile.

Mesthrie (2002:2) and the MDDA (2007), *Ilanga*, established in 1903, is the only surviving indigenous African language newspaper that was formed during the Elitist Press period in the 1900s. *Isolezwe*, established in 2002, is another indigenous African language newspaper that has recorded massive success, by managing to lure readers from English newspapers. This publication however, is owned by one of the media conglomerates, Independent Newspaper Group. It targets urban IsiZulu speakers with buying power in KwaZulu-Natal and Gauteng Province, and therefore is not a community newspaper. There are currently public service radio stations broadcasting in indigenous languages, whilst there are indigenous African language newspapers, most of them collapse due to lack of recognition and support, financial and material (MDDA, 2007:11).

In Nigeria, there are newspapers published in indigenous languages, but are critically suffering from low awareness and patronage. Ironically, *Iroyin* Yoruba, established in 1945, was widest read weekly during those days. Gradually, the people who are supposed to be the readers became more anglicised, and, therefore abandoned the reading of the indigenous African language newspapers. The situation did not change despite all attempts to induce patronage through price of the

newspapers. For instance, today, while English newspapers, published in Nigeria, sell for between N40 and N80, all Yoruba newspapers carry the cover price of N20, yet they are not considerably patronized (Salawu, 2004:197).

Timse (2011:2) asserts that the official status of nine indigenous languages has also increased interest in the print media market since these languages are now highly valued by its respective speakers, unlike in the past where it was not wise to read an indigenous language newspaper. Salawu (2006:55) mentions that not all is gloomy in the fraternity of print media. There are some relative success stories. Ethiopia is a case in point: of the 125 newspapers in the country, 108 are in Amharic, two in Oromo and other one in Tigre. Ethiopia is one of three countries in Africa (with Tanzania and Somalia) wherein an indigenous African language is used as a medium of instruction to a high level and for official and administrative purposes.

The success of *Alaroye* and the frenzied political situation in the country before the return of democracy in 1999 triggered the emergence of other Yoruba publication: *Ajoro, Alaye, Ofe* and *Olooto*, just to mention few. A number of them, however, were shortlisted. *Kwayedza* is another success story in Zimbabwe. It has an 80 000 circulation figure and a readership of 121.4 readers per copy (Salawu, 2006:55). According to the MDDA (2007:6), the lack of capital, equipment, skilled workers and a reliable distribution network saw the entry of capital into the ownership of the Black press. This marked the third phased Black Readers-White Capital: 1931-1977. Bantu Press Ltd represented the new phase in the history of the Black press because it was established by a white person, Bertram Paver. Paver saw that the Black press had a potential to make a profit. *Bantu World* marks an important shift from a local to a national African newspaper. In addition, *Bantu World* represents a move away from

the use of indigenous languages as a medium in the Black press to the use of English.

According to the African Media Development Initiative (2005:44), although overall newspapers readership in South Africa is rising, the newly established tabloid newspapers and vernacular newspapers account entirely for the increase. The challenge facing the industry, therefore, is to halt the decline in the readership of mainstream newspapers to ensure long-term survival of the industry in the face of competition from a number of other media. Although strong economic growth and an unprecedented consumer spending boom have ensured that newspapers have remained profitable, declining circulation will inevitably affect profits in the longer term. A related challenge facing the newspaper industry is to transform ownership, staff compositions and coverage to reflect the demographics and interests of broader society.

2.5 LANGUAGE AND MEDIA

The Media are technologically developed communication industries, normally making money, held either in public or private ownership, which can transmit information and entertainment across time and space to individuals and large group of people (O'Shaughnessy & Stadler, 2005:8). On the other hand, according to Croteau and Hoynes (2000:7), the word "media" is the plural of medium. It is derived from the Latin word *medius,* which means "middle". The communication media are the different technological processes that facilitate communication between the sender and the receiver of a message.

Fourie (1996:91) explains that:

> Language is the most highly developed and frequently
> used means of communication. As language is as old
> as human society,   people throughout history have
> attempted to explain how language communication
> means. The ancient theories of language assumed
> that language was given to people through divine
> intervention and that the essence of language was its
> power to name things.

Language is a system involving both elements and structures. As in any system, we

can define elemental and structural units at many levels, depending on purpose. At

any level, however, language includes a set of symbols (vocabulary) and the

meaningful methods of combining those units (syntax) (Thomason & Kaufman,

2001:1). Indigenous language is a language that is native to a region and spoken by

indigenous people but has been reduced to the status of a minority language. This

language would be from a linguistically distinct community that has been settled in

the area for many generations. Indigenous languages may not be national

languages, or may have fallen out of use, because of language deaths or linguicide

caused by colonisation, where the original language is replaced by that of the

colonists (Mesthrie, 2002:23).

Prah (2006:3) states that if culture is the main determinant of our attitudes, tastes

and mores, language is the corner stone of culture. It is therefore; in a language that

culture is transmitted, interpreted and configured. Diop (1989:9) and Alexander

(2013:54) concur by stating that African languages could express academic

concepts and that a good status of African culture depends on the effectiveness of

the African indigenous languages.

Language is also a register of culture. Historically, the trajectory of a culture can be read in the language and the evolution of its lexicals and morphology. Language is one of the distinctive features, which distinguishes human beings from animals. Human beings are in effect talkative animals. In this respect one can also extend the logic of the argument to say that culture is the key distinguishing feature between human beings and the rest of the animal world.

Horne and Heinemann (2010:15) define language as:

> Language carries culture, and culture carries,
> particularly through orature and literature, the
> entire body of values by which we come to
> perceive ourselves and our place in the world.
> Language is thus inseparable from ourselves
> as a community of human beings with a
> specific form and character, a specific history,
> a specific relationships to the world.

Therefore, human beings' ability to create culture marks them off from other animals. Culture raises people above the rest of nature, beyond instinct and relies on nature four their enlightenment because language is the most important means of human intercourse. On the other hand, Wa Thiong'o (2004:9) emphasises the power of a language "in my view language was the most important vehicle which power fascinated and held the soul prisoner". Indigenous African languages play an integral role in defining the identity and heritage of native Africans (Gellar, 2005:137).

Prah (2004) language and cultural rights are therefore central to all considerations of human rights in the contemporary world. The UNESCO Universal Declaration on Cultural Diversity affirms that, culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features society or a group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, values systems, traditions and beliefs. Moreover, it suggests that culture is at the

heart of contemporary debates about identity, socio cohesion, and the development of a knowledge-based economy. The above understandings also affirm respect for the diversity culture, tolerance, dialogue and cooperation, in climate of mutual trust and understanding. These are among the best guarantees of international peace and security. They indicate that people should aspire towards great solidarity on the basis of recognition of cultural diversity, awareness of the unity of human kind and of the development of intercultural exchanges (Prah, 2006:4).

The Department of Education, Ministerial Committee reported that the African continent has over 2 035 indigenous African languages and this total represents nearly one-third of world's languages. The languages are classified into four major groups: Afro-Asiatic, Nilo-Saharan, Niger-Congo and Khoisan. The complex spectrum of the indigenous languages of South Africa is a family of languages comprising an estimated 1 436 languages, which fall in the Niger-Congo group. African languages therefore reflect a rich tapestry of cultures which, by definition, particularly in contemporary Africa, strongly suggests that intercultural communication should be one of the central pillars of the development policy in the African Union (Education Ministerial Committee, 2004:7).

Beyond the issues of rights, it is important to note that language and literacy are very crucial for societal development. A society develops into modernity when its citizens are literate in the languages of the masses. In other words, it is not possible to reach modernity if the language/languages of literacy and education are only within the intellectual ambit of small minorities. Historically, the jump towards expanded knowledge production and reproduction in societies has only been possible when the languages of societal majorities have been centrally placed (Prah, 2006:4).

Wa Thiong'o (2004:5) indicates that the Berlin conference that took place in 1884 divided Africa into various European languages. He affirms that African states are neo-colonies and they identify themselves with the European languages. Be that as it may, cultural history has been formed by masters and servants. Publications in English and Dutch, since the 1800s, initially served the cultures of the colonialists, but South African flavour slowly began to emerge. As locals became more involved and wiser to the intricacies of print, they started to tell the South African story from their perspective as well. Some spoke in their own language like, for example, Du Toits, the Prellers, the Jabavus, the Dubes and the Plaatjies (Switzer, 1997:1).

People do not see much value in indigenous African languages. Authorities seem to be reluctant to ensure that African indigenous languages, by appropriate legal provisions, assume their rightful role as official communication medium in public affairs, administrative and media domains. No one seems to take African languages seriously (Van Der Rheede, 2011:3). They seem to have nothing to offer except in everyday communication between members of families and informal conversation with friends and colleagues Language in the community newspapers plays an integral role. Despite the obvious role in upholding democracy, community newspapers publishing in indigenous languages ensure the existence of these languages and the preservation of South African indigenous cultures (MDDA, 2007:10).

Language can exist as mirror of culture, traceable as a genre in history and cutting across several of dialect, age, sex, gender and prestige. In addition, language can also function as a vehicle of culture, informing and transmitting traditions and education. According to Wa Thiong'o (2004:5), language is not used only in inter-personal communication but also in the transmission of mass mediated messages.

Language is therefore seen as an integral aspect of the media. The gradual decline of indigenous languages as a medium of instruction in the South African media landscape and the low profile these indigenous African languages receive is a reflection of the language policies that prompted English and Afrikaans during the apartheid era.

According to Nzotta (1979:1), most developing countries, more especially in Africa, were once under colonial rule for considerable periods. The colonised countries were dominated not only politically but also socially, economically and culturally by the colonisers. One of the most apparent marks of colonialism is the adoption of the languages of the colonising countries as the official and business languages of their respective colonies (Wa Thiong'o, 2004:4). Consequently, most of the publications are in foreign languages. It is important to note that commercial radio stations in the indigenous African languages also boast with some of the biggest listenership. *Ukhozi FM* listenership averages 6.6 million and *Umhlobo Wenene FM* averages 4.7 million listeners. These figures indicate that the indigenous languages are important economic drivers and that they provide many opportunities to expand the economic value of such languages (Van Der Rhee, 2004:2).

Just like Afrikaans almost 100 years ago, other indigenous African languages are seemingly coming into their own through the printed word. Examples here are seen in the strong growth in circulation figures of newspapers like *Isolezwe, Illanga* and *Um-Africa* in Zulu. *Isolezwe* shows a healthy advertising/editorial balance. It is an upcoming niche market that cannot be ignored. Looked at against the successful background of the Afrikaans media with its niche publication, other indigenous African language groups, will, like Afrikaans, indeed follow the same historical development (Mesthrie, 2002:2).

The typical example of *Isigidimi sa maXhosa* is on how publishing in the indigenous African languages can start with many languages which eventually leads to one language. Language planning and policy makers strongly believe that one way of developing or elevating the status of a language is to have it spoken and written. In the contrary, if one looks at the radio listeners of the biggest station *Ukhozi FM*, with television following suit, the vernacular stations are way ahead in listener audiences compared to the English language station, for example. That is a captive, but with literacy increasing in South Africa it follows that more people should be reading. Many people may prefer news and information, in their own languages (Switzer, 1997:2).

It suffices to say that the languages in pre-colonial Africa were successful modes of communication for meeting the range of societal needs. As the sole mediums of socialisation, indigenous African languages coped more than adequately with facilitating communication about all relevant topics, not only internally within integral societies but also across the boundaries internal and external to the respective language communities (Education Ministerial Committee, 2003:7).

Every human society has a language through which its members communicate. In most developing countries, however, communication in indigenous languages has been adversely affected due to the fact of their colonization. This fact of history has actually affected the sensibility of the people of the developing countries. Language is used not only in inter-personal communication, but also in the transmission of mass mediated messages (Rasige, 2006:1).

Mkandawire (2005:5) highlights that:

> The issue of language is not merely an expression of cultural chauvinism or romanticism. The interest in language is not because it is a vehicle for regaining Africa's memory but also because the language medium is crucial for harnessing human resources and grounding scientific knowledge in African realities.

In South Africa's new 1994 Bill of rights, it is stated that every citizen has the right to use the language and to participate in the cultural life of their choice, but no one exercising these rights may do so in a manner inconsistent with any provision of the Bill of Rights (Constitution of the Republic of South Africa, 1996) . Furthermore, the point is made that individual belonging to a cultural, religious or linguistic community may not be denied the right, with other members of that community to enjoy their culture, practice their religion and use their language and to form, join and maintain cultural, religious and linguistic associations and other organs of civil society (Prah, 2006:11).

Prah (2006:12) further elucidates that in the new constitution, which came from into force in 1996, the nine African languages that had previously enjoyed official status in the Bantustants were granted formal equality with Afrikaans and English at the national level. The language of Section 6 of the Founding Provisions entails that the official languages of the Republic are Sepedi, Sesotho, Setswana, siSwati, Tshivenda, Xitsonga, Afrikaans, English, isiNdebele, Isixhosa and Isizulu. Recognising the historically diminished use and status of the indigenous languages of the people, the State must take practical and positive measures to elevate the status and advance the use of these languages.

2.6   THE IMPORTANCE OF MDDA ACT IN THE SUSTAINABILITY OF INDIGENOUS AFRICAN LANGUAGE NEWSPAPERS

MDDA is known as the pillar of indigenous African language newspapers in particular the once that are regarded as small commercial newspapers. Apart from MDDA there are two organisations namely Audit Bureau Circular Grassroots, and Association of Independent that also represent the rights and interests of the indigenous African language newspapers.

The indigenous African language newspapers are not owned by media conglomerates that are dominating print media fraternity in South Africa because print media organisations are established by the constituencies of these media conglomerates. Subsequently, these publications are aloof from enjoying the privilege of forming part of some of the above mentioned organisations. This might be a detrimental factor for these indigenous publications because they do not enjoy the collective platform that mainstream publications do.

2.6.1 The Media Development and Diversity Agency

2.6.1.1 What is MDDA?

The Media Development and Diversity Agency is a statutory development body for sponsoring media development and diversity, set up as a conglomerate between the South African Government and major print and broadcasting companies to aid in developing and sustaining community and small commercial media which includes indigenous African language newspapers (small independent/commercial newspapers) in South Africa. It was established in 2003, in terms of the MDDA Act No. 14 of 2002 and started the real business of providing grant funding to projects on

the 29th January 2004. This statutory body is headed by a Board of Directors which consists of thirteen members under the tutelage of their chairman Ms Gugu Msibi. Apart from the Board of Directors there is a formidable team of Board Committees which is spearheaded by Chief Executive Officer Mr Lumko Mtimde. The body operates within a broad legislative framework including the MDDA Act itself, the Constitution Act, the Public Finance Management Act, Electronic Communications Act, the ICASA Act, the Promotion of Administrative Justice Act and the Labour Relations Act (MDDA, 2011:1).

The body receives funding from the Government of the Republic of South Africa and major commercial companies such as broadcast service licensees and print media conglomerates. Most importantly the funding agreements with Broadcasting Service Licensees are associated to the Independent Communication Authority of South Africa (ICASA) Regulation. The regulation outlines that each broadcast licensee contributes 0.2% of the annual turnover of licensed activities. The print media owners' agreement was facilitated by Print Media Association of South Africa (PMSA) to pay the same amount of R1.2 million per annum per principal for the first three years and R1 million for the last two years (MDDA, 2011:5).

2.6.1.2 The role major of the MDDA

The MDDA has a relatively clear mandate or role to play in the development of emerging media companies in South Africa. This statutory agency ought to facilitate media development and diversity in the country; it has also improved its delivery through sponsoring more projects. Since its inception it has funded just over 343 projects and awarded grants amounting to about R128.8 million. Over 473 people working in community and small commercial media projects were trained through

MDDA support from April 2010 to March 2011 (MDDA, 2011:4). The MDDA is working to promote media diversity and is focusing on publications that may appeal to neglected audiences more especially rural and township audience let alone publishers that are aiming to produce newspapers in indigenous African languages (AMDI, 2005:43).

Moreover, the body provides plethora of options for media access in every district municipality, to prove that there is indeed media diversity taking place in the isolated areas. One of the main targets of the MDDA is to play a pivotal role in enabling environment for media sustainability and development is created across the country. The role that is more pertinent to this study is that the agency continues to expand its reach into rural and poor communities as well as historically disadvantaged languages and cultural groups and inadequately served communities, in order to make a meaningful impact and bring some form of media to historically disadvantaged communities (MDDA, 2011:4-5).

The main strategy for the MDDA in the next four years is to ensure that they increase focus on rural and poor communities as well as historically disadvantaged language and cultural groups. The body also needs to ensure that all citizens can access information in a language of their choice and also contribute to the transformation of media access, ownership and control pattern in the country at large. The body has successfully provided financial and non-financial support in pursuit of its mandate for supporting, encouraging and promoting media development and diversity. In the eight financial years, the Agency celebrates; it has made its mark in developing and diversifying the media landscape, through guidance of the MDDA Board (MDDA, 2011:10-11).

2.6.2 Association of Independent Publishers (AIP)

According to the MDDA (2008:25) AIP is southern Africa's biggest umbrella body for independent grassroots, community, advocacy publications. This body is registered as a Section 21 non-profit organisation, AIP is dedicated to growing the diversity and pluralism of the region's grassroots media by proactively improving the quality and sustainability of independent publications.

AIP therefore, maintains executive representation on nine statutory or regulatory bodies that shape the local media industry, as well as sitting on the boards or advisory councils of a further seven media advocacy bodies, and regularly serving on an ad-hoc basis with a network of other industry organizations. Moreover, to its extensive lobby activities, AIP positions itself as the primary clearing house for research, policy debate, and the setting of industry standards for the grassroots press sector. The association also proactively develops technical training materials, management toolkits and tip sheets, and Free Open Source Software (FOSS) products for grassroots publishers (MDDA, 2008:25).

This body has led the region's most comprehensive census yet of grassroots publishers, and uses the research results to power a public access database that analyses market trends, gives advertisers direct access to individual publications, and facilities qualitative research into the industry. AIP does not receive core funding from any entity. The Newspaper Association of South Africa (NASA) does, however, make annual grant to cover AIP's basic office overheads and PMSA membership expenses. AIP projects are funded by individual donors, including the statutory Media MDDA and MAPPP-Seta, and independent donors such as the Open Society Foundation and the Netherlands Institute of Southern Africa (MDDA, 2008:25-26).

2.6.3 Audit Bureau of Circulation (ABC)

The ABC is a non-profit organisation registered in terms of Section 21 of the companies' Act, based on a bi-partite agreement between advertiser and advertising agencies and media owners. The main aim of this organisation is the certification and provision of accurate and comparable figures, to assist the bi-partite groupings in the buying and selling of advertising and promotional material. This is achieved through consensus or auditing standards, on the certificates and on the reports submitted. It also provides certification to the indigenous African languages newspapers (MDDA, 2008:33).

The main objective of the ABC is to promote the interest of the buyers and sellers of advertising and promotional material by providing accurate and comparable circulation of data. The ABC Grassroots Certificate is designed to audit smaller rural, township and neighbourhood publications that cannot afford the costs associated with full ABC membership. The smaller rural publications are those that are studied in this study hence the relevance of outlining the organisation (MDDA, 2008:33).

The MDDA further states that, ABC will also file details of whether their publications are or free, and how they are distributed. The resulting certificate will be valid for six months. Only publications that are members in good standing with the Association of Independent Publishers (AIP), and that abide by both the Press Ombudsman and Advertising Standards Authority (ASA) codes are eligible for new certificate. The new certificate is being jointly led by ABC and AIP, and has been endorsed as a major breakthrough by the statutory MDDA, by Print Media South Africa (PMSA), and other media development bodies. This new certificate gives smaller publishers tools to compete for that advertising on a more even footing.

The ABC Certificate allows the publisher to sell advertising space based on certified information. The ABC Certificate gives the advertiser comfort regarding the information claimed by the publisher. The information certified by an independent authority with no affiliation, recognized by the industry as providing a true measure. The certificate will elevate the status of the publications in the eyes of the advertiser. The publisher will be expected to abide by a code of conduct, benefiting both themselves and the advertiser (MDDA, 2008:33-43).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology entails the methods, approaches and techniques that are used to conduct a study. This chapter outlines the methods, approaches and techniques that are used in this study. Firstly, this chapter outlines the method that is adopted and the manner in which it is integrated. The research techniques are expatiated in detail and that will also include the sampling techniques and the tools that are used in the data collection processes. Lastly, this chapter reveals the ethical considerations that are preserved in this study.

The qualitative method is applied in this study. Qualitative methodology implies that the data are collected in the form of formal interviews and questionnaires. The qualitative approach is appropriate when one intends to examine the properties, values, needs or characteristics that distinguish individuals, groups, communities, organisations, events, setting or messages. This is exactly what this study strives to achieve in the best possible way (Babbie, 2010:295).

One way of doing a qualitative research study is to follow the model of participant observation. The common goal is an act of interpretation that may be best exemplified by the participant observer experience in trying to understand the "insider" viewpoint of members of a social group to which the researcher usually does not belong. The interviews and focus groups, like participant observation, also try to capture someone else's point of view but in a somewhat less natural circumstance. Qualitative content analysis is more dependent on the researcher's

own reactions than anyone else's but involves the same spirit of setting aside preconceptions and asking what is actually being communicated (Babbie, 2010:393; and Priest, 2010:96). Priest further outlined qualitative as a method for conducting social science research that uses general observations, in-depth interviews, and verbal descriptions in place of numerical measures. Qualitative research does not generally rely on probability sampling, although participants can be chosen randomly.

Qualitative research has been assigned many different labels such as field research, critical research, interpretive research, naturalism, ethnography, and anti-positivist, an alternative approach and constructivism. However, they all share a common focus: to interpret and construct the qualitative aspects of communication experiences (Du Plooy, 2009:30). Babbie et al., (2004:646), states that a qualitative study normally tries to study human behaviour from an insiders' perspective. According to Leedy and Ormrod (2004:133) "the term qualitative research encompasses several approaches to research that are, in some respects, quite different from one another". The main aim of the study is defined as a describing method of reasoning and is usually inductive, in other words it is based on a specific assumption.

3.2 RESEARCH DESIGN

Research design is known as a plan of how one intends to conduct his/her study in order to solve the research problem. Various designs can be classified according to whether they are empirical and non-empirical (Babbie et al., 2004:647). Dominick and Wimmer (1983) accentuate that research design is essentially a plan for gathering pertinent data. The ideal research design collects a maximum amount of

information in short period of time with limited resources. Based on the situation, a research plan is probably concise and complex. This study uses a descriptive research design because it has to do with looking at things as they are. According to Priest (2010:223), a descriptive research design is used to describe a particular sequence of events or social setting rather than to test theories of causation. A descriptive research design attempts to describe or document current conditions or attitudes that is, to explain what exists at the moment (Wimmer & Dominick, 2006:176). Most of the descriptive studies are qualitative, but survey research is also primary descriptive in most cases.

This study is a case study of three indigenous African language newspapers, namely, *Seipone*, *Ngoho News* and *Nthavela*. The study examines the elements that hinder the development and sustainability of indigenous African language newspapers. A qualitative research approach applies in identifying those challenges.

The indigenous African language newspapers are facing various challenges that adversely affect their sustainability in the print media sector; therefore those various challenges are investigated. Several qualitative studies aim primarily at description. A study of culture, for instance, may attempt to facet that particular culture. These kinds of studies are hardly limited to a mere descriptive purpose.

> The range of contexts in which we may formulate a descriptive research purpose may include conceptual in analysis (the construction of typologies and taxonomies), historical analysis (narrative descriptions), and the retrospective reconstruction of small numbers of cases (case studies) (Babbie et al, 2004:81).

The emphasis of qualitative research is based on human action in its natural setting and via the eyes of the participants, together with an accentuation on in-depth

description and comprehension of a certain concept within the suitable context. It therefore suggests what type of design is methodologically acceptable. This design has these main features: An in-depth engagement with the object study, selecting a small number of cases to be studied, and openness to various sources of data and flexible design features that allow the researcher to adjust and make necessary changes to the study (Babbie et al., 2004:278-279). There are three newspapers that are selected in this study.

Data replication and accuracy are not scientific criteria in these studies because the research design is flexible to enable one to obtain an understanding of an unknown area of research. In addition, to doing a literature survey, the methods normally used include personal and focus group interviews surveys of a target or accessible population and especially case studies (e.g., of specific newspapers) (Du Plooy, 2009:51).

3.3 SAMPLING

According to Leedy and Ormrod (2004:144) sampling is a process whereby a researcher selects variables that assist in the data collection procedure. The purposive sampling procedure is executed in this study, because it purposively engages the three selected indigenous African language newspapers which are *Seipone*, *Ngoho News* and *Nthavela* in a case study; to examine the challenges that are faced by these indigenous African language newspapers. This study mainly focuses on three indigenous African language publications that publish in the three African languages of Limpopo; Sepedi, Tshivenda and Xitsonga.

The purposive sampling procedure is used where the researcher chooses a sample for a specific purpose, by going directly to the available subjects to interview as many subjects as possible (De Vos, 2005:202). This sampling technique is applied in order to select objects or individuals that will produce data pertaining to the subject under investigation (Leedy & Ormrod, 2004:145).

Sample of population refers to people, any group of individuals, organisation, and social objects, and, in this study, it refers to the indigenous African language newspapers' owners, shareholders, sponsors, philanthropists and the target markets of the newspapers, more especially the ardent readers and organisations which trade with the newspapers. Sampling mainly involves adhering to a rigorous procedure when selecting units of analysis from a target or accessible population. The term population does not only refer to people, but can also be defined as any group or aggregate of individuals, groups, organisations, social artefacts objects, or social interactions and events (Du Plooy, 2009:108).

The case study focuses on three indigenous African languages newspapers in Limpopo. According to Du Plooy (1995:23) a case study is as an empirical inquiry that uses multiple sources of evidence to investigate a contemporary phenomenon within its real-life context, in which boundaries between phenomenon and context are clearly evident. The phenomenon that this study strives to deeply investigate is the factors that hinder the development and sustainability of indigenous African language newspapers, more especially in Limpopo. The case study thus uses mulitiple sources of data to examine a problem. A case study is an exhaustive examination of a single study. Furthermore case studies actively involve the examination of manifold variables. (Babbie et al, 2004:81). A case study outlines that

a particular person, programme, or occasion is followed in depth for a certain period (Neuman, 2011:29; and Leedy & Ormrod, 2004:135).

This study mainly focuses on the indigenous language newspapers *Seipone* (Sepedi), *Nthavela* (Xitsonga) and *Ngoho News* (Tshivenda) which are distributed and circulated within the boundaries of Limpopo Province, as a case study. This study also focuses on the management, staff members, shareholders (advertisers), government and staunch readers of three indigenous African language newspapers in Limpopo Province. Advertisers and the provincial government departments are engaged in order to examine their support and the role which they significantly play in the development and sustainability of the indigenous language newspapers.

Since there are at least nineteen (19) indigenous African language newspapers in the country, the researcher saw it fitting to engage the three locally based publications in the case study. The case study involves in-depth interviews with the owners of the three newspapers, namely, Mr Dipheta Bopape the owner of *Seipone*, Mr Phumudzo Makharamedza head of *Ngoho News* and Mr Dunisani Ntsanwisi who owns *Nthavela*. Interviews were conducted with the shareholders of these publications. The ardent readers of the three indigenous African language newspapers in Limpopo Province, more especially the Sepedi, Xitsonga and Tshivenda version readers in areas such as Phalaborwa, Malamulele, Thohoyandou and Mankweng were engaged in this study through face to face interviews.

The interviews were conducted in a language of the speakers' choice, specifically, in the three predominant indigenous languages in Limpopo Province, which necessary means the readers of *Seipone* are interviewed in Sepedi while readers of *Nthavela* are interviewed in Xitsonga and *Nghoho News* readers were interviewed in

Tshivenda. This approach helps the readers of the three indigenous African language newspapers to easily express themselves because their preferred publications are written in these indigenous languages. It is not proper to address indigenous African language newspapers study, and yet to try to communicate the message to the ardent readers/respondents through a foreign language because doing that can effectively distort their message or response and that means the interviews will be a futile exercise.

One can also not expect the readers of indigenous African language newspapers to be comfortable with being interviewed in English or any foreign language while they prefer reading indigenous African language newspapers. This particular technique therefore, gives them the liberty to substantially express their opinion in their own languages when answering questions during the interviews. The opinion of the readers/respondents is very important in this study as they are the catalysts in the development of these indigenous African language newspapers.

The case study focuses on the three indigenous African language newspapers in Limpopo Province. It is therefore, important to sample the three language groups which are Sepedi, Xitsonga and Tshivenda. These three indigenous African language newspapers found in the Limpopo Province respectively publish in the above three mentioned languages. There are four sampled areas in this study namely, Phalaborwa, Mankweng, Malamulele and Thohoyandou. These areas are sampled based on the languages spoken and the origin of its indigenous African language publication. The scope of this study focuses on three indigenous African language newspapers in the Limpopo Province, therefore, the sampling of the subjects are limited within the province. *Seipone, Ngoho News* and *Nthavela* are

published, where this Limpopo trio of indigenous African language newspapers have their respective strong bases.

➢ *Seipone* is based in Polokwane the capital of Limpopo Province and most of its staunch readers reside in Polokwane Municipality which falls under Capricorn District. Mankweng is a sample area where the readers of *Seipone* are mostly found. It is therefore, pivotal to compound these sampled subjects to consolidate its relevance to the case study. This argument regarding *Seipone* accentuates the necessity of collecting data in Mankweng area in order to consolidate the case study.

Phalaborwa is one of the four sampled areas because of its populations' most of the people here speak Xitsonga and Sepedi. Sepedi speaking people in Phalaborwa are predominantly found in a place called Namakgale and its surroundings that is where one can easily locate the readers of *Seipone*. It is therefore fitting to sample such an area as it is conducive in terms of locating both readership of *Nthavela* and *Seipone* as these two publications respectively publish in Sepedi and Xitsonga.

➢ Malamulele is a place that is situated in the Mopani District. The inhabitants of this sampled area predominantly speak Xitsonga an indigenous African language that *Nthavela* publishes in. Most importantly, even though their offices are situated in Polokwane, this is an area where this Xitsonga newspaper originates from. This area is sampled because it is a native base of *Nthavela*. Moreover, the ardent readers of this newspaper are largely located in and around Malamulele; therefore, it is

appropriate to focus in this area in order to consolidate the investigation of this study with pertinent information.

➢ In Phalaborwa, one can always locate Xitsonga speaking people as outlined above. Inhabitants of a place called Lulekani speak Xitsonga a language which *Nthavela* uses. *Nthavela* is distributed and circulated within the borders of Limpopo Province. This means that bigger proportion of its readers lives in Phalaborwa and there is a huge significance to engage them in this study.

➢ *Ngoho News* is the only newspaper that publishes in Tshivenda; this historic indigenous publication is found in Thohoyandou, the capital city of Venda an area that falls under the Vhembe District in the Limpopo Province. Thohoyandou is the birth place of *Ngoho News* and due to these indispensable facts, it is therefore, important to sample this area in order to locate relevant information to justify the argumentation of this phenomenon. This area is home to a plethora of *Ngoho News* readers who are valid subjects in this study.

3.4 DATA COLLECTION

This study used in-depth and face to face interviews to collect data. It also utilises a secondary source approach such as annual reports from the MDDA and other institutions to obtain pertinent information. Data collection is all about the instruments that are employed in the study's investigations. Qualitative research uses a flexible questioning approach, although a basic set of questions are designed to start the project, the researcher can change questions or ask follow-up questions at any time. At least, four sources of data are used in a case study.

Most case studies utilise survey research methods and ask the subjects to fill out questionnaires while other researchers may use intensive interviewing as this form of data collection is used in this study with only respondents who are the owners of the three indigenous language newspapers are engaged in an intensive manner (Wimmer & Dominick, 2006:139).

Face-to-face and in-depth interviews, research reports from the MDDA and other institutions apply in the data collection of this study. The targeted readers of these indigenous African language newspapers are those who reside where these newspapers are originated and strongly distributed/circulated, which are Phalaborwa, Thohoyandou, Mankweng and Malamulele in the Limpopo Province. During these interviews, notes were taken as per agreement with the interviewees. An in-depth interview is designed to explore someone's point of view in detail. Unlike survey interviews that ask as possible as short series of identical questions, this kind of interviews are flexible and lengthy; they usually involve fewer participants, in these study it involves three interviewees (Babbie, 2004:289).

The Audit Bureau of Circulations of South Africa (ABC) informs the decision of selecting the areas that are targeted for the face to face interviews with the readers of the indigenous African language newspapers. The ABC is an institution that provides the newspapers, including the indigenous language/small commercial newspapers, with certificates of their circulation and distribution figures. The ABC Grassroots Certificate is designed to audit smaller rural, township and neighbourhood publications that cannot afford the costs associated with full ABC membership and that include *Seipone, Nthavela* and *Ngoho News* (MDDA, 2008:33).

This study also focused on the readers of the three newspapers as subjects in the above mentioned areas. During the interviews, notes were taken as per agreement with the participants. Recordings of these interviews are also made.

However, interviews with the owners of the three indigenous African language newspapers namely, Mr Dipheta Bopape, Mr Phumudzo Makharamedza and Mr Dumisani Ntsanwisi were tape recorded. A semi-structured interview applied in this study. This kind of interview allows flexibility in scope and depth (De Vos, 2005:292). At least five (5) readers of each of the three newspapers were engaged in the face to face interviews in each of the four sampled areas.

3.5 ETHICAL CONSIDERATIONS

According to Dominick and Wimmer (2006), the best rationale to behave ethically is the personal knowledge that one has acted in a morally appropriate manner. Unethical behaviour may have an adverse effect on research participants. All the research ethical principles such as moral, anonymity and privacy amongst others were adhered to in this study. Since this study mainly uses interviews as data collection tool, the rights of the interviewees/participants were preserved. The participants were not pressured into participating in this study. Confidentiality as a key ethical principle were adhered to in this study which means the information of the participants will not be disclosed to anyone else except the researcher and other relevant parties. The participants/respondents' ethical rights were preserved in this study.

In general, though, the willingness of research participants to volunteer in various studies should not be undermined (Priest, 2010:197). There are two ways to guarantee privacy through assuring anonymity and confidentiality. A promise of

anonymity is a guarantee that a given participant cannot possibly be linked to any particular response. In several researches, anonymity is an advantage because it encourages participants to be honest in their answers. Confidentiality is all about assuring the participants that their names will never be publicly associated with the information they provide. Furthermore, participants must be informed pertaining to who is likely to access the information they provide (Wimmer & Dominick, 2006:76).

The researcher divulged the following essential ethical factors to the participants:

➢ The purpose of the research, expected duration and procedure.

➢ Their right to decline to participate and to withdraw from the research once participation has begun.

➢ The foreseeable consequences of declining or withdrawing.

➢ Reasonably foreseeable factors that may be expected to influence their willingness to participate, such as potential risks, discomfort or negative effects.

➢ Any prospective research benefits.

➢ Incentives for participation.

➢ Who to contact for questions about the research and research participants' rights.

In terms of writing ethics, this study acknowledges the information collected from other sources in an attempt to avoid any form of plagiarism.

CHAPTER FOUR

PRESENTATION OF THE FINDINGS

4.1 INTRODUCTION

The presentation of the data entails a detailed breakdown of the interviews conducted with the readers and owners of the three indigenous African language newspapers. The breakdown of the interviews is outlined based on the questions asked during the interviews. The responses to the critical questions pertaining to the newspapers are illustrated in these presentations. Each newspaper is presented separately according to sections. In the in-depth interviews the owners of the three publications did not answer the same questions because they decided to skip some of the questions.

4.2 PRESENTATION OF *SEIPONE*'S RESULTS

This section presents the results of *Seipone* from the readers and the management respectively.

4.2.1 Face to face interviews with the readers of *Seipone*

The interviews were conducted on four different days. The five readers of *Seipone* were interviewed to find out their perceptions of this publication. In Mankweng Zone 1, two readers took part in the interviews and those interviews were conducted at the Mokgobu Supermarket. The other readers were interviewed at the University of Limpopo, Turfloop Campus as they are registered students in the university. These readers of *Seipone* were excited to take part in this research because such newspapers are seldom engaged in academic research.

In the questions below, the critical answers of the readers are outlined and the readers are referred to as A, B, C, D and E, each letter represents a reader. If one or two letters are omitted in the tables it means some of the readers did not answer that specific question. In an event where readers share a certain sentiment the letters appear in the same block. The questions presented below are selected from the attached interview schedule (see Addendum D).

Question 1: What is the impact of *Seipone* in your community?

Table 4.2

Reader(s)	Answer(s)
A	*Seipone* has a positive impact because people have familiarised themselves with this publication and it means that people are well informed.
B	This newspaper contributes positively in certain villages. In contrast *Seipone* does not report about the events that are taking place in other areas. The reader also accentuated that the publication seems to prefer covering events in certain areas only and that is not a true reflection of the community it targets.
C	The reader said that *Seipone* has a great impact in the society because it helps in terms of preserving the Pedi culture. She further stated that it is easy to understand the content of *Seipone* because it is written in his own language.

According to the responses from the readers, *Seipone* has a positive impact on the community. The distinctive opinion detected on this question is that the publication does not cover all community issues.

Question 2: What is the significance of reading *Seipone*?

Table 4.3

Reader(s)	Answer(s)
A, B, C, D & E	The readers emphasised the importance of reading *Seipone* due to the fact that the publication is written in their own language. They further acclaimed that the publication is significant because it is easy to understand its stories as the readers have a good command of their first language. The other reader highlighted that *Seipone* makes things easier as she is able to read it for illiterate person without extra task of translating the meaning.

The readers share the same sentiment; they all view *Seipone* as a publication of great significance to its ardent readers. Their sentiment is largely informed by the fact that the publication is written in their first language which is Sepedi. They do not have any difficulty when it comes to understanding whatever is written in Sepedi.

Question 3: Provide your own perception of *Seipone*?

Table 4.4

Reader(s)	Answer(s)
A	*Seipone* is a decent publication, after reading it one is therefore able to see the importance of indigenous African languages. When one reads English publication he/she loses meaning in the process due to insufficient proficiency of the language.
C & D	These readers indicated that *Seipone* disseminates information to its target readers. Despite that particular fact, according to the readers the publication needs some improvements. The indicated that the distribution and content quality need drastic improvements. If the mentioned attributes are improved, the publication will therefore develop further.

Two readers concurred that *Seipone* is a good publication that plays a pivotal role of promoting and preserving Sepedi and the indigenous African culture of Ba-Pedi. They also alluded to the fact that *Seipone* content is easily understood by its readers because it publishes in their mother tongue. In contrast the other two readers expressed their dissatisfaction pertaining to the quality of the newspaper and its distribution. They further affirmed that *Seipone* needs drastic improvements.

Question 4: What makes the native speakers of indigenous African languages to lose interest in reading and writing in their languages?

Table 4.5

Reader(s)	Answer(s)
A & E	It is mainly because most of the publications around the country are published in English hence people lose interest of reading or writing in their own languages.
C	People need an influential aspect before they invest their interest in a certain activity which applies when it comes to writing and reading in their native languages. He stated that people seldom read or write information in their own languages, consequently their interests diminishes altogether.
D	It is because there are fewer newspapers that publish in Sepedi.
E	Media is the culprit, what people see in the media is a misrepresentation of their native languages as they always aspire to imitate the media content activities.

The dominance of English in the print media is largely pointed out as the main cause of insufficient usage of the indigenous African languages by its speakers. The other reader used lack of indigenous African languages as an excuse while the other one blamed the media. In other words there are various factors that contribute towards the insufficient usage of the indigenous African languages by their native speakers.

Question 5: Who should be held accountable for the poor consumption of *Seipone*?

Table 4.6

Reader(s)	Answer(s)
A & B	The indigenous people should carry the blame; they must stand up and ensure that the usage of their languages prevails. They further elucidated that the English people cannot carry the blame because they have played their part in terms of promoting their languages. Africans should also promote their own languages.
C	There is no one to be blamed because everyone has a right to read a newspaper of his/her choice.
D	The management of this newspaper should be blamed; they do not sufficiently distribute it to the readers.
E	The South African government must carry the blame because it does not perpetuate the usage of the indigenous African languages in the country.

The readers pointed out different reasons concerning the insufficient readership of the indigenous African language newspapers. Some of them suggested that speakers of the languages should shoulder the blame for the conspicuous lack of readership. On the other hand a reader is of a view that the government is the main culprit on this matter. Contrary to the other perceptions, according to the other reader

the management of this publication should be held accountable for its unimpressive sales.

4.2.2 In-depth interview with the management of *Seipone*

The in-depth interview with the owner of *Seipone* Mr Dipheta Bopape was conducted at the University of Limpopo, Turfloop Campus. The interview took one hour and thirty minutes and Mr Bopape was sharing a detailed synopsis of this publication. The duration of the interview was conspicuously insufficient to address all the matters on the table. The interview schedule was not completed on that particular day. Consequently, another appointment was scheduled where the outstanding questions were addressed. Mr Bopape was always eager to take part in this study.

The critical questions discussed with the management of this newspaper are numerically listed and their answers are alphabetically presented. The questions outlined below are the most critical according to the interviews conducted and they are in the attached interview schedule (see Addendum G).

4.2.2.1 What inspired you to establish the indigenous African language newspaper?

➢ The conviction that my mother tongue is an official language and that my people are constitutionally entitled to send and receive messages in their own language. Also the concern that my people cannot access information as it is packaged and disseminated in English, thus making us in some ways mental slaves.

4.2.2.2   May you please give a historical background of the newspaper?

➢ The paper was started as a monthly publication in August 2002, publishing in Sesotho sa Leboa / Sepedi, Xitsonga and Tshivenda. It was distributed in the areas where the three languages are spoken. PanSALB provided some seeding fund for the establishment of the paper. The paper became a fortnightly publication in August 2003 to date.

4.2.2.3 What kept you going till this far in the midst of stiff competition from the mainstream newspapers in the print media industry?

➢ My personal resources (money, vehicles, etc.) have kept the paper going. Since 2008, the Media Diversity and Development Agency (MDDA) has been providing support for the printing and distribution of the paper through a grant. Other expenses – salaries, telecommunication, maintenance, stationery, rental, etc. are borne by the entity's own (or personal) resources.

4.2.2.4 What are the challenges facing your publication, because many emerging indigenous African language newspapers are collapsing?

Numerous challenges:

➢ Lack of adequate resources – finance, equipment (vehicles, cameras, etc.).

➢ Lack of growth and development in the language (no new terminology, no current guides on spelling and orthography and language standardisation).

➢ Diminished use of African languages in all official matters – notices, brochures, pamphlets, posters, banners, etc.

➢ Difficulties in attracting potential advertisers, and thus diminishing financial returns from operations.

- Lack of journalists trained in writing in African languages for excellent story articles.

- Lack of finances for staff travel to different places for stories or adverts.

- High vehicle maintenance costs for distributing in rural areas with poor roads.

- Reluctance from government structures, at all levels, to publish information in African languages.

- Lack of adequate staff to cover enough areas in the province.

4.2.2.5   What have you done thus far to overcome these challenges?

- Constant engagement with government structures, at all levels, to use mother tongue in communicating with people.

- Constant engagement with advertisers to use African languages in communicating their marketing information to consumers

- Initiated training of journalists in African languages through Association of Independent Publishers in collaboration with FP& MSeta.

4.2.2.6   What encouraged you to publish in the indigenous African language?

- These languages are mother tongue to about 80% of the South African population. The languages are widely used in social discourse and are understood by most. In the face of the high illiteracy and near illiteracy in the country, common sense dictates that these are the languages that should be used in communicating to the populace if the intention is to keep them informed and to listen to their concerns, opinions, views and their dreams.

4.2.2.7 What kind of response do you receive from native speakers of these languages?

Various responses:

➢ Some people appreciate the newspaper as they are able to read articles with understanding and to learn from it.

➢ Others, while appreciative of the newspaper believe that African languages should be used for 'simple' everyday matters but not for communication of 'serious' official matters.

➢ Still others believe that African languages are good as spoken languages but lack capacity for use in communicating serious scientific and official matters. They think that communicating complex issues in African languages (in the absence of terminology development) only makes such communication incomprehensible or difficult to digest mentally.

4.2.2.7   Are you satisfied with the level of literacy in your target audience?

➢ Satisfied? No! Stats SA has indicated that the literacy levels are relatively low in South Africa. We believe that there is a significant number of 'near literate' individuals who have primary or even secondary school education who may not understand English that well but who have a fair comprehension of their mother African languages. While most such persons may not benefit much from English medium newspapers, they understand African languages medium newspapers very well. These are the people that our newspaper targets.

4.2.2.9 Are there any developments that your publication brought in the rural communities, because the role of media is to educate, inform and entertain?

➢ Without doubt our publication has made a contribution, especially to rural communities. Some of these people have reported that they never read a newspaper before but with our publication they now do. Some adults have appreciated the publication of things such as names of months, coverage of rural areas that never featured in any newspaper before. The paper's biggest impact has been in schools where teachers report using the paper for teaching spelling, reading and comprehension. The newspaper is widely used for compilation of school texts and for examination purposes.

4.2.2.10 What is the level of professionalism and competency as far as your staff is concern?

➢ Almost all staff members (except for distributors who have high school education) are trained professionals with diplomas in media studies or journalism. However, they all have challenges in writing stories in their own mother tongue.

4.2.2.11 Are you happy with the distribution, circulation and readership of your publication? May you please disclose statistics in detail?

➢ Not really. The Sesotho sa Leboa-/-Sepedi speaking community is large and spread over a huge area. With only two vans, to distribute in the area is almost impossible. Financial constraints have forced us to cut out some places like Phalaborwa, Mapulaneng, Thabazimbi, etc. There are many people who would like to access the newspaper but we lack capacity to reach

them all. To reach everyone will require more resources in the form of vehicles, people and finance.

4.2.2.12 Do you think your publication has played a colossal role of preserving Limpopo cultural values and norms?

➢ Definitely yes! Much of culture is carried in and through language. The effort by the paper to expose some bad tendencies-/-acts or behaviours in its articles has definitely contributed to the preservation of cultural values and norms. There is a lot, though, that needs doing in this area.

4.2.2.13 How difficult is it to lure in advertisers to buy space in your publication?

➢ Very difficult! For one, most businesses are in the hands on non-African people most of whom do not know and may not appreciate the value of African languages. It is, therefore, difficult to convince such people to publish an advert in a paper they cannot even read. It has been even more difficult to convince them to publish their adverts in African languages despite the massive benefits such an advert is likely to have on their readers. The few Black businesses that are there do not generally understand advertising and its value and are therefore least supportive. It has not been easy, and it continues to be a challenge to convince advertisers that in advertising, it is the understanding of potential customers that is important rather than their own, and that writing in the customer's language will be most beneficial to them. This is made even more difficult by the fact that government seldom publish in these newspapers.

4.2.2.14 What efforts are you making to market this newspaper?

➤ Extensive efforts have been invested in marketing. It was advertised on radio on several occasions. It is given free (at least for some time) to schools, hospitals, etc. We ran a few competitions in the paper. The most effort is invested in personal marketing where we personally approach government departments and related structures, municipalities and private businesses. More, though, (if financial resources allowed) needs to be done to strengthen the 'pull factors' by running competitions, quizzes, puzzles, etc. to pull people to the paper in the hope of winning something.

4.2.2.15 What do you think must be done in order to sustain these small commercial newspapers?

A number of things:

➤ In order to create a truly informed, and possibly an enlightened and knowledgeable citizenry that can positively contribute to the budget, government (as the biggest and most influential communicator in any country) would need to take a lead in shedding and shelving the Eurocentric spectacles through which citizenry is currently viewed, and replace them with Afrocentric spectacles that see Africans as a proud people with cultures and languages of their own.

➤ The government must take a lead in communicating critical education; information and entertainment to African people in languages they understand the best –their mother tongue.

➤ The government' honest commitment to fulfilling article 6 of the Constitution regarding the status and place of official languages in South Africa.

- The government's honest commitment to the implementation of provisions of the Constitution including articles 7, 8, 9, 10 and related legislation that provide for language and right to information and participation by citizens in their governance.

- The government should initiate or accelerate (if initiated), development of general and field-specific technical language terminology in African languages.

- Uncompromising effort should be invested in publicising and promoting the developed terminology to language speakers, especially learners at all levels.

- The government (at all levels) should communicate written messages and information in the various mediums (flyers, brochures, posters, banners, bills, notices, etc.) in African languages specific to particular communities.

- The government should publish adverts and advertorials in African language medium newspapers, preferably in the language of publication.

- Universities (and their various structures) should take a lead in the extensive use of African languages to publicise information about their role and their work for the benefit of communities they serve.

- An investment in the promotion of African languages in schools at all levels (through oral, written essays, poetry, music, presentations, debates, etc.) is a non-negotiable must if these languages are to survive, develop and grow.

- Language development and standardisation bodies (PanSALB – NLB, PLC, Lexicography Units, etc.) must become conspicuous and active and constantly interact with language speakers.

- Training of journalists must be accelerated as should the upgrading of African language teachers at all levels.

➢ If the above, or at least some of them were to happen, not only shall our newspaper grow, but more publications in African languages – newspapers, magazines, books, music, films, movies – are likely to spring up and jobs in these languages will be created.

4.2.2.16 In which print media institutions are you member and does that benefit your newspaper?

➢ Association of Independent Publishers (AIP).

➢ As an AIP Board Member, there is no financial benefit whatsoever for our newspaper. The only benefit that this membership affords is the platform it offers for interaction with other stakeholders in the media industry. Thus far, this involvement has not borne many tangible benefits save for a programme of training journalists at several universities in the country in their mother tongue (a joint project by AIP and FP& M Seta). I believe that the privilege to sit or interact with some policy-making structures will benefit mine and other African language newspapers in the long run.

4.3 PRESENTATION OF *NTHAVELA'S* RESULTS

This section presents the results of *Nthavela News* from the readers and the management respectively.

4.3.1 Face to face interviews with the readers of *Nthavela*

The readers were interviewed in the language of their choice which is Xitsonga, a language of *Nthavela*. The three readers that participated in this study are street vendors in Malamulele. They were fairly impressed to answer the question in their native language. The other two readers are security guards at a local school in

Giyani. All the interviews were conducted in one day with each interview taking a minimum of twelve minutes.

In the questions below the critical answers of the readers are outlined and the readers are referred to as A, B, C, D and E, each letter represents a reader. If one or two letters are omitted in the tables it means some of the readers did not answer that specific question. In an event where readers share a certain sentiment, the letters appear in the same block. The questions presented below are selected from the attached interview schedule (see Addendum E).

Question 1: What is the impact of *Nthavela* in your community?

Table 4.7

Reader(s)	Answer(s)
A, B & C	They agreed that *Nthavela* has a positive impact in their society; they access information regarding important events that are taking place in their community. They further stated that this newspaper provides education pertaining to the importance of Xitsonga.
D	It has significant impact due to the fact that Xitsonga speakers are able to read and understand the news from this Xitsonga publication

Nthavela has a great impact in the community as the readers emphasise its significance in terms of publishing news in their first language. They are of a view that this publication is important because it publishes local news.

Question 2: What is the significance of reading *Nthavela*?

Table 4.8

Reader(s)	Answer(s)
A, B, C, D & E	All the readers of *Nthavela* agreed that the publication is important because it is easy for them to understand the content of this publication. They added that it is important to read this publication as it publishes important stories that concern the issues of their own people.

The readers pointed out that *Nthavela* is a significant publication because it is easier for them to understand the stories that are written in their first language.

Question 3: Provide your own perception of *Nthavela*?

Table 4.9

Reader(s)	Answer(s)
A & B	*Nthavela* is a good publication and it should be largely printed and widely distributed to the readers.
C	*Nthavela* needs competition in order to improve its news coverage. The number of stories in this publication will only increase if there are more newspapers publishing in Xitsonga.
D	This newspaper provides information pertaining to the events that are taking place in the local community in Giyani. The manner in which

| | *Nthavela* publish news encourages the readers to buy it in large numbers. |

The readers have different opinions about *Nthavela*. However, they all emphasise the positive attributes of this publication. The first two readers concurred that *Nthavela* is a decent newspaper and the other readers indicated the need for competition as that would enhance the number of stories it publish in each edition.

Question 4: What makes the native speakers of indigenous African languages to lose interest in reading and writing in their languages?

Table 4.10

Reader (s)	Answer (s)
A, B, C & D	The readers asserted that times have changed and native Africans prefer reading and writing in English. Their interest of communicating in English is propelled by their wish to communicate with other people who speak different languages. They also conceded that they prefer English as a medium of instruction. One of them elucidated that it is easy to read and write in English and the same cannot be said about Xitsonga.
E	She stated that the indigenous African languages are not used by its speakers because their speakers have developed the interest of learning other languages instead of promoting their own.

The readers agreed that the dominance of English as a medium of instruction has overshadowed the usage of indigenous African languages.

Question 5: Who should be held accountable for the poor consumption of *Nthavela*?

Table 4.11

Reader(s)	Answer(s)
A	This newspaper is written by the people who are having insufficient proficiency of Xitsonga especially the skill to make the news more interesting.
B	It is because *Nthavela* does not cover national events and he also uttered that the publication does not publish career section for job seekers.
C	It is due to the fact that people want to learn other languages and that compels them to buy newspapers that publish in other languages ahead of *Nthavela.*
D & E	*Nthavela* is not appealing to its readers and it is difficult to read Xitsonga. Consequently people choose to read English publications instead of *Nthavela*.

The readers pointed out various factors concerning to this question. Two readers highlighted the quality of the publication as the main reason behind lack of substantial readership. The common factor of the two readers is their preference of

reading English newspapers, they (English publications) publish many stories and they have a section for job seekers.

4.3.2 In-depth interview with the management of *Nthavela*

Mr Dunisani Ntsanwisi the owner of *Nthavela* gladly accepted the invitation to participate in the data collection of this study. This in-depth interview took place at the University of Limpopo, Turfloop Campus at the Disability Student Unit parking lot. Mr Ntsanwisi who holds a Diploma in Media Studies saw it fitting to take part in this study. Some of the questions in the interview schedule (see Addendum G) were not addressed as Mr Ntsanwisi had to rush to another meeting in Polokwane. However, the questions were later dealt with through e-mail correspondence and Mr Ntsanwisi delegated his editor Mr Mafemani Baloi to answer some of the outstanding questions in the interview schedule.

The marketing manager of this publication was privileged to contribute in this study. Mr Themba Chauke accentuated the positive attributes of *Nthavela*.

The critical questions discussed with the management of this newspaper are numerically listed and their answers are alphabetically presented. Some of the questions in the attached interview schedule (see Addendum G) were not answered.

4.3.2.1 What is your definition of community newspaper/ indigenous African language newspaper?

➢ Always aspires to remain honest and dedicated ear and mouth of the social needs of Vatsonga and their economic well-being while promoting their Xitsonga language through excellent, credible and informative print reporting.

> To report the state of affairs of the community on matters related to service delivery while also bringing to the attention of those who are answerable to redress in Xitsonga.

4.3.2.2 What inspired you to establish the indigenous language newspaper?

> Nhluvuko Media Communication as one of the stakeholders and partners in governance acknowledges the provisions of the South African legislation in so far as effective communication is concerned. Chapter 4 of the Municipal Systems Act allows municipalities to take into account the *language preferences* and usage in their respective areas. As South Africa ushers in the fourth term of the democratic governance, public participation and in particular, the ward participatory system plays a central role in our developmental local government model. The introduction of Xitsonga newsletter in the municipality is a well calculated move geared towards capacity building for its citizens. The newsletter will therefore play a critical role in the facilitation of greater involvement of communities in the developmental processes and in matters of governance. There are some success stories regarding service delivery in the municipality which go by unnoticed because of lack of publication. Research shows that municipalities need support to compile, design, develop, edit and produce their own newsletters. However, it is only a carefully planned project that will be able to produce the Newsletter that will play a useful role as the bridge between citizens and the municipality.

4.3.2.3   May you please give a historical background of the paper?

➢ Nhluvuko Media Communication was founded by a young and inspiring man, Dunisani Ntswanwisi. He developed interest in media field after completing his Diploma in Media Studies from Boston Media House in 2002. He cut his career path in media at Rainbow Community Radio Station which based in Johannesburg, Roodepoordt in 2003 as News Anchor. He joined *Xivoni/Seipone* Newspaper, a multilingual paper as journalist. He also holds a Certificate in Entrepreneurship from Damelin College of Business.

➢ In 2005, Dunisani founded his own company, Nhluvuko Media Communication with a dream and passion to produce Xitsonga Magazine, named *Nhlalala* that covers issues that affect the community on a daily basis. He later converted the magazine into Xitsonga newspaper, titled *Nthavela*. This Newspaper reaches out and touches the hearts of the society in meaningful ways. The principal activities of the company have since been the publication of the newspaper including the sale of space within its newspaper, *Nthavela*. Nhluvuko Media Communication has capacity and ability to publish and distribute, newsletters, magazines, promotional material, printing of business cards, banners, translation, editing and proofreading and transcription services, Supplying of newspaper,

➢ The company operates from Limpopo Province. Its headquarters is based in Polokwane. Dunisani is working with professional writers, journalists and editors. The team always ensure that the stories play a critical role in the facilitation of greater involvement of communities in the developmental processes and in matters of governance including sport, tourism, entertainment, economy, health and social aspects.

4.3.2.4 There are any developments that your publication brought into the rural communities, because the role of media is to educate, inform and entertain striving towards development?

➢ Nhluvuko Media Communication views this initiative as a project that needs thorough planning and could be realized through the following approach:

➢ **General Information/Announcements**: Anything important enough to put in this section should already be a blog post. It will be reserved for feature stories and important announcements. This information will be our lead story and subject line. It will be followed by 2-4 additional items; a total of 3-5 stories in this section. For each item there will be a title, a paragraph summary (usually the first paragraph of the blog post), and a link to the rest of the blog post for more information.

➢ **Popular Content**: We will use the community analytics package to find the top discussions, blog posts, documents, resources or other activity within the municipality. This section will have links to the top 5-10 posts.

➢ **Member Spotlight**: This will take a variety of forms depending on the municipality. This could be the mayor that we spotlight or a list of the most active community members. We will pick up something that makes sense for the municipality. We will highlight popular discussions or other activity in the community that people might be especially interested in viewing. We will also recognize community members who had outstanding participation in some way.

➢ **Other Information**: We will treat the municipality as unique and this will probably need a section for something specific to the type of community. The section will be characterized by recent code releases, bug fixes, or other

development status. We will take into consideration that the municipality will have frequent special content that we will feature.

➢ **Thank You**: We will always thank our readers. This will always form part of the editorial comment.

➢ This will be realized through developing a simple template that will not cause headaches and make our Newsletter complex. We will focus on the previous content created over the past month. This will make it easier for the community to establish links and engage it in public participation.

4.3.2.5 What is the level of professionalism and competency as far as your staff is concern?

➢ The company is manned by young men and women who are qualified in media studies. They are undoubtedly equal to the task. There are writers, journalists and professional editors. Dunisani is serving as the Managing Director of the company and is assisted by the Office Administrator on a full-time basis appointment, 4 Freelance Journalists, 1 Freelance Translator and Editor.

4.3.2.6 Are you happy with the distribution, circulation and readership of your publication? May you please disclose statistics in detail?

➢ The readers of *Nthavela* are Xitsonga-speaking people all over the country, but especially in the Limpopo Province, Mpumalanga Province and Gauteng Province. Its readers range from school children, university students, adults and senior citizens. We are fairly happy to say the least.

➢ Nhluvuko Media Communication prints and distributes 10 000 copies of *Nthavela*.

4.3.2.7 Do you think your publication has played a colossal role of preserving Limpopo cultural values and norms?

➢ The pages of *Nthavela* have something for every Mutsonga. This includes articles and photographs on topical issues, on health, on book reviews, language issues and its politics, on sport, on small business, on competitions, on education, and on politics. This therefore means that the publication is playing a pivotal role in terms of preserving Limpopo's cultural values and norms.

4.3.2.8 Do you have a relationship with corporate entities? What kind of a relationship?

➢ Nhluvuko Media Communication is a 100% Black-owned company and is a member of Proudly South Africa and Independent Publisher Association of South Africa. Apart for the MDDA and AIP this publication does not have any business relationship.

4.3.2.9 How is your relationship with printers? Are you happy with the service they render to your publication?

➢ The company has invested in in-house technologies which include cameras, computers with the software for design and layout. We outsource the printing services from a qualified and experienced company.

4.4 PRESENTATION OF *NGOHO NEWS'* RESULTS

This section presents the results of *Ngoho News* from the readers and the management respectively.

4.4.1 Face to face interviews with the readers of *Ngoho News*

The readers of the only newspaper that publishes in Tshivenda participated in the face to face interviews. The five readers of *Ngoho News* were engaged in the interviews on four different days and all the interviews were conducted in and around Thohoyandou. The interviews were conducted in the language of the speakers' choice. The reader who works at Shoprite Supermarket at Thohoyandou shopping complex and the other reader is a clerk at Tshilidzhini Hospital. The other two readers who were interviewed hail from Nzhelele and Makhado respectively. These interviews were conducted on four different days with each interview taking approximately fourteen minutes.

In the questions below the critical answers of the readers are outlined and the readers are referred to as A, B, C, D and E, each letter represents a reader. If one or two letters are omitted in the tables it means some of the readers did not answer that specific question. In an event where readers share a certain sentiment the letters appear in the same block. The questions presented below are selected from the attached interview scheduled (see Addendum F).

Question 1: What is the impact of *Ngoho News* in your community?

Table 4.12

Reader(s)	Answer(s)
A & B	The readers indicated that this newspaper has a huge impact because it encourages people to read newspapers as the news is presented in their first language.

C, D & E	They stated that *Ngoho News* is a significant publication as it informs the people of Venda about the events that are taking place in their areas.

According to the answers presented the readers perceive *Ngoho News* as a publication that contributes positively into the community of Venda.

Question 2: What is the significance of reading *Ngoho News*?

Table 4.13

Reader (s)	Answer (s)
A B, C, D & E	The importance of reading *Ngoho News* is that it publishes local stories. The readers follow the content because it is written in their mother tongue. They further said that people see the importance of reading this publication because it is easily understood.

The readers concur that this publication is important to the Venda speakers. They accentuated that it is easy to read and understand the news written in their first language.

Question 3: Provide your own perception of *Ngoho News*?

Table 4.14

Reader(s)	Answer(s)
A, B, C, D & E	These readers are impressed by *Ngoho News* due to the fact that it publishes in their own language and it is accessible.

The readers are impressed by the availability of *Ngoho News* in their respective areas. Their common reason is that this publication is comprehensive and affordable.

Question 4: What makes the native speakers of indigenous African languages to lose the interest of reading and writing in their languages?

Table 4.15

Reader(s)	Answer(s)
A, B, C & D	They elucidated that people do not have interest in their own languages mainly because they prefer using other languages instead of their own. They further asserted that the native speakers have vested interest in English and that has adverse impact on their first languages.
E	This reader affirmed that people do not use their own languages because of their low level of education.

The majority of the readers conceded that speakers of African languages are reluctant to use their native languages. They speak these African languages on a daily basis but they do not prefer reading or writing them.

Question 5: Who should be held accountable for the poor consumption of *Ngoho News*?

Table 4.16

Reader(s)	Answer(s)
A & B	The journalists of this newspaper are the main culprits. They do not write the stories in a proper Tshivenda.
C & D	The people who are not inquisitive about the events that are taking place in their communities must be held accountable for *Ngoho News'* lack of readership.
E	The educators in the schools should shoulder the blame.

There are different views pertaining to this question. It is therefore clear that there are various factors that contribute towards the poor consumption of *Ngoho News*.

4.4.2 In-depth interview with the management of *Ngoho News*

The in-depth interview with the passionate head of *Ngoho News* Mr Phumudzho Makharamedzha took place at the Gender Links workshop in Polokwane. The amount of time we spent discussing thorny issues pertaining to his publication was insufficient. Nevertheless the outstanding questions on the interview schedule were ultimately attended to through electronic mail correspondence.

The critical questions discussed with the management of this newspaper are numerically listed and their answers are alphabetically presented. Some of the questions in the attached interview schedule (see Addendum G) were not answered by the interviewee.

4.4.2.1 What inspired you to establish the indigenous language newspaper?

➢ The overwhelming passion of the print media fraternity in particular newspapers gave me the inspiration to start this small project. Over the years Tshivenda was represented by a publication called *Tshivhoni* which was owned by the current owner of *Seipone*, Mr Dipheta Bopape. *Tshivhoni* disappeared recently and that left Tshivenda in isolation without a publication that publishes in their language. I therefore took a stance and I eventually decided to establish this publication.

4.4.2.2 May you please give a historical background of the newspaper?

➢ *Ngoho News* is a small commercial/ independent newspaper that publishes in Tshivenda, which is one of the official languages in South Africa that is largely spoken in Limpopo Province in areas such as Venda, Thohoyandou, Musina, Makhado and Malamulele. It was first published in 2010. The slogan of this newspaper is *"Yobvelakhagala."* A simple Tshivenda phrase which can loosely translates that: "it has been publicly revealed". This slogan means this newspaper represents issues that concern people of Venda and the surrounding areas; hence it mainly publishes stories that happened in Venda.

4.4.2.3 What kept you going till this far in the midst of stiff competition from the mainstream newspapers in the print media industry?

➢ Apart from the fact that it is difficult to run a proper publication from the shoestring budget. However, we get support from the local municipality and the grant from the MDDA has sustained us thus far. This small commercial independent newspaper is financially supported by the Media Development and Diversity Agency (MDDA). Currently this newspaper survives with budget from the same body even though it makes its own commission through advertisements. *Ngoho News* uses the grant from the MDDA for printing and distribution purposes. This indigenous African publication is distributed in areas such as Thohoyandou, Makhado, Malamulele, Musina and across all the rural areas in Venda. PanSALB also supports this newspaper in an effort to preserve and promote the previously marginalised languages in South Africa.

4.4.2.4 What are the challenges facing your publication because many emerging indigenous African language newspapers are collapsing?

➢ Lack of considerable readership.

➢ Insufficient number of advertisements.

➢ Lack of socio economic support; including community participation.

4.4.2.5   What have you done thus far to overcome these challenges?

➢ We have sought support from our government.

➢ We made efforts with our counterparts to come up with a support structure.

➢ Initiated training of journalists in African languages through Association of Independent Publishers in collaboration with FP& MSeta.

4.4.2.6   What encouraged you to publish in the indigenous language?

➢ It is due to fact that our people do not have a mouthpiece of their own and with this publication we are trying to come up with a mouthpiece for Tshivenda speakers.

➢ This indigenous language publication is a mouthpiece of the Tshivenda speakers because it is the only community publication that publishes in this indigenous language. *Ngoho News* plays an important role in developing, promoting let alone preserving this language (Tshivenda) and its culture. The printing of this indigenous language publication is done by Northern Media Group in Polokwane, in the Limpopo Province.

4.4.2.7 What kind of response do you receive from native speakers of these languages?

➢ We receive positive response although it is not that much but our people have shown some encouraging level of interest on this publication. We are therefore looking forward to maintaining the current support we possess let alone to attract more readers in the future.

4.4.2.7   Are you satisfied with the level of literacy in your target audience?

➢ Literacy levels are low in South Africa more especially in the rural areas and that is where we are focusing on. We hope that this publication would assist in this particular area of concern.

4.4.2.8 There are any developments that your publication brought in the rural communities?

➢ This is an emerging publication and we have not made any developments but we aspire to do that in the near future.

4.4.2.9 What is the level of professionalism and competency as far as your staff is concern?

➢ It is always difficult to locate professionals at this level because young journalist undermines the power of the pen more especially when it comes to reporting in an indigenous African language.

4.4.2.10 Are you happy with the distribution, circulation and readership of your publication? May you please disclose statistics in detail?

➢ Since we target Venda and its surroundings we are almost there in terms of distributing considerable number of copies to our target audience.

4.4.2.11 Do you think your publication has played a colossal role of preserving Limpopo cultural values and norms?

➢ Without a doubt, this publication has played its part when it comes to preserving the cultural values of the Limpopo Province. Nevertheless, there is always a room for improvement.

4.4.2.12 How difficult is it to lure in advertisers to buy space in your publication?

➢ It is very tough and difficult as we compete with the main stream publications which are well established in the print media industry. It is, therefore, difficult for the advertisers to trust us due to small size and unknown history. However there are few local business people who support us.

4.4.2.13 What are the efforts are you making to market this newspaper?

➢ Various activities are taking place in an effort to market this publication. We have tried to avail our newspaper in all strategic areas around Venda but it is

difficult for us to invest lot of money in marketing because we have other important projects to take care of.

4.4.2.14 What do you think must be done in order to sustain these small commercial newspapers?

➢ South African government through Department of Arts and Culture should support these publications with funds. The provincial department in Limpopo Province must see to it that they advertise in these newspapers. Our people must be educated about the significance of reading the indigenous African languages.

4.4.2.15 In which print media institutions are you member and does that benefit your newspaper?

➢ Association of Independent Publishers (AIP)

➢ The association does not fund the newspaper. The association provides training to the journalists in an effort to ensure that the publication is properly managed.

CHAPTER FIVE

DATA INTERPRETATION AND ANALYSIS

5.1 INTRODUCTION

The data in this chapter are simultaneously analysed and interpreted through the theoretical framework. The data of the study is analysed manually. In other words, this study does not employ any computer programme or software in the analysis of the gathered information.

5.2 THEORETICAL FRAMEWORK ON DATA INTERPRETATION AND ANALYSIS

As outlined in chapter two, the theoretical concepts are used to analyse the gathered data in this study. Primarily, there are important factors that are used to analyse the gathered data and determine the sustainability of the indigenous African language newspapers. Those factors are corporate governance, financial sustainability, social sustainability and institutional sustainability. These factors help us to understand the development and sustainability of these newspapers according to the data presented in chapter four. Secondarily, the mass media theories are applied in an effort to analyse the findings of this study. The mass media theories are, social responsibility, democratic participant and development theory.

5.2.1 Corporate governance

The indigenous African language newspapers have different structures and co-operations that give directions to improve their performance. This study discovered that *Seipone, Nthavela* and *Ngoho News* have different co-operates structures or structures of hierarchy. At the same time the study located that these publications do not have viable Board of directors. Their boards do not constitute of members

who have expertise of executing their role and boards members are also serving as part of stuff. The management style of an organisation is determined by the availability of the board let alone financial management. It is difficult for an organisation to run without a proper board in place.

The three publications are owned by individuals and those individuals see to it that they oversee day to day running of the publication. It is clear that the newspapers do not have an appropriate management structure because the board of directors in place is in effective. The board is ineffective due the fact that the same people who run the publications on a daily basis are serving in the board as well. It therefore means that the publications are adversely affected by the management style because if there is no viable board of directors in place, the organisation shall fail to address some critical issues such as finance and human resource.

5.2.1.1 Management structure of the organisation

This study found that these publications have a respective unique management structure. These publications have top-down organisational structure which means that the internal communication flow either in a top-down fashion or bottom up way, that is determined by the nature of the activity. However there are some shortcomings in this regard, mainly because the management of the publication is propelled to multitask in some of the activities. It therefore means that some of the activities that are taking place in the organisation are not communicated because the owner or the editor in chief is responsible for that particular activity. The above sentiment concurs with the concept of multitasking as highlighted in chapter two. The concepts states that multitasking is encouraged in an effort to reduce costs in the small/commercial independent newspapers.

The three publications are owned by individuals; *Seipone* is owned by Mr Dipheta Bopape, Dunisani Ntsanwisi is the sole owner of *Nthavela* and the Venda publication namely, *Ngoho News* is owned by Phumudzho Makharamedzha. This particular model of ownership as indicated in the Literature Review is the order of the day in the Small/commercial independent newspapers' industry. The ownership model has detrimental effects on the publications due to the fact that the owners are isolated in terms of running the publications. In the emerging market of small commercial publications there is a serious need of social investment. However, if the publications are individually owned, it therefore means that the community in which they operate does not identify with the publications. The owners of the three publications need to consider incorporating their communities in an effort to attract social investment.

5.2.2 Financial Sustainability

The publications are not financially sustainable because they struggle to compete with mainstream publications in term of attracting adverts and readership. The minimum number of adverts on the edition of the three newspapers has an adverse effect towards their financial sustainability. This study discovered that these publications are not getting advertisements from the corporate entities. Advertisement revenue is important in the financial sustainability of the publication because it is used to cover printing costs. In other words if the publications are failing to cover their printing costs, they are likely to print few copies. The printing of few copies therefore means that the publications will never improve their distribution figures. The failure to improve the distribution figures will give the publications negative reputation on the eyes of the advertisers and that shall limit the number of adverts they are going to get in the future. Consequently, the financial sustainability is adversely affected.

The other detrimental factor is that apart from MDDA's grant to help these newspapers, the publications do not have alternative financial support from any other organisation. The owner of *Seipone* made it clear that he runs the publication from his own pocket due to lack of sponsorship. The readership of the publications is doing injustice to their financial sustainability. The target readers of these publications hardly read them. Despite the fact that there are few readers who constantly buy the publications but the numbers are inefficient to sustain them.

5.2.3 Social sustainability

The publications are facing serious difficulties in this regard; the potential readers are not showing any interest towards the publications. It is a fact that majority of the newspaper readers prefer mainstream publications ahead of the small/commercial independent publications such as *Seipone, Nthavela* and *Ngoho News.* This sentiment is echoed by the fact that business entities do not invest nor sponsor the above mentioned publications. It is therefore clear that the publications are failing to sustain themselves pertaining to social sustainability.

The distribution and circulation figures of the newspapers are not good; the figures supplied by ABC Grassroots suggest that the publications have lot of work to do in order to improve their circulation figures. Community participation is one of the key factors of social sustainability; however, the publications do not receive support or any kind of participation from the community members. The three publications are owned by individuals, therefore, most of the community members do not identify with them and they do not prioritise publications' activities. Socially, the publications are struggling to sustain themselves, *Seipone* as the oldest publication amongst the three has lost popularity in some key areas such as Mankweng. *Nthavela* and

Ngoho News have just emerged in the print media industry; however, they have not attracted many readers.

5.2.4 Institutional sustainability

This study has discovered that the three publications do not have proper policies in place to run their internal affairs. The absence of the policies is having a great potential of adversely affecting the relationship between the publications and other organisations in the media industry. Apart from relationships with AIP, the newspapers do not have any concrete partnerships. The other detrimental factor is that the publications do not have a proper management structure. This study discovered that the owners of the publications is also serving as editor, reporter/or journalist. The multitasking factor is not encouraged in a proper management structures in corporate world because it might negatively affect the production of the organisation.

This study also located that these publications do not have a language policy. Some of the readers have identified linguistic errors as one critical challenge that the newspapers need to address and other readers indicated that they do not read these newspapers because linguistic errors.

5.2.5 Social responsibility theory

This theory is all about the influence of media in the socio-economic development and it also accentuates the independence of the media ownership through the necessary empowerment of previously marginalised communities. The pertinence of this theory in this research revolves around the role of media in socio-economic development, and its implications pertaining to media ownership. In addition, the

theory pioneers the empowerment of previously marginalised communities regarding the equal usage of all the official languages in the media sector.

The above mentioned factors emphasise the importance of these indigenous language newspapers in their respective communities. The emphasis comes as a result of indigenous languages contributing towards socio-economic development, mainly because they educate, inform and entertain the previously marginalised communities. The other imperative factor is the publications ownership structures. The publications are privately owned and that means that they are fairly independent. The indigenous language publications cater for previously disadvantaged communities because they publish in three indigenous languages that are largely spoken in Limpopo Province. The usage of indigenous languages by the publications has somehow made them popular and relevant amongst the native speakers of the languages. It has been proven that these indigenous publications play an important role towards the development of indigenous languages and preserving their respective cultures.

Undoubtedly, the indigenous African publications are important in their societies, however, there are important stiff challenges that they need to overcome in the print media sector.

5.2.6 Democratic participant theory

The Democratic participant theory affirms that the media should not be monopolised nor strictly owned by private companies. It assumes that masses must contribute in the media production as that assist in terms of the fraternity's economic viability. This theory explains that the rights of minority groups should not be violated by the media

in any way. The minority groups must be catered for by the media pertaining to their rights to know let alone to accessing information in the languages of their choice.

This theory is pertinent to this study, although the ownership concept is in contrast to what is happening in the indigenous language newspapers market. The indigenous African language newspapers are privately owned. On the other hand they agree with this theory that the publications are not monopolies because there are over nineteen (19) indigenous African language newspapers in the country.

When it comes to serving the rights of minority groups, the publications are playing an important role. The indigenous African publications cater for minority groups in the form of publishing in the previously marginalised languages that were disadvantaged during the apartheid era.

5.2.7 Development theory

The Development theory seeks to address the thorny issue of media reporting, in particular the culture of reporting adverse stories or events that are somehow detrimental to socio-economic development. The theory outlines that the government prefers socio-economic developmental stories in the media rather than controversial content. The government pioneers media development pertaining to promoting previously marginalised languages and the attributes of culture shall be preserved as well. The South African government went as far as establishing the Media development and diversity agency (MDDA). The MDDA was put in place by the government in a quest to technically and economically support the emerging media companies, especially in the rural areas. The agency also supports the advent development of media companies in the previously disadvantaged communities

This theory is important and relevant in this study because it attempts to integrate the various factors of media development together with the government objectives towards socio-economic development. In terms of reporting about the cultural issues in the indigenous languages, these publications have played a significance role so far. The indigenous African publications are reporting about cultural development issues while promoting the use of indigenous languages as they strictly publish in the three indigenous languages namely, Sepedi, Xitsonga and Tshivenda.

The MDDA support the publications (*Seipone*, *Nthavela* and *Ngoho News*) mainly because they assist with an effort to fulfil the state's mandate of promoting and preserving the indigenous languages and their diverse culture in the rural areas. The support they are receiving from the MDDA proves that the publications are the key components of socio-economic development in South Africa.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

This chapter encapsulates the whole study through outlining the outcomes of the research, the recommendations, and ultimately give a brief summary of the study.

6.2 SUMMARY OF THE CHAPTERS

Chapter One

This chapter reflected the state of the indigenous African language newspapers by focusing on the historical background of press in South Africa. It also indicated the reason the indigenous language newspapers are marginalised in the print media fraternity. It acknowledged the significance of the indigenous language newspapers; these newspapers are important because they serve as a tool towards socio-economic development. The indigenous language newspapers are significant because they preserve the indigenous languages and culture.

Chapter Two

Chapter two dealt with the literature of the African press in general. The development and sustainability of the indigenous language newspapers is static due to various detrimental socio-economic factors. It also discussed the role that MDDA play towards the sustainability of indigenous African language newspapers.

Chapter Three

This chapter outlined the research method in detail and the necessity to employ such method, approach and techniques in the study. The qualitative method is employed,

as it deals with a specific attributes of an individual or organisation as they are. This method entails that this study is not an attempt to bring any change to an individual or organisation. The Sol-Plaatjie Institute for Journalism's model is adopted in an effort to outline the case study of the three newspapers, namely *Seipone*, *Nthavela* and *Ngoho News*. Purposive sampling technique took centre stage as the researcher purposively sampled the three newspapers and some specific areas as the main focus.

Chapter Four

The presentations of data are outlined in this chapter. The presentation focused on the answers from readers and the management of the three newspapers. The chapter is divided into three sections and each section focused on a specific newspaper. The selected questions from the interview schedule were represented by a table and the answers were encapsulated in those tables.

Chapter Five

Chapter five illustrated the interpretation and analysis of data in detail. The data were interpreted manually and the analysis of the gathered information was narrated. The study did not use any computer software to analyse the gathered information. The case study of each newspaper was laid out in the similar manner through Sol-Plaatjie Institute for Journalism's model. The newspapers do not have a proper organisational structure; they are finding it difficult to rope in advertiser and investors. The readers of the newspapers are not happy with the status quo of their favourite publications. Some of the aspects that were highlighted include, inconsistency pertaining to the newspapers' frequency and ineffective distribution systems.

6.3 FINDINGS

The findings of this study are as follows:

6.3.1 Negative factors on the indigenous African language newspapers

A. Although there are people who read these indigenous African language newspapers, however, they do not read them as frequently as they read English publications. This is thus, a detrimental factor as these newspapers do not have a stable readership or loyal readers.

B. It has also located that rural inhabitants regard mainstream publications as their primary source of information and indigenous African language newspapers are always referred to as second best if not ignored altogether.

C. This study has found that these newspapers are not well marketed; it is therefore difficult for them to win readers in a stiff competition against mainstream or national publications. The marketing strategies and studies have proven beyond reasonable doubt that if a product or service is not sufficiently marketed, its target audience are more likely to forget about it or it will be difficult to attract new clients.

D. This study has discovered that these publications do not have proper organisational structures in terms of corporate governance as only one publication out of three has board of directors. It was highlighted above that when an organisation does not have a proper board of directors; finances of that particular organisation or company are difficult to run.

E. It was also located that there is minimal comprehension of media ethics in these indigenous African language newspapers because a medium company should know that even though they have freedom of expression, their rights

to freedom are not absolute. It is clearly stated in the Constitutions' Bill of rights that there are limitations to any right.

F. There are no organisations that train indigenous language newspapers journalists in their own indigenous African languages. They receive training from various organisations but none of them offers it in the indigenous languages. Undoubtedly, it is difficult for a trainee to implement a knowledge that he has acquired in English in an indigenous language. Technically, the technique of writing varies from language to language. In other words, the skill acquired in English or any other second language will somehow be sacrificed during the implementation processes.

G. This study has established that these newspapers display adverts in English and this defeats the primary purpose of sending message through the indigenous languages to the indigenous people. If the advert is represented in a different language altogether, it will be difficult for the other readers to grasp the message. Consequently, that might obliterate buying of space in these publications.

H. This study has also discovered that the alarming illiteracy rate in the country has adverse effects on the readership of these indigenous African language newspapers.

I. This study has established that there is minimal community participation in these publications. One of the key components of community media is community participation and if community participation is minimal, these newspapers will relatively find it difficult to win the hearts of their own people. That is an adverse factor because this lack of community participation means

that people who are supposed to enhance their culture and linguistic prowess through these newspapers are unlikely to spearhead such initiatives.

6.3.2 Positive factors on the indigenous African language newspapers

A. The study reaffirmed that these indigenous African language newspapers preserve the African culture and also promote the previously marginalised languages. The newspapers strive towards that through publishing events in the indigenous African languages.

B. This study has discovered that there is a need for more indigenous African languages newspapers, but the current ones need to be consolidated before new ones are established.

C. This study has dismissed the foregone conclusion pertaining to the lack of reading interest in the Black communities. Black people who took part in this study have made it clear that they have developed the culture of reading in their communities. Judging by the fact that most of the people who took part in this study are inhabitants of rural areas or townships, their reading interest proves that things have immensely changed over the years.

D. The study has discovered that the readers see the significance of reading the indigenous African newspapers. Their sentiment is informed by the fact that these newspapers are published in indigenous African languages and they understand these languages better than English.

E. These newspapers receive a grant from the MDDA. This grant is of great assistance because it provides financial stability in terms of day-to-day running of these publications.

6.4 RECOMMENDATIONS

The recommendations of this study are as follows:

A. This study recommends that the South African Education language policy must consolidate its stance pertaining to the uplifting of the previously marginalised languages.

B. It also recommends that training of indigenous African language newspapers' journalist must be done in the indigenous languages. If the training of the journalist is rendered in the indigenous languages, the journalists will master writing techniques in their own languages. The training that these journalists are currently receiving is rendered in English; some which is detrimental towards implementation of the skill acquired in their duties. "Studies have shown that instruction in the mother tongue is beneficial to language competence in the first language" (Education Ministerial Committee, 2003:9).

C. The government, through the Department of Arts and Culture together with the publishers of indigenous languages newspapers must work together in striving towards making these newspapers accessible, viable and cheaper.

D. The existence of the indigenous African language publications should be encouraged by various corporate entities through sponsorships, partnerships and advertisements.

E. These indigenous African languages publications must mobilise and pen out strategies in an effort to settle in their niche market without worrying about the mainstream's well-established newspapers.

F. These indigenous publications need excessive investment on their marketing strategies.

G. These three publications must formulate an association together with other indigenous African languages newspapers in the Limpopo Province. The association will therefore represent their issues and help to curb the challenges they are facing in their niche market. The government must take a lead in communicating critical education; information and entertainment to the African people in languages they understand best, namely, their mother tongue.

H. The government's commitment to fulfilling article 6 of the Constitution regarding the status and place of official languages in South Africa must be implemented through the development and sustainability of these indigenous newspapers.

I. The government's honest commitment to the implementation of provisions of the Constitution including articles 7, 8, 9, 10 and related legislation that provide for language and right to information and participation by citizens in their governance.

J. The government should initiate or accelerate (if initiated), development of general and field-specific technical language terminology in African languages.

K. Uncompromising effort should be invested in publicising and promoting the developed terminology to language speakers, especially learners at all levels.

L. The government (at all levels) should communicate written messages and information in the various mediums (flyers, brochures, posters, banners, bills, notices, etc.) in indigenous languages specific to particular communities.

M. The government should publish adverts and advertorials in indigenous language medium newspapers, preferably in the language of publication.

N. Universities (and their various structures) should take the a lead in the extensive use of African languages to publicise information about their role and their work for the benefit of their respective communities.

O. An investment in the promotion of African languages in schools at all levels (through oral, written essays, poetry, music, presentations, debates, etc.) is a non-negotiable must if these languages are to survive, develop and grow.

P. Language development and standardization bodies (such asPanSALB – NLB, PLC, Lexicography Units, etc.) must become conspicuous and active and constantly interact with language speakers.

Q. Proper professional training of journalists must be accelerated as should the upgrading of African language teachers at all levels.

R. These newspapers must mobilise their respective target markets to actively participate in the production of the paper because this will make the community members to identify with the papers. Community participation as one of the key components of community media must be embraced by these publications and this will help their readership base to grow.

If the above recommendations are taken into consideration by the pertinent parties, not only shall these newspapers grow, but more publications in the indigenous languages, newspapers, magazines, books, music, films, movies are likely to create decent job through these indigenous languages.

6.4.1 Future area of study

This study has covered considerable ground pertaining to the development and sustainability of indigenous African languages newspapers. It managed to reflect on the key factors that negatively and positively affects the newspapers' development

and sustainability. Without doubt, this study has fulfilled its aims and objectives but there is much that needs to be done in this focus area. The history and current status of indigenous African language newspapers in South Africa does not make for a good reading due to the fact that mostly these newspapers struggle to sustain themselves. Some studies in other parts of Africa, viz in Ghana and Zimbabwe in particular, prove that native language newspapers are not guaranteed a long-life spell owing to various factors, and South Africa is not an exception to this matter.

Despite the fact that the indigenous African language newspapers are owned by individuals instead of a community, it is a known fact that if these newspapers aspire to be recognised as community publications, they must be owned by the communities, yet they still play the role of community medium. Nevertheless, the significance of the indigenous language newspapers in Africa is inevitable. It is therefore, important for this kind of newspapers to grow from strength to strength in the print media fraternity. There is a need for a study of this calibre to be carried further, especially looking at the technological innovations that various mainstream publications have ventured into. It is pertinent to try and locate the manner in which these local newspapers have positioned themselves in the midst of new media technologies.

The success of the most popular indigenous African language newspaper in South Africa called *Isolezwe* and few other IsiZulu publications indicates the probability of this kind of publications contesting with the mainstream publications for the same market. It is therefore, critically important for future studies to try and exhaust other aspects of this study especially the socio-economic factors. Another aspect that needs attention in the future is the issue of conducting a bench mark between indigenous African language newspapers and their English counterparts.

There is also a need for the indigenous African language newspapers to stay up in the print media industry and consolidate their position. In contrast community radio stations are enjoying the competition and challenges in the broadcasting fraternity. It is sensible for one to try and discover the variations of the two sectors (viz print and broadcasting) concerning their friendliness towards their community wings as part of future area of study. A question that one may ask in the future is; how does the South African Education Language Policy affect the fate of indigenous language newspapers? The scope of the study must be broadened from three indigenous languages newspapers to at least five or six because this will allow the researcher to have the latitude of comparing these newspapers in two or more provinces, .e.g. Limpopo versus Kwa-Zulu Natal.

6.5 CONCLUSION

This study concludes that the sustainable development of indigenous language newspapers is determined by various factors.

The development and sustainability of the indigenous languages is not an easy achievable adventure. These newspapers are important to the masses in the socio-economic development including the preservation of culture and the indigenous languages. These newspapers are however facing many challenges, such as marketing, finance and proper business structure (Corporate governance).

Seipone, *Ngoho News* and *Nthavela* operate under the shoe string budget because there is no forthcoming financial support from relevant structures such as government, Non-governmental Organisations, philanthropist, sponsors etc. Apart from the insufficient financial support that these newspapers are facing, MDDA

donates grant to these newspapers and to the other emerging community media entities.

These newspapers are important because they uplift and embrace the value of previously marginalised languages such as Tshivenda, Xitsonga and Sepedi. Subsequently, there is a need to develop and sustain these newspapers and the efforts to ensure that these newspapers do not fail starts with their respective communities.

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Seipone

DITŠHABA KE TŠA MAGOŠI!

Kgoši Seshego Sekororo yo e lego moetapele wa CONTRALESA, Kgoši le Cllr Dorcas Madikoto wa masepala wa Polokwane nakong ya tlhahlo ya magoši ya SALGA

BOIPSHINO KA BOETI KE MAPHAAPHAA!
LETLAKALA ...03

SADTU E KGALEMA MARATWANA DIKOLONG
LETLAKALA ...07

NTWA E SA TŠWELA PELE...
LETLAKALA ...08

Makgabo Mapoulo ge a bula tlhahlo ya magoši semmušo

LETLAKALA ...02

DIKGOROTSHEKO DI LEBANE LE MATHATA A MALEME A KA NTLE LETL. 09

Nthavela

Titimuleni

R2.50

"VA SUKILE VA NGA HETISANGI LESWI A VA LAVERIWA SWONA EKA MLFM"

Munghana Lonene fm

Ndzalama Ya Rixaka

...alama Ya Rixaka

Pg 3

Vahaxi vantshwa va MLFM: Ku sukela eximatsini ku ya exineneni Roy Ngobeni, Connie Mashimbye na Mlunghisi Shivamba

Pg 2
Vafana va tiendlela ndhuma hi ku ba nkatara

Pg 7
Xikolo xa Sekondari ya Magoza xi ninginisa Nkowankowa

Pg 9
Wansati a cukumeta n'wana exihambukelweni

Pg 6

Pg 8

Pg 12
Vantshwa va tihela ku nghena edyondzeni ra mitlangi ku hisana ni vugevenga

Vaakindhawu va dumadumoka va hisa yindlu yo durha

...honga u tih asela vva a hu...ya dlutu

Hu nukha musilili Dididi

Ahi bulaho ha Dididi ho shikadzho milivenda, na Zimbabwe, tsdi kha gombela... u bva tshigwa... hoṱha.

Mudivhalea... ṅalele ambole nali
ṅuu ṱi vu taṱidal

Malema... misi... MPANI
mḽaya... ṱa muṱṱu

Kha... fsch... idzam Muvamgo

B... ing... u ha fsch...

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THE DEVELOPMENT AND SUSTAINABILITY OF INDIGENOUS AFRICAN LANGUAGE NEWSPAPERS: A CASE STUDY OF *SEIPONE, NGOHO NEWS* AND *NTHAVELA*

Ditaelo: ka kgopelo, leka ka moo o ka kgonang go araba dipotšišo ka moka ka mohwa wa go tshepega. Ga gona karabo ya maleba; ka ge kakanyo ya gago ele bohlokwa go fetiša. Dipotšišo tše dilego gona fa di bonolo ebile ga di gake le ga tee.

Tše ke dipotšišo tše dikopana tša maitirelo.

Nomoro ya mogala wa gago _____

Potego: Dipotšišo tše ke teko ya go kgobokeša difiwa tša nyakišišo ya Masters fela ebile di tlaba sephiri saka le wena. Ke ka baka leo o sa kgopelwago go ntšha diphiri tša gago ka moka pepeneneng bjalo ka mofetudi.

KAROLO YA PELE (A): DIPALOPALO TŠA SETSHABA

LEGORO LA MENGWAGA

12 – 18		19 - 25		26- 34		35 - 45		45 – le go feta	

BONG	TONA		TSHADI	

LELEME LA GENO

SEPEDI		XITSONGA		TSHIVENDA	

LELEME LE LENGWE: _____

O DULA KAE?	
MAEMO A GAGO DITHUTONG	
MOŠOMO	

KAROLO YA BOBEDI (B): DIPOTŠIŠO

Ditaelo: ka kgopelo bea leswao kgaofe le karabo ye o e kgethileng, ngwala kakanyo ya gago ge fela o kgopetšwe go dira bjalo.

1. A naa o bala koranta ya Seipone?

A.	Ee	
B.	Aowa	

Efa lebaka la karabo ya gago_____

2. O bala Seipone ka morago ga sebaka se se kae?

A.	kgafetša	
B.	Ka morago ga sebakanyana	
C.	Ka morago ga nako e telle	

3. A naa o kgotsofatša ke ka mokgwa woo Seipone se phatlalatšwago le ka moo se hwetšagalago ka gona?

A.	Ee	
B.	Aowa	

4. Go bjang go bala koranta ya Sepedi ge o go bapetša le go bala dikoranta tša sejahlapi?

A.	Go bonolo ebile gwa kgahlisa	
B.	Go boimanyana ebile gwa lapisa	
C.	A go selo se bothlokwa	

5. E kaba Seipone se gofa tshedimošo le thuto ga ka kang?

A.	Ga golo kudu	
B.	Ga nyenyane	
C.	Se fa tshedimošo fela	
D.	Se fa thuto fela	
E.	Ga sefe tshedimošo le thuto le ga tee	

6. A naa o hwetša thuto ya setšo sa geno mo koranteng ya Seipone?

A.	Ee	
B.	Aowa	

7. A naa Seipone se go fa ditaba tša motse wa geno ka moraga ga sebaka se se kae?

A.	Kgafetša	
B.	Ka morago ga sebakanyana	
C.	Ka moraga ga sebaka se se telle	

8. O tšea nako e kae go bona dipapatšo mo go Seipone?

A.	Nako e ntshe kudu	
B.	Nako e nyane	
C.	Ke di bona kgafetša	

9. A naa Seipone se tliša hwetšo ya mohuta mang mo motseng wa geno?

_____

_____

_____

10. A o tšea karolo mo go Seipone?

A.	Ee	
B.	Aowa	

11. Ke karolo efe ye o e tšeago?

A.	Ka go se bala fela	
B.	Ka go ngwalela dikakanyo tša ka	
C.	Ka go loma boraditaba ba sona tsebe	
D.	Ka go thuša go se phatlalatša	

12. A naa Seipone se kgatha tema ya mohuta mang go bolokeng leleme la geno?

A.	Tema e kgolo kudu	
B.	Tema e nyane	
C.	Ga e kgathe le ga nyane	

13. Mo motseng wa geno, e kaba Seipone se bohlokwa bjang?

A.	Se bo hlokwa kudu	
B.	Se bo hlakwanyana	
C.	Ga se bohlokwa le ga tee	

14. O thabela boleng bja Seipone?

A.	Ee	
B.	Aowa	

15. Ke se feng sedirišwa se o se šomišang go hwetša tshedimošetšo?

A.	Thelebišene	
B.	Seyalemoya	
C.	Koranta	
D.	Inthanete	
E.	Magasine	

16. O gopola gore Seipone se nyaka koanafatšo? Ge karabo ya gago ele ee, E kaba kaonafatšo ya mohuta mang? _____

A.	Ee	
B.	Aowa	

17. Ke bohlokwa bo fe bja go bala kuranta ka leleme la Sepedi?

_____

_____

_____

18. O nagana gore go nale dikoranta tše dilekaneng fa motseng wa geno?

A.	Ee	
B.	Aowa	

19. Efa tlhaloso ya Seipone ka mokgwa wo o se kwešišago ka gona?

_____

_____

_____

20. Ke eng se se dirang gore bana ba thari entsho ba lahlegelwe ke kgatlhego ya go bala goba gona go ngwala maleme a bo bona?

_____

_____

_____

21. Ke mang o a swanetšego go solwa ge batho ba sa bale dikoranta tša setšo?

_____

_____

_____

Ke a leboga!!!

THE DEVELOPMENT AND SUSTAINABILITY OF INDIGENOUS AFRICAN LANGUAGE NEWSPAPERS: A CASE STUDY OF *SEIPONE, NGOHO NEWS* AND *NTHAVELA*

Swiletelo: U komberiwa ku tirhisa vutivi bya wena ku hlamula swivutiso honkwaso laha papileni ra swivutiso na swona u fanele u tshembeka. Ku hava nhlamulo leyi yi nga yona tani hileswi mavonele ya wena ya nga na nkoka. Swivutiso leswi swi olovile swi tlhela swi kongoma.

Leswi I swivutiso swo koma swo tiendlela.

Rinqingho ra muhlamuri_____

Xihundla: Nongonoko lowu wa swivutiso wu endleriwe ku hlengeleta vuxokoxoko bya vulavisisi bya Masters ntsena na kona vuxokoxoko lebyi byi ta tshama byi ri xihundla. Hikokwalaho u komberiwa ku va u nga paluxi vuxokoxoko bya wena bya nkoka tani hi muhlamuri.

XIYENGE XA A: RIMBEWU

NTLAWA WA MALEMBE

12 – 18		19 - 25		26- 34	35 - 45		45 – kumbe kuhundza	

RIMBEWU	WANUNA		WANSATI	

RIRIMI RA LE KAYA

SEPEDI		XITSONGA		TSHIVENDA	

RIRIMI RINWANA: _____

U TSHAMA KWIHI?	
XIYIMO XA WENA DYONDZO	
NTIRHO	

XIYENGE XA B: SWIVUTISO

Swiletelo: U komberiwa ku kombisa hi maraka hlamulo ya wena leyi u yi hlawuleke, nakambe u komeriwa ku tsala mavonelo ya wena laha swifaneleke.

1. Xana hi rihi phepha-hungu leri u tsakelaka ku ri hlaya eka lawa manharu?

A.	Seipone	
B.	Ngoho News	
C.	Nthavela	

2. Xana u hlaya kangani phephahungu leri u ri hlawuleke?

A.	Minkarhi yo tala	
B.	Minkarhi yin'wana	

C.	Endzhaku ka nkarhi wo leya nyana	

3. Xana wa tsaka hi vuhangalasi na ku kumeka ka phephahungu leri endhawini ya ka n'wina?

A.	Ina	
B.	E-e	

4. Xana swi ku olovela ku fika kwihi ku hlaya phephahungu leri tsariweke hi ririmi ra wena kumbe ririmi leri u ri rhandzaka loko hi fananisa na ri tsariweke hi Xinghezi?

A.	Swa olova no tsakisa	
B.	Swa tlhontlha no lolohisa	
C.	A kuna swo tsakisa hi swona	

5. Xana phepha-hungu leri u ri tsakelaka ri na vuxokoxoko na tidyondzo ku fika kwihi?

A.	Ri na vuxokoxoko na tidyondzo to tala	
B.	Vuxokoxoko na tidyonzo tintsongo	
C.	Ro va na vuxokoxoko ntsena	
D.	Ro va na tidyondzo ntsena	
E.	Ku hava vuxokoxoko hambi ti ri tidyondzo	

6. Xana i ka ngani u hlayaka mahungu lawa ya dyondzisaka vahlayi va phepha-hungu leri hi ndhavuko wa vona?

A.	Minkhari yo tala	
B.	Minkarhi yin'wana	
C.	A ndzi si hlangana na swona	

7. Xana i ka ngani u hlayaka mahungu ya swilo leswi humelelaka kusuhi na laha u tshamaka kona?

A.	Minkhari yo tala	

B.	Minkhari yin'wana	
C.	Endzhaku ka nkarhi wo leya nyana	

8. Xana i ka ngani u hlanganaka na swinavetiso eka phepha-hungu leri?

A.	Minkarhi yo tala	
B.	Minkarhi yin'wana	
C.	Endzhaku ka nkarhi wo leya nyana	

9. Xana hi wihi nkoka wa phephahungu leri e mugangeni w aka n'wina?

_____

_____

_____

10. Xana ku na ndlela leyi u pfunaka hi yona eka phephahungu leri?

A.	Ina	
B.	E-e	

11. U pfuna hi ndlela yihi?

A.	Hi ku hlaya	
B.	Hi ku tsala mavonelo ya mina	
C.	Hi ku tsala mahungu ya nkoka	
D.	Hi vuhangalasi bya phepha-hungu	

12. Xana phephahungu leri ri hlayisa ku fika kwihi ririmi ra wena?

A.	Hi ndlela ya xiyimo xa le henhla	
B.	Hi ndlela ya xiyimo xa le hansi	
C.	A ri hlayisi na switsongo	

13. Xana phephahungu leri ri na nkoka muni e mungangeni waka n'wina?

A.	Ri na nkoka swinene	

4

B.	Ri na nkoka nyana	
C.	A ri na nkoka	

14. Xana xiyimo xa phepha-hungu leri xa ku tsakisa?

A.	Ina	
B.	E-e	

15. Hi xihi xi tirhisiwa lexi xi ku nyikaka vuxokoxoko?

A.	Mavonela kule	
B.	Wayilese/Rhadiyo	
C.	Phephahungu	
D.	Inthanet	
E.	Buku ya swifaniso (Magazine)	

16. Xana u ehleketa leswaku phepha-hungu leri ri fanele ku antswisa? Loko nhlamulo kuri ina, ri fanele ku antswisa hi tlhelo rihi? _____

A.	Ina	
B.	E-e	

17. Xana swi na nkoka muni ku hlaya phepha-hungu leri tsariweke hi ririmi ra wena?

_____

_____

_____

18. Xana u ehleketa leswaku maphepha-hungu lawa ya tirhisaka ririmi ra wena ya enerile e mungangeni wa ka n'wina?

A.	Ina	
B.	E-e	

19. Nyika nkatsakanyo wa phephahungu?

_____

_____

_____

20. Xana swi vangiwa hi yini leswaku vini va ririmi ro karhi va lehlekela hi ku tsakela ku hlaya no tsala ri ririmi ra vona?

_____

_____

_____

21. Xana u ehleketa leswaku ku i yini xivangelo lexi endlaka leswaku maphephahungu lawa ya tsariweke hi ririmi ra vini va rona ya nga xawivi ngopfu?

_____

_____

_____

Na nkhensa swinene!!!

The Development and Sustainability of Indigenous African language Newspapers: A case study of *Seipone, Ngoho News* and *Nthavela*

Ndaela: Lingendzani ngavhukoni hanu hoṱhe u fhindula mbudziso, nahone ngau fhulufhedza. A hunaphindulo ire yone kuhumbulele kwanu kukwandeme. Mbudziso idzi dzoleluwa vhukuma.

Hedzi ndi mbudziso pfufhi dzau tou ḓi itela.

Nomborodzamufhinduli_____

Tshidzumbe: Mbudziso idzi ndi ndingedzo yaunga kuvhanganya mafhungo a risetshe ya Masters, ngauraro zwiḓo dzula zwi tshidzumbe. Vhahumbelwa usa visela khagala zwidodombezwa zwavhune samufhinduli.

KHETHEKANYO A: MUDZULAPO

MUROLE, THANGA

12 – 18		19 - 25		26 - 34		35 - 45		45 - naufhira	

MBEU	MUNNA		MUSADZI	

LUAMBO LWA DAMUNI

SEPEDI		XITSONGA		TSHIVENDA	

LUNWE LWAMBO_____

NI DZULA GAI/NGAFHI	
NO FUNZEA U GUMA GAI	
MUSHUMO	

KHETHEKANYO: DZIMBUDZISO

Ndaela: Vhahumbelwa u swaya tsini na phindulo ye vhanganga, hune vhahumbelwa upfi vhanwale vhupfiwa havho, vhanwale.

1. Niya vhala guranda ya Ngoho News?

A.	Ee	
B.	Hai	

Tikedza phindulo yanu_____

2. Guranndaya Ngoho News vhaivhulanganu?

A.	Lunzhi	
B.	Asilunzhi	
C.	Ngamurahu hatshifhinga tshilapfu	

3. U phadalazwa nau wanala ha gurannda Ngoho News vhuponi havho zwiya vhatakadzana?

A.	Ee	
B.	Hai	

4. Vhone vhazwi vhona hani vhatsi vhambedza gurannda yo nwalwaho nguluambo lwavho lwadamuni nayo nwalwayo nga lungedzi?

2

A.	Zwolelunautakadza	
B.	Zwinavhulemenausanyanyula	
C.	A hunsphambano	

5. Gurannḓa ya Ngoho News ina pfuno nau ḓivhadza u gumagai?

A.	Inou ḓivhadza na ngamaanḓa	
B.	Ai tuvha na pfuno nau ḓivhadza ngauralo	
C.	Itou ḓivhadza fhedzi	
D.	I thou funza fhedzi	
E.	Ai funzi nau ḓivhandza naluthihi	

6. Ndilungana hune nangavhala mafhungo ane a funza vhavhali ngaha siyalala namilayo kha iyi gurannḓa ya Ngoho News?

A.	Lunzhi	
B.	Asilunzhi	
C.	Naluthini	

7. Ndilungana hune na vhala mafhungo ane a khou amba ngahazwine zwakhou itea hune nandzula hone, kana nga tsini ha hune nandzula hone?

A.	Ndilunzhi	
B.	Asilunzhi	
C.	Ngamurahu ha tshifhinga tshilapfu	

8. Ndilungana hune vhona khunguwedzo kha guarannḓaya Ngoho News?

A.	Ndilunzhi	
B.	Asilunzhi	
C.	Ngamurahu ha tshifhinga tshilapfu	

9. Ndizwifhio zwine iyi gurannḓa ya Ngoho News ya khou ita kana u ṱuṱuwedza khavhupo vhune nadzula khaho?

_____

_____

_____

_____

10. Niya dzhenelela kha gurannḓa iyi ngandila inwe nai nwe?

A.	Ee	
B.	Hayi	

11. Ni dzhenelela ngandila de?

A.	Ngau vhala	
B.	Ngau nwala tshitori tshavhudipfi	
C.	Ngau neya maswa-maswa a tshitori	
D.	Ngauthusakhauphudalazagur annda	

12. Eyi gurannda ya Ngoho News ita mushomo mungafhani khau vhulunga luambo lwanu?

A.	Ita mushumo muhulu	
B.	A si muhulu mushumo ine ya u ita	
C.	A huna zwine ya i ta	

13. Gurannda iyi ya Ngoho News ndiyandeme zwingafhani khavhupo hanu?

A.	Ndiyandeme vhukuma	
B.	Ndiyandeme nyana	
C.	Asiyandeme	

14. Zwine gurannda ya Ngoho News yavha zwone iya ni takadza?

A.	Ee	
B.	Hay	

15. Ni humbula ungari iyi gurranda iya nyaga u kwinisiwana? Arali zwo ralo, ndi fhio kwinifhadzo ine ya todeya?_____

A.	Ee	
B.	Hayi	

16. Ndi li fhio dzhendedzi la mafhungo le na shumisa u wana mafhungo?

A.	Thelevishini	
B.	Wailese	
C.	Guranda	
D.	Magazine	
E.	Inthanete	

17. Ndivhufhio vhundeme ha u vhala gurannḓa ḽo nwalwaho nga luambo lwaḓamuni?

_____
_____
_____

_____

18. Ni hummbula ungari afha vhuponi ha-hanu gurannḓa dza luambo lwa ḓamuni dzolinganaho na?

A.	Ee	
B.	Hayi	

19. Neyani vhuḓipfi ngaha gurannḓa ya Ngoho News?

_____
_____
_____

_____

20. Ndizwifhio zwine zwa itisa uri vhadzulapho vhane vha amba luambo lwaḓamuni vhaṱutshelwe ngadzangalelo ḽa u nwala na u vhala luambo lwavho lwaḓamuni?

_____
_____
_____

_____

21. Nihumbula uri ndi nnyi a ne a te u vhewa mulandu wa u savhalwa ha gurannḓa dza luambo lwadumani, ngavha ambi vhaluambo?

_____
_____
_____

_____

Ndo livhuwa nga manda!!!

THE DEVELOPMENT AND SUSTAINABILITY OF INDIGENOUS AFRICAN LANGUAGE NEWSPAPERS: A CASE STUDY OF *SEIPONE, NGOHO NEWS* AND *NTHAVELA*

Instructions: Please try your level best to answer all the questions in this questionnaire and you are kindly requested to be honest. There is no correct answer; as your opinion is important. This questionnaire is simple and straight to the point. Please try your level best to be on your answers.

Confidentiality: This questionnaire is an attempt to collect data for Masters Research purposes only and will remain confidential. You are therefore not asked to disclose your personal details as a respondent.

Questions:

1. What is your definition of community newspaper/ indigenous African language newspaper?

2. What inspired you to establish the indigenous African language newspaper?

3. May you please give a historical brief background of the paper?

4. What kept you going till this far in the midst of stiff competition from the mainstream newspapers in the print media industry?

5. What are the challenges facing your publication; because many emerging indigenous African language newspapers are collapsing?

6. What have you done thus far to overcome these challenges?

7. What encouraged you to publish in the indigenous African language?

8. What kind of response do you receive from native speakers of these languages?

9. Are you satisfied with the level of literacy in your target audience?

10. There are any developments that your publication brought into the rural communities, because the role of media is to educate, inform and entertain striving towards development?

11. What is the level of professionalism and competency as far as your staff is concern?

LIMPOPO PROVINCIAL MAP
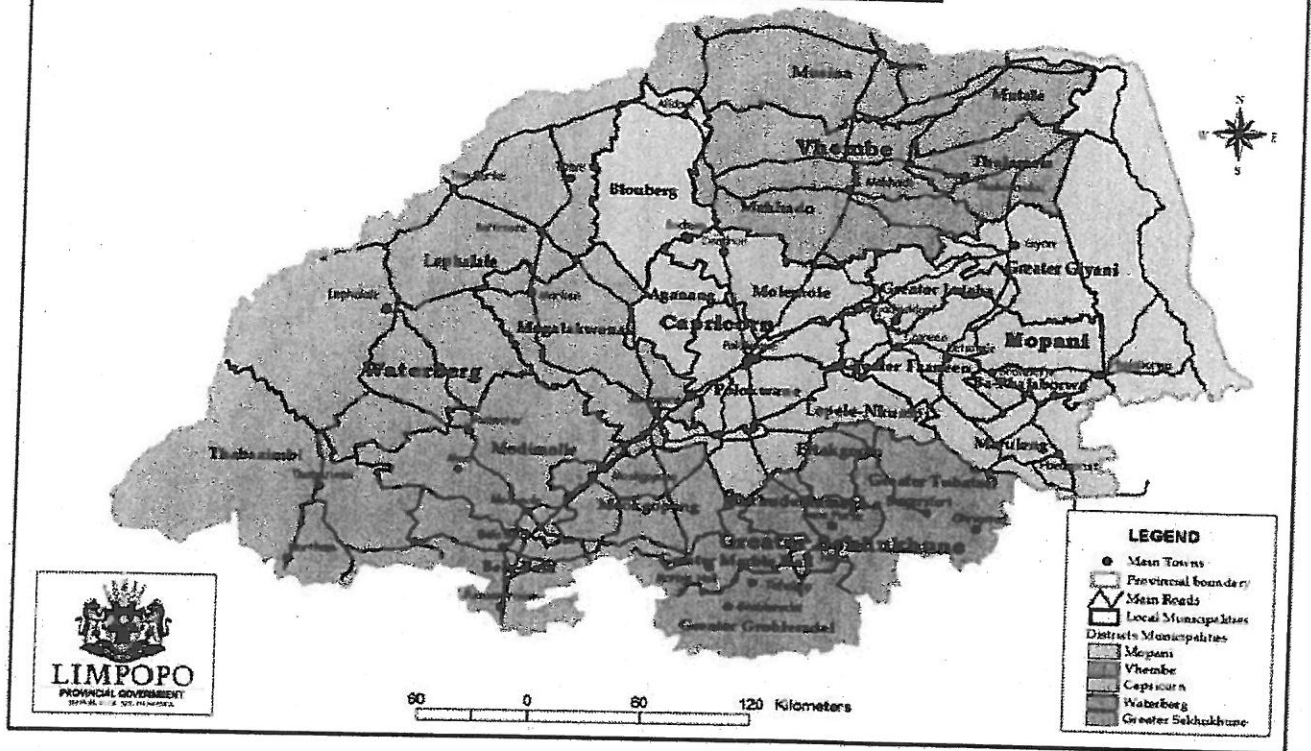
Source :< http://www.marula.co.za/images/limpopo_MAP.gif >

ADDENDUM I: LETTER FROM THE EDITOR

February 20, 2012

Mr M.J Makoro

E-mail: seshego1@hotmail.com

Phone: 072 269 9447

Prof. S.O Mmusi

University of Limpopo

Faculty of Humanities

Department of Media Studies

Dear Prof. Mmusi,

LANGUAGE EDITING LETTER

This letter serves as a proof that I edited the work of Mr E.J Malatji (Student No: 200520481) entitled: **The development and sustainability of indigenous African language newspapers: A case study of *Seipone*, *Nthavela* and *Ngoho News*.**

Regards,

Mr. M.J Makoro

ADDENDUM J: LETTER FROM THE EDITOR

MM Mohlake
Centre for Academic Excellence
University of Limpopo
Turfloop Campus
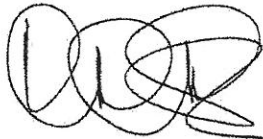Private Bag x 1106
Sovenga
0727

12 December 2013

To Whom It May Concern: Language Editing Confirmation Letter

This letter is meant to acknowledge that I, MM Mohlake, as a professional editor, have meticulously edited the dissertation of Mr Edgar Julius Malatji (200520481) entitled "The Development and Sustainability of Indigenous Language Newspapers: A Case Study of *Seipone*, *Nthavela* and *Ngoho News*".

Thus I confirm that the readability of this work is of a high standard.

For any queries please contact me.

Regards

MM Mohlake
(015) 268 2707
072 1944 452
<mosimaneotsile.mohlake@ul.ac.za>